

ILLINOIS TOURISM NEWS FROM THE DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM

## HIGHLIGHTS

- ▶ IBOT offices will be closed November 11 for Veterans Day, and November 27 and 28 for the Thanksgiving holiday.
- ▶ The winter issue of *Illinois Now!* will be available November 15.
- ▶ Save the date! The 2004 Illinois Governor's Conference on Tourism will be held in Chicago March 29, 30 and 31! More details coming soon!
- ▶ The Illinois Grape and Wine Resources Council will meet in Springfield November 10.
- ▶ The Chicago Plus regional grant session meeting will be in Rosemont November 19.

### MESSAGE FROM THE STATE TRAVEL DIRECTOR



Jan Kostner

I would like to take this opportunity to give you some exciting information on our international tourism front – a key element in successfully promoting our state well beyond our borders.

Even though these are challenging times, Illinois has been recognized as the sixth most popular state, up from seventh in 2001, and Chicago remained steady as the ninth most visited U.S. city by overseas travelers. In 2002, Illinois welcomed more than one million international travelers.

With our four international offices – the United Kingdom, Germany and recent additions Canada and Mexico – their goals and strategies for increasing travel to Illinois are very similar to domestic tourism. The focus is a two-pronged approach with continued education to the travel trade and integrated campaigns consisting of advertising, public relations, online marketing and consumer direct promotions.

To stimulate travel to Illinois from the UK this fall, IBOT, along with

the Chicago Office of Tourism and the Chicago Convention and Tourism Bureau, created a measurable and integrated consumer campaign focused on pre-holiday shopping. The campaign employs a strategic combination of trade marketing, public relations and advertising to ensure that key messages – about a favorable exchange rate for pre-holiday shopping – reached a broad audience.

To support the initiative in the UK, Chicago and Illinois travel trade representative Global Enterprise Marketing worked closely with Expedia, the UK's most popular travel Web site, to arrange a reasonably priced pre-holiday shopping air/hotel package. It included discounts from a major retailer and was ready to book through the Web microsite, [www.visitichicago.co.uk](http://www.visitichicago.co.uk).

To support the initiative, BBDO has been coordinating advertising promotions surrounding a contest to win a trip to Chicago through multiple Web site placements and an online advertorial. At the same time, Edelman coordinated a three-pronged approach to securing media relations for the shopping initiative: a shopping-themed familiarization tour for five journalists from major regional papers; a shopping-focused radio broadcast, which reached more than eight million listeners throughout the UK; and five days of coverage on the popular UK

*(Continued on Page 2)*

# STATEWIDE NEWS

## **Illinois Now!**

The latest edition of *Illinois Now!* magazine proves that winter doesn't put a chill on the many things to see and experience throughout the state.

Available in mid-November, the free, 52-page publication gives readers information on where to find the brightest holiday light displays, coziest romantic restaurants and most historically fascinating bed and breakfasts, plus a complete listing of the top winter festivals and events. The cover story, "Illinois on a Shoestring," provides budget-savvy sightseeing tips from half-price theater tickets and free museum days to affordable lodging and dining. Additional highlights include suggestions to get in the holiday spirit with "Holiday Highlights," showcasing some of the state's best lights displays; "A Place in Time," exploring the history of Illinois' bed and breakfasts and their famous visitors such as Abraham Lincoln, Ulysses S. Grant, Al Capone and even George Harrison; and "Literary Illinois," guiding travelers along the paths of legendary authors, from Ernest Hemingway's birthplace in Oak Park to Carl Sandburg's final resting place in Galesburg. Readers even have the chance to win a grand prize – a two-night stay for two at the Palmer House Hilton in Chicago's Loop district, plus a \$200 gift basket from Marshall Field's on State Street. These and more travel tips and deals are waiting to be uncovered in *Illinois Now!*

## MESSAGE FROM THE STATE TRAVEL DIRECTOR *(Continued)*

morning show, *Today with Des and Mel*. Through the contest and booking agent, IBOT will create a permission-based database to distribute future marketing materials.

To raise awareness of Chicago and Illinois in Germany this fall, our travel trade representative, Wiechmann Tourism Service, secured Canusa as our official carrier of a pre-holiday shopping package and competition. Similar to the UK program, this contest and booking agent will also create a permission-based database to distribute marketing materials. Wiechmann will also negotiate an additional package to create increased online visibility. The [www.chicago-illinois.de](http://www.chicago-illinois.de) Web site will be used as the call to action for this campaign.

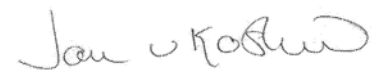
We faced a unique challenge in Canada when we discovered that Chicago was not perceived as a leisure destination to Toronto residents due to feelings that Chicago was too similar to their own city. For the second consecutive year, the city and state partnership employed the "Music Everywhere" promotion to give Toronto residents a chance to experience Chicago's unique musical heritage. The promotion outlined a culture different from Toronto's, and reiterated that the only way to experience it was to visit Chicago. Following the program there was double-digit

growth in awareness of Chicago as a destination, as well as a significant increase in room bookings. Today, we are proud to have recently accepted the TIA 2003 Odyssey Award in the category of Travel Advertising (International) for our efforts in Canada.

Mexico continues to be a strong and ever growing marketplace for both Chicago and Illinois. Until recently, only six airlines offered direct flights into O'Hare. Within the past few years we've added two more flights – Aviasa and ATA – both with direct routes to O'Hare and Midway airports. We've reached the consumer directly through our travel trade representation, Travel-Pie, and their partnership with Wal-Mart. As one of the leading retailers in Mexico, all Wal-Mart credit card holders throughout the country are offered a value-priced air/hotel package to Chicago. As witnessed at our third time participating in LaCumbre, the most important Latin American trade-show, our trade presence continues to be vital.

Thanks to the hard work of our International tourism team, we will continue to promote Illinois in key markets worldwide.

Best regards,



## **Opportunity returns**

Governor Blagojevich recently unveiled a comprehensive plan for restoring economic opportunity to Illinois – an approach that will bring jobs and growth to all Illinois

communities. Themed *Opportunity Returns*, this new approach to economic development in Illinois shifts the state's focus from a centralized approach to a regional one, recognizing that local communities understand their

needs best. Ten regional plans are currently being developed, all tailored to the unique strengths and needs of each of the regions. For more information on this exciting new plan, please visit [www.illinoisbiz.biz](http://www.illinoisbiz.biz).

### Illinois expands reach to consumers with additional eNewsletters

After continued success with the spring and summer efforts, Illinois distributed three new eNewsletters this season. Two of the eNewsletters featured the fall season with one highlighting scenic spots, wineries and fall events around the state, while the other primarily focused on fall colors – the best places to see and enjoy them. And for the first time, Illinois reached out to sports events rights holders and Sports Illinois members with an interactive and exciting sports-themed eNewsletter.

The fall and fall colors eNewsletters were distributed to nearly 60,000 [enjoyillinois.com](http://enjoyillinois.com) and *Illinois Now!* subscribers – approximately 20,000 more than the summer eNewsletter. Fall recipients wanted to get out and explore the state, as orders for the Illinois Travel Guide sky-rocketed, followed by additional interest in scenic activities and fall events.

The Sports Illinois eNewsletter provided seasonal information about sports industry trends, insights from event coordinators, and also highlighted Illinois sports facilities and events. In addition, the eNewsletter included a calendar of upcoming Illinois athletic events, Illinois sports trivia and inspirational quotes from local athletes. Recipients reflected the most interest in the Sports Illinois calendar of events and the

[sportsillinois.com](http://sportsillinois.com) Web site.

Fall colors results will be reported in next month's ITN. Illinois will continue to reach out to consumers and sports enthusiasts with winter editions.

### New and improved

Save the date! From January 16-March 20, visitors to Western Illinois can view for the first time "Pollock and Picasso," a private art collection ranked in the "Top 25 private collections in the U.S." and

"Top 100 private collections in the world" by *Art News*. The exhibit will be on display at The Peoria Art Guild and will feature artwork from world-renowned talent including Jackson Pollock, Pablo Picasso, Roy Lichtenstein, Willem De Kooning and more. Many of the 16 paintings and five sculptures have never been viewed by the public.

For more information, contact Heather Voorhis at the Peoria Convention and Visitors Bureau at (800) 747-0302 or [hvanvoorhis@peoria.org](mailto:hvanvoorhis@peoria.org).

### INDUSTRY INSIDER: RICHARD NORTON SMITH



*To help you get to know who's who in Illinois tourism, ITN profiles an industry leader each month. This month, it is with great enthusiasm that we introduce Richard Norton Smith, the newly appointed director of the Abraham Lincoln Presidential Library and Museum.*

World-renowned presidential historian Richard Norton Smith, who has served as director of four presidential libraries, has been selected by Governor Blagojevich to head the Abraham Lincoln Presidential Library and Museum being built in Springfield, Illinois. Smith has been director of the Robert J. Dole Institute of Politics at the University of Kansas since December 2001. Previously he

was director of the Gerald R. Ford Museum and Library in Lansing, Michigan, from 1996 through 2001, and was named the first executive director of the Gerald R. Ford Foundation in 2000. From 1993 to 1996 Smith served as director of the Ronald Reagan Presidential Library, and executive director of the Ronald Reagan Presidential Foundation and the Reagan Center for Public Affairs in Simi Valley, California. Smith was director of the Herbert Hoover Presidential Library and Museum in West Branch, Iowa, from 1987 to 1993, and during most of 1990 did double duty as director of the Dwight D. Eisenhower Center in Abilene, Kansas.

Perhaps best known as a historian and biographer, Smith is currently working on a biography of Nelson A. Rockefeller to be published in 2006. His first major book, *Thomas E. Dewey and His Times*, was a finalist for the 1983 Pulitzer Prize. Smith has also written *An Uncommon Man: The Triumph of Herbert Hoover*

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## Lewis & Clark on the go

To honor the Corps of Discovery team that began their westward journey in Illinois, IBOT is supporting an exciting mobile interpretive center. The center – a recreational vehicle specially outfitted as a traveling exhibit – will travel through Illinois and surrounding states, stopping at museums, schools, fairgrounds and other special event sites. It will return to Hartford for the May 13-16, 2004, Signature Event. The mobile center's theme, "Confluence of Cultures," will focus on the multicultural aspect of the Lewis & Clark experience. Emphasis will also be placed on Illinois history with exhibits, artifacts, audio-visual presentations, and many other fascinating displays. For more information about scheduling the exhibit, please contact the Illinois Lewis & Clark Bicentennial Commission at (618) 468-2288 or email them at [ilcbc@lc.edu](mailto:ilcbc@lc.edu).

## Save the date for the 2004 Illinois Governor's Conference on Tourism

This year, we are making "No Little Plans" for Illinois tourism and will extend that theme to our 2004 Governor's Conference on Tourism, which will be held March 29-31, 2004, at the Hilton Chicago. As always, this must-attend industry event mixes business with pleasure, with a stellar speaking lineup that will give you pertinent and timely industry information, and a chance to get reacquainted with friends and colleagues from around the state. Watch your mailboxes, early bird registration information will be mailed late this month.

## INDUSTRY INSIDER: RICHARD NORTON SMITH *(Continued)*

(1984); *The Harvard Century: The Making of a University to a Nation* (1986); *Patriarch: George Washington and the New American Nation* (1993); and *The Colonel: The Life and Legend of Robert R. McCormick* (1997), a book about the *Chicago Tribune* publisher, which received the prestigious Goldsmith Prize awarded by Harvard's John F. Kennedy School.

Smith graduated from Harvard University in 1975 with a degree in government. Following graduation he worked as a White House intern and as a freelance writer for the *Washington Post*. In 1977, Smith became a speechwriter for Massachusetts Senator Edward Brooke and two years later went to work for Senator Bob Dole, with whom he has been closely associated ever since. He collaborated with Robert and Elizabeth Dole on their joint autobiography, *Unlimited Partners* (1998); assisted Dole on his 1998 book of political humor, *Laughing (Almost) All the Way to the White House*; and a sequel, *Great Presidential Wit* (2001).

Smith will oversee the Abraham Lincoln Presidential Library and

Museum. It will be staffed and operated by the Illinois Historic Preservation Agency, a government agency that currently safeguards the state's Lincoln collection and operates more than 60 historic sites and memorials, many with ties to Lincoln.

The complex, which features separate library and museum buildings, as well as a welcome center and parking deck, will showcase Illinois' 47,000-item Abraham Lincoln collection. The library building is scheduled to open in spring 2004 with the museum opening by late 2004. The restored 1890 Union Station, directly across the street from the museum, will be rehabilitated for use as a visitor welcome center and a 500-car parking deck will be constructed to serve the complex. The project is being funded by the State of Illinois, the federal government and the City of Springfield.

To learn more about the Abraham Lincoln Presidential Library and Museum complex, please visit the Illinois Historic Preservation Agency at [www.state.il.us/HPA/](http://www.state.il.us/HPA/).

## German fall campaign

To raise awareness of Chicago and Illinois in Germany in 2003, the Illinois Bureau of Tourism worked with publication *START frei* on an article that showcased both Chicago and Illinois' travel offerings to readers. *START frei*, the official newspaper of the Frankfurt airport, has a monthly readership of 1.4 million. Edelman

worked to coordinate a fam trip for *START frei* journalist Detlef Hennies, who visited Chicago for several days before traveling Illinois' famed stretch of Route 66. Concurrently, Edelman guaranteed further coverage with the aid of the Chicago Office of Tourism and the Drake Hotel, responding to the request of *START frei* editors by coordinating a reader contest for a trip to Chicago.

# NATIONAL NEWS

## Looking forward at the past

Heritage tourism is gaining momentum as more and more Americans are interested in where they come from. According to a recent study by the Travel Industry Association of America (TIA) and *Smithsonian Magazine*, tourists who seek out history and culture spend more, do more and stay longer than other travelers. Interest in African-American history, the civil rights movement, women's rights, Native-American culture, the Civil and Revolutionary Wars, and the bicentennial of the Lewis and Clark expeditions are all helping to fuel domestic travel.

Source: *Travel Advance*

## Familiying?

Or "togethering," as public relations firm Yesawich, Pepperdine, Brown & Russell (YPB&R) termed it, is a hot trend in travel. That is, nearly 80 percent of active leisure travelers took at least one vacation in the last five years with extended family or other families and assorted friends, according to a YPB&R poll. And the numbers are trending upward. Some 69 percent of respondents cited "spend time with family" as very important or extremely important in 2003 when selecting a vacation. YPB&R said more than one-half chose "spend time with friends" as extremely or very important in choosing a vacation. Forty percent of adults organized group-dining excursions and a similar amount put together group recreational events this year.

Source: *TMD*

## Gasoline prices fall since mid-September

The nationwide average price of self-serve regular gasoline has declined 12.4 cents per gallon since mid-September and now averages \$1.565 per gallon, according to AAA. After reaching a record high price of \$1.737 per gallon on Aug. 30, the nationwide average price of self-serve regular gasoline has fallen 17.2 cents per gallon.

Source: *Travel Advance*

## Baby "zoomers"

Those Baby Boomers do get around and travel more than any other demographic group, according to a TIA study. Baby Boomers, classified as people ages 35 to 54, last year took 43 percent of all household trips (defined as 50 miles or more one way from home). By comparison, Mature Travelers, defined as people ages 55 and older took 31 percent of household trips. Generation Xers and Yers, defined as people ages 18 to 34, took 26 percent. On average, Baby Boomers spent \$491 per trip, although about 14 percent spent as much as \$1,000 or more. The study also showed that 24 percent of Baby Boomers' trips were for business and conventions.

Source: *Travel Advance*

## Business travel warming up from industry chill

Even as the economy brightens, many corporations remain reluctant to unleash droves of workers and executives for extended road trips, travel industry leaders say. Recent travel bookings by business customers are flat to two percent higher compared with a year ago. But some travel

companies are bracing for difficult fall and winter seasons, when they used to count on surging business travel to offset the normal after-summer declines in pleasure travel.

Source: *USA Today/Travel Advance*

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