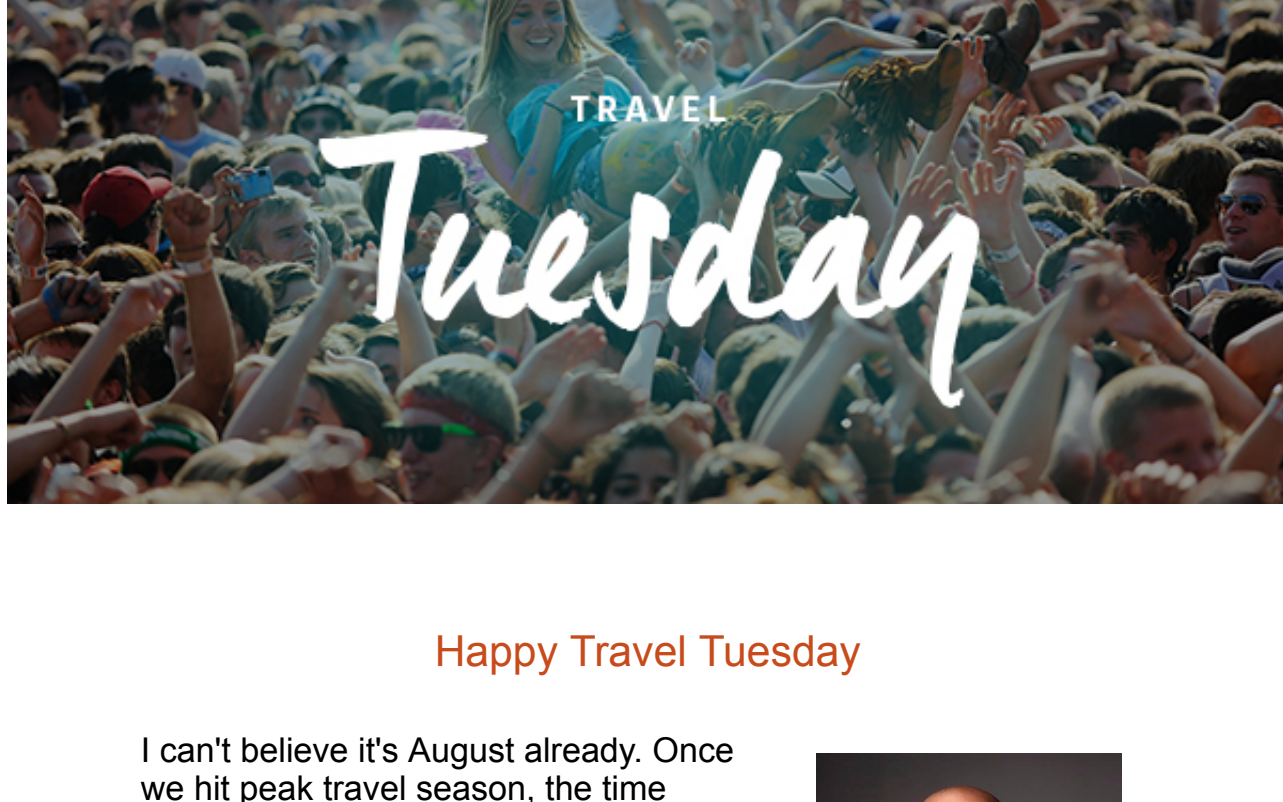


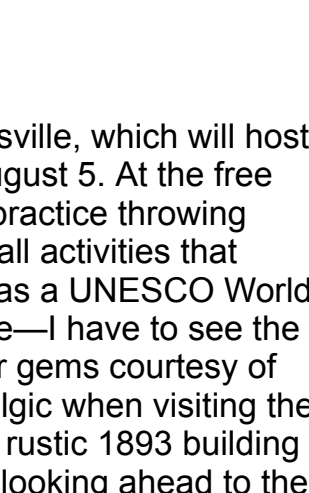


Visit small towns throughout Illinois, see vintage cars hit the race track, and enjoy craft beer made from hops grown right here. #EnjoyIllinois

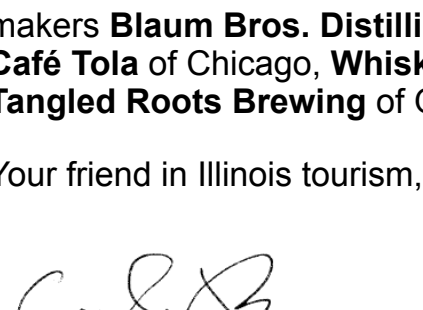


Happy Travel Tuesday

I can't believe it's August already. Once we hit peak travel season, the time seems to fly by—but maybe that's just because I'm traveling so much, too. This morning I'm in Chicago to deliver the keynote address at the 2017 Council of Chicagoland Hotel General Manager's Breakfast Meetings, hosted by the **Illinois Hotel and Lodging Association**. After that, I'm heading downstate to visit some of our amazing partners throughout Southern Illinois.



First up: a trip to **Cahokia Mounds** in Collinsville, which will host its annual Archaeology Day on Saturday, August 5. At the free event, visitors can make bows and arrows, practice throwing spears, and watch archaeologists at work—all activities that demonstrate why Cahokia Mounds is listed as a UNESCO World Heritage site. After a quick tour of Collinsville—I have to see the World's Largest Catsup Bottle—I'll visit other gems courtesy of ILLINOISouth Tourism. It's easy to feel nostalgic when visiting the historic streets of downtown Lebanon or the rustic 1893 building of Mineral Springs Spa in Okawville, but we're looking ahead to the future at **Gateway Motorsports Park** in Madison. On August 26, the **Verizon IndyCar Series** returns to Gateway, ushering in a new thrilling era for the racetrack.



These trips may be for business, but they always remind me of the exciting things happening in communities all over Illinois. In, hot-air balloons take off during the **Centralia Balloon Fest** on August 18–20. In Litchfield, eagle-eyed shoppers find repurposed treasures during the monthly **Litchfield Pickers Market**. And in Carlyle, the **Carlyle Sailing Association** turns the waters of Carlyle Reservoir into a recreational oasis akin to Lake Michigan.

After the trip, I'll head back up to Chicago for our **Illinois Made Cruise with Shoreline Sightseeing**. That will also be a time to appreciate the amazing things happening throughout the state, since we'll have food and beverages courtesy of Illinois Made makers **Blaum Bros. Distilling** of Galena, **Black Dog Gelato** and **Café Tola** of Chicago, **Whiskey Acres Distilling** of DeKalb, and **Tangled Roots Brewing** of Ottawa. I'd love for you to join us.

Your friend in Illinois tourism,

Cory M. Jobe

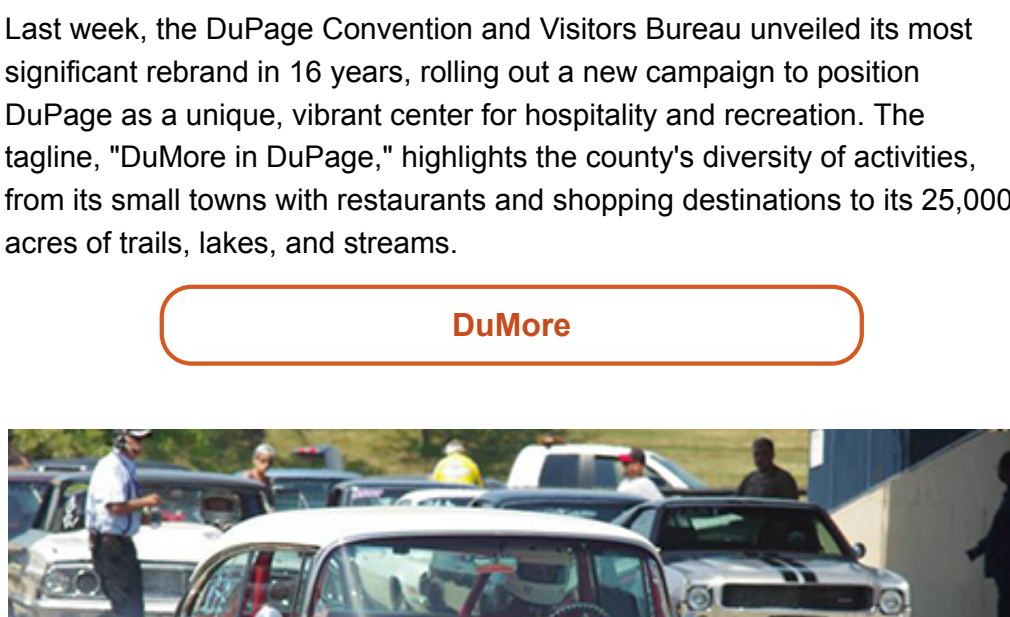
Director
Illinois Office of Tourism



Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF TOURISM
Bruce Rauner, Governor

TRAVEL ILLINOIS

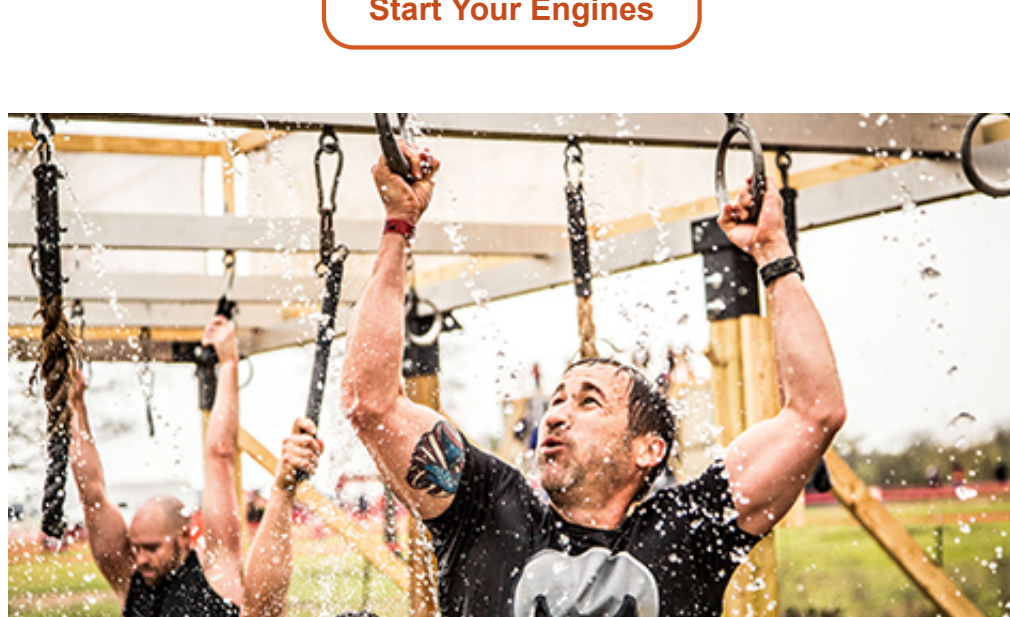
ILLINOIS SPOTLIGHT



DuMore in DuPage

Last week, the DuPage Convention and Visitors Bureau unveiled its most significant rebrand in 16 years, rolling out a new campaign to position DuPage as a unique, vibrant center for hospitality and recreation. The tagline, "DuMore in DuPage," highlights the county's diversity of activities, from its small towns with restaurants and shopping destinations to its 25,000 acres of trails, lakes, and streams.

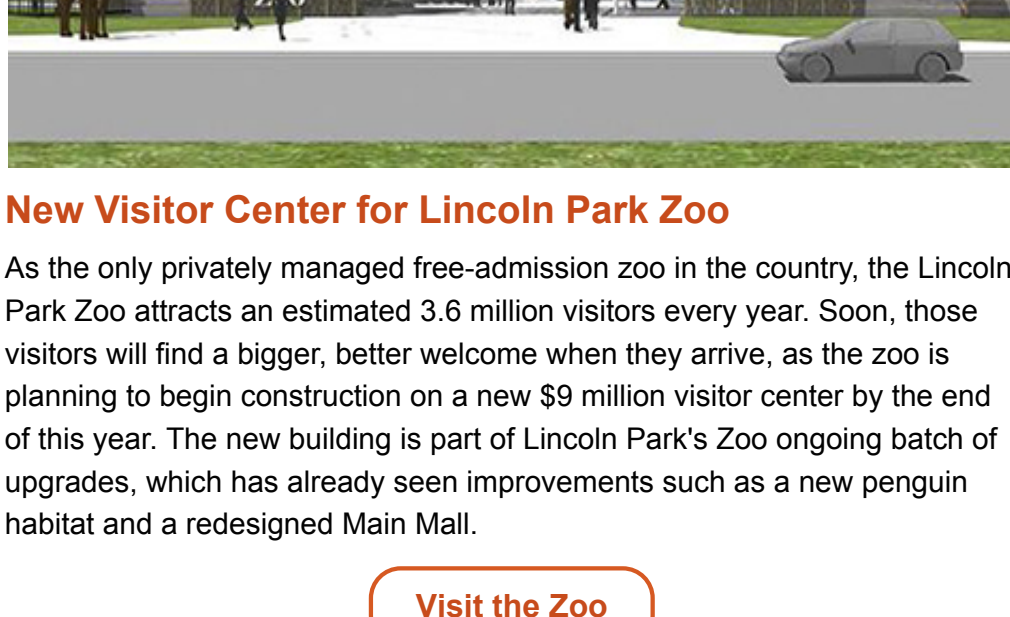
[DuMore](#)



D'Arcy Route 66 Classic

On August 19, the Route 66 Raceway in Joliet travels back in time to the days of early drag racing and hot rods. Billed as the ultimate good-ole-days event, the Classic features events such as nostalgic funny cars, pro stocks, nitros, and even a jet-powered car. Beyond the full day of races, live music, and more, you bring your own vintage automobile (1979 or older) to show off during the Classic Car Cruise-In from 11 a.m. to 2 p.m.

[Start Your Engines](#)



Register for the Warrior Dash

The Dollinger Family Farm in Channahon sets the stage for competitors from all over to challenge themselves on an unforgiving obstacle course. A 3.2-mile track pits warriors against 12 muddy **obstacles** including ropes, slides, and even rows of fire. If you think you have what it takes, registration spots and nearby lodging are still available.

[Sign Up Here](#)



New Visitor Center for Lincoln Park Zoo

As the only privately managed free-admission zoo in the country, the Lincoln Park Zoo attracts an estimated 3.6 million visitors every year. Soon, those visitors will find a warmer, better welcome when they arrive, as the zoo is planning to begin construction on a new \$9 million visitor center by the end of this year. The new building is part of Lincoln Park's Zoo ongoing batch of upgrades, which has already seen improvements such as a new penguin habitat and a redesigned Main Mall.

[Visit the Zoo](#)

ARE YOU UP FOR FARM-FRESH BEER?



In an old theater-brewpub, a brewery makes use of Illinois' fertile plains.

The town of Ottawa is the quintessential small town in Central Illinois. But take a walk downtown and you'll discover **Tangled Roots Brewing Company**, one of the nation's few wholly farm-to-bottle breweries. Tangled Roots is a true homage to Illinois' history of agriculture, as 100% of the hops and barley used in the beer is grown within miles of the brewery.

With names like Devil's Paint Box and Sieur de LaSalle, the wit and artisanship that goes into Tangled Roots' beers is clear. The artisans believe in making simple beers great, and their excellence does not stop there. Expanding on those values of locally grown ingredients, Tangled Roots' brewpub, The Lone Buffalo, utilizes farm fresh ingredients perfected by Executive Chef Brok Kellogg and Chef de Cuisine Schott Seese. What's more, the brewpub is located in an old repurposed movie theater that combines the feel of a '50s diner with a '30s speakeasy—all while maintaining a clean and modern aesthetic. Altogether, the history and community that go into the work of Tangled Roots Brewing result in craft beer that's truly Illinois Made.

[Meet More Makers at Illinois Made](#)

THE LATEST TRAVEL TRENDS

NEWS YOU CAN USE



Virtual Reality + Travel

Often abbreviated as VR, virtual reality is inspiring travelers in new ways never before thought possible. With the emerging ability to immerse potential visitors in a 360-degree view of any place, VR is poised to change the way we market destinations. While nothing can ever replace actual travel, VR can help introduce potential travelers to awe-inspiring vistas. Digital Trends **explores some of the best virtual reality apps** in today's marketplaces, including panoramas courtesy of NASA's Mars Rover (as we're sure to host tours to Mars *someday*).

[Read More](#)

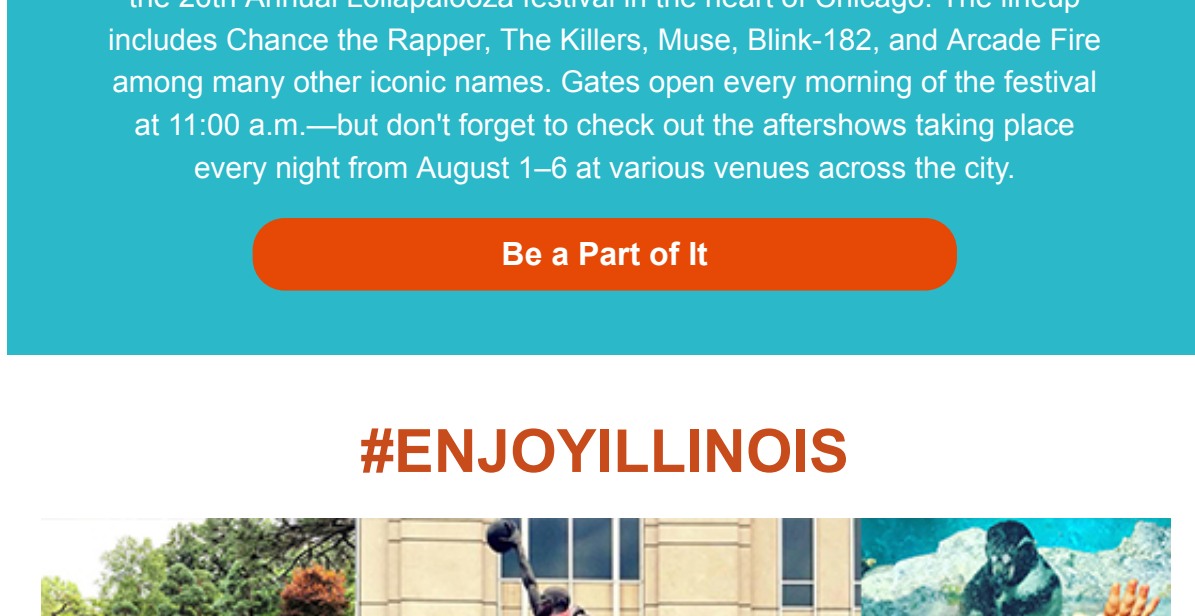


Engaging Locals

Tourism is frequently mistaken as an industry that revolves solely around bringing outsiders in. But Leslie McLellan from Tourism Currents **shares an inside secret** about the audience you may be taking for granted: locals. They are your backbone, what makes a community a community, and engaging them may be far more vital to your destination marketing than you previously thought.

[Read More](#)

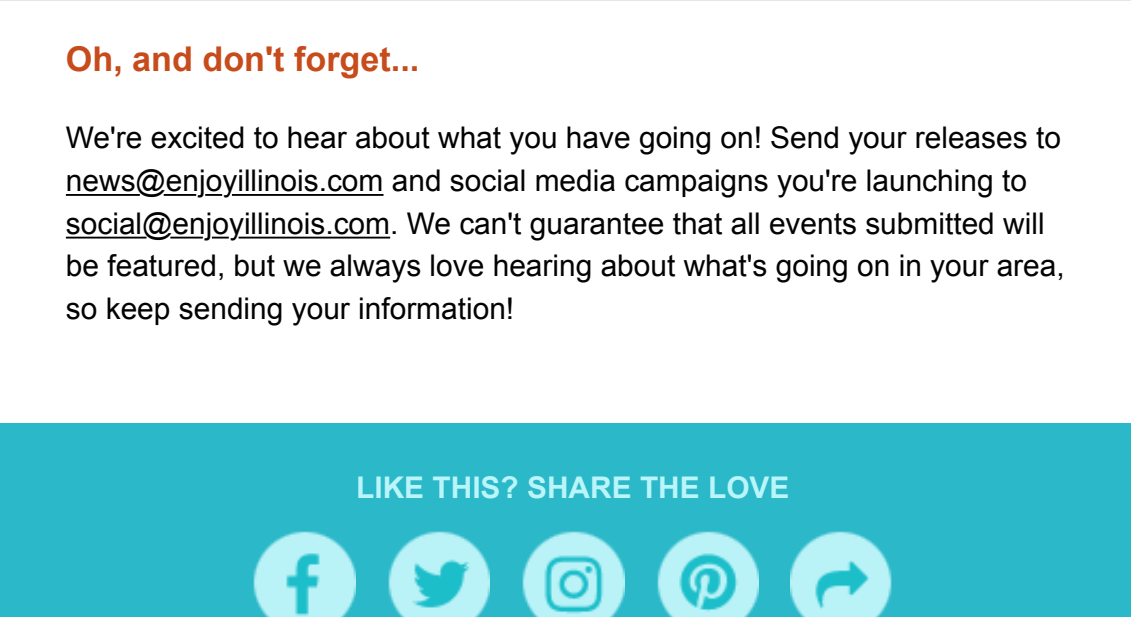
LOLLAPALOOZA AT GRANT PARK



From August 3–6, some of the best acts in popular music come together for the 26th Annual Lollapalooza festival in the heart of Chicago. The lineup includes Chance the Rapper, The Killers, Muse, Blink-182, and Arcade Fire among many other iconic names. Gates open every morning of the festival at 11:00 a.m.—but don't forget to check out the aftershows taking place every night from August 1–6 at various venues across the city.

[Be a Part of It](#)

#ENJOYILLINOIS

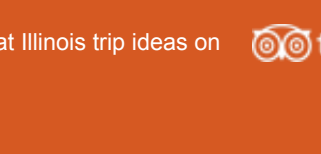
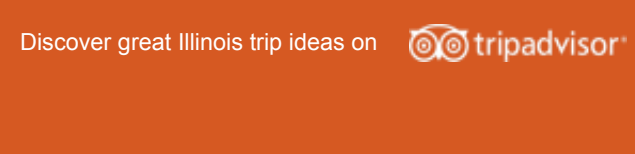


Check out how people from all over the world **#EnjoyIllinois** every day on our **Instagram**

Oh, and don't forget...

We're excited to hear about what you have going on! Send your releases to news@enjoyillinois.com and social media campaigns you're launching to social@enjoyillinois.com. We can't guarantee that all events submitted will be featured, but we always love hearing about what's going on in your area, so keep sending your information!

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