



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

FOR IMMEDIATE RELEASE:
August 4, 2011

CONTACT: Marcelyn Love 217-558-1542
marcelyn.love@illinois.gov

ILLINOIS OFFICE OF TOURISM ANNOUNCES FREE *ENJOY ILLINOIS* TRAVEL APP

CHICAGO— With the busy summer travel season in full swing, the Illinois Department of Commerce and Economic Opportunity, Office of Tourism (DCEO/IOT) is launching a new free mobile application to help visitors get around the state. The *Enjoy Illinois* mobile app is the state's official mobile travel and lifestyle guide for travelers to and throughout Illinois, and will allow users to access more than 10,000 statewide listings including attractions, dining, accommodations, events, deals and more. Great for planning ahead or travelers on the go, Enjoy Illinois is a pocket tour guide for discovering every magnificent mile in Illinois.

"We want to make it easy and convenient for people to see all that our great state has to offer. This free mobile app will allow residents and travelers to find information on where to go, what to see and do while touring the Land of Lincoln," Governor Quinn said.

"By adding Enjoy Illinois to our mobile toolkit, we're putting Illinois in an even better position to draw visitors in and around the state and driving growth within the travel industry," said DCEO Director Warren Ribley.

Features of the Enjoy Illinois app include:

- **Near Me navigation:** Utilizes location-based/GPS searches to view attractions nearby and filter listings by interest.
- **Browse by Interest:** Organizes the listings by category so users can view attractions based on interests, such as Accommodations, Arts & Culture, Attractions, Dining and Nightlife.
- **Browse by Region:** Enables exploration of listings by region.
- **My Trips feature:** Allows user to create a custom itinerary list to share via social media (Twitter, Facebook) or by email.
- **Top Spots:** Offers users an editorialized list of attractions.

"Enjoy Illinois is a pocket tour guide that makes it easier and more convenient to discover every magnificent mile in Illinois," said Illinois Office of Tourism Deputy Director Jan Kostner. "The Enjoy Illinois app will allow visitors to access information on thousands of destinations and offerings statewide at their convenience and when they need it most."

Developed by JWT Chicago in partnership with Evanston, Illinois-based SIM Partners (simpartners.com), the app will be available on all Apple iOS devices (iPhone, iPod, iPod Touch) beginning August 12, and available for download within the Android market in early fall. Consumers can download the app at the Apple App Store (apple.com/itunes) or by visiting the Illinois Office of Tourism Web site, enjoyillinois.com, where they can access a QR code for users to download if viewing from a computer, and a link to download if viewing by a mobile device.

For more information on travel opportunities throughout Illinois, visit enjoyillinois.com.

The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.