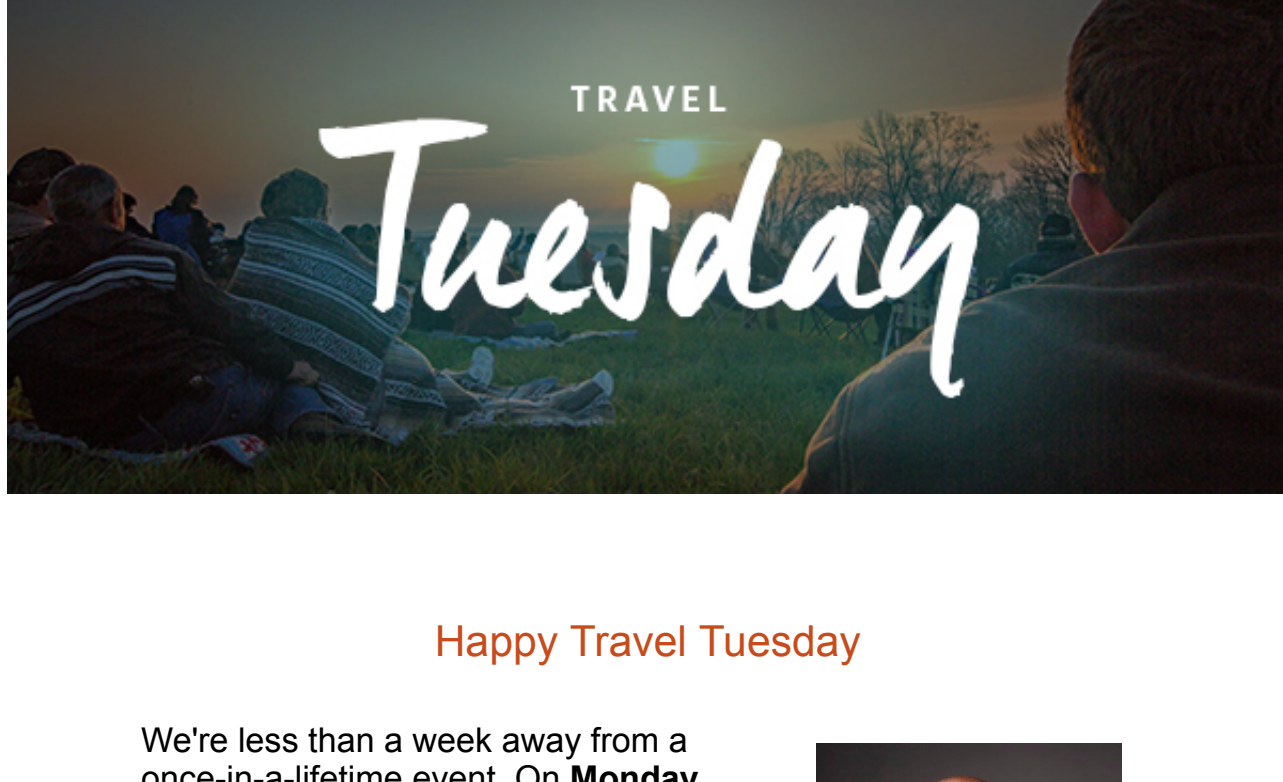


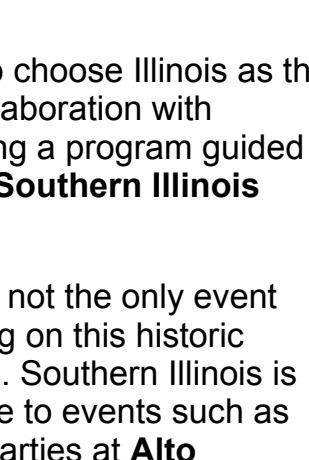
View this email in your browser.

Celebrate the total solar eclipse with viewing parties, limited-edition beers and wines, and special events all throughout Illinois. #EnjoyIllinois

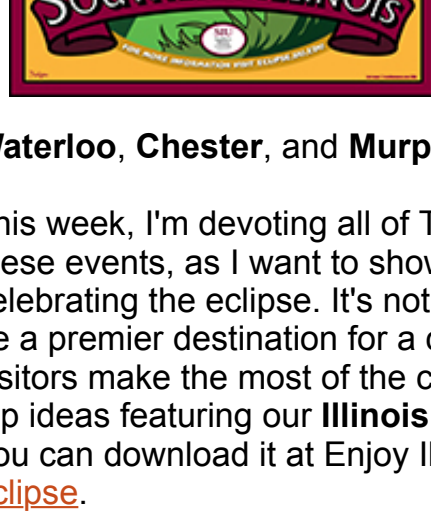


## Happy Travel Tuesday

We're less than a week away from a once-in-a-lifetime event. On **Monday, August 21**, at approximately 1:21 p.m. CST, the sky will go dark during a total solar eclipse. The path of this eclipse happens to pass right over Southern Illinois, where the eclipse will last up to 2 minutes and 40 seconds, making this one of the best places in the entire country to watch it.



That must have been what inspired NASA to choose Illinois as the site for its own solar eclipse activities. In collaboration with Chicago's Adler Planetarium, NASA is hosting a program guided by **Mat Kaplan**, host of Planetary Radio, at **Southern Illinois University in Carbondale**.



But that's not the only event happening on this historic afternoon. Southern Illinois is also home to events such as viewing parties at **Alto Vineyards** and **Blue Sky Vineyards**—both members of the Shawnee Hills Wine Trail—and **Bald Knob Cross** as well as the **Moonstock Music Festival at Walker's Bluff Winery**, a four-day music fest capped off by a concert by **Ozzy Osbourne** during the eclipse itself. Though the best views are in Southern Illinois, towns are hosting special events all throughout the state, including

**Waterloo, Chester, and Murphysboro.**

This week, I'm devoting all of Travel Tuesday to sharing some of these events, as I want to showcase all the ways Illinoisans are celebrating the eclipse. It's not every millennium our state gets to be a premier destination for a celestial phenomenon. To help visitors make the most of the celebration, we've published a set of trip ideas featuring our **Illinois Made** makers in Southern Illinois. You can download it at Enjoy Illinois, on [our page devoted to the eclipse](#).

Your friend in Illinois tourism,

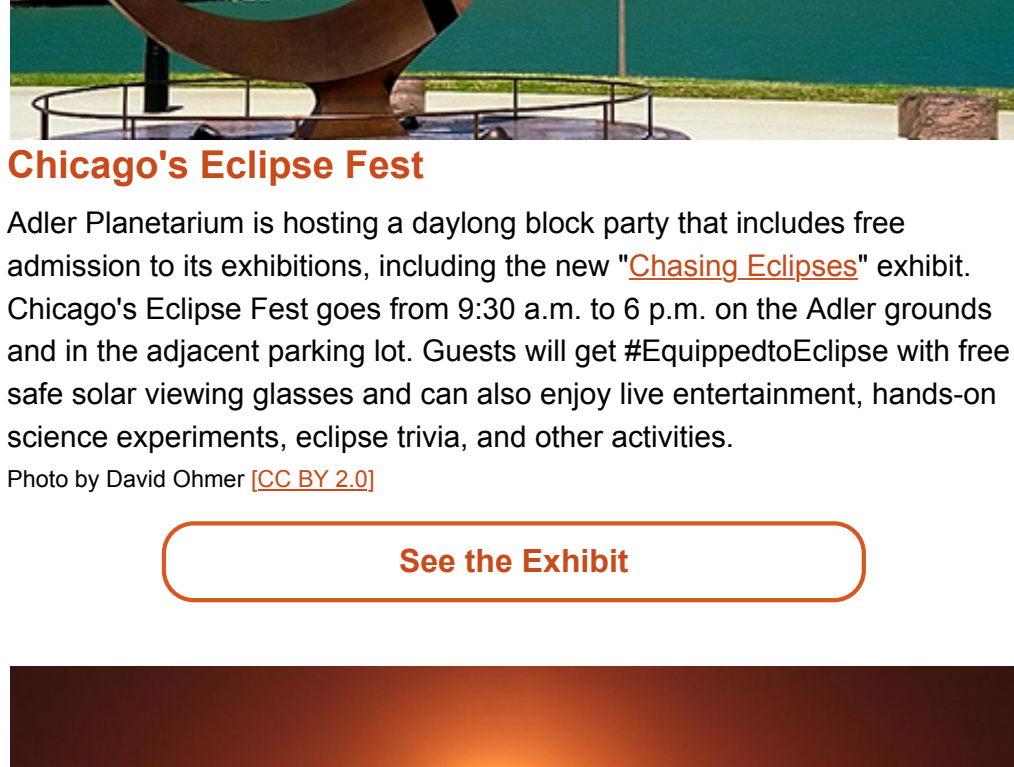
**Cory M. Jobe**  
Director  
Illinois Office of Tourism



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

TRAVEL ILLINOIS

## ILLINOIS SPOTLIGHT

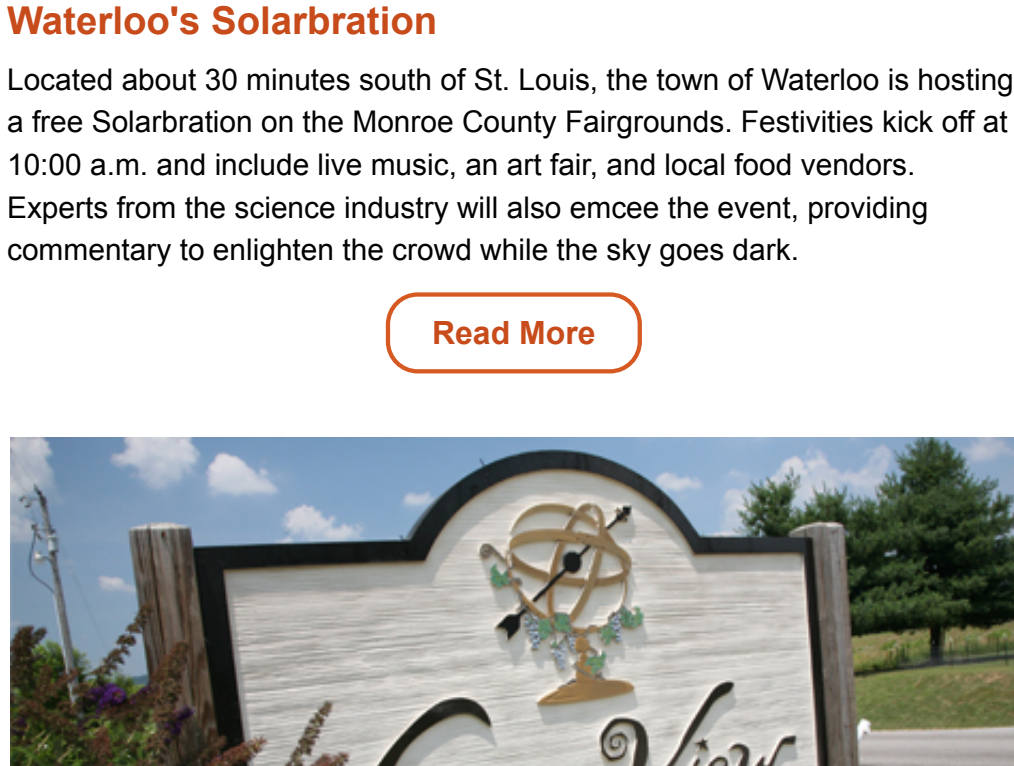


### Chicago's Eclipse Fest

Adler Planetarium is hosting a daylong block party that includes free admission to its exhibitions, including the new "[Chasing Eclipses](#)" exhibit. Chicago's Eclipse Fest goes from 9:30 a.m. to 6 p.m. on the Adler grounds and in the adjacent parking lot. Guests will get #EquippedtoEclipse with free safe solar viewing glasses and can also enjoy live entertainment, hands-on science experiments, eclipse trivia, and other activities.

Photo by David Ohmer [\[CC BY 2.0\]](#)

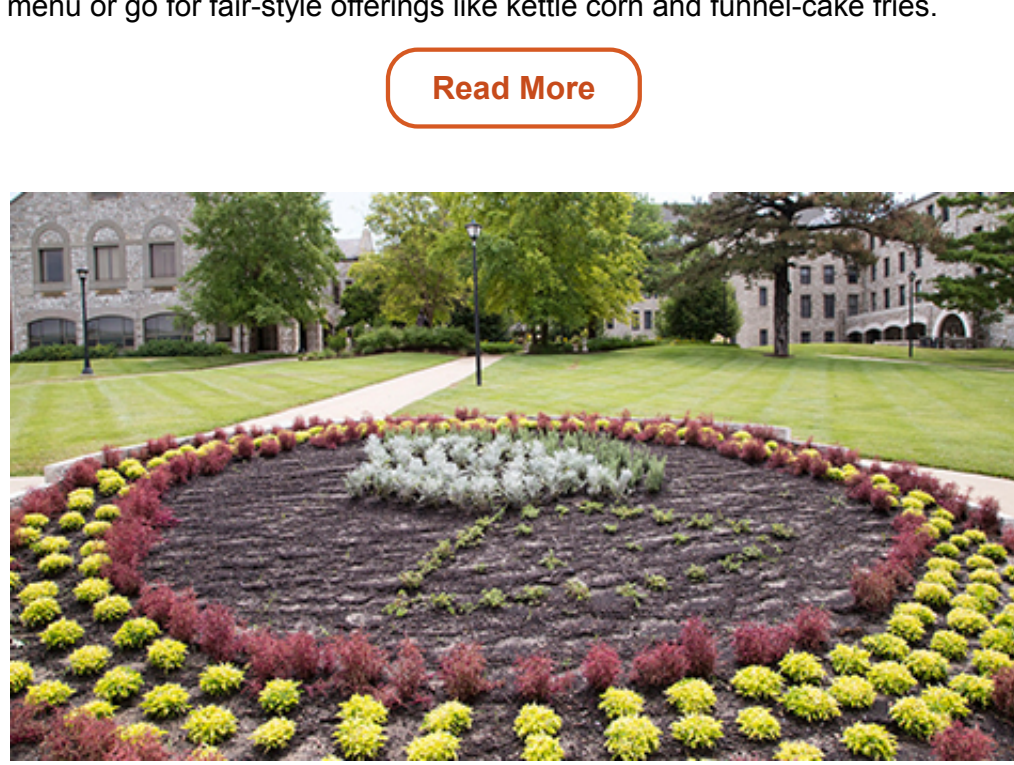
[See the Exhibit](#)



### Waterloo's Solarbration

Located about 30 minutes south of St. Louis, the town of Waterloo is hosting a free Solarbration on the Monroe County Fairgrounds. Festivities kick off at 10:00 a.m. and include live music, an art fair, and local food vendors. Experts from the science industry will also emcee the event, providing commentary to enlighten the crowd while the sky goes dark.

[Read More](#)



### Starview Vineyards

Nestled in the Shawnee Hills, Starview Vineyards will put on a four-day Total Solar Eclipse weekend party from August 18–21. Enjoy live local bands, an artisans market with handmade art and jewelry, and an eclipse-themed "Splash and Dash" guided painting party. Order food and wine from the menu or go for fair-style offerings like kettle corn and funnel-cake fries.

[Read More](#)



### An Eclipse Party in the Gardens

Located in Godfrey in the Meeting of the Great Rivers region, Lewis and Clark Community College will host an event in conjunction with the eclipse-themed 2017 Summer Garden Show, dubbed "Solar Flair." Along with enjoying free food and games from 11 a.m. to 2 p.m., visitors can stroll through the gardens for free self-guided tours of the gorgeous flowers (who probably *won't* be happy to see the sunshine blocked).

[Take a Stroll](#)

## ARE YOU UP FOR REVITALIZED?



### After taking over the vacant St. Nicholas Hotel, Abby Ancell turned it into a hub for craft brews.

From the early 1800s, the St. Nicholas Hotel served as a long-standing refuge for travelers passing through the Southern Illinois town of Du Quoin. But when the building closed in 2005, Abby Ancell saw new potential in the historic building. Together with brewmaster James McCoy, she turned the storied structure into a local watering hole, where people from all over could meet to enjoy handcrafted brews as well as artisanal pizza and other eats.

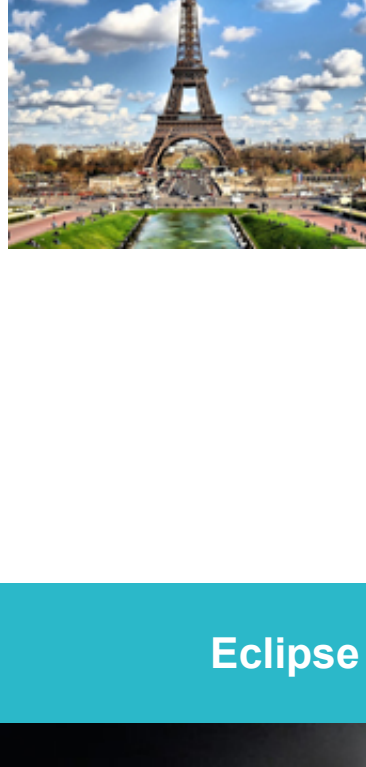
As the brewmaster, James calls on the flavors of his region to produce weekly beer variants that give the people of Du Quoin just one more reason to toast their town. Along with the beers, St. Nicholas Brewing also serves food such as artisanal pizza. (Though James will often pop his hand-selected hops into the oven to imbue them with a toasted flavor.)

While the St. Nicholas Hotel was once a hub for travelers passing through Southern Illinois, St. Nicholas Brewery has become a center of Illinois' craft brewery scene. Stop in and admire the bicycle-adorned walls as you wait for a pizza and a pint of handcrafted beer that's truly Illinois Made.

[Meet More Makers at Illinois Made](#)

THE LATEST TRAVEL TRENDS

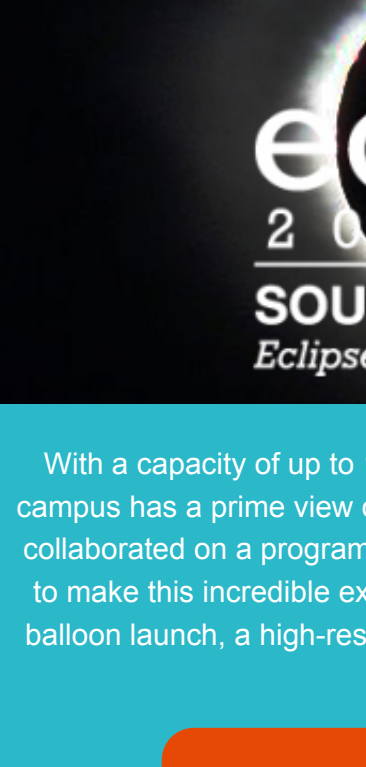
## NEWS YOU CAN USE



### Trivago Pairs with Indie Hotels

At the moment, a majority of independent hotels sign up with online travel agencies to handle their digital marketing efforts. Trivago is looking to change that with their new Hotel Manager, a free marketing platform that enables hoteliers to manage their hotel profile and upload content. Hotels seem to be responding to Trivago's wide brand awareness, with an increase in the number of rates hotels advertised in its online marketplace by 97 percent in this year alone.

[Read More](#)

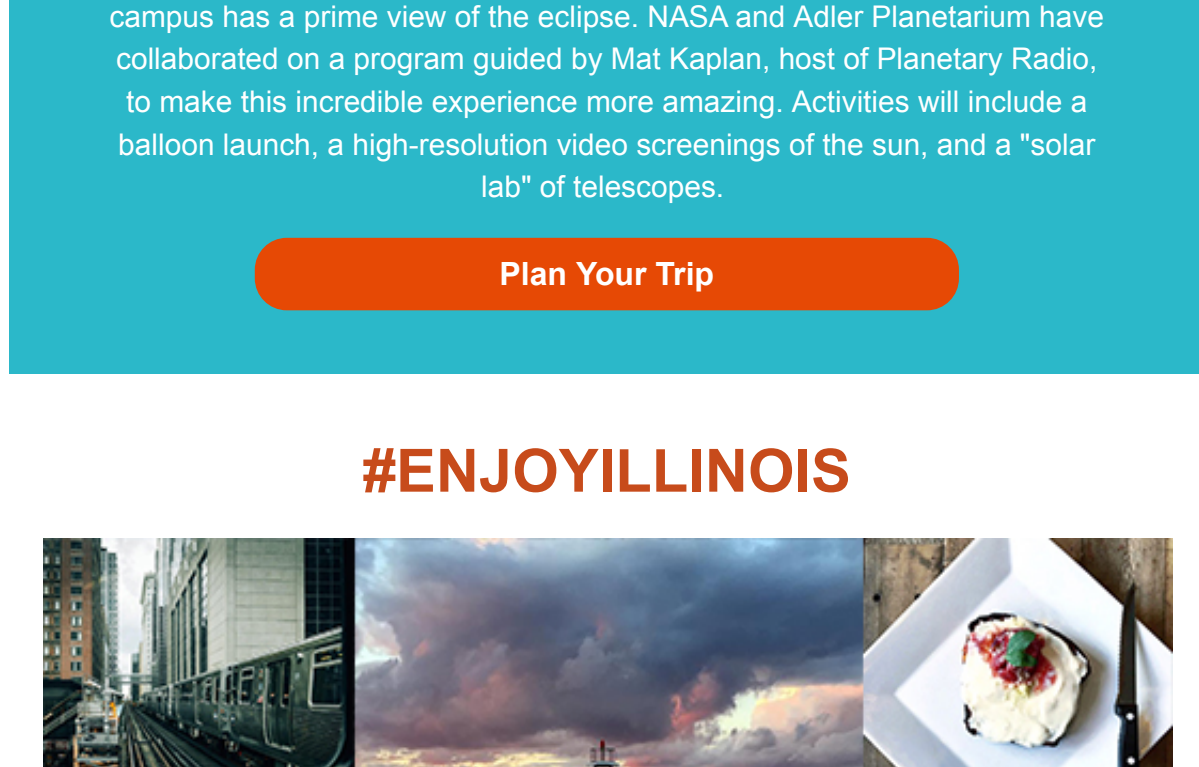


### Online Travel Fuels Growth

The online tours and activities market will nearly triple from \$10 billion to \$27 billion globally by 2020, as the industry expands its digital capabilities and more travelers book online. Major online travel brands such as TripAdvisor, Expedia, Booking.com, and Airbnb all want in on a piece of the activities action, with online growth outpacing that of the total travel market.

[Read More](#)

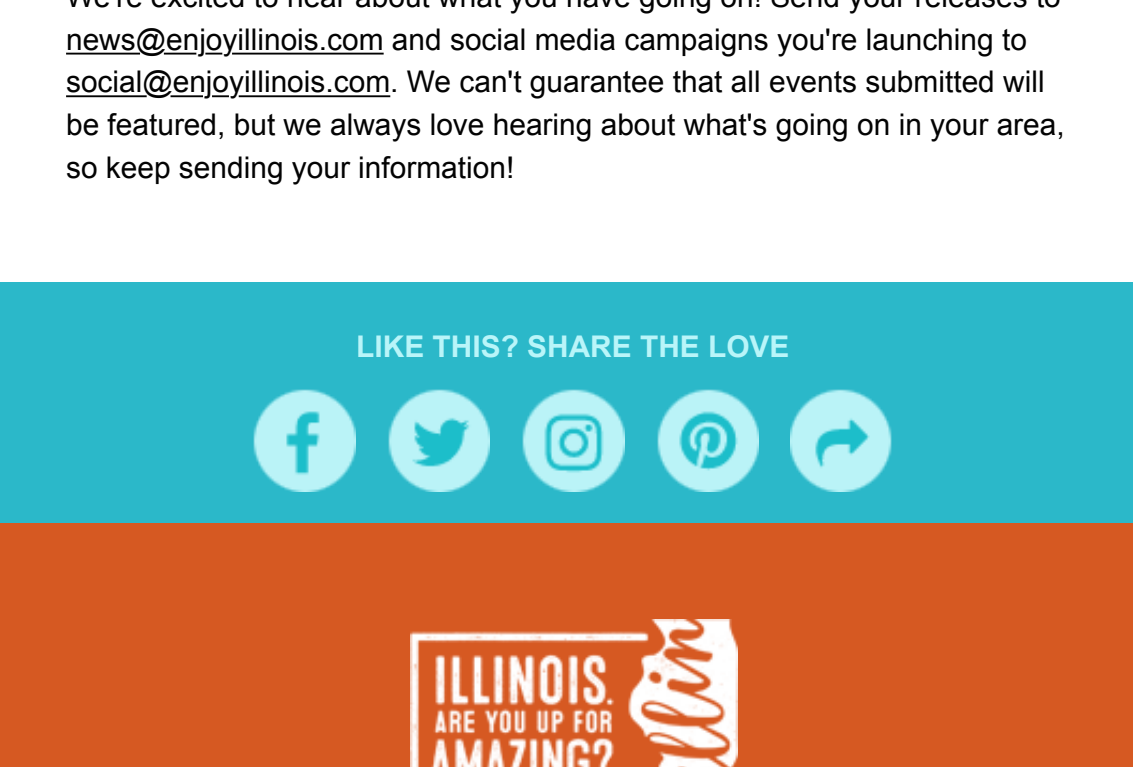
## Eclipse Day at Saluki Stadium



With a capacity of up to 10,000, the football stadium located on the SIU campus has a prime view of the eclipse. NASA and Adler Planetarium have collaborated on a program guided by Mat Kaplan, host of Planetary Radio, to make this incredible experience more amazing. Activities will include a balloon launch, a high-resolution video screenings of the sun, and a "solar lab" of telescopes.

[Plan Your Trip](#)

## #ENJOYILLINOIS

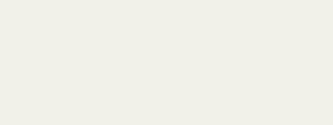
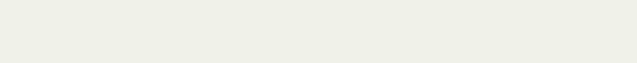


Check out how people from all over the world  
**#EnjoyIllinois** every day on our [Instagram](#)

Oh, and don't forget...

We're excited to hear about what you have going on! Send your releases to [news@enjoyillinois.com](mailto:news@enjoyillinois.com) and social media campaigns you're launching to [social@enjoyillinois.com](mailto: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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