



# ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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## **ILLINOIS BUREAU OF TOURISM SEARCHES FOR THE SEVEN WONDERS OF ILLINOIS**

*New program gives consumers the chance to select top destinations across the state*

At the 2007 Illinois Governor's Conference on Tourism today in Chicago, the Illinois Bureau of Tourism announced the launch of **Seven Wonders of Illinois**, a new initiative inviting consumers to determine the most "wonderful" travel destinations in Illinois. Visitors can nominate their favorite places in the Land of Lincoln to be one of the official Seven Wonders of Illinois at [www.enjoyillinois.com](http://www.enjoyillinois.com). Nominations will be accepted on the Web site through Feb. 28, with one wonder from each of Illinois' seven regions (Chicago, Chicagoland, Northern, Central, Western, Southwest and Southern) selected this spring via public online voting.

"By enlisting consumers to help us determine the Seven Wonders of Illinois, we hope to excite residents and visitors alike and drive travel to all our one-of-a-kind destinations—from world-renowned attractions to lesser-known favorites," said Jan Kostner, deputy director, Illinois Bureau of Tourism. "Engaging with consumers online is quickly becoming a crucial part of travel marketing, and we're excited to move forward in this arena."

Throughout February, consumers are encouraged to nominate their favorite Illinois spots on the Seven Wonders Web site, from museums to quirky roadside attractions to lush natural scenery. Then the excitement really begins! Starting March 5, visitors can check back weekly to vote on their favorite wonders and enter to win a Seven Wonders of Illinois travel package giveaway. Each week in March, the field will be narrowed down bracket-style, based on votes, until only two contenders remain in each region.

The winning Seven Wonders of Illinois will be announced on April 30 along with themed travel packages, downloadable videos for each wonder and much more.

To get travelers started on their journeys to discover the Seven Wonders of Illinois, the Illinois Bureau of Tourism offers additional information on one-of-a-kind attractions, events, accommodations and bookable 3-Day Getaways through the Bureau's Web site, [www.enjoyillinois.com](http://www.enjoyillinois.com) or its travel counselors at **1-800-2CONNECT**.

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**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 Stephanie Aenchbacher at [stephanie.aenchbacher@edelman.com](mailto:stephanie.aenchbacher@edelman.com), 312-240-2688.

*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.*