

FOR IMMEDIATE RELEASE

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TOURISM GROUPS HONORED WITH PRESTIGIOUS GOVERNOR'S TOURISM AWARDS

Illinois tourism industry honors Governor George H. Ryan with Friend of Tourism Award

CHICAGO (March 13, 2002) – Illinois tourism organizations and select individuals were recently honored with the prestigious Governor's Tourism Awards. Awards were presented for tourism projects ranging from brochures and advertising campaigns to legislative and media support. Also honored was Governor George H. Ryan with the "Friend of Tourism" award for his commitment to the upcoming Abraham Lincoln Presidential Library and Museum; "Make it Illinois," the marketing program designed to stimulate tourism statewide; and his ongoing commitment to the tourism industry.

The Governor's Awards program was established in 1986 as a way to recognize excellence in marketing local destinations. Presented annually at the Illinois Governor's Conference on Tourism, the awards have become a prime focus of the conference and are judged by a panel of marketing professionals based on clarity of message, creativity, originality and the project's overall success.

The Governor's Conference on Tourism is designed to further educate members of Illinois' tourism industry on issues affecting travel and tourism on a national and statewide level, reinforce existing tourism development efforts, and plan for future initiatives. The Governor's Conference is hosted by the Illinois Department of Commerce and Community Affairs, Bureau of Tourism (DCCA/IBOT) and Visit Illinois, a non-profit umbrella organization promoting tourism through public awareness, governmental relations and education.

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“The Governor’s Conference on Tourism provides an outstanding networking opportunity for members of the travel industry to learn about best practices in promoting local and regional attractions,” said DCCA Director Pam McDonough. “The award winners are to be congratulated for the development of innovative and wide-ranging marketing efforts on behalf of their local communities.”

The Governor’s Tourism Awards are presented in three categories: General Advertising and Promotion, Hospitality Organizations, and Community Leaders. General Advertising and Promotion is split into two divisions – 1A is for organizations with operating budgets under \$350,000 and 1B is for groups with budgets over \$350,000.

The award winners are:

GENERAL ADVERTISING AND PROMOTION:

Newspaper Advertising

Division 1.A

Macomb Area Convention and Visitors Bureau

Division 1.B

Chicago Convention and Tourism Bureau

Magazine Advertising

Division 1.A

Northern Illinois Tourism Development Office for the Lincoln Highway Coalition

Division 1.B

Lake County, Illinois Convention and Visitors Bureau

Posters

Division 1.B

Aurora Area Convention and Visitors Bureau

General Brochures

Division 1.A

Northern Illinois Tourism Development Office for the Lincoln Highway Coalition

Division 1.B

Aurora Area Convention and Visitors Bureau

Booklets or Area, Media and Meeting Planner Guides

Division 1.A

Ottawa Visitors Center

Division 1.B

Rosemont Convention Bureau

Newsletters

Division 1.B

Chicago Convention and Tourism Bureau

Visitors Guides Including Advertising

Division 1.A

Evanston Convention and Visitors Bureau

Division 1.B

Chicago Convention and Tourism Bureau

Visitors Guides Without Advertising

Division 1.A

Ottawa Visitors Center

Premium Items

Division 1.A

Stoney Creek Inn, East Peoria

Division 1.B

Peoria Civic Center

Web site

Division 1.A

Evanston Convention and Visitors Bureau

Division 1.B

Springfield Convention and Visitors Bureau

Advertising/PR Campaign, Single Media

Division 1.A

Carbondale Convention and Tourism Bureau

Division 1.B

Par-A-Dice Hotel Casino

Advertising/PR Campaign, Multi Media

Division 1.A

Carbondale Convention and Tourism Bureau

Division 1.B

Rockford Area Convention and Visitors Bureau

Citywide Promotional Campaigns

Division 1.A

Five-On-the-Fly: Museum Medley by the Ottawa Scouting Museum

Division 1.B

Galena/Jo Daviess County Convention and Visitors Bureau

Best of Show

Best of Show

Rockford Area Convention and Tourism Bureau

HOSPITALITY ORGANIZATIONS:

Best Promotional Package with Overnight Stay

Bed & Breakfasts – Victorian Rose Garden Bed & Breakfast

Best Marketing Promotion

Restaurants – Greater Woodfield Convention and Visitors Bureau “Chef’s Fest”

Best Special Promotion

Attractions – Medieval Times

COMMUNITY LEADERS:

Friend of Tourism

Governor George H. Ryan

Legislative Friend of Tourism

State Representative I. Ron Lawfer, Nominated by the Galena/Jo Daviess County Convention and Visitors Bureau

Individual Friend of Tourism

Mayor Robert Eshbach, City of Ottawa, Nominated by the Ottawa Visitors Center

Corporate Friend of Tourism

Chicagoland Speedway (Mr. Joie Chitwood, Vice President and General Manager; Mr. Brian Chreiton, Director of Public Relations), Nominated by the Heritage Corridor Convention & Visitors Bureau

Media Friend of Tourism

WGN's-AM Spike O'Dell, Nominated by the Galena/Jo Daviess County CVB

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*The Illinois Department of Commerce and Community Affairs (DCCA),
Bureau of Tourism manages industry efforts that result in sustainable and significant
economic and quality of life benefits for Illinois residents.*