



# ILLINOIS. MILE AFTER MAGNIFICENT MILE.

**FOR IMMEDIATE RELEASE**  
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**BUREAU OF TOURISM TAKES TO THE OPEN ROAD FOR 2006 ILLINOIS ROAD SHOW**  
*Illinois Bureau of Tourism representatives travel statewide to announce visitor numbers and the significant impact of the state's tourism industry*

CHICAGO – Representatives from the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (DCEO/IBOT) and their agency partners will travel the state to share Illinois tourism news during the 2006 Illinois Road Show, June 5-8. Themed “The Power of One” to emphasize the importance of a unified industry working together, the six-market media tour will tout the significant economic and social benefits of Illinois’ travel and tourism industry. The Illinois Road Show will also visit new or key tourism attractions in each market.

“Gov. Blagojevich understands tourism is vital to creating more jobs and growing the economy and the Road Show is a great opportunity to highlight the success of our industry,” said Jan Kostner, DCEO/IBOT deputy director. “Traveling the state and meeting with tourism representatives and the media helps us demonstrate the power of working together to ultimately benefit Illinois residents through the industry’s significant economic impact.”

The Road Show begins in Chicagoland on June 5 and concludes in Carbondale on June 8. The presentation schedule is as follows:

- **Monday, June 5**  
**9:00 a.m.:** Brookfield Zoo, Brookfield – Hosted by the Oak Park Area Convention and Visitors Bureau (Chicagoland)  
**1:00 p.m.:** Clock Tower Resort and Conference Center, Rockford – Hosted by the Rockford Area Convention and Visitors Bureau (Northern)
- **Tuesday, June 6**  
**9:00 a.m.:** Hampton Heritage Center, Hampton – Hosted by the Quad Cities Convention and Visitors Bureau (Western)  
**2:30 p.m.:** The Gateway Building, Peoria – Hosted by the Peoria Area Convention and Visitors Bureau (Western)
- **Wednesday, June 7**  
**9:00 a.m.:** Illinois State Museum, Springfield – Hosted by the Springfield Convention and Visitors Bureau (Central)
- **Thursday, June 8**  
**8:30 a.m.:** Stone Creek Golf Club and Resort, Makanda – Hosted by the Carbondale Convention and Visitors Bureau (Southern)

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In each market, IBOT representatives will announce the 2005 visitor numbers and give an overview of successful 2006 initiatives and upcoming plans expected to draw visitors to Illinois. These include:

- **2006 initiatives:** IBOT will provide an overview of successful programs and products, including the first full season of Fall-O-Ween,<sup>TM</sup> a campaign promoting Illinois as the top fall destination; the first Illinois Wine Month celebrating the state's burgeoning wine industry in September; the first Illinois Great Rivers Ride, a seven-day statewide, noncompetitive bike ride; and the launch of WTTW's *Wild Chicago's Illinois Road Trip*, a seven-episode television series highlighting offbeat destinations across Illinois.
- **New and upcoming initiatives:** IBOT will discuss upcoming initiatives and new tourism products such as "Onscreen Illinois," a program created to generate awareness and interest in the state's many movie sites as tourism destinations.
- **Advertising:** IBOT representatives will present the latest series of "Offbeat Illinois" posters, the vintage-style poster campaign created to showcase the state's unique, lesser-known attractions. They will also discuss its dynamic spring/summer advertising campaign.

The Illinois Bureau of Tourism offers free travel resources with additional information on 3-Day Getaways, festivals, events and attractions. All are available by calling **1-800-2-CONNECT** to speak with an Illinois travel counselor or by visiting the Bureau's Web site at **[www.enjoyillinois.com](http://www.enjoyillinois.com)**.

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**Note to Editor:** To schedule an interview or for more information, contact Julie Connolly onsite during the Illinois Road Show at 773-484-3704 (cell) or Anne Dattulo at 312-240-2829.

*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.*