



Shawnee
National Forrest



ILLINOIS OFFICE OF TOURISM

Year in Review 2019

illinois



Illinois
Department of Commerce
& Economic Opportunity

OFFICE OF TOURISM

JB Pritzker, Governor

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2019 Economic Impact of Tourism on Illinois



Up 3 million from 2017
16% business, 84% leisure

Sources: U.S. Travel Association, DK Shifflet, Tourism Economics

Visitor expenditures hit



UP \$2 BILLION YOY

5.1% increase in visitor spending, higher than the national visitor growth rate of 4.9%

342,300 JOBS GENERATED

an increase of 5,200 jobs over the previous year



in state and local tax revenue was generated from visitor spending

Created an additional **\$220.8 million** for the state and local communities



Visitor expenditure saves the average IL household **over \$1,300 in taxes per year**

Domestic Spring/Summer

ADVERTISING CAMPAIGN

Introduced a fresh take on Amazing with a spring/summer campaign that spoke to the wonder and awe of traveling, and the feeling you get from experiencing a new place. With breathtaking visuals, the new spring/summer ads captured amazing moments across broadcast, digital, social, out of home, cinema and streaming audio.

4 broadcast spots

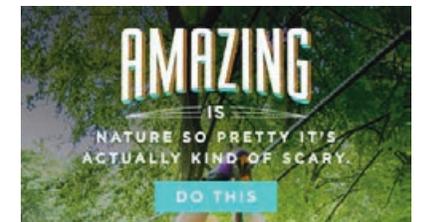
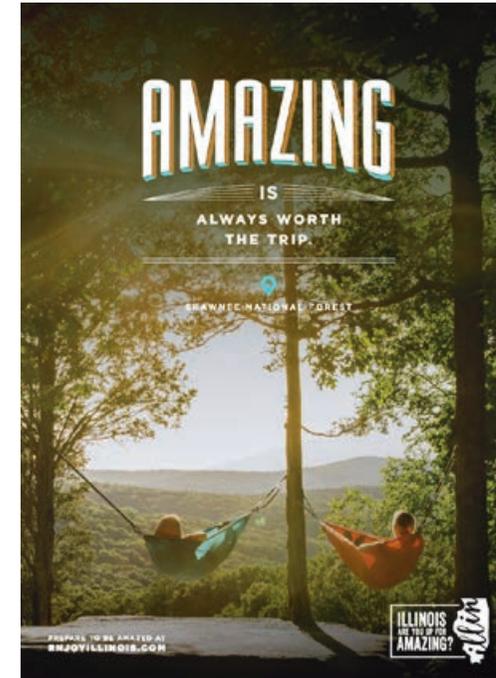
19 Midwest media markets

\$265 million in hotel revenue

62.4% lift in arrivals to Illinois

\$26:\$1 ROI

Sources: Arrivalist, Adara



Domestic Fall

ADVERTISING CAMPAIGN

Building on the Amazing summer campaign, the fall campaign tapped into the anticipation for the season and positioned Illinois as a statewide fall fairground.

“Fall hard in Illinois” featured two new broadcast spots – one for Chicago and one for Greater Illinois – as well as ads across digital, print, social, out of home and online video.

2 broadcast spots

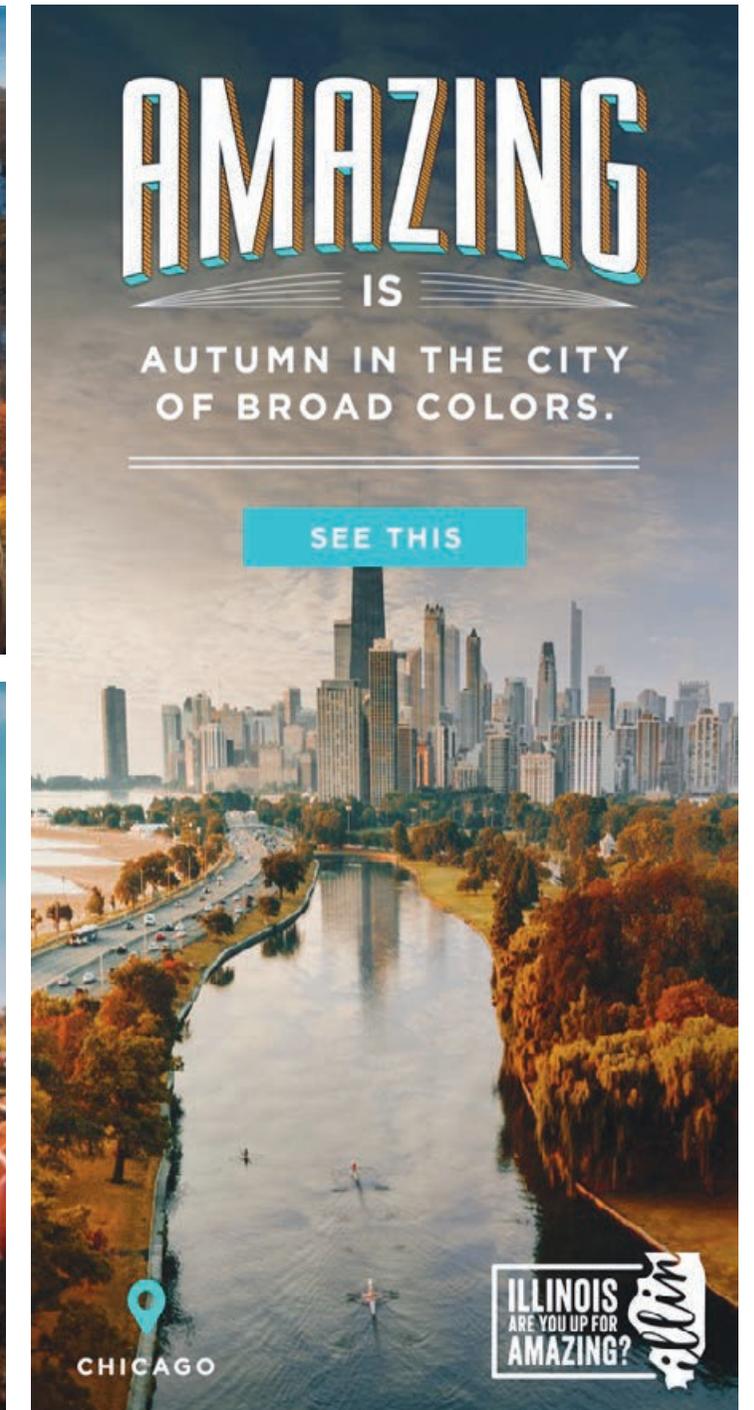
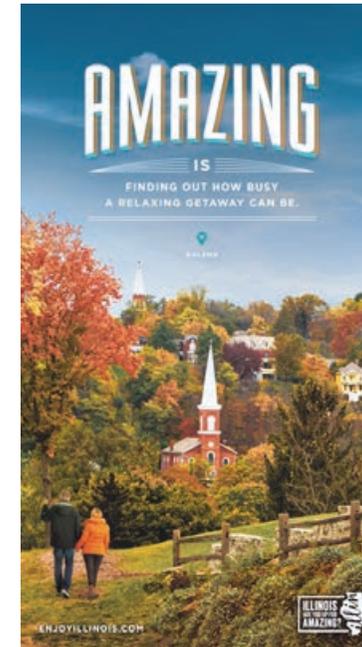
18 Midwest media markets

\$133.5 million in hotel revenue

40% lift in arrivals to Illinois

\$52:\$1 ROI

Sources: Arrivalist, Adara



Domestic Holiday

ADVERTISING CAMPAIGN

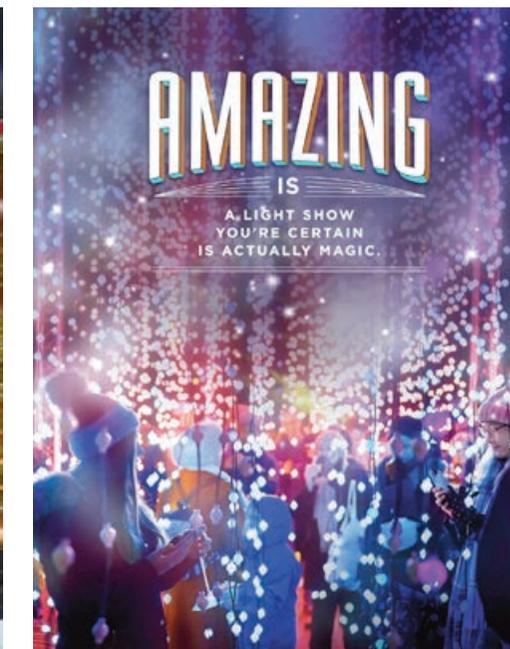
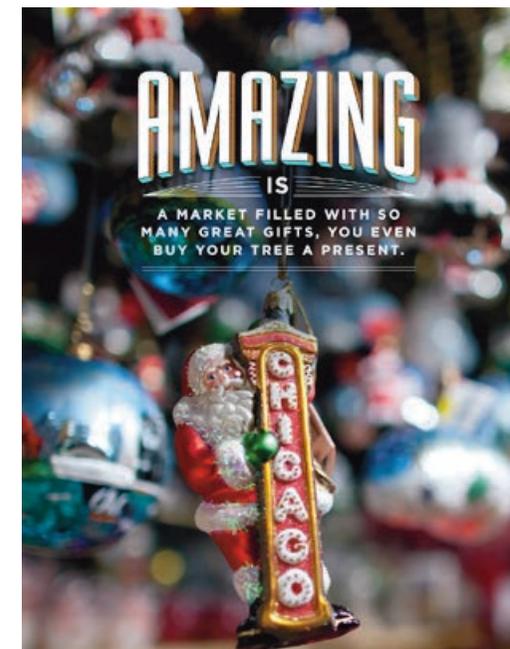
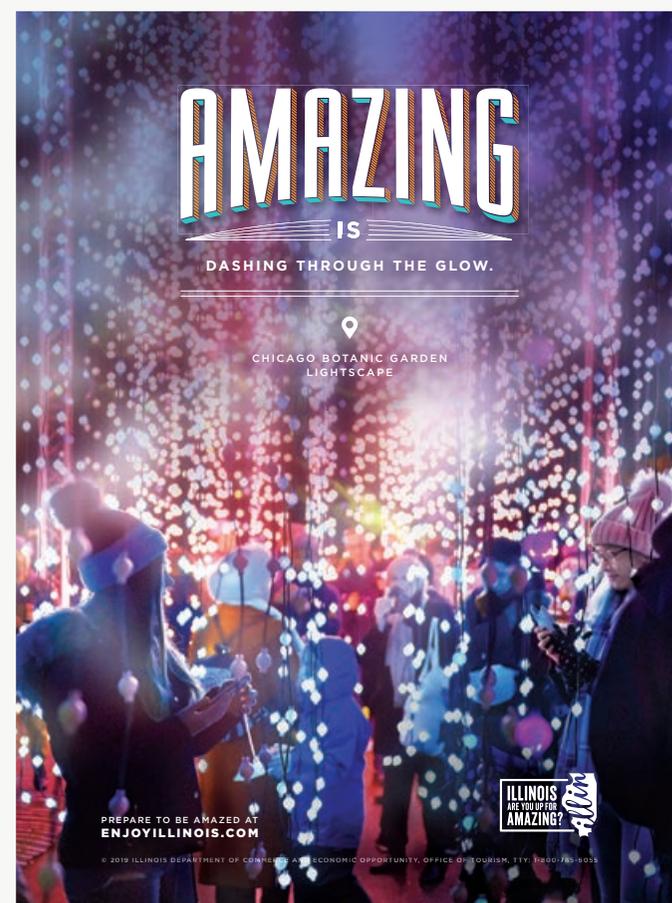
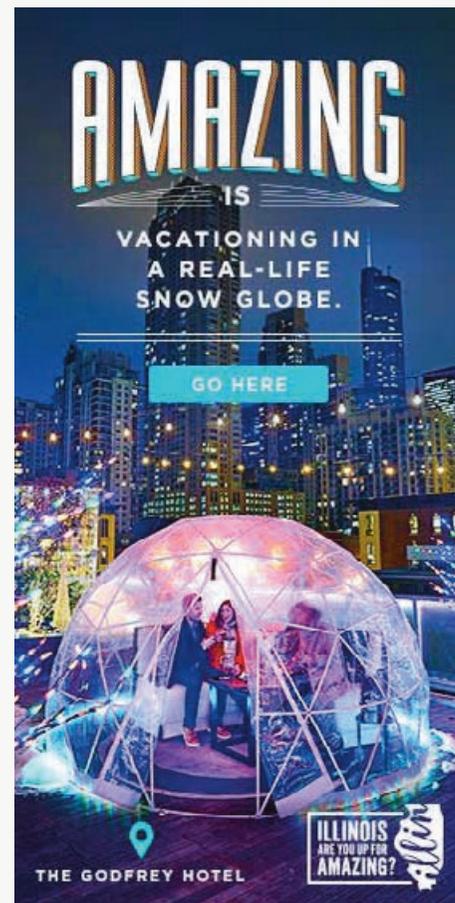
Capturing the magic of the holiday season, the campaign focused on shopping, food and drink and family activities in Chicago and beyond. The digital campaign included social, display, video, banner and native ads with multiple content hubs.

18 Midwest media markets

\$8.1 million in hotel revenue

44% lift in arrivals to Illinois

\$68:\$1 ROI



Illinois Made

Added new makers to continue growing the program with a sharp eye on diversity, from products and services to geographic locations and visitor experiences.



21

new makers added in 2019, bringing the total number to 150

23

new videos

80

social cutdown videos



Domestic

EARNED MEDIA

Pitched and secured earned media coverage promoting Illinois Tourism in local, regional and national news outlets.



After a Decade, Grafton Winery & Brewhaus Continues to Grow



The Best Places to See Fall Foliage in the United States



Big Things Happening in Casey: Guinness World Records Certifies More Oversized Objects in Illinois Town



A Historic Highway Leads to Hidden Illinois Craft Breweries



Midday Fix: Instagram Worthy Trip Ideas in Illinois

EARNED MEDIA GENERATED

645

placements

2.2

billion impressions

\$7.6

million

in publicity value

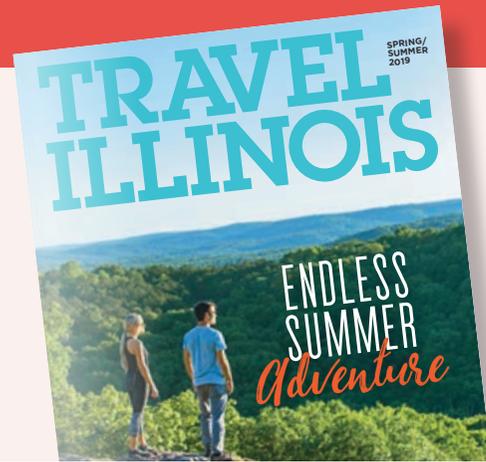


Elsah

Travel Illinois

MAGAZINE

Sparked curiosity in Illinois travel for readers through gorgeous photos and compelling content.



700,000 copies distributed in key travel markets



386,500 copies polybagged in nine Midwest city markets



10,000 subscribers

Chicago Bears

PARTNERSHIP

Forged an exciting new partnership with the Chicago Bears in celebration of their 100th year to market Illinois to Bears fans and increase travel in Illinois.



Enjoy Illinois training camp activation day with Big Lincoln and Staley Da Bear



Battle of the Border Game Giveaway Sweepstakes

Bears' 5th best performing social sweepstakes of all time with 21,000+ entries

6,128 opt-ins for Enjoy Illinois consumer newsletter for a 29% opt-in rate



Chicago Bears vs. Dallas Cowboys ticket on social giveaway



Pre-, during and post-game ads and logo placements as well as out of home



FIND ROOM TO ROAM ON THESE FUEL UP FOR FALL WITH ARTS WINE, THE SMALL-TOWN SCENES THAT PRETTY MUCH LOOK LIKE

WRITERS: Jen Wilson and Kristin Bennett

Great River Road near Mississippi Palisades State Park, Seawanna

40 enjoyillinois.com



BRIGHT LIGHTS BY THE NUMBERS

1 mile of walking paths weaves through towering trees, some that respond to voice and touch with glowing lights at **Holiday Tree Lights** at The Morton Arboretum in Lisle, Illinois (Oct. 26-November 22-January 5).

15 miles of extension cord power the 5-mile drive-through exhibit with more than 30 displays at the **Holiday Lights Parade** (November 26-December 24, December 30) at DuSable State Park (120 miles north of Carbondale).

25 feet, in length, of the iconic **Chicago Street** at the **East Pilsen Festival of Lights Parade** (November 22-January 5). Stop 2: 20 holiday displays for online eye-dropping action at some of the 100-plus themed displays.

95 hours, in length, of the **Chicago Winter WonderFest** (December 29-early January) at the **Millennium Park** in Chicago.

5,000 windows lit up during **Chicago's Winter WonderFest** (December 29-early January) at the **Millennium Park** in Chicago.

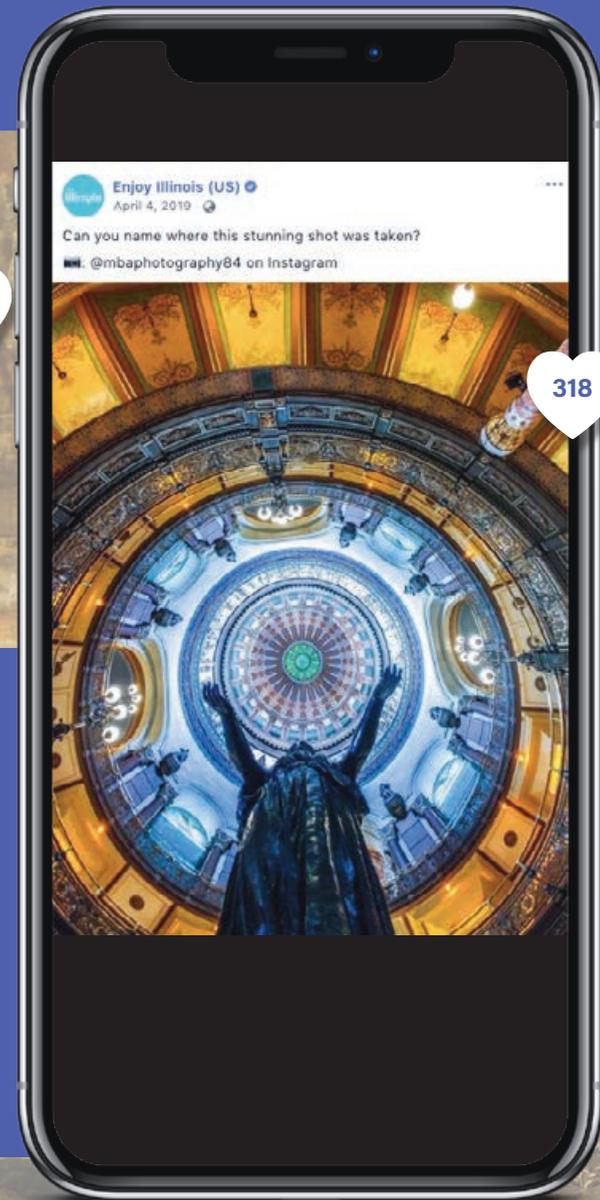
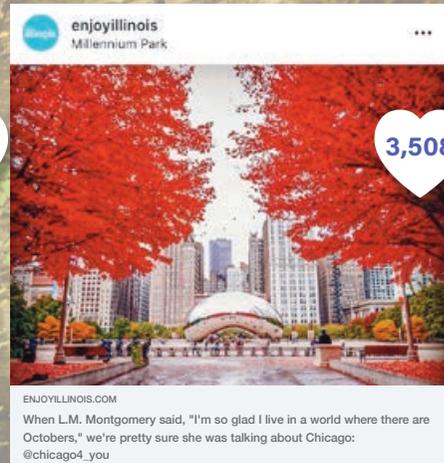
1,000,000 lights tell the story of **Chicago's Winter WonderFest** (December 29-early January) at the **Millennium Park** in Chicago.

1,000,000 lights tell the story of **Chicago's Winter WonderFest** (December 29-early January) at the **Millennium Park** in Chicago.



Social Media

Connected with travelers on social channels around the globe with original and curated content.



US Social Performance (all platforms)

15.3^k

new followers

28 million

organic reach

248^k

website referrals

407^k

engagements

HELD 15 CVB AND ATTRACTION TAKEOVERS

1 million reached

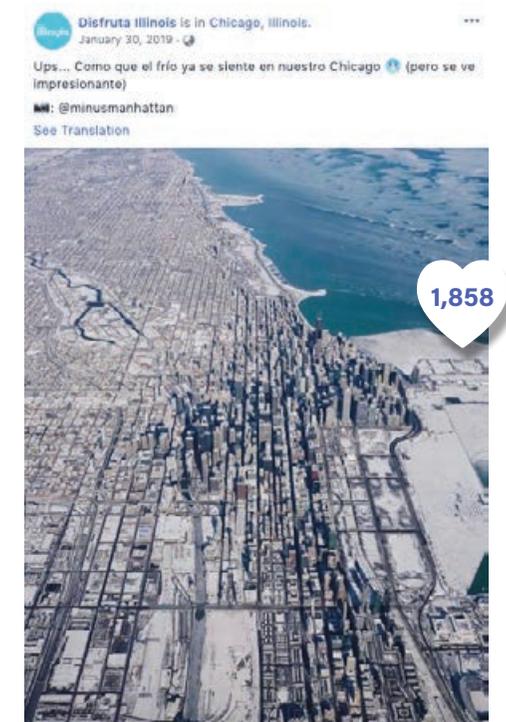
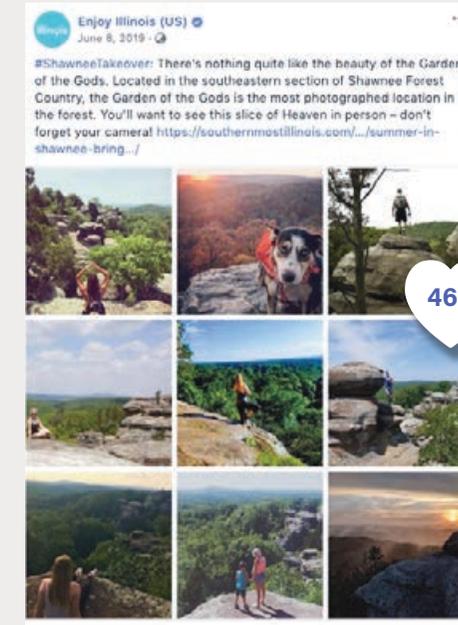
28.8^k

post clicks

10.3^k

engagements

- Enjoy Illinois US
- Enjoy Illinois UK
- Enjoy Illinois DE
- Enjoy Illinois JP
- Enjoy Illinois MX
- Instagram US
- Twitter US
- Weibo CN
- WeChatCN



International Social Performance (all platforms)

44^k

new followers

1.9

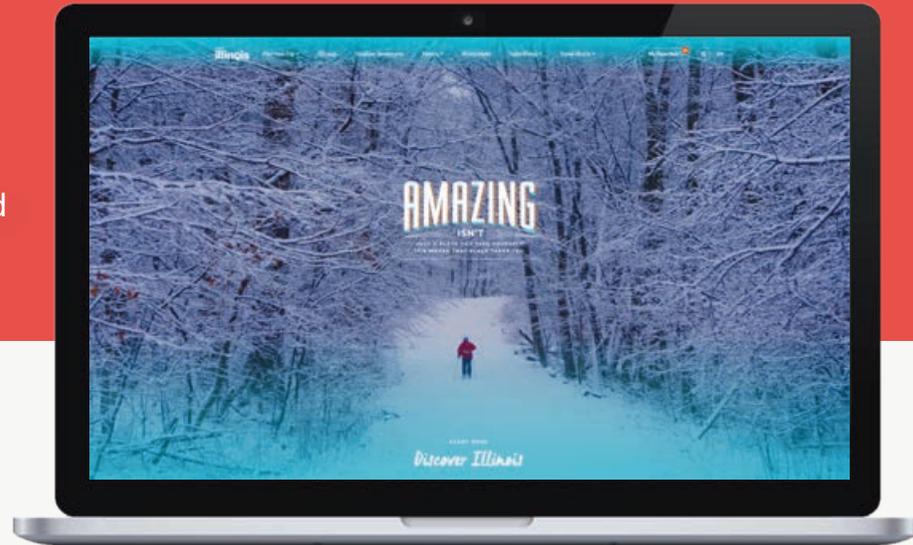
million reach

84^k

engagements

EnjoyIllinois.com

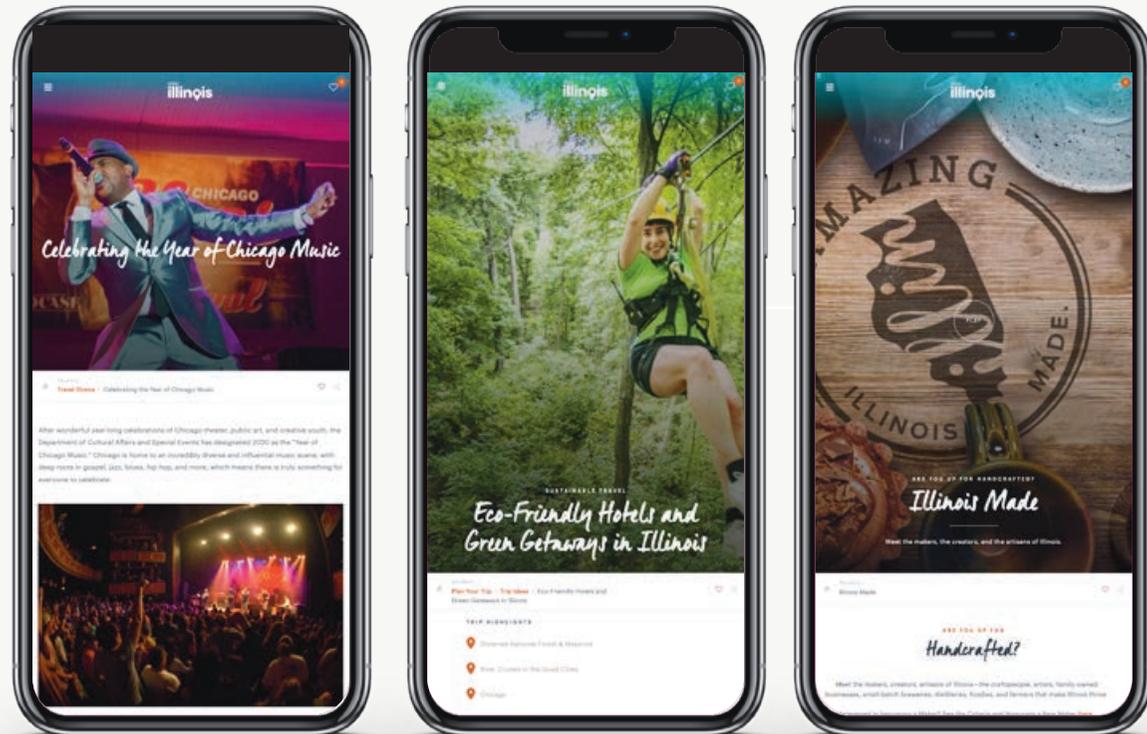
EnjoyIllinois.com elevated inspirational travel ideas throughout Illinois with easy-to-navigate, timely content and captivating imagery.



2.9 million users

6.3 million page views

5.9k newsletter signups on the website



Media Moments

Newsletters

Delivered targeted trip suggestions, themed getaway, and essential information for thousands of subscribers around the world.

Consumer Newsletter
108k opens

Media Moments
Showcasing Illinois
Tourism media coverage

Illinois Made
Most engaged newsletter

Tourism Monthly
Started in 2019 to share industry news and state successes

28% OPEN RATE

24% OPEN RATE

50% OPEN RATE

26% OPEN RATE



International

OFFICES

Took Illinois' message across the globe in five key international markets with 18 consumer and trade shows, four sales and media missions, 40 agent trainings and much more.

United Kingdom:

Trained 300+ sales agents across four events during Aer Lingus Roadshow; sponsored the 2019 Regent Street Motor Show; and gave 10 radio interviews in one day for a total reach of nearly 2 million listeners.

Germany: Ran a campaign with America Unlimited that included wrapping a tram in Hanover for one year; and distributed a German newspaper article on Route 66 that was picked up 33 times for an audience reach of 9 million.

China: Met with 20 trade representatives at Active America China and 50+ at ITB China; opened the Illinois Ctrip store in Beijing; and held Weibo and WeChat campaigns that resulted in 4.5k new followers.

Japan:

Ran native advertising campaigns with Travelzoo and Joshi Tabi targeting experienced female travelers; and developed new tour products showcasing Frank Lloyd Wright Trails with leading tour operator Jalpak.

Mexico: Conducted 25+ sales calls with wholesalers, retailers and airlines; trained more than 550 travel agents; and participated in Expomayoristas and Pricetravel trade shows.

Australia:
Emerging market

New Zealand:
Emerging market

Ctrip Store

In partnership with Brand USA, opened an Illinois Tourism-branded Ctrip store in Beijing.

Approximately 1.2 million customers per year expected



The grand opening event generated 47 media placements and 126.5 million impressions

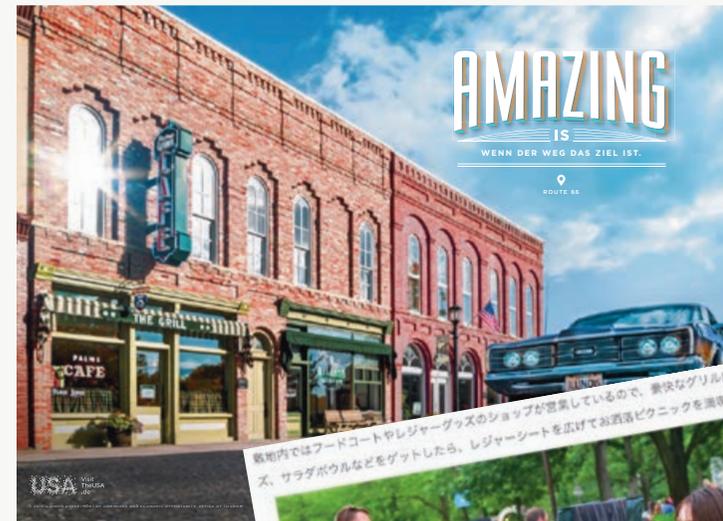


Conducted staff trainings prior to the store opening and held sales calls in Beijing and Shanghai



International ADVERTISING

Made a splash across the globe with advertising campaigns in key markets for Illinois Tourism and in partnership with Brand USA.



Hotel revenue booked from persons seeing our digital ads*

Germany

\$3 million

UK

\$9 million

Mexico

\$5.3 million

Japan

\$3 million

Australia

\$369k

\$22:\$1

ROI**

* Expedia, Adara ** Adara

Regent Street Motor Show

Served as headline sponsor of the Regent Street Motor Show in London for the third time.



478,480
show
attendance



Hosted 10 media
at VIP breakfast at
Automobile Club



35 earned media
placements with
23 million impressions



Sales Missions

Brought Illinois to life in international markets with several sales missions including office visits, trainings and special events.

London and Dublin



Partners: Choose Chicago, Rockford Area CVB, Great Rivers Country, Visit Springfield, Heritage Corridor

MRC Japan Sales Mission - TOKYO



Partners: Great Rivers Country, Visit Springfield, Rockford Area CVB

Great Lakes USA China Sales Mission BEIJING, CHENGDU AND SHANGHAI



Partners: Visit Springfield, Great Rivers & Routes, Rockford Area CVB

RTO Sales Mission - ORLANDO



Partners: Field Museum, ILLINOISouth, Heritage Corridor, Great Rivers & Routes, Quad Cities CVB

International

EARNED MEDIA

Pitched and secured earned media coverage promoting Illinois Tourism in UK/ Ireland, Germany/Austria/Switzerland, China, Mexico and Japan.

EARNED
MEDIA GENERATED

1,671

placements

3.47

billion impressions

\$13.1

million
in publicity value



The most historical city
- Springfield



Go (Mid) West

HOLIDAY

Guide to Chicago



Illinois destination
feature



Art in Chicago



Staved Rock State Park

FAMs

ILLINOIS FAMILIARIZATION TRIPS

Welcomed trade groups, journalists and influencers from across the globe to Illinois for a memorable experience to take home.



156

Media, Influencer and
Trade FAM Visits

8

COUNTRIES:
Germany, UK, China,
Japan, Mexico, Austria,
New Zealand, USA

Partnered with Great Lakes USA, Champaign County, Chicago's North Shore, Choose Chicago, DuPage, Galena, Great Rivers Country, Great Rivers and Routes, Heritage Corridor, ILLINOISouth, Rockford, Springfield, Oak Park and Quad Cities CVBs



📍 Giant City Stables



📍 Chicago Riverwalk



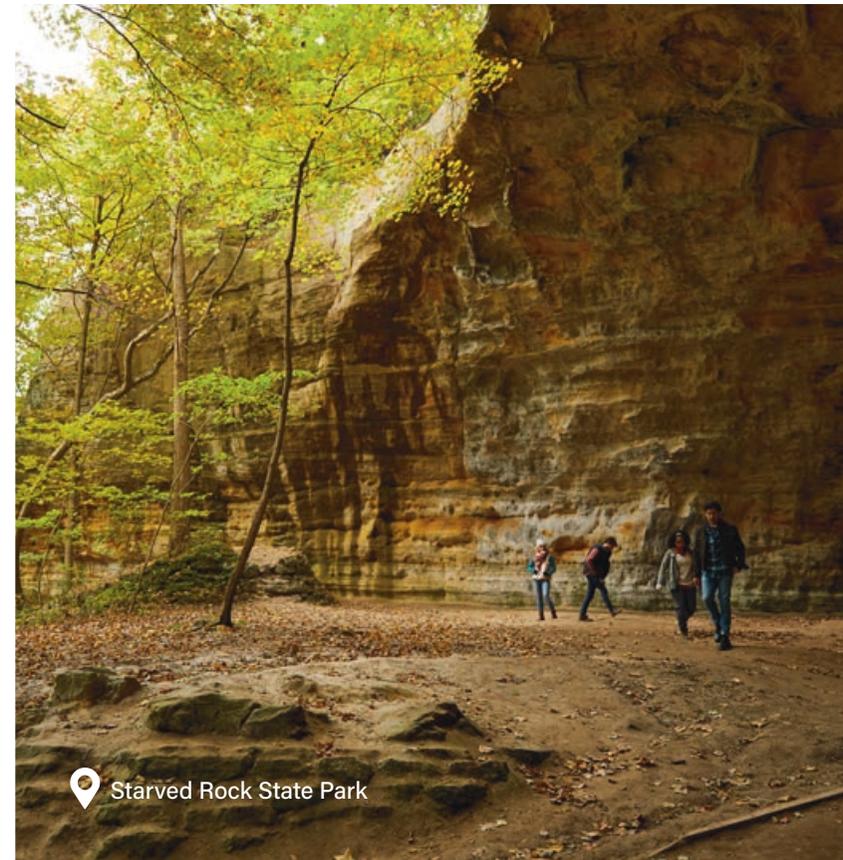
📍 Lincoln Tomb



📍 Galena Cellars Vineyard



📍 Great Wolf Lodge



📍 Starved Rock State Park

illinois



Galena



#EnjoyIllinois