



# ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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March 26, 2009

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## ILLINOIS PAIRS TRAVELERS WITH THEIR PERFECT GETAWAY

*State announces new spring campaign to keep travelers exploring Mile After Magnificent Mile*

CHICAGO – The Illinois Bureau of Tourism (IBOT) has launched a new marketing campaign and Web site aimed at matching travelers with their ideal 3-Day Getaway in Illinois. To help consumers plan their next trip, IBOT has designed the interactive Getaway Match Profile Quiz on enjoyillinois.com to pair them with one of 18 uniquely themed getaways. The redesigned Web site also features new ways to plan a trip, discover the latest hotel packages and deals, and easily access complete details on year-round events and festivals across the state.

“In these challenging economic times people are still looking for ways to travel, but vacation options that offer personal relevance, money-saving incentives and new experiences are becoming more important to them,” said Jan Kostner, deputy director, Illinois Bureau of Tourism. “This new campaign tells consumers that Illinois has the perfect getaway for them, and we make it easy to find the latest deals, the season’s best events and attractions, and new ways to explore the state.”

With just a few clicks of the mouse, a variety of new features await visitors on enjoyillinois.com, including:

- The **Getaway Match Profile Quiz**, the newest interactive component on the site, which asks a short series of questions to guide travelers to the getaway perfectly matched to their personal interests and desires, including three new “My Favorite Things” getaways for food enthusiasts, movie buffs and golfers
- A custom “**My Getaway**” tool that allows visitors to build their own getaway as they navigate through the entire site, then save, print, and share it with friends and family
- A **Travel Tools** page, which includes the 2009 Illinois Travel Guide; a searchable events listing that can be filtered by date range, region, city or category; the latest hotel packages and deals from around the state; and contact information for the state’s travel counselors and local convention and visitors bureaus

For more information on finding your Getaway match, please visit the Illinois Bureau of Tourism’s official Web site, [www.enjoyillinois.com](http://www.enjoyillinois.com). The Bureau also offers free travel resources with additional information on magnificent 3-Day Getaways, Presidential Trails, wine trails, festivals, events and attractions throughout the state through their Web site and travel counselors at **1-800-2CONNECT**.

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**EDITOR’S NOTE:** Media materials and downloadable images are now available on the Illinois Bureau of Tourism online media center at [www.illinoismediacenter.com](http://www.illinoismediacenter.com). Additional photography, available electronically, may be obtained by contacting Zachary Morrison at zachary.morrison@edelman.com, 312-240-2848.

*The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.*

**Governor Pat Quinn**

Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism