

Meaningful Miles Submission Criteria

Thank you for your interest in the Meaningful Miles program. In order for your offering to qualify as a Meaningful Mile, it must meet the following criteria:

- A) The offering must be participatory and require some sort of action done by the Traveler
- B) The benefit must be both visible to the Traveler and measurable for the industry; for example:
 - Patrons of Restaurant X are made aware that for every sustainable entrée served, a \$0.20 donation is made to a local food bank. At the end of each quarter or year, Restaurant X can report that they donated \$500 to the local food bank
- C) Some element of the Host travel offering must benefit the greater good through the measurable donation of time, money or goods
- D) A donation must be made to a registered 501-C3 organization
 - Host is responsible for tracking donations with the 501-C3 and reporting back to IOT
- E) Hosts may, but are not required to, offer the Traveler an additional incentive for participating.
- F) The offering must run for a minimum of one month
 - To generate the best results, we recommend designing an offering that runs anywhere from 3 months to 1 year

A member of the Illinois Office of Tourism marketing team will contact you within a few days of your survey submission letting you know whether or not your Meaningful Mile has been approved and if it meets the above mention criteria.

For more information or a list of Frequently Asked Questions, please visit the online Tool Kit.