



# ILLINOIS. MILE AFTER MAGNIFICENT MILE.

## FOR DISTRIBUTION

May 27, 2009

**CONTACT:** Lisa Hadesman, 312-552-1165  
Lisa.hadesman@edelman.com

Ashley Cross 312-814-8193  
Ashley.Cross@illinois.gov

## ILLINOIS BUREAU OF TOURISM REVEALS ECONOMIC IMPACT NUMBERS DURING 2009 ILLINOIS ROAD SHOW

*Bureau representatives travel statewide to announce visitor numbers, discuss effects of the current economy and look ahead to new, innovative programs*

CHICAGO – The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (DCEO/IBOT) will travel the state during the 2009 Illinois Road Show, June 8-11. The Road Show will feature the 2008 visitor and economic impact numbers, the year's marketing campaign highlights, and future marketing initiatives. Themed "There's a Getaway for That," the six-market media tour will emphasize how Illinois is poised to provide travelers with a getaway that is customized to fit their needs and their wallet size, in addition to highlighting the significant economic and social impact of Illinois' travel and tourism industry. This year's events will also emphasize that the travel industry serves as a powerful economic engine within the state, and it has proven, and will continue to prove, its ability to adapt and thrive even in the current economic climate.

"Illinois' tourism industry continues to be a significant tool for statewide economic development, attracting millions of visitors each year and creating hundreds of thousands of jobs," Illinois Department of Commerce and Economic Opportunity Director Warren Ribley said. "The Road Show will serve as a reminder that tourism is a key economic driver in Illinois, and one we will continue to focus on moving forward."

"Tourism is vital to Illinois' economy, as it supplies more than 300,000 jobs in the state and contributes over \$2.1 billion to state and local tax coffers each year," said Jan Kostner, deputy director, Illinois Bureau of Tourism. "This year's Road Show will reinforce the significance of our industry as we engage consumers with innovative campaigns and promotions that drive tourism throughout Illinois, particularly during these challenging times."

The Illinois Road Show begins in Chicago on June 8 and concludes in Skokie on June 11. Press events will be held at the following locations:

- **Monday, June 8**  
**9:30 a.m.:** Art Institute of Chicago, Chicago – Hosted by the Chicago Convention and Tourism Bureau (Chicago)
- **Tuesday, June 9**  
**9 a.m.:** Holiday Inn Carbondale Conference Center, Carbondale – Hosted by the Carbondale Area Convention and Visitors Bureau (Southern)  
**3:30 p.m.:** Alton Amphitheatre, Alton – Hosted by the Alton Convention and Visitors Bureau (Southwest)
- **Wednesday, June 10**  
**9 a.m.:** Dana-Thomas House, Springfield – Hosted by the Springfield Convention and Visitors Bureau (Central)

**Governor Pat Quinn**

Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism

**3:30 p.m.:** John Deere Harvester Works, East Moline – Hosted by the Quad Cities Convention and Visitors Bureau (Western)

- **Thursday, June 11**

**2:30 p.m.:** Illinois Holocaust Museum & Education Center, Skokie – Hosted by Chicago's North Shore Convention and Visitors Bureau – (Chicagoland)

IBOT representatives will unveil the 2008 visitor numbers in each market. They will also provide an overview of the results of several key 2008-2009 marketing initiatives, including:

- **2008-2009 initiatives:** IBOT will highlight some of the Bureau's milestone marketing programs from the past year, including support of the 150<sup>th</sup> anniversary of the Lincoln-Douglas Debates and Lincoln Bicentennial events taking place throughout the state in 2009; the new Presidential Trails Getaways that encourage exploration of Illinois' rich culture and history through the experiences of four presidents who lived and made their mark in Illinois; and the Getaway Match campaign which allows travelers to easily find their perfect Illinois 3-Day Getaway.
- **Advertising:** IBOT will present highlights from their latest campaign, Getaway Match, which launched spring 2009 and was designed to match travelers with their ideal 3-Day Getaway in Illinois. In support of the campaign, new television, radio, online and print ads featuring over 20 destinations throughout the state were distributed in 18 markets, including nine new markets added in 2009. Additionally, the bureau's Web site, [www.enjoyillinois.com](http://www.enjoyillinois.com), was updated to include an interactive Getaway Match Quiz, a customized getaway planning tool, "Things to Do" section, and seasonal hotel packages and deals.

The Illinois Bureau of Tourism offers additional information on one-of-a-kind attractions, events statewide and suggested 3-Day Getaways on the Bureau's Web site, [www.enjoyillinois.com](http://www.enjoyillinois.com), or through its travel counselors at **1-800-2CONNECT**. Travelers can also order the 2009 Illinois Travel Guide, the most comprehensive guide to travel in the Land of Lincoln. Guides are available at Tourist Information Centers, local convention and visitors bureaus, and regional tourism development offices statewide.

# # #

**EDITOR'S NOTE:** Media materials and downloadable images are 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 Emma Douglas at [emma.douglas@edelman.com](mailto:emma.douglas@edelman.com), 312-240-2730, or Lisa Hadesman at [lisa.hadesman@edelman.com](mailto:lisa.hadesman@edelman.com), 312-552-1165.

*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.*