



Illinois Tourism Information Management System

**User Guide
June 2007**

www.ibotitims.com

Welcome to the Illinois Tourism Information Management System (ITIMS), a new way to create and manage content for enjoyillinois.com!

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TERMINOLOGY

State: Active or Inactive

- An **Active** record is one that has not expired.
- An **Inactive** record is one that has expired. You only see **Inactive** records when you want to. You can make **Inactive record** into an **Active** record by changing the **Expiration date**.

Status: Pending, Published, Rejected and Edited

- A **Pending** record has been submitted, but has not been published.
- A **Published** record has been approved & published to **enjoyillinois.com**.



- A **Rejected** record was not approved and has been sent back with a rejected reason assigned. The rejected reasons are: Item does not attract non-local visitors; Description incomplete, vague, or missing; Entered in wrong category, or Other.
- An **Edited record** is any record (pending, published, or rejected) that has been modified. A rejected record that has been edited (modified) must be re-submitted for approval.

Home Page (www.ibotitims.com)

This is the page that you see when you first sign into the system. It contains navigation links to wherever you need to go in the system, a **Work Queue** of records, the ability to search for records, filter the summary list, reset your search, and work with the **Work Summary**.

Work Summary

This is a ‘dashboard’ view of all of your records, for all statuses. The record type is listed, a count of all the records of a given type is available, and a link that will display only these records is in the **Work Queue** area of the page.

HOW TO SIGN IN AND MANAGE YOUR USER PROFILE

All user records will be set up at the time of launch and you will receive an email with your User ID, the initial password to access the website and a link to the URL. You can access the website from any computer that has Internet access.

SIGN IN

1. Enter your User ID (this is your first initial and last name as one word; in this example, JDouglas). There are no two identical User IDs. In the event that two users have the same first initial and last name, one will have a number added to the end of the User ID; for example, JDouglas2.) The User ID is not case sensitive.
2. Enter the password you received via the email communication.
3. You must change your password the first time you sign in.
4. Next, you must provide a security question and answer. These are required, as the only way you can retrieve a forgotten password is to answer the security question.

5. You will see fields containing data regarding your office and your email address. This is your **User Profile**. If a user updates the office address and phone number, it will be changed for all users in the office. It is a good idea to designate one person in the office to make any updates.
6. Remember to bookmark the URL for the website in your Favorites folder on your Internet browser.
7. Your session will end automatically after 30 minutes of inactivity and you will need to sign back in.

HOME PAGE AND NAVIGATION

When you log in, you will be taken to the Home Page, which is customized for you based upon your role.

Layout of the Home Page

In the upper left hand corner, you will see links to “**Home**” and “**Enjoy Illinois**”. Clicking “**Home**” will bring you back to the home page of ITIMS from wherever you are in the website, while clicking “**Enjoy Illinois**” will launch Enjoyillinois.com.

On the right side, you will see **Add Item, Update Venue, Export Data, My Profile, and Sign Out**.

Add Item: Clicking this opens the form to create a new item.

Update Venue: Clicking this opens the Venue dashboard where you can modify an existing venue or create a new venue.

Export Data: This takes you to the feature that allows you to Export a set of records to a file to take away with you.

My Profile: This opens your User Profile. Here, you can change your password, update your office address, telephone information, etc.

Sign Out: This will sign you out of the system.

Categories across the page: These represent the available types of **categories** in the application for which you can create a record. Clicking a **category name** opens a summary view of all records for this category.


Search: Search allows you to search for a particular type of record and display the results. The search criteria change as you move through the different category settings based on the criteria that are available for that category. Clicking **Reset** clears out the search records and returns the display to the default for that page.

Work Summary: This is a ‘dashboard’ view of all of your records, for all statuses. The record type is listed, a count of all the records of a given type is available, and a link that will display only these records is in the **Work Queue** area of the page.

START TO FINISH – CREATING A CONTENT ITEM

1. The first step to create an Item is to select Add Item. This is available in the top right section of every page, as well as in the bottom right corner of each page.
2. This opens the first page for creating an Item. You will soon notice that all Items have several common fields, and these are always found on the first portion of the form. Once you select the **Category**, the fields that are specific to a given **Category** are displayed.
3. All required fields are marked as such, and they must be filled in before you can move on.
4. Available **Categories** are:
 - Accommodations
 - Attractions
 - Dining
 - Art/Culture
 - Nightlife
 - Outdoors/Recreation
 - Shopping

- Sports
- Transportation
- Travel Packages

 Any **Category Item** can be made into an **Event** by setting a Start and End date on the record. The system flags this item as an **Event**, and when consumers are searching Enjoyillinois.com. they will be able to search for **Events** and see these items.

5. When you are finished entering in all the fields for the item, you will be returned to the Work Queue View.

DATA CONVERSION

Records from the previous system have been converted into ITIMS. Take the time to review these records and make any edits that might be needed. Also, no records were converted into the new **Art/Culture** category. This is a category to be used going forward.

FREQUENTLY ASKED QUESTIONS

- *If I have a question, whom do I contact for assistance?*
Brad Strauss is the Content Manager for ITIMS and his contact information is:
 - Phone: **312-814-3155**
 - E-mail: brad.strauss@illinois.gov
- *How can I tell if an Item has been published?*
You will receive an email for all items that are Published and those that have been Rejected. You can also see quickly in your Work Summary the status of all your Items.
- *Can I make an Inactive Item Active again?*

Yes. Find the record by searching your Inactive records, then change the expiration date. The record will be Active again. You will need to Submit the item again for Publishing.

- *How do I work with Venues now?*

Venues are now a group of records containing location information that can be added to **any** record. This will aid in fast and efficient data entry. You cannot delete a venue. But, if any location information is modified, it is modified for all users in the system.

- *How do we remove or add users?*

Individual offices cannot add or remove users from the system. Contact Brad Strauss if you need to add or remove a user.



GUIDELINES FOR THE ITIMS DATABASE

MISSION

Our mission is to manage industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

One of the ways we can do this is through promotion of attractions and events that translate into overnight stays.

INTRODUCTION

The Illinois Bureau of Tourism (IBOT) relies on CVBs and RTDOs for tourism product information related to their respective areas. IBOT then uses this information for its consumer Web site, www.enjoyillinois.com. Only events, attractions or businesses that serve to attract visitors from outside a 50-mile radius should be included in the state's database.

Providing content and updating the IBOT database is a required responsibility of all CVB's and RTDO's.

Upon recent review of the information currently stored in the database, IBOT found a significant number of items that should not be listed on the state's Web site as they appear to be of a more local interest. As a result, we would like to review current and new criteria that will help guide you in determining if a product should be included on the state's Web site.

CRITERIA

IBOT reserves the right to reject any and all submissions and to re-categorize any and all submissions.

GENERAL

- Please be vigilant in avoiding misspelled words.
- Double check the Web site address included in your submission.
- For consistency purposes, use the following:
 - Days: Su, M, T, W, Th, F, S
 - Time: Whole number (ex. 2) am/pm unless the minutes are relevant
 - Currency: \$whole number (ex. \$2) unless the cents are relevant

- Do not use abbreviations and/or organizations' initials in the description. Spell it out. You want a visitor to be able to know where the event is held and who is putting it on.
- Titles of your tourism product must be complete and accurate. (e.g. Museum Gift Shop – should be Stephenson County Historical Society Gift Shop)
- Any entry that is only open 'by appointment only' or 'by chance' does not belong in IBOT's database.
- Be clear about what you are promoting and categorize the tourism product accordingly.
- Only tourism products marketed to people outside of your area should be included.
- Do not capitalize every letter when creating your travel product submission.

REJECTIONS

Almost all rejections will occur for one of the following reasons.

- 1) The description was not detailed enough. We will not accept descriptions of only a few words or those so vague that the consumer cannot determine its nature. These descriptions are meant to enthusiastically sell the product. It is the CVB/RTDO's responsibility to correct the descriptions after which, the entries will be approved.
- 2) The entry did not meet our database guidelines (i.e. all entries must serve to attract visitors from outside a 50-mile radius). If you strongly believe that a rejected entry meets these guidelines, you have an opportunity to appeal by directly contacting IBOT staff. The final decisions will remain with IBOT.
- 3) The entry has mistakenly been placed in the wrong category.

DEFINITIONS

ACCOMMODATIONS =

Bed and Breakfasts
Cabins/Lodges/Rental Houses
Camping/RV Parks
Corporate Apartments
Houseboat
Hostels
Hotels and Motels
Resort Spa
Other

- If an accommodation closes or is bought out, immediately update the appropriate entry with the new information.

ATTRACTIONS =

Tours

Agriculture
Architecture
Bicycle
Boat
Eco/Green
Factory
Heritage
Horse & Carriage
Neighborhood
Sightseeing Bus/Trolley
Other

Amusement Parks/Entertainment Ctr

Water Parks

Zoo/Animals

Circus

Gaming Casino

Religious

Winery/Brewery/Distillery

Conventions/Shows

Festivals/Fairs

- Attractions are destinations that do not change significantly from year to year.
- When naming an entry, make sure to use the full and proper name of the attraction. (eg. Wrigley Field - should be listed as such, not as Wrigley)
- Make sure that the attraction is listed under the most appropriate category.
- **ATTRACTIONS no longer included in IBOT's database:**
Private, members only golf courses not open to visitors
Attractions open 'by chance' or 'by appointment'

DINING =

African

Ethiopian

American

Cajun

Diner

Coffee Shop

Pizza

Soul Food

Deli

Asian
Chinese
Japanese
Korean
Thai
Vietnamese
English/Irish
European
French
German
Russian
Polish
Mediterranean
Spanish
Greek
Italian
Middle Eastern
South America/Mexican
Steakhouse
Seafood
Theme Restaurant
Microbrewery
Indian
Other

- **DINING no longer included in IBOT's database:**

Fast Food Chains with no cultural or historical significance or novelty interest.
(Exception: if it is the very first McDonalds)

ART/CULTURE =

Museums
Planetarium
Concert/Performance
Library/University
Heritage/Cultural
Visual Arts Exhibition
Arts Fair
Craft Show
Film/Cinema
Theatre
Dance/Performing Arts
Dinner Playhouse
Reenactments
Historic Sites
Other

NIGHTLIFE =

Comedy/Improv

Nightclubs

Blues

Dance Club

Jazz

Live Music

Reggae

Sports Bar

Wine Bar

Irish Pub

Other

No “adult” entertainment

OUTDOOR/RECREATION =

Other Activities

Biking/Running Trails

Bird/Eagle Watching

Bowling/Billiards

Golf Courses

Hiking

Horseback Riding/Trails

Hunting

Ice Skating

Miniature Golf Courses

Rock Climbing/Rappelling

Roller Skating/Roller Blading

Shooting Range/Skeet

War Games/Paintball

Other

Air

Airplane/Helicopter

Ballooning

Hang Gliding

Parasailing

Sky Diving

Water

Beach/Swimming

Boat Launch

Boating

Canoeing

Diving

Fishing

Jet Ski/Wave Runner
Marinas
Motor boating
Sailing
Water Skiing

Scenic

Garden/Nature Parks
Lakes/Rivers
Locks/Dams
National Forests/Wildlife Area
Scenic Byways
State Parks

Winter

Cross Country/Downhill Skiing
Sledding/Tobogganing
Sleigh Rides
Snowmobiling

SHOPPING =

Antiques
Apparel
Crafts/Artisans
Department Stores
Discount/Outlet Stores
Electronics
Flea Market/Farmers Market
Furniture/House wares
Galleries
Jewelry
Music/Entertainment
Novelty
Outdoor/Sporting Goods
Shopping Center/Mall
Specialty Boutique
Other

- Necessities and commodities (things that can be found commonly anywhere) should not be included as tourism products. This generally means that chain stores – with the possible exception of prominent malls and “flagship” stores (e.g. Nike Town) are excluded. Remember, ask yourself, “Would a significant number of visitors travel 50 miles or more to shop at this location?”
- **SHOPPING no longer included in IBOT’s database:**
 - Florists
 - Hair Salons/Barbers
 - Garden Shops
 - Sporting Goods Stores

SPORTS =

Baseball
Basketball
Biathlon/Triathlon
Bicycle
Football
Golf/Tournaments
Gymnastics
Hockey
Horse Racing
Marathon/Races
Motor Racing
Soccer
Sports Festival
Tournaments
Volleyball
Wrestling
Other

- Only professional sporting events will be included. Some specific exceptions may be made for particular high profile college or amateur games (at IBOT's discretion.)
- Private, members only golf courses that are not open to visitors are will not be included in IBOT's database.
- A sports field/arena is an **ATTRACTION** (e.g. Wrigley Field), the team that plays there is a **SPORTS** (ex. the Cubs), but any game they play is an **EVENT** (e.g. Cubs vs. Cardinals)

TRANSPORTATION =

Boat Taxi
Bus/Trolley
Commercial Air Service
Rental Cars
Taxi/Limo
Train
Other

TRAVEL PACKAGES = Vary by season but must include an accommodation and promote at least a 2-day getaway

- The travel product must have at least one night's accommodation and one other element (e.g. spa or day trip) that occurs **outside the accommodation**. For example a free meal and video provided by a hotel does not qualify as a travel package.

- The description for a package should describe the entire package – the accommodation and the event(s)/attraction(s):

EVENTS = While there is no designated "Events" category, all entries can be made into events by adding a beginning and ending date.

- Only events that are supported by marketing efforts to people who live outside your area should be included.
- Is the event you're submitting likely to attract a significant number of visitors who must travel 50 miles or more to attend? If the answer is no, then it doesn't belong in the state's database.
- Only professional sporting events will be included in the state's database. Some specific exceptions may be made for particular high profile college or amateur games (at IBOT's discretion.)
- Detailed event descriptions that fully promote the event to visitors are required. Do not repeat the title, dates, and other information found elsewhere in the description. The event will be rejected if the description is insufficient.
- An event's expiration date should be no later than one day after the last day of the event.
- Make sure all the necessary information (date, times, locations, directions, etc.) are included.
- **EVENTS no longer included in IBOT's database*:**
 - 4th of July celebrations
 - Bingo
 - Easter Egg Hunts
 - Garage Sales
 - High School Sports
 - Meet Santa/Easter Bunny
 - Store Sales
 - Amateur Sports
 - College Sports
 - Fundraisers
 - Haunted Houses
 - Holiday Lights that are not more than one day long
 - Parades

* Exceptions may be made for particularly high profile events in these categories (at IBOT's discretion.)

