



Summer 2008 Co-Op Ad Space Available - A Few Spaces Remain

Working with Madden Media, we have co-op ad space available for the Summer 2008 Newspaper Insert, Illinois Getaway Guide. Dropping into Sunday newspapers on May 11, 2008, in major Midwestern cities, with a combined circulation of 1.6 million, each partner will receive one photo or logo, 65 words of copy, address, phone and website. Cost for the 1/6th page space is \$1,737.87. This is the last co-op opportunity offered under our FY08 IBOT Marketing Partnership Grant, so if you are interested, call the office today – only six (6) regional partners can take advantage of this offer – call today since we last sent out this info, several partners have committed. Only a few spaces remain – call to reserve yours now.

Last Chance . . . 2008 Illinois Governor's Conference on Tourism

Did you know that Illinois tourism is enjoying record growth? In 2006, 91 million visitors generated an economic impact of more than \$28.3 billion and were responsible for 301,600 jobs in our state. How do we keep growing as an industry and what should our next steps be? How will Illinois develop and broaden tourism in the future? What are the latest trends? These questions and more will be the focus at the *2008 Illinois Governor's Conference on Tourism: Making News*, the conference taking place February 13-15, 2008 at the Springfield Hilton in Springfield, Illinois. An overview of the featured keynote speakers can be found on the official conference website, www.iltourismconference.com, as well as the Registration Form, Silent Auction donation forms, Awards Competition materials, etc. Don't miss this!

2008 Northern Illinois Website and Visitors Guide

Just when we just unveiled our new 2008 Northern Illinois Visitor Guide, we might have been content to sit around and take it easy. But oh no, we have come up with a new feature for the regional website. We are now offering partners the chance to showcase their attractions on our e-post cards. Check out the website, www.visitnorthernillinois.com to see the first eight partners we are featuring. From wine making in Galena Cellars Winery to the lion at the Midwest Museum of Natural History in Sycamore, visitors can send these images to their friends and family and encourage them to visit our area. We are looking for seasonal beauty shots, as well as quirky and fun iconic shots – and we will be including a small caption on the front of the e-card. Our designer has arranged for a special email address to receive your images, so send your best ideas to nitdo@trittenhaus.com. Use the subject line to state e-post card submission.

And while we are talking about photos, we can always use more images for the website, kiosk, banners and whatever else we come up with to create. If you want to send images for consideration, please use the following criteria: minimum of 300 dpi; print size of 5' x 7" minimum; clearly identified location/attraction being sent, and permission obtained to share the images you submit. Again, send them directly to our designer at our "special email address", nitdo@trittenhaus.com and include in the subject line a reference to regional photo.

And make sure that your listing info on our website is accurate and complete. You can now add or edit your information via our online form! Do it now before you forget, and remember your listing info is FREE. Each listing contains information on your attraction or business, description, address, phone and where available, your website. While we can't possibly list every attraction in the entire 14-county area, we will try to be as inclusive as possible in our website. So, go to the home page, find the button to add or change your listing. You have the ability to enter the

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As been our practice, we continually research new websites that may be of interest to our regional partners. Here are some sites for websites for you to check out.

Illinois Tourism:

www.enjoyillinois.com

Northern Illinois Tourism:

www.visitnorthernillinois.com

Chicago Tourism:

www.choosechicago.com

Chicago Olympics:

www.chicagoolympics2016.com

Lincoln Bicentennial:

www.lincoln200.net

Travel Industry of America:

www.tia.org

Illinois Wine Industry:

www.illinoiswine.com

Northern Illinois Wine Trail:

www.northernillinoiswinetrail.com

National Scenic Byways:

www.byways.org

Illinois Byways:

www.illinoisbyways.org

Illinois Agri-Tourism:

www.agfun.com

Film Locations:

www.onscreenillinois.com

Tour Illinois:

www.tourismillinois.org

Meet In Illinois:

www.meetinillinois.com

Sports Illinois:

www.sportsillinois.com

Illinois Governor's Conference:

www.iltourismconference.com

Calendar of Events - Illinois Tourism Happenings . . .

Feb 6-7

ISEN State Convention, Tinley Park

Feb 10

Illinois Spring Getaway Guide
Newspaper Insert Drops

Feb 11

HOLIDAY - Office Closed

Feb 12

Lincoln's Birthday - Celebrate

information directly on-line. If you have a specific question about the website, or perhaps want to get a copy of the new 2008 Visitor Guide, send an email to mary@visitnorthernillinois.com.



Agritourism Update . . .www.AgFun.com

Yes the snow is now covering the ground, but we know that spring will soon be here. And with that bit of news, comes a reminder to check out the new website from ATPI (Agriculture & Tourism Partners of Illinois). Just unveiled in late December is www.AgFun.com, the state's comprehensive listing of our vast array of agritourism offerings from Chicago to Cairo – and most important to us, those businesses throughout Northern Illinois.

Designed by Trittenhaus Design of Sycamore, the new site is designed to match the print guide, AgriTourism Activities. The website and guide highlight attractions and businesses by region. To make sure your information is complete, you can visit the website and update or add your own information directly. And while the site does include a Calendar of Events, these events are maintained through the Illinois Department of Agriculture's site, www.AgriHappenings.com. And you can add in your own agri-events via their online form.

So, make sure that you are ready for spring. The visitors will once again be looking for places to go, produce to pick and events to share with family and fiends. Check out www.AgFun.com.



One of the great pictures located on our new feature: send an e-postcard.

Make sure to send in the image of your area soon!

IBOT Initiates Underground Railroad Tourism Project

The Underground Railroad has a rich presence in Illinois and IBOT is working on an exciting program to present the sites, monuments and brave people that worked to form this network that guided slaves to freedom. This project is an exciting component of the State's Soul of Illinois African-American tourism campaign aimed at maximizing and leveraging Illinois' impressive Underground Railroad history.

Illinois has 38 documented Underground Railroad stations and six definable routes. The city of Utica is the site of the Sculptured Faces, a historic Underground Railroad marker on the banks of the Illinois River; the two sculpted faces served as a geographic landmark for fugitive slaves traveling in the network.

Information on the state's Underground Railroad history—ranging from railroad site locations to short profiles of Illinoisans who tell stories about their relationship to the Underground Railroad—is being developed for the Soul of Illinois Web site www.soulfulillinois.com. Additionally, two- to four-day tour itineraries will be developed to highlight historic communities.

Feb 13

Heritage Development and its
Impact on Tourism, Springfield

Feb 13-15

IL Governor's Conference on
Tourism, Springfield

Feb 13

ICCVB Mtg

Feb 18

HOLIDAY - Office Closed

Feb 24

IBOT Spring Newspaper Co-op
Insert Drops

March 13

Annual Museum Day, Springfield

April 8-10

TIA – Travelcom, Chicago

April 16

IL Association Museum Workshop,
Geneva

May 17

Midwest Museum of Natural
History, Sycamore hosts Jeff Corwin

An Eye for Illinois - Winter Photo Contest

Winter in Illinois provides picturesque settings everywhere you look, whether it's on a ski slope high above the Mississippi River or an outdoor ice rink mere steps from Michigan Avenue. Submit your favorite photos to the Illinois Winter Photo Contest for a chance to win a digital camera or Shell gift cards. Enter your best photos by March 31, 2008.

We're always on the lookout for dynamic photos that capture special Illinois moments. Even if you don't win the grand prize, your photo can still be selected to represent Illinois in one of our future print or online campaigns. After the contest is over, be sure to visit our Photo Galleries to view the winners as well as the many other noteworthy entries.



Photos will be judged on originality, seasonality and capturing the magnificence of Illinois. Before you enter, please read the Illinois Winter Photo Contest Rules & Guidelines at the website, www.enjoyillinois.com and then send us your best Winter photo of Illinois...it might be worth more than a thousand words!

Lincoln Bicentennial Commission Updates

The Federal Abraham Lincoln Bicentennial Commission, in conjunction with the Kentucky kick-off celebrations on February 11th and 12th, have asked for information on activities in Illinois on and around February 12, 2008. Lincoln Home, the Abraham Lincoln Association, the Old State Capitol and the Presidential Library & Museum have many activities for that date but the Commission would very much like to include activities and programs planned throughout the state. Activities in communities that have a Lincoln-theme for February 2008 and for the entire bicentennial period can be posted on the Commission's website. Submission of events can be found on the home page of the Commission's website - www.lincoln200.net.

Also the Illinois Abraham Lincoln Bicentennial Commission has enhanced its website to provide more information on Illinois Bicentennial Events. This new version of the site offers a state-wide calendar of events and an easy to use event form for communities to submit local activities for posting on the calendar. If you have any questions, please call Kay Smith, statewide coordinator at (217) 558-9025 or email her at kay.smith@illinois.gov



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Smoke-Free Illinois Act Implemented

As of January 1, 2008, the Smoke-Free Illinois Act requires that public places and places of employment must be completely smoke-free inside and within 15 feet from entrances, exits, windows that open and ventilation intakes. This includes but is not limited to:

- Public places and buildings, offices, elevators, restrooms, theaters, museums, libraries, educational institutions, schools, commercial establishments, enclosed shopping centers and retail stores
- Restaurants, bars, taverns and gaming facilities
- Lobbies, reception areas, hallways, meeting rooms, waiting rooms, break rooms and other common-use areas
- Concert halls, auditoriums, enclosed or partially enclosed sports arenas, bowling alleys, skating rinks, convention facilities, polling places and private clubs
- Hospitals, health care facilities, health care clinics, child care, adult care or other similar social service care
- No less than 75 percent of hotel or motel sleeping quarters rented to guests
- Public conveyances, government-owned vehicles and vehicles open to the public

The following link provides a more detailed look at the new regulations provided by the Illinois Department of Public Health. www.smoke-free.illinois.gov. This is just an FYI for all of our tourism sites and attractions – and thanks for your cooperation.

