

HIGHLIGHTS

- ▶ Fall travel is just a click away! Check out the improved search functions on enjoyillinois.com.
- ▶ The next Tourism Coordinating Committee meeting will be held at Cahokia Mounds Interpretive Center on September 9 at 10 a.m.
- ▶ Amtrak Downstate Illinois Day will be held on September 10 from 7 a.m. to 6 p.m. in the Great Hall of Chicago's Union Station.
- ▶ It's already shaping up to be a beautiful fall! According to the Illinois Department of Natural Resources (IDNR), the fall color season should progress as usual beginning in mid-September with peak viewing during the second or third week in October. Check out enjoyillinois.com later this month for weekly fall colors updates from the IDNR.

MESSAGE FROM THE STATE TRAVEL DIRECTOR



Jan Kostner

Check out the enjoyillinois.com tourism Web site, and you'll be in for a very pleasant surprise. Our home page has been completely revamped to "untangle" the Web, making it easier than ever for visitors to enjoy Illinois. Taking into account our bureau's growing needs, as well as with input from many sources, we have implemented changes to make our home page more advanced and user friendly.

The first thing you will most likely notice is that our search engine has now been moved near the top of the home page. We have spent a number of months working with consultants at Electronic Knowledge Interchange (EKI) to develop the kind of search engine we have long needed.

The new search engine provides three types of searching. The quick search allows the user to choose one of a number of areas of interest including accommodations, attractions, dining, events, nightlife, outdoor recreation, shopping, sports, transportation and travel packages. The second

option is to use the map to click on one of Illinois' six regions in order to search by location. Finally, the traditional keyword search is also available.

Within the quick search, there are many ways to narrow your choices and find exactly what you're looking for. In addition to simply choosing an area of interest, you can also narrow the search by city, by region, or – for an event or travel package – by date. After the user enters a zip code for our records, a new screen allows for a more specified search. For instance, 27 different sub-categories are listed under the attractions heading. They include more specific activities such as architecture tours, amusement parks, historic sites, museums and scenic byways.

Once the specifications are chosen, all of the results will be listed. The user then has the option to arrange results alphabetically, by region, by date, or by other available options. Each result can be accessed for a detailed description including location, contact information, price, restrictions, etc. Users have the option to save selections for future use by clicking on the "Add to Itinerary" function.

Each category has special functions that can help provide information in the context of a traveler's trip planning needs. Choosing a particular accom-

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STATEWIDE NEWS

Fall into *Illinois Now!*

Nature's palette will be alive with color this fall in Illinois. And there's no better way to explore the state's most picturesque spots than to grab a copy of the fall issue of *Illinois Now!* Currently available, the fall issue features articles on "Postcard Journeys," highlighting colorful spots to capture fall in Illinois; "Illinois Wine Country," offering a taste of some of Illinois' fine wine; "A World Apart," which showcases Illinois' Amish communities; and "Paint the Town," which exhibits Illinois' burgeoning arts scene.

To receive a free copy of this award-winning magazine, call 1-800-2CONNECT or visit our Web site at www.enjoyillinois.com. Copies of the seasonal magazine are also available at tourism information centers, convention and visitors bureaus, regional tourism development offices, and state park lodges throughout Illinois.

A place to remember this fall

A newborn baby named after the historic town of Galena. A cherished family puppy named after the quaint town of Elsah. Those are just a couple of the sentimental "hooks" that will be unveiled in the new Illinois fall tourism campaign.

Illinois' fall advertising will encourage visitors to explore all of the beauty throughout the state while making an emotional appeal to visitors reminding them that there

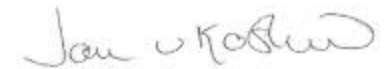
MESSAGE FROM THE STATE TRAVEL DIRECTOR *(Continued)*

modation that is listed in the WorldRes database will allow the user to click a "Book It" button and link directly to a reservations page. If the accommodation is offering a travel package or hosting a special event, a link to that package will be accessible from the accommodations site. Similarly, an attraction or nightlife selection will have a cross-referencing link with events.

Many visitors will opt to utilize the Illinois map and search by region. Clicking on a particular region of the map will lead to a similar search engine as described before, but already narrowed to fit the region. On the same page visitors will find a description of the regional highlights, complete with pictures. This is the same information that was previously listed on the "Top Spots" section of the site.

While the new and improved search engine is the most dramatic change, the rest of the homepage will also be redesigned to better feature a variety of promotions and services. Keep an eye out for microsites geared toward Fall Travel Packages and all things Lewis and Clark. *Illinois Now!*, the travel kit and "Lincoln in Central Illinois" will continue to be prominently featured. We are committed to making full and productive use of the Web site and Internet technology as an effective marketing tool. There will be many more advancements to come, but we believe this is a very prolific start.

Best regards,



are places you will remember forever, and Illinois is one of them. The advertising targets our high-value traveler with the message of making memories that stay with you long after your visit. Efforts will include two print ads – one focusing on Galena and the other focusing on the Great River Road – and one radio spot that will have three different tags highlighting *Illinois Now!*, travel packages and Illinois Arts Week. Our fall campaign will also include an e-mail push focusing on the picturesque Spoon River Drive.

The campaign will run in Chicago, St. Louis, Champaign/Springfield, Rockford and Peoria beginning this week through the week of October 6. And to reach even more of our target market, we will also be running an advertorial in the September/October issue of *Midwest Living*. It will also be

included in the Preprint travel insert in late September.

eXciting eNewsletter

Keeping Illinois top of mind as we enter the fall travel season is our goal. To help reach that goal, yesterday IBOT distributed the third consumer eNewsletter, encouraging visitors to "Enjoy Illinois this Fall." The eNewsletter is distributed to more than 62,000 consumers and highlights the best of the season including tidbits from the fall issue of *Illinois Now!* and information on Illinois wineries, Illinois Arts Week, Abraham Lincoln and fall festivals!

Illinois' got game

Sports travelers to Illinois spend more than two times than that of

an average leisure traveler. They travel in larger parties (4.4 persons vs. 1.9 persons), and at around \$945, their overall trip expenditures are more than double, compared to \$423 for the average leisure travel party. Recognizing the significance of this important niche, IBOT is working with Sports Illinois, a subcommittee of the Illinois Council of Convention and Visitors Bureaus, on exciting new ways to bring more sporting events to Illinois.

One of the new efforts is a sports eNewsletter. Debuting this fall, the sports eNewsletter, designed by Edelman and similar in scope to the seasonal consumer eNewsletter, will be distributed to industry members, events rights holders and national governing bodies. The goals are to increase awareness of Illinois as a premier sporting destination and drive traffic to www.sportsillinois.com. The quarterly eNewsletter will include such features as Industry Spotlight, Sports Showcase, a calendar-of-events listing, as well as other sports industry specific topics.

For more information on Sports Illinois and membership benefits, contact Geoff Oman at (847) 662-3933 or geoff@lakecounty.org, or Kelsey Holt at (312) 814-2349 or kelsey_holt@commerce.state.il.us.

Award-winning campaign

The Travel Industry Association of America named IBOT as a winner of a 2003 Odyssey Award in the category of Travel Advertising (International) for the "Toronto Music Everywhere" campaign. IBOT developed the "Music Everywhere" promotion to give Toronto residents a chance to experience Chicago's unique musical heritage. The program resulted in double-digit growth in

awareness of Chicago as a destination and a significant increase in room bookings over the same period in 2001.

The award will be presented at a gala in October. The Odyssey Awards recognize excellence and exceptional achievements in travel promotion and public and community service activities.

International media visits

In July, IBOT hosted two film crews as they produced destination features on Chicago.

From July 27-August 1, popular Irish television presenter Brendan Courtney and his crew from Dublin's RTE-TV visited Chicago to film a weekend break feature for their travel program, "No Frontiers," airing in February 2004. The group experienced an architectural river cruise, captured the view from North Avenue Beach, and filmed the city's architecture, blues, shopping and nightlife.

Also that week, a BBC 1 television crew lead by Simon Calder made a Chicago stop on their U.S. tour as they filmed "Round the World," a travel show featuring the best

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INDUSTRY INSIDER: MAYO DIKELSKY



To help you get to know who's who in Illinois tourism, ITN profiles an industry leader each month. This month we introduce Mayo Dikelsky, Marshall Field's tourism sales and marketing manager.

Mayo Dikelsky has combined her extensive experience in convention and visitors bureau administration, sales and member relations, association management, meeting planning, and tourism sales and marketing to making the tourism sales and marketing program at Marshall Field's consistent with the reinvention of the 150-year-old

retailer. The Marshall Field's tourism sales and marketing team works in conjunction with the store's operations and visitor services teams to deliver exceptional service to individual and group visitors. All visitors to Chicago are invited to the visitor center to receive a visitor appreciation brochure entitling them to savings on both shopping and dining.

In recent months, Marshall Field's tourism sales and marketing team has developed a destination brochure highlighting the specific features contributing to Marshall Field's role as a Chicago attraction and "not-to-be-missed" experience. Shopping, dining, history and architecture, special events, and visitor services are explored in the context of visitor interests.

Partnerships with the Art Institute of Chicago, the Chicago Architecture Foundation and the Sears Tower Skydeck further encourage visitors to "Make it a day in the Loop!"

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American cities. Highlights of their visit included a trip to the Bears training camp in Bourbonnais and a stint on the trading floor of the Chicago Mercantile Exchange. BBC 1's feature is expected to air throughout the UK in October 2003 and February 2004.

Pedaling off into the sunset

Dan Korman, IBOT's publications manager, bid farewell to IBOT to follow his passion for cycling and to pursue a career with the Chicagoland Bicycle Federation (CBF). The CBF is a nonprofit organization dedicated to promoting bicycling as a form of transportation and recreation in the Chicago region. And although he will be greatly missed, all who have had the pleasure of working with Dan know that this is a perfect fit. Please direct all questions regarding IBOT publications to Jordan Engerman at: jordan_engerman@commerce.state.il.us or (312) 814-7171.

Best wishes to Dan!

New and improved: Marshall Field's State Street Store

A Chicago landmark and world-class shopping destination for more than 150 years, Marshall Field's State Street store has just undergone a massive transformation. As a result of the reinvention, the flagship store is now the company's marketplace for a wide spectrum of new ideas in retail and innovative concepts in merchandising. The State Street store – the second largest department store in the world with more than 800,000 square feet of selling space – is the platform from which future incarnations of retail concepts will take shape and be infused across the entire chain.

INDUSTRY INSIDER: MAYO DIKELSKY (Continued)

Born and raised in Texas, Dikelsky earned a degree in Speech Pathology, which she practiced for eight years prior to entering the travel industry. She has worked in the travel industry in New Mexico, Texas and Illinois. Dikelsky started the Aurora Area Convention and Visitors Bureau where she served as the first director. She went on to become manager of group and travel industry sales at Chicago's Adler Planetarium.

A mother of two children, Dikelsky lives in Crete with her husband. She hopes to one day have

"spare" time to pursue interests in gardening, cooking and stained glass art. Dikelsky also serves on the board of the Chicago Convention and Tourism Bureau.

To explore partnership opportunities or learn more about how Marshall Field's can meet your group or meeting needs, contact Mayo at (312) 781-4486 or mayo.dikelsky@target.com.

Her address is:
Marshall Field's
111 N. State St., 11th Floor
Chicago, IL 60602

Marshall Field's is introducing hundreds of new brands with unique, exclusive merchandise via design partnerships and owned brands.

Guests visiting the State Street store will find the premier shoe and women's ready-to-wear shops in Chicago, the largest selection of ready-to-wear for men in the Midwest, and the largest collection of Oriental rugs in the nation.

To build excitement for the renovation, Field's is hosting a myriad of awe-inspiring events and activities including a vertical fashion show – the first of its kind ever to be held in the U.S.; a casting call for ABC's hit series "The Bachelor" and "The Bachelorette;" and in-store celebrity appearances from author Nicholas Sparks, renowned chefs Charlie Trotter, Gale Gand and Ming Tsai, and yoga guru Rodney Yee.

For more information on Marshall Field's, visit their Web site at www.fields.com or call Mayo Dikelsky at (312) 781-4486.

Honoring Gail Svendsen

It is with great sadness that we share with you news of the passing of a true friend of Illinois tourism, Gail Svendsen, president/CEO of the Lake County, Illinois Convention and Visitors Bureau. Gail lost her battle to cancer Saturday, August 30. Even as she fought the disease over the past several months, Gail remained deeply involved with the Bureau and its work – a passion that was well-known to everyone.

In her 18 years with the Bureau, Gail created a thriving organization putting Lake County on the map as a first-class travel destination. Under her direction, the Bureau won numerous awards including the prestigious Governor's Award.

Gail leaves behind her husband, Larry; three children – Matthew, Kristen and Andrew; her mother, Trudy; a sister and a brother; as well as an industry of which she was a pivotal part.

NATIONAL NEWS

Consumer confidence rebounds in August

Consumer confidence rebounded in August from a dip the previous month as thousands of households surveyed expressed a growing belief that better times were ahead, the Conference Board said. The New York based private research group said its Consumer Confidence Index rose to 81.32 in August, up 4.3 points from a revised 77.0 in July. The Board's gauge of consumer confidence has been on the rise since posting declines during the Iraq war in February and March.

Source: *Travel Advance*

Many Americans saying "Let's just stay home"

From Cape Cod to California, the U.S. tourist industry is having a lousy summer, says *Business Week*. Rainy weather early in the season, rising unemployment, new threats of terrorist attacks and high gasoline prices – all are prompting many Americans to stay home this year. Hoping to prod tourists from their funk, hotels, theme parks and car-rental companies are scrambling to offer lavish discounts. These discounts have helped boost traffic, but the promotions are putting pressure on earnings. Hotels are bearing much of the brunt, but margins at Disney's U.S. theme parks have fallen to 20 percent, down from 25 percent. Cruise lines, too, are feeling the pinch.

Source: *Travel Advance*

Second city, second airport

Chicago's O'Hare International Airport remains the second busiest airport in the world, while Atlanta's Hartsfield International Airport continues to increase its lead as the busiest airport in the world, according to the Airports Council International-North America (ACI-NA).

The number of passengers using Atlanta's airport increased 1.3 percent, to 76.9 million, in 2002, according to new data. Chicago's O'Hare, meanwhile, saw its traffic number dip 1.3 percent, to 66.5 million, and was second in the rankings. The busiest airport outside the U.S., London Heathrow, was third behind Atlanta and O'Hare in the worldwide rankings, with 63.3 million passengers. Overall, the ACI-NA counted more than 1.3 billion passengers passing through the world's airports in 2002.

Source: *Travel Weekly*

Not a sunny end to the summer season

The summer travel season officially wrapped up this past weekend, and tourist destinations and many attractions had very little to crow about. Although figures have not yet been finalized, the Travel Industry Association of America (TIA) is still predicting a slight increase in travel over last year. But few destinations can say they had a great year. "It's been real hit and miss," said Cathy Keefe, manager of media relations for TIA. "There is no clear indication of it being horrible or being a great summer. The average seems to be in the middle of the road with some areas doing great and some areas doing not great." Value and discounting

appeared to have been key factors in attracting visitors this summer.

Source: *Travel Advance*

ILLINOIS
RIGHT HERE. RIGHT NOW.

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Lieutenant Governor

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