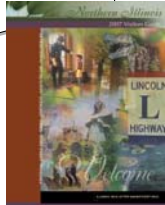


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**News From Tourism Partners & Sources . . . News To Use & Share!**

**Woodstock, Illinois—A National Trust's 2007 Distinctive Destination**

What does **Woodstock, Illinois** have in common with Key West, Florida, Mackinac Island, Michigan and even Waimea, Hawaii? All have received the designation from the **National Trust for Historic Preservation as a Distinctive Destination 2007**. The National Trust is the country's largest organization dedicated to saving historic places and revitalizing America's communities. For 2007, **Woodstock** was chosen from a field of 63 destinations in 27 states that had been nominated. According to Richard Moe, president of National Trust, "**Woodstock** represents the very best of small town America where community and quality of life are values that are revealed in every street and sidewalk. A real, living, dynamic town, Woodstock appreciates and capitalizes on its rich past while keeping a watchful eye on the future." In describing Woodstock, their website ([www.nationaltrust.org](http://www.nationaltrust.org)) states "...the small warm Victorian Village of **Woodstock, Illinois** has a unique and beguiling charm. A treasure nestled in the heart of McHenry County, **Woodstock** is known for its celebrated town square and downtown historic district which features a delightful collection of shops, restaurants, galleries and a theatre." Congratulations to Woodstock on this national honor—and it goes to show, we know what a fabulous treasure we have in our region, and now the country does as well! Check out Woodstock and the many things to see and do!

**Congratulations to Chicago on its 2016 Summer Olympics Bid—**

The announcement is official, **Chicago's** bid to host the 2016 Summer Olympics was selected over LA, we want the world to take a closer look at **Chicago** and see that **Chicago** is a true world class city. It offers a combination of architecture, parks, museums, beaches, nightlife and diverse culture second to no other city. **Chicago** has the public backing, the corporate financing, and the transportation infrastructure to make it the perfect venue for the 2016 Olympics. Check out their official website, [www.ChicagoOlympics2016.com](http://www.ChicagoOlympics2016.com) and check back often for updates!

**Illinois Tourism Happenings . . .**

- May 11 Illinois Tourism Alliance Annual Meeting, Chicago
- May 12-20 National Tourism Week
- May 17-18 ICCVB Spring Meeting, Bloomington
- May 22-23 National Scenic Byway Conference, Baltimore, MD
- May 28 Memorial Day—OFFICE CLOSED
- May 28 ILHC-Lincoln Highway Mural Unveiling, Rochelle
- June 5 Disney Keys to Excellence Workshop, Naperville
- June 8 AD Deadline: Fall-Holiday Newspaper Insert
- June 19 IL Lincoln Highway Coalition, Annual Meeting, DeKalb
- July 1 FY08 Begins—Happy New Year
- July 4 Holiday—OFFICE CLOSED
- July 18 Agri-Tourism Workshop, LaSalle/Grundy County
- Aug 10-12 Great Performers Series, Chicago
- Aug 11-19 Illinois State Fair, Springfield
- Sept 9 Ad Insertion: Fall-Holiday Newspaper Insert

*For specifics on any of the above mentioned meetings, workshops or grants, contact NITDO at (815) 547-3740.*

**Websites For Your Review . . .**

- Illinois Tourism: [www.enjoyillinois.com](http://www.enjoyillinois.com)
- Northern Illinois Tourism: [www.visitnorthernillinois.com](http://www.visitnorthernillinois.com)
- Chicago Olympics [www.chicagoolympics2016.com](http://www.chicagoolympics2016.com)
- Illinois Film Locations: [www.onscreenillinois.com](http://www.onscreenillinois.com)
- Visit Illinois: [www.visitillinois.net](http://www.visitillinois.net)
- Chicago Tourism: [www.877chicago.com](http://www.877chicago.com)
- Travel Industry of America: [www.tia.org](http://www.tia.org)
- Illinois Wine Industry: [www.IllinoisWine.com](http://www.IllinoisWine.com)
- National Scenic Byways: [www.byways.org](http://www.byways.org)
- Illinois Byways [www.illinoisbyways.org](http://www.illinoisbyways.org)
- Illinois Lincoln Highway: [www.LincolnHwyIL.com](http://www.LincolnHwyIL.com)
- Illinois River Road: [www.illinoisriverroad.org](http://www.illinoisriverroad.org)
- Great River Road: [www.greatriverroad-Illinois.org](http://www.greatriverroad-Illinois.org)
- Historic Route 66: [www.illinoisroute66.org](http://www.illinoisroute66.org)
- Camp Experience [www.campexperience.com](http://www.campexperience.com)

*We are researching new sites - so if you know of a site that might interest our partners, contact NITDO. We'd be happy to include others recommendations. Thank-You!*

May-June 2007

Bonnie Heimbach, Executive Director

## **FY08 Co-op Ad Program Builds on FY07 Success— OR Here We Go Again!**

As many of you know, and a special thanks to those of you who had chosen to participate, NITDO wrote and received a Marketing Partnership Program (MPP) grant for Co-op Advertising in the current year. This was the first time in a long time we offered this as an opportunity for our regional partners, and it was a very successful for one and all. Leads are being generated and Visitor Information Packets coordinated and mailed out weekly. It's working—people want to learn more about the great things to see and do in Northern Illinois.

And upon reviewing the outcome, we chose to submit a Marketing Grant for the upcoming year, FY08. Contained in our grant request (submitted on May 1) is four pages of co-op ad space in the **2008 Illinois Travel Guide**, (regional page advertising), **and two full pages of ad space in the Newspaper Insert Program**. New to the IBOT co-op plan for FY08 are three (3) Preprint Publishing inserts: **Fall/Holiday** (dropping in September); **Spring** (dropping in late February) and **Summer** dropping on June 1. This will lengthen the tourism promotional season for Illinois significantly and hopefully bring you more visitors during the shoulder season. Other co-op opportunities were offered, but at this time the NITDO grant chose to focus only on two key elements.

**So are you interested?** We have the grant submitted, and won't know the outcome for a while, but can begin to gather the contact info for regional partners interested in being showcased on the Northern Illinois regional pages. Want to see a prototype of the proposed ads—just look at a copy of the **2007 Illinois Travel Guide**. NITDO's regional partners are showcased on pages 103, 105 and 107 and on the full page in the newspaper insert that appeared in the April 29th Sunday newspapers. So, consider your ad plans now and let us know if you are interested. We have the details on the ad costs, and deadlines. So, let's get ready and cross your fingers on our grant request. First project closes in early September to promote the seasonal Fall and Holiday attractions and events. Call us now and let us know! Are you in?

## **NATIONAL TOURISM WEEK—MAY 12-20**

Celebrate our Industry, Celebrate Tourism in Illinois – Participate in the **2007 National Tourism Week**. This year, focus your attention on **May 12-20**, and the recognition provides cities, states and travel-related businesses (locally, throughout Illinois and nationally) the opportunity to collectively champion the power of travel. The theme—**Travel & Tourism: America's Front Door**—illustrates the importance of travel to America's image and suggests its impact as a leading industry for economic growth. Roger Dow, President/CEO of the Travel Industry Association, defined it by saying: "I love the image represented by the National Tourism Week theme. It says 'You are welcome here.' We want people from near and far to discover America and come to know our people, regions and our attractions. Expressing the industry's economic impact is of great importance, but let's also recognize the lasting impression created by a warm welcome and memorable experience." Let's celebrate—we're in a great industry with so many positive things. Do your part, spread the word!

## **SEVEN WONDERS OF ILLINOIS**

On April 30, 2007, the announcement was made, **Starved Rock State Park** was named one of Illinois' Seven Wonders. After thousands of votes were cast during the month of March, the wait is finally over. Governor Rod R. Blagojevich and the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (DCEO/IBOT) revealed the official **Seven Wonders of Illinois** on its Web site. Offering visitors a destination rich in history and natural beauty with lush forests, Starved Rock State Park features 18 magnificent canyons, spectacular ancient rock formations and numerous sparkling waterfalls in a breathtaking setting along the Illinois River. You have to check out the Northern Illinois Wonder!

And congratulations to the winning "Wonders" from the regions of Illinois; Chicago: Wrigley Field; Chicagoland: Baha'i House of Worship, Wilmette; Central: Allerton Park and Retreat Center, Monticello; Western: Black Hawk State Historic Site, Rock Island; Southern: Rend Lake, Benton; and Southwest: Meeting of the Great Rivers Scenic Byway, following a 33-mile strip of river through Alton, Grafton, Hartford and Elsah.

Nominees, finalists and the final seven were determined by visitors to the [www.enjoyillinois.com](http://www.enjoyillinois.com) Web site. "It's really nice to see some different sites in the state emerge and get some attention," said Jan Kostner, the bureau's deputy director, citing Allerton Park and the Black Hawk State Historic Site as places most Illinoisans probably aren't familiar with. Downloadable videos, histories and suggested itineraries for each of the seven wonders will be available on the tourism bureau's Web site, [www.enjoyillinois.com](http://www.enjoyillinois.com).

## **PROGRAM UPDATES: BLUE LOGO SIGNS**

The Bureau of Tourism and the Department of Transportation (DOT) are pleased to be implementing the **Tourism Attraction Sign Program**. These large, blue, interstate signs have previously been erected to advertise gas, food, camping and lodging and will now highlight **Attractions**. To be eligible, an attraction must fit into one of the defined attraction categories and must be within thirty miles of the interstate exit. For more info and the application, please visit [www.enjoyillinois.com](http://www.enjoyillinois.com) and click on the "travel professionals" link. The sign program information will be available on the bottom left of that page. As one of the designated regional tourism offices, NITDO staff is very familiar with the program and have copies of all materials on hand. Call us for copies of the applications, rules, or assistance in determining where to apply for your sign. And, do it NOW—the sign program is moving ahead at a fast pace!

## **2007 CO-OP AD FULFILLMENT PROGRAM**

The 2007 **Northern Illinois Visitor Guide** is being very well received, and it's featured in the new **Illinois Travel Guide**, the **Spring/Summer newspaper insert**, the **Illinois Adventure Guide** and of course, in our kiosks at the Oasis. From inquiries and ad responses, we are sending out Visitor Mailing Packets—we can include your brochure too. It's easy, call the Illinois Lincoln Highway Coalition at (815) 547-3854. ILHC coordinates the mailing and can include your materials for a nominal fee. Call for details! Help us showcase what there is to see and do in Northern Illinois, help us promote your business or event to interested travelers.