



ARE YOU READY FOR "*THE NEW REALITY*"?

2010 ILLINOIS GOVERNOR'S CONFERENCE ON
TOURISM
FEBRUARY 17-19, THE FAIRMONT CHICAGO

Are you ready for The New Reality ...

The tourism industry is a thriving source of Illinois' economy. Annually, professionals in this industry come together to learn from tourism experts and take advantage of the latest information, products and services which enhance travel in Illinois. With that said, join us for the **2010 Illinois Governor's Conference on Tourism on February 17-19 at The Fairmont Chicago.**



When looking at our changing industry, we feel we've been given a wonderful opportunity to discover new ways to present ourselves. Now, more than ever, it is important to look beyond traditional marketing efforts, embrace change and take charge of the current environment to maximize results for your destinations. We need to shift our focus from telling consumers where to travel to listening to their travel desires and get the right message out about Illinois because this is, "*The New Reality*".

In this "New Reality" we need to embrace word-of-mouth recommendations which are influential to travelers and gain the trust of those who are leading the conversations, both on and off line. To guide this thinking, this year's Illinois Governor's Conference on Tourism, Feb. 17-19, 2010 at The Fairmont Chicago, themed, "*The New Reality*," will provide an understanding of where we stand as an industry and how we can successfully move ahead so that Illinois continues to be a leading travel destination.

Industry experts will share their knowledge of evolving travel trends and enjoyable social events will make for great networking opportunities. Join the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism and the Illinois Council of Convention and Visitors Bureaus to learn how to effectively engage consumers and keep them traveling throughout Illinois. The conference begins Wednesday, February 17 with a series of presentations and the annual Ice Breaker reception. We continue with the annual State of the State of Tourism Address, many valuable sessions and an outstanding lineup of keynote speakers including Roger Dow, President & CEO, U.S. Travel Association, Futurist Jim Carroll, and Motivational Speaker Mike Rayburn. The conference will conclude with the Illinois Excellence in Tourism awards luncheon Friday, February 19.

Registration

To register complete the registration form found online at www.ilgovconference.com. If you wish to mail or fax your registration, please use the PDF Registration Forms which then can be faxed to (217) 442-2137 or mailed to: Illinois Council of Convention & Visitors Bureau, 100 W. Main Street, Suite 146, Danville, IL 61832. **AND if you register prior to Friday, January 8th you'll save \$50, your fees are \$335.** After that the fees increase to \$385, so be sure to take advantage of the savings. And if three or more are coming from your organization there are discounts available.

Hotel Accommodations

The conference takes place at The Fairmont Chicago, 200 North Columbus Drive, Chicago, IL 60601. Rooms are available for Governor's Conference attendees at a rate of \$139 (per single room, per night, plus tax). Hotel reservations can be made online at www.ilgovconference.com. For phone reservations, please call (312) 565-8000 or (800) 526-2008 and tell the operator that the event is the 2010 Illinois Governor's Conference. The group reservation code to receive this special rate is ILGC.

Silent Auction

The Silent Auction is always a much anticipated event during the Illinois Governor's Conference on Tourism. At the 2010 Conference, attendees won't be disappointed! The Silent Auction will feature amazing travel packages, tickets to sporting venues, incredible restaurants and shows, and beautiful items for the home. The Silent Auction is a fun, and sometimes spirited competition to see who can "win" the best item at the best price. And best of all, it showcases our wonderful state's beauty and recreational opportunities.

BUT, to make this a success we NEED YOUR HELP. We need the donations in order to create the baskets and fabulous prizes we offer. This year, the Silent Auction committee wishes to emphasize travel and tourism as that is what our industry is about. Specifically, they are asking for getaway packages to encourage your industry peers to visit your area and keep use their vacation time in 2010 to stay in Illinois! The CVBs and RTDOs have been ask to collect donations of overnight stays with attraction tickets and dining certificate and create Getaway Packages for the conference. We ask that in addition to the certificates, you collect brochures of the items in your package so people bidding on them know what they are. You may also donate baskets or items of value and of interest. A portion of the proceeds from the silent auction will go towards scholarships to allow students to attend the conference. To submit your packages, simply fill out the Donati on Form found on our website (www.visitnorthernillinois.com) under the Button for Education & Resources. Complete and fax it to (309) 833-4754 attn: Roger Carmack. **The deadline for submissions is January 15, 2010.** You'll be able to mail in donations of certificates and tickets, but requested to bring baskets to the conference.

Special Events...Thursday February 18th

Your evening starts off with a reception at the Illinois Tourism Marketplace Networking Reception, running from 5:00 - 7:00 p.m., featuring a selection of Illinois' finest wines and chocolates prepared by Chicago's French Pastry School. Network with exhibitors who will feature the latest products and services available to the tourism industry. Don't forget to visit the Border's Corner bookstore where you'll be sure to find a selection to your liking.

Then the fun continues with a ***A Night on the Town***. Go solo or bring a friend, either way you won't want to miss the opportunity to enjoy the city's theater scene. Choose between Broadway in Chicago's "***The 101 Dalmatians Musical***" or "***Million Dollar Quartet***". Transportation will be provided courtesy of Chicago Gray Line. At the [official conference website](#) you can download a ticket ordering form.

"***The 101 Dalmatians Musical***" opens in Chicago on February 16, 2010. Audiences will be transported to a slightly topsy-turvy, exciting, and altogether fantastic reality that gives grand license for song, dance and spectacle in a one-of-a-kind theatrical experience! Broadway In Chicago is offering special seating, discounted tickets and a pre-show reception for attendees.

Hedy Weiss of the Chicago Sun-Times highly recommends "***Million Dollar Quartet***" and wrote that the show is, "Two dozen rock and roots classics performed with rip-roaring virtuosity by sensational performers who not only sing but are also ace instrumentalists." "***Million Dollar Quartet***" is offering special seating, discounted tickets and a souvenir gift bag filled with fun merchandise.

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