



The Special Event Show (TSE)...A Unique Opportunity for Illinois Partners

The Special Event Show (TSE) is the single largest trade show and conference in the world for event professionals, with attendees coming from over 56 countries. The show has been produced for more than a decade by Penton Publishing and supported by the world-recognized trade publication the Special Events Magazine. Traditionally held in warm weather communities in January, the show has been hosted in cities such as Orlando, Phoenix, Las Vegas, Dallas, San Diego, Los Angeles, Atlanta, New Orleans and most recently in Tampa Bay in January 2012. By selecting Chicago as its 2013 site, Penton is forecasting that thousands of event planners will brave the cold wintery weather for a warm Chicago welcome and embrace the Midwestern hospitality.

The TSE 2013 Chicago event is estimated to attract 6,000-6,500 attendees, and may increase to 7,000. The extensive conference schedule will feature more than 100 sessions in nine (9) core industry tracks including Business and Professional Development; Design; Event Management; Event Tools and Resources; Sales and Marketing; and Wedding Trends. New in 2013 was a special focus on the explosion in social media and this trend continues in 2013 planning. A mainstay of The Special Event has always been the show floor, which will give attendees the opportunity to meet face-to-face with some 300 potential vendor partners. Rounding out the event are the much-anticipated and over-the-top Showcasing Events, where Chicago and its core attractions will be showcased in a once-in-a-lifetime spectacular. There are 11 Showcasing Events, some in the host hotels, convention center...but many out and beyond in Chicago's finest locations. THIS IS A HUGE ECONOMIC IMPACT FOR CHICAGO AND ILLINOIS~

In the past, TSE staff and organizers and Penton Publishing have created a "give back" program to thank the local community who welcomes and hosts the event. In the past, projects have included "design makeover" on a low-income school in Los Angeles, blood drive, home-re-building in New Orleans, and even a charitable Silent Auction. For Chicago 2013 we have broadened the scope of the TSE Gives Back, and working with a giving concept to partner with Illinois stakeholders not just Chicago.

Working on the old proverb ...if you give a man a fish and he eats for a day, BUT teach a man to fish and he can feed himself for life, Penton has given the approval for a concept to teach Illinois non-profit organizations (attractions, museums, scenic byways, CVBs, etc., or any organization who creates and produces special events as a source of their OPERATING and SUSTAINABLE ANNUAL REVENUES), how to do their events bigger, better and with a much more profitable bottom line.

At this time we have been offered a program that consists of the following items which can be packaged and made available through scholarship/grant applications to 50 individuals representing 50 Illinois non-profit organizations:

- Full Conference Registration (value - \$825)
- Access to the TSE Trade Show Floor (250-300 potential vendors and suppliers)
- Over 100 Educational Sessions, with full access to ALL speaker presentations
- Attendance at a Showcasing Events: TSE Starts Here (networking)
- Ability to serve as member of the TSE "Hands On Hundred" Committee, the volunteer hands-on workers who take master plans and operational schedules and produce from set-up through execution to tear-down the amazing events... what better way to learn how to do something than to actually get to do it..
- Availability to secure conference lodging at the established rate...an unbelievable price for Chicago, properties at \$115 per night.

Again there are 50 FREE TSE Gives Back packages available. We have made the offer to our statewide CVBs to select a non-profit in their area to participate. At this time, there are still scholarships available for NFPs, and I want to take advantage of all 50. So, interested, call or email me directly.

Calendar of Events—Illinois Tourism Happenings

November 16-17 * Nouveau Celebration, Galena (and other locations)

November 22-23 * HOLIDAY - Thanksgiving

December 13 * Tourism Industry Legislative Reception/ICCVB, Chicago

December 14 * Chicago Plus Meeting, Chicago

January 15-18, 2013 * 2013 TSE Show, Chicago

February 27 - March 1 * 2013 Illinois Governor's Conference, Rosemont

May 4-12 * National Travel and Tourism Week

FY-13 Co-Op Marketing Opportunities

We are finalizing our FY13 Marketing Partnership Grant for IOT for ad space for the upcoming fiscal year. If you are interested in working with us on these co-op opportunities, please let us know.



Illinois debuts Culinary Tourism Marketing

Jen Hoelzle, the new Deputy Director for IOT, announced the first-ever state partnership with AllRecipes.com State of Food video series that launched late last month on AllRecipes.com and on the EnjoyIllinois YouTube channel.

The state of food in Illinois? Delicious! And so much more than deep-dish pizza and Chicago-style hot dogs. In this video, you'll discover down-home comfort food from Southern Illinois, a locally sourced dinner in Galena, and some delicious fine-dining options around Chicago! And let's not forget Springfield's claim to fame, the Horseshoe Sandwich with homemade cheese sauce. From the state capitol to the Windy City and beyond, discover the specialties that put Illinois on the culinary map. Check out the video.

In addition to the AllRecipes partnership, we are excited to launch our new culinary feature for EnjoyIllinois. Explore renowned restaurants, local dishes, and food festivals in a new culinary feature showcasing the flavors of Illinois. Savor the flavors at enjoyillinois.com/illinoisflavors. These are a few efforts that we will continue to build on as we position Illinois as a premiere culinary travel destination. Check out those that are currently featured on EnjoyIllinois.com/IllinoisFlavors/.

WEBSITE NEWS

Our new website, www.chicagoandbeyond.com, is up and running. The Calendar of Events is a great feature that constantly needs new content. So, please check out the website, and send us the info. Better yet, there is a button at the bottom of the page where you can Submit Changes or Additions, which is right next to the Submit an Event link. Both links will take you to an online form where the information can be entered...pretty simple.

And, we now have the ability to insert a PICTURE with your LISTING, so, we need pictures. All pictures, which must have releases on file so they can be used, can be sent in a jpeg format to info@chicagoandbeyond.com. Have I mentioned or begged enough times that we need PICTURES..... and our point person will be Mary Peterson. If you have any questions, please contact her.

chicagoandbeyond.com

Illinois Wine News

The number of Illinois wineries and total wine production continued to grow through the recession. A just-completed industry census through the U.S. Department of Agriculture showed there were 105 wineries statewide in 2011, an increase of 36 percent from 2006 and production grew 16 percent to nearly 652,000 gallons a year.

"We figured it might be flat or down a little, so there was some surprise given the state of the economy," said survey researcher David Ward with the National Agricultural Statistics Service of USDA in Springfield.

California remains by far the largest wine-producer with approximately 3,400 wineries, according to USDA statistics. There are more than 700 wineries in the state of Washington and about 400 in Oregon. NASS projected annual wine production in Illinois would hit 2 million gallons within five years and 3 million within a decade. NASS conducted the census on behalf of the Illinois Grape Growers and Vintners Association.

Chicago & Beyond Visitor Guide-2012/13



Chicago & Beyond 2012 Visitor Guides continue to be a popular item at the Tollway Oases kiosks, the TICs and as a downloadable piece from our website. And, thanks to Madden Media, the new visitor guide is available in an eGuide format, where the entire visitor guide can be downloaded, printed, as well as serve as an interactive tool to directly link to any partner website. To see how it flows, check it out at <http://www.myvirtualpaper.com/doc/MaddenMedia/chicagoandbeyond2012/2012030501/#0>.

And as we look ahead, we are already updating content for the Chicago & Beyond 2013 Visitor Guide. We will be continuing in the style and format established with the new regional publication, and adding in more pages for advertising and content. Mary Peterson of our office (mary@chicagoandbeyond.com) is working on the content, and once again we are partnering with Wendy Tritt of Trittenhaus Design for the overall production and ad sales. For info about ads please contact Wendy (wendy@trittenhaus.com). And as always, we are always seeking new photos for use in the guide and websites, please send images to Mary for use, and let us know if you have specific milestone events or attractions that we can and should highlight.

Our NEW Corporate Identity

We've totally embraced the new regional brand, and are hopeful you'll work in the new brand within your marketing as well. Our service area for our office now totals 17 counties: Boone, Cook, DeKalb, DuPage, Grundy, Kane, Kankakee, Kendall, Lake, LaSalle, Lee, McHenry, Ogle, Putnam, Stephenson, Will and Winnebago. We need your help. Be sure to update our name and website on any of your listings, as well as update our emails, bonnie@chicagoandbeyond.com and mary@chicagoandbeyond.com. While the old website name redirects to the new site, and all old emails still forward to the new, we could use your help in updating your contacts. Every so often things are getting lost, overlooked or wrong, and we're doing our best. Thanks!

Travel Industry Leads Economy in Job Growth, Creates Jobs 16% Faster than Other Sectors

According to U.S. Travel Association's analysis on Labor Department report that the unemployment rate was 7.9% for October 2012. Today's jobs numbers are more good news for the travel industry. At 7.6 million jobs in October, the travel industry has created 296,000 jobs since December 2009 – adding jobs in 29 of the past 34 months. This data shows the travel industry has recovered 59 percent of the jobs lost during the Great Recession. By comparison, the rest of the economy has recouped just 51% of the jobs lost. Additionally, the travel industry has created jobs at 16% faster pace than the rest of the economy since the overall employment recovery began in March of 2010.

The October Labor Department report shows that the economy added 171,000 jobs last month, including 6,000 more travel jobs, while the unemployment rate essentially remained unchanged at 7.9% last month. Taken together, today's report shows that the labor market appears to be building positive momentum after modest growth earlier in the year. Over the past four months, the number of jobs added has been double that of the prior four months.

Additionally, the fact that employment gains in August and September were upwardly revised by 84,000, including 9,000 more travel jobs, is welcome news. The travel industry is twice as export intensive as the rest of the economy and supports millions of middle class jobs that cannot be outsourced. These unique qualities have made the travel industry a top performer in the current recovery. To build on this success, Congress should enact pending legislation such as the JOLT act, which will encourage more international visitors to travel to the United States and create more American jobs."

Wine Trail Updates

Here is some great news about the wineries in Northern Illinois, which are continuing to grow and add in new tasting rooms and special events along the Northern Illinois Wine Trail. Not sure where to visit, the wineries on the Northern Illinois Wine Trail are featured on the center-spread of the 2012 Chicago & Beyond Visitor Guide, and will be featured prominently in the 2013 Chicago & Beyond Visitor Guide too. The two-page map with Google driving directions is available for download at www.northernillinoiswinetrail.com and

we have created an interactive/downloadable eGuide with Madden Media partners for use by our visitors while on go. AND, did you know that we have over 36 partners along the trail....just how many have you visited?



New Wine Trail rack cards are available. Contact us if you need any of these to distribute to potential visitors. This weekend (November 16-18), many of our winery partners will be celebrating Nouveau, will you celebrate? Calling all wine lovers—epicureans of all levels! Join our winery partners as they celebrate the French-inspired tradition of Nouveau, previewing a sampling of the vintage from the fall harvest.

And you can't begin too early to be thinking about those holiday gifts, wouldn't some Illinois wine be just perfect. How about stocking up on hostess gift for the gathering? And with this before winter sets in with the snow and cold, NOW is the time to visit all of the wineries on the Northern Illinois Wine Trail!

Tollway Oasis Kiosks Get Updated

We continue to work with reps from the Illinois Toll Authority and US Equities, (the Oasis Management Agency) on the Visitor Information Kiosk program. We created and installed with the support of regional partners five (5) stand-alone Visitor Information Kiosks at Tollway Oases in Belvidere, DeKalb, O'Hare, Des Plaines, and Hinsdale.

With dollars requested through the FY13 Marketing Partnership Grant, the kiosks will be getting a new updated look, to match the new look and feel of the Chicago & Beyond Regional office. We're excited about this opportunity, and look forward to debuting the new look in early 2013.

Renewals took place in summer for the Chicagoland kiosks, and we are determining if we have any open spaces. And, renewal notices were just sent out to partners' for the Northwest Oases in Belvidere and DeKalb...also gauging if we are at capacity. If any regional partner is interested in learning more about the program, please contact the office to determine if there is space availability at specific Oasis. It's hard to believe we will be entering our fourth year, and the amount of information we've shared has been phenomenal. We were also able to place destination banners in the Oases too, showcasing the communities and attractions in our area.

By Now You Know... RECORD NUMBER OF VISITORS, TOURISM SPENDING IN ILLINOIS FOR 2011 - VISITORS TO THE STATE RISE 10%, GENERATING RECORD \$31.8 BILLION IN REVENUE

The Illinois tourism industry generated a record \$31.8 billion in 2011, up 8.4% from a year ago. The increase of nearly \$2.5 billion was fueled by a record increase in leisure travel. The robust results mark the industry's return to pre-recession levels and emphasize the critical role tourism plays in fueling Illinois' economic growth, creating jobs and providing additional revenue to the state.

The number of visitors in Illinois also set a record. The state's tourism industry hosted more than 93.3 million visitors in 2011, an increase of 10.2% from 2010 and surpassing the previous high of 91 million visitors in 2006. The number of overseas visitors to Illinois rose 6% to 1.255 million, the highest level since 2008.

And as in the past, if you want to know how a specific county fared with its Tourism Economic Impact, just check out our web-site. Under the button for Education & Resources, you will find the two-page PDFs for each of the counties in our designated service area, as well as a few more. You can download them and provide the data to your partners, legislators, stakeholders, etc. And we have compiled Economic Impact stats for two of our regional byway partners: the Illinois Lincoln Highway and the Illinois River Road.

As been our practice, we continually research new sites 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

Chicago and Beyond: www.chicagoandbeyond.com

Chicago Tourism: www.explorechicago.org

US Travel Association: www.ustravel.org

Illinois Council of CVBs: www.iccvb.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

Traveling Green: www.travelgreen.org

Illinois Film Locations: www.onscreenillinois.com

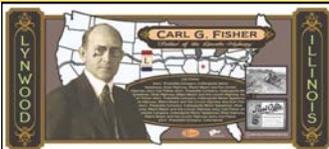
Power of Travel: www.poweroftravel.org

Power of Travel Coalition: www.travelcoalition.org

Discover America: www.discoveramerica.com

SoMe Tourism: www.sometourism.com

ILHC NEWS & UPDATES



The Lincoln Highway is moving along with their murals with two more recently installed in Lynwood and Matteson. Mokena,

Franklin Grove, and Sterling are also getting close. So proud of all they have accomplished and will be thrilled to promote this as one of the largest public art projects in the country. 28 murals installed, the remaining 8 in stages of design, research, and painting. To see the ILHC murals already completed; you just need to check out the website www.drivelincolnhighway.com.



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ILHC Exhibit Installed in Joliet



The newest project by Illinois Lincoln Highway Coalition is not a mural or gazebo, it's an exhibit at the Joliet Area Historical Museum in Joliet, Illinois. The unveiling coincided with the first-ever Illinois Scenic Byway Week, recently designated by Governor Quinn. The new exhibit offers striking graphics and vintage photos complimented by stories that convey the Lincoln Highway's impact on America and its increasingly mobile society. A detailed map and a replica 1928 Lincoln Highway marker help visitors find the route on paper and on their next rip on the road. The Joliet Area Historical Museum is a popular jumping-off point for followers of Route 66 heading west from Chicago to the Pacific coast.

Lincoln Highway News

The National Centennial Celebration of the Lincoln Highway has been designated as one of the Top 100 Events in North America for 2013 by an expert tourism industry selection committee. The event will take place next year in Kearney from June 30- July 1.

Inclusion in the Top 100 list indicates that the Lincoln Highway Centennial will offer excellent entertainment value to tour groups and individual travelers from around the world, according to the American Bus Association (ABA). What began as a way for motorcoach operators to incorporate new product into their itineraries has grown into one of the most sought-after lists by travel professionals, motorcoach operators and the general public. The honor gives Kearney an important boost in visibility among professional tour planners.

According to research, one overnight visit by a motorcoach group can add \$5,000 to \$11,000 to a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes. "Motorcoach groups spend more and stay longer," said Peter J. Pantuso, ABA's president and CEO. "That's why the Lincoln Highway Centennial is truly a local economic asset. There is no better way to jump-start tourism than to attract motorcoach groups to a great event and convince them to extend their stay."

LH Centennial Celebration

AND more exciting news...the centennial of the Lincoln Highway takes place in 2013, and the ILHC is working to make sure that they are part of the celebration. A new tri-fold brochure for the centennial is highlighting the highway's history, the stories contained in the interpretive gazebos and murals, as well as signature events and attractions not to be missed while traveling the roadway...and will be featured as a pull-out piece in the Winter Issue of American Road. To date, there are three (3) auto road trips (one international too) being coordinated to have visitors drive the entire route, New York to San Francisco. And take note of the new centennial logo the ILHC has developed for the signature year.

