



# ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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**CONTACT:** Emma Douglas 312-240-2730  
emma.douglas@edelman.com

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

## **STATE ECONOMIC IMPACT NUMBERS TO BE UNVEILED DURING 2008 ILLINOIS BUREAU OF TOURISM ROAD SHOW**

*State tourism officials present new marketing initiatives and announce statewide visitor numbers*

CHICAGO – The Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism (DCEO/IBOT) will travel the state during the 2008 Illinois Road Show, June 9-12, to present the 2007 visitor and economic impact numbers and future marketing initiatives. Themed “The Benefits of Travel” to emphasize the health and general benefits that travel has on consumers, the seven-market media tour will highlight the significant economic and social impact of Illinois’ travel and tourism industry. The Illinois Road Show will also visit exciting key tourism attractions in each market.

“Illinois is attracting visitors from across the state, the country and the globe who are staying longer to enjoy Illinois’ tremendous diversity and excitement. Visitors to Illinois are not only having a great time, they’re helping to create jobs and pump millions of dollars into our state’s economy. We will continue doing everything we can to showcase all the great sites and experiences our state has to offer,” said Gov. Blagojevich.

“Strong tourism numbers in the state of Illinois are related directly to the insightful and creative campaigns that have run throughout the year,” adds Jan Kostner, deputy director, Illinois Bureau of Tourism. “This year’s Road Show will explore how the Bureau continues to use current travel trends and online opportunities to drive tourism across Illinois, as well as showcase the important benefits travel has on general well-being.”

The Road Show begins in Chicago on June 9 and concludes in Arlington Heights on June 12. Press events will be held at the following locations:

- **Monday, June 9**  
**10 a.m.:** Black Stone Hotel, Chicago – Hosted by the Chicago Convention and Tourism Bureau
- **Tuesday, June 10**  
**9 a.m.:** University Museum at Southern Illinois University Carbondale, Carbondale– Hosted by the Carbondale Area Convention and Visitors Bureau (Southern)  
**3 p.m.:** National Great Rivers Museum, Alton – Hosted by the Alton Convention and Visitors Bureau (Southwest)

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**Governor Rod R. Blagojevich**  
Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism

- **Wednesday, June 11**  
**9 a.m.:** Abraham Lincoln Presidential Library and Museum, Springfield – Hosted by the Springfield Convention and Visitors Bureau (Central)  
**3 p.m.:** Spirit of Peoria River Boat, Peoria – Hosted by the Peoria Area Convention and Visitors Bureau (Western)
- **Thursday, June 12**  
**9 a.m.:** Anderson Japanese Gardens, Rockford – Hosted by the Rockford Area Convention and Visitors Bureau (Northern)  
**1:30 p.m.:** CoCo Key Water Park, Arlington Heights – Hosted by the Greater Woodfield Convention and Tourism Bureau – (Chicagoland)

IBOT representatives will unveil the 2007 visitor numbers in each market. They will also provide an overview of successful 2007-2008 marketing initiatives and upcoming programs to draw visitors to Illinois. These include:

- **2007-2008 initiatives:** IBOT will highlight some of the Bureau's milestone marketing programs from the past year, including the third annual Fall-O-Ween campaign, which promoted Illinois' scenic drives, festivals, agritourism and wineries; the 2008 *Illinois Travel Guide*, featuring new sections and highlighting a "Four Season, Forty Reasons" section highlighting the top ten things to do each season; and *Easy Access Chicago*, a comprehensive visitor guide for disabled travelers. The 50-page guide provides detailed information about Chicago's accessible offerings allowing disabled visitors to make informed decisions about their travel during their stay in the city.
- **New and upcoming programs:** IBOT will present the new KidVenture itineraries. Updated for the summer travel season, the kid-friendly itineraries highlight the season's exciting destinations and events. The Fall-O-Ween program similarly encourages visitors to explore Illinois' distinctive events and scenic drives during the important fall travel season.
- **Advertising:** Representatives from JWT, IBOT's advertising agency of record, will announce the Bureau's new spring/summer advertising campaign for 2008, including new television and print ads featuring more than 25 destinations throughout the state. Three of the television executions will be featured on more than 900 cinema screens across the Midwest. JWT will also discuss the newly redesigned enjoyillinois.com home page which was designed to enhance usability, navigation and provide engaging content. In addition to the web site, 15 new Spring/Summer 3-Day Getaways were launched featuring key drivers and highlight "local flavors" throughout the state. Also on the Web site, the agency will provide a sneak preview of the next evolution of the home page.

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 all-new 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.

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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, 312-240-2730 or Andy Smith at andrew.smith@edelman.com, 312-240-1139.

*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.*