

NITDO BOOSTING IMAGE LIBRARY



We need help and input from our tourism partners! We have been working hard at building our image library and we are always on the lookout for

new shots of all that happens in our area. We are always looking for images from ALL seasons and ALL types of events. People shots are awesome to have on hand! You can assist by sending us your images (with proper photo credits) to mary@visitnorthernillinois.com.

As been our practice, we continually research new websites that may be of interest to our regional partners. Here are some sites for websites for you to check out.

Illinois Tourism:

www.enjoyillinois.com

Northern Illinois Tourism:

www.visitnorthernillinois.com

Chicago Tourism:

www.explorechicago.org

Lincoln Bicentennial:

www.lincoln200.net

Travel Industry of America:

www.tia.org

Illinois Wine Industry:

www.illinoiswine.com

Northern Illinois Wine Trail:

www.northernillinoiswinetrail.com

National Scenic Byways:

www.byways.org

Illinois Byways:

www.illinoisbyways.org

Illinois Agri-Tourism (ATPI):

www.agfun.com

Traveling Green:

www.travelgreen.org

Illinois Film Locations:

www.onscreenillinois.com

ILLINOIS LINCOLN HIGHWAY INTERPRETIVE GAZEBOS, MURALS & MORE



Been a while since we told you updates from the Illinois Lincoln Highway Coalition, the management agency for the Illinois Lincoln Highway National Scenic Byway...boy have they been busy. And the long-awaited and much-anticipated Interpretive Gazebos are done, panels installed and ready for visitors. ILCH staff worked with the City of Dixon on this FHWA grant to build the gazebos. Wendler Engineering provided site and planning expertise, Sebastian Construction was awarded the construction contracts, and Horizon Displays provided the interpretive panels.

On October 27th the Gazebos were formally dedicated at Malta, installed at the Seedling Mile, adjacent to Kishwaukee College. Reps from ILHC communities receiving the gazebos were present as well as ILHC Board members, State Legislators, State Scenic Byway Coordinator, as well as project vendors. It was an amazing day to be able to celebrate the accomplishment of a project that took over two years of planning and preparation. Gazebos are completed in Creston, Malta, DeKalb, Fulton, Sterling, Dixon, Rochelle, Oregon, Geneva, Batavia, North Aurora, Aurora, Plainfield New Lenox, Frankfort and Park Forest.



Murals...yes another long-awaited initiative, is beginning to gain some momentum. Funding through the FHWA Grant (80%) and matched with an IBOT TAP Grant (20%), the murals, 10' x 20' are being gifted to the partner communities – all 40 in total. We have murals being painted for installation in 3 communities (Aurora, Joliet and Oregon), with at least 8 more in various stages of design, research or approval. So, this project is moving ahead.

Check it out to see what is happening next!

FACEBOOK AND TWITTER...ALL THE RAGE



Yes, we just finished hosting two sessions on Facebook, Twitter and the tools-applications to make this an easier and manageable marketing tool for your organization. And, this was also a timely topic at the Fall ICCVB meeting held in Southern Illinois. So, I ask you – has your business, organization, festival or event taken the BIG STEP, are you engaged in Social Media?

NITDO has been actively working with Facebook and Twitter for several months, and has gathered a large number of fans and followers. We have also encouraged and are working with our Scenic Byway Partner, Illinois Lincoln Highway to join in the mix. And while at the workshop late last month, when everyone else was joining in the mix, we did it again to promote the Northern Illinois Wine Trail. Now here is where we can use your assistance...to get more fans and to provide news to share...To find

Lincoln Bicentennial Commission:

www.alplm.org

US Travel Association:

www.ustravel.org

Power of Travel – info & stats:

www.poweroftravel.org

Discover America:

www.discoveramerica.com

Tour Illinois:

www.tourismillinois.org

Meet In Illinois:

www.meetinillinois.com

Sports Illinois:

www.sportsillinois.com

Illinois African-American Travel:

www.soulfulillinois.com

Illinois Hispanic Travel:

www.disfrutailinois.com

University of Illinois Extension

Agritourism:

web.extension.uiuc.edu/agritourism/

Small Farms Conference

conferences.uiuc.edu/smallfarms

Illinois Association of Museums Conference

ChildrensDiscoveryMuseum.net/IAM

The Special Event Show, 2010 New Orleans

www.thespecialeventshow.com

the Northern Illinois Tourism, we have adopted a slight variation of our name: we are VisitNorthernIL. On Facebook you can find us at www.facebook.com/VisitNorthernIL and on Twitter the same applies, www.twitter.com/VisitNorthernIL. For the Illinois Lincoln Highway, we worked off their website, which is www.drivelincolnhighway.com, therefore to find their pages search for www.facebook.com/DriveLincolnHwy or @DriveLincolnHwy. Our newest endeavor, with the smallest reach to date is for the Northern Illinois Wine Trail. You can find posts about the wine trail www.facebook.com/NorthernILWine and on Twitter @NorthernILWine.

And we'd certainly appreciate that you would share our request to become our FANS or Followers on your Facebook and Twitter posts too – the more we promote each other, the more people we can attraction to our region.

So now that you know how to find us and become a FAN or Follower, send us your news. We are always looking for things that have a regional appeal. Whether it be a special event taking place (say Nouveau in Galena or Cirque's performance in Rockford), a workshop (such as the ISEN convention, occurring now), or even the new opening store or attraction, please send us your news to share.

Lastly, for those who were hands-on the last few days in October at the session, thanks for your support. Hope you got a great deal from the information. We have posted on our [Education & Resources](#) section of website the PowerPoint and hand-outs. For those who were unable to attend, click on the website and review the materials. This may not be as helpful as being there, but certainly worth the chance to learn something new.



SIGN, SIGN, EVERYWHERE A SIGN – PERHAPS NOT EVERYWHERE!

Hey, have you seen the new large, blue signs along the Interstates in Illinois, the ones that feature ATTRACTIONS? IBOT has been working with IDOT to implement the Tourism Attraction Signage Program for interstate highways throughout Illinois. These large blue signs will be much like those currently found along the interstates for Gas, Food, Lodging and Camping. Due to the cost of implementing these signs statewide, we will phase in the program over the next several years. When completed, these signs will provide all of us a powerful new way to promote attractions throughout our state.

The revised policy and application can be found on the IBOT website www.enjoyillinois.com under the button at bottom of home page, labeled Travel Professionals. Each sign can accommodate 6 tourism attraction logos and each attraction MUST identify ONE intersection for the sign. The intersection closest to the attraction must also be identified through a computer mapping system, for example, Map Quest or Rand McNally, to verify the directions and the Exit Number. Attractions will not be allowed to request logos at more than one intersection therefore it is important for attractions to use the intersection closest to their facility. There is a nominal fee for this program, and participating attractions will be charged a yearly fee for the signs in the same manner as IDOT's Business Logo Signing Program to cover their costs.

So what does this mean to YOU? You, as our partner, are being asked to review this program, check to see that interstates in your area may qualify for the program – AND then secure possible partner businesses that would benefit from the exposure. So, check out the guidelines, and let's get moving. Visitors are looking for new places and things to experience, let's showcase a few more in Northern Illinois.

SIGN UP FOR CO-OP MAILINGS

Remember to contact Diane at Illinois Lincoln Highway, 815-547-3854, to participate in the Co-Op Mailing Program. Leads will be coming in from the Fall-Winter Insert. In the mailings, we showcase several communities, the ILHC 2009 Visitor Guide, Illinois Scenic Byways rack cards, Northern Illinois Wine Trail rack card, and the Northern Illinois Visitor Guide. If your community would like to take part in these co-op mailings, please send 3,000 of your brochures or rack cards along with a check made payable to ILHC in the amount of \$475 to cover the cost of bulk mailing. Great deal at less than \$.16 each!



SEE WHAT'S AVAILABALE ON THE
VISITNORTHERNILLINOIS.com WEBSITE'S
[SEND A POSTCARD](#) FEATURE



Calendar of Events - Illinois Tourism Happenings . . .

Nov 3

ISEN Board Mtg, Tinley Park

Nov 4-5

ISEN State Convention, Tinley Park

Nov 11

HOLIDAY – Office Closed (Veterans Day)

Nov 12

ATPI Board Meeting, Springfield

Nov 20-21

25th Annual Nouveau Celebration, Galena (& other locations)

Nov 26-27

HOLIDAY – Office Closed (Thanksgiving)

Dec 25

HOLIDAY – Office Closed (Christmas)

Jan 1

HOLIDAY – Office Closed (New Year's Day)

Jan 6-8

Illinois Specialty Growers Conference, Springfield

Jan 7

ATPI Annual Meeting, Springfield

Jan 11-16

The Special Event Show, New Orleans

Jan 18

HOLIDAY – Office Closed (Martin L. King Day)

Jan 19

Illinois Lincoln Highway Coalition Board Mtg, DeKalb

Feb 17-19

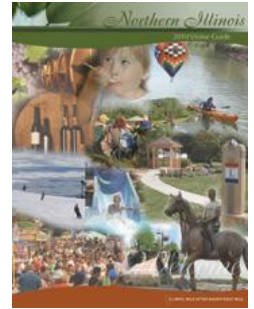
2010 Illinois Governor's Conference on Tourism, Chicago

May 15-19

International PowWow, Orlando

LAST CHANCE: 2010 NORTHERN ILLINOIS VISITORS GUIDE

It's being wrapped up...the 2010 Northern Illinois Visitor Guide. The 2010 guide prints in early December with delivery to our office before month-end. These guides will be shipped out to our regional partners before the start of the New Year. So, let us know if you have any questions and help us produce the best book ever! We'll be printing 50,000 and trust me; these will be gone through the year. The remaining 2009 are being treated as gold.



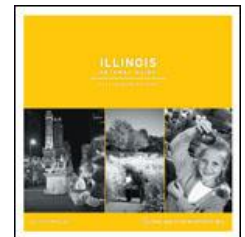
And, while mentioning websites have you checked to make sure your listing is up to date and correct? Have you checked the descriptions or your business or event – made any changes in the last year? Copy can always be freshened up and made more appealing. And, this is the place we go to for verification of the materials we put into the printed guide. So, your review of the web content is especially important. Need to make a change or an addition – it's easy! On the home page is a text box that reads Submit Changes or Additions – so click here and go ahead and update. You can do it during the traditional office hours or late at night – just take a few minutes to make sure your specific business, event, attraction has the best possible information for our visitors. The guide, as was stated is popular, BUT the web stats are through the roof. And with the staff's use of the social media outlets, we are continually driving visitors to the website for more info. Remember listing info is FREE. Each listing contains information on your attraction or business, description, address, phone and where available, your website.

Can't stress it enough – take a few minutes. Update your info. Make sure all events are included (don't list specific events in your attraction listing – make a separate listing for every event you produce). While we can't possibly list every attraction in the entire 14-county area, we try to be as inclusive as possible on the website. Help us to help you...we love to spread the word about fun things to see and do here in Northern Illinois!

REMEMBER to start looking ahead for your 2010 events and updates for your attractions. Information can be directly loaded onto the NITDO website (button on home page). IBOT has also been reminding CVBs and TDOs to have their information updated on the state website too. Don't be left out, visitors love the holiday fun, Christmas trees, seasonal events, decorated towns, and of course we'll need those winter-time activities skiing, skating, and more!

FY10 CO-OP MARKETING OPPORTUNITIES

Just finalized is our FY10 Marketing Partnership Grant for IBOT for ad space for the upcoming fiscal year. You can reserve the upcoming publication OR place your reservation for any and all of the options we are offering in our co-op program. Rates below indicate the cost of the space, your cost as the IBOT grant was awarded at a 50-50 level.



NITDO has requested one full page in the 2010 Illinois Travel Guide; one half-page in the Winter-Holiday 2009 Getaway Guide (newspaper insert which dropped last weekend on November 1st), and one full-page in the Summer 2010 Getaway Guide (newspaper insert). If you are interested in working with us on these co-op opportunities, please let us know. The format will be repeated from the current year where pages will be divided into 1/6th units; Each partner will receive one photo or logo, headline, 65 words of copy, name of organization, address, website and phone. Space in the first two sold out, but spaces remain in the Summer 2010 insert.

Cost for the publication is as follows:

	Full Cost 1/6th Page	1/6th page w/50-50 Grant	1/6th pg w/40-60 Grant
Summer 2010	\$4,023.66	\$2,011.92	\$1,609.53

So, make your decisions and let our office know. We have only six (6) spaces available for each publication, so it is truly FIRST COME, FIRST SERVED.



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LANDMARK STUDY REVEALS ROI OF BUSINESS TRAVEL ...NEW RESEARCH INFORMS 2010 BUDGETING DECISIONS BY LEADING COMPANIES; COUNTERS RECENT POLITICAL CRITICISM

New research conducted by global research firm Oxford Economics establishes the first clear link between business travel and business growth as American businesses are planning their 2010 budgets and federal policymakers are looking to stimulate the American economy. For every dollar invested in business travel, businesses experience an average \$12.50 in increased revenue and \$3.80 in new profits, according to the study. "This study shows that not all spending cuts are smart cuts," said Adam Sacks, managing director of Oxford Economics. "When companies reduce their travel budgets, there are negative consequences that we can now quantify, in terms of lost revenue and profit growth, and in terms of giving competitors a distinct advantage." "Business travel IS economic stimulus," said Roger Dow, president and CEO of the U.S. Travel Association, which commissioned the study. "In order to grow, businesses have to invest. This research shows that face-to-face meetings and incentive awards to top performers are among the smartest investments companies can make."



Business travel in the U.S. is responsible for \$246 billion in spending and 2.3 million American jobs; \$100 billion of this spending and 1 million American jobs are linked directly to meetings and events. In the first six months of 2009, business travel spending is down by 12.5% and business travel volume is down more than 6%. A 10% increase in business travel spending would increase multi-factor productivity, leading to a U.S. GDP increase between 1.5% and 2.8%. Both executives and business travelers estimate that 28% of current business would be lost without in-person meetings. Roughly 40% of prospective customers are converted to new customers with an in-person meeting, compared to 16 percent without such a meeting. Executives cited customer meetings as having the greatest returns, approximately \$15-\$19.99 per dollar invested, with conference and trade show participation returns ranging from \$4-\$5.99 per dollar invested.

TRAVEL LEADERSHIP SUMMIT MAKES A DIFFERENCE, DELEGATES SECURE PASSAGE OF TRAVEL PROMOTION ACT (TPA)

According to US Travel Association (formerly TIA), from Senate and House offices to the halls of the Capitol, the united voice of travel is making a difference thanks to the hundreds of travel representatives who attended the U.S. Travel Association's Travel Leadership Summit this past September. During the Summit, delegates visited the Hill to speak with elected officials, gain insight on travel's most pressing issues and hear from inside-the-beltway experts. The growth of the Summit over the last 4 years has demonstrated the industry's strength and helped generate support for the travel industry's policy priorities, including the Travel Promotion Act (TPA) in both the House and Senate. Close to 40 states and more than 300 delegates turned out in 2009. These efforts led directly to nearly 50 new cosponsors of the House bill and passage of the House bill on October 7, 2009. TPA awaits passage in the Senate before reaching the President's desk.