



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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STATE OF ILLINOIS ANNOUNCES NEW, INNOVATIVE MARKETING CAMPAIGN TO PROMOTE TOURISM

“Illinois. Mile After Magnificent Mile.” theme will be used to unify multimedia campaign featuring ‘Magnificent Three-Day Getaway’ packages

CHICAGO – Illinois Department of Commerce and Economic Opportunity (DCEO), Bureau of Tourism today unveiled a new, integrated marketing communications campaign designed to increase leisure and business travel throughout the State of Illinois. The research-based campaign entitled, *“Illinois. Mile After Magnificent Mile.”* positions Illinois as the “land of magnificent three-day getaways” to tout the wealth of travel opportunities that exist throughout the state.

“We’re excited about this innovative program that positions Illinois in a new way—as the three-day getaway destination. This marketing approach perfectly fits the needs to attract visitors from within the state, from our Midwest competitors, and even nationally,” said Jack Lavin, director of the Illinois Department of Commerce and Economic Opportunity.

Beginning today, the Bureau of Tourism will blanket media outlets including newspapers, magazines and television with a new tagline, and innovative and distinctive images that will differentiate Illinois from its competitors. In a deviation from traditional tourism advertising and recent efforts, dramatic black and white advertisements feature the State of Illinois and focus on promoting three-day Illinois stays.

According to travel research firm D.K. Shifflet and Associates, visitors staying in paid accommodations in Illinois currently stay for an average of 2.8 days. With this in mind, the new campaign is designed to create awareness of the travel opportunities throughout the state and encourage visitors to stay longer. If the average stay increases to 3.0 days, the increase will be approximately \$335 million in new direct expenditures to the state—an additional \$16,750,000 in state tax revenue.

The research-based campaign leverages the notoriety and popularity of Chicago, and then introduces visitors to other destinations throughout the state.

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Governor Rod R. Blagojevich

Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism

“Everyone knows about the ‘Magnificent Mile’ thanks to the superb work the Greater North Michigan Avenue Association has done over the years. But, in fact, there are thousands of magnificent miles throughout the state,” said Jan Kostner, deputy director for the Illinois Bureau of Tourism. “We want people to think about the entire state with all of the interest and excitement they currently associate with Chicago.”

Visitors to the Bureau of Tourism’s Web site, enjoyillinois.com, are now able to browse 10 magnificent packages consisting of accommodations for two nights and at least two activities. Package themes vary from romantic getaways and outdoor adventures to family fun, arts and history. Currently, visitors can call the state’s tourism hotline at 1-800-2CONNECT to book their getaway. Beginning June 1, visitors will also be able to book online. A partnership with Private Label Travel, a leading travel information outsourcing service provider, will mark the first-ever effort where visitors to the state’s Web site will be able to be converted immediately into travelers.

Additionally, 13 non-bookable travel package ideas highlight the wealth and variety of Illinois travel experiences. These packages will also be promoted through a variety of marketing efforts surrounding the campaign.

Initial consumer feedback is glowing. The packaging concept has been embraced by busy consumers looking for a great getaway with the least amount of planning, as well as affordable prices. Convenience, flexibility on dates, prices and itineraries, as well as recommended must-see events and attractions, make this one-stop shopping for an ideal getaway.

Campaign development has been led by advertising agency J. Walter Thompson, Chicago. J. Walter Thompson – the fourth largest global agency with 8,500 employees in 150 cities and 86 countries – ranks among the oldest and largest full-service global advertising agencies in the world. They were selected as the Bureau of Tourism’s advertising agency of record in March 2004.

Illinois is making it easy. Call 1-800-2CONNECT or visit enjoyillinois.com for more information about the magnificent miles of Illinois.

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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.