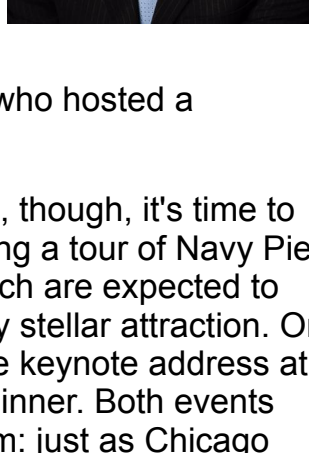
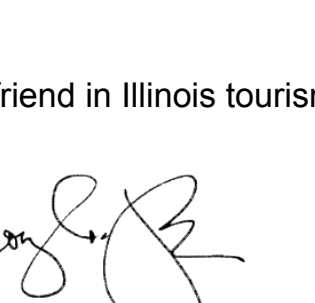


Happy Travel Tuesday

I hope you all got to see yesterday's total solar eclipse. I was there to witness it among thousands of visitors to Southern Illinois, and it's an experience I'll never forget. Thank you to **Southernmost Illinois Tourism Bureau, Carbondale Tourism, and Williamson County Tourism Bureau**, plus all the other organizations who made the celebration possible—including **Southern Illinois University Carbondale**, who hosted a spectacular viewing party at Saluki Stadium.



With the excitement of the eclipse behind us, though, it's time to get excited for the future. Tomorrow, I'm taking a tour of Navy Pier to learn about its upcoming renovations, which are expected to draw even more visitors to Chicago's already stellar attraction. On Thursday, I'll have the honor of delivering the keynote address at the **Blackhawk Waterways CVB's** annual dinner. Both events reflect the exciting condition of Illinois tourism: just as Chicago continues to grow as an international destination, our local CVBs are hard at work promoting the idyllic getaways to be found in every region of the state.



This weekend, I'll be heading to Minneapolis for **ESTO**, the annual gathering of destination marketing professionals powered by the U.S. Travel Association. I'm looking forward to hearing from the great lineup of speakers, sharing tips with fellow DMOs, and meeting my industry colleagues—maybe even several readers of Travel Tuesday! And, of course, celebrating the winners of ESTO's annual awards. I'm sure I'll have more to share during my dispatch next Tuesday.

Your friend in Illinois tourism,

Cory M. Jobe

Cory M. Jobe
Director
Illinois Office of Tourism



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

TRAVEL ILLINOIS

ILLINOIS SPOTLIGHT



Du Quoin State Fair

The more state fairs, the merrier. A separate celebration from the Illinois State Fair in Springfield, the Du Quoin State Fair is a prime agricultural event all its own. From August 25 to September 4, expect plenty of entertainment, including a carnival, livestock shows, agricultural exhibits, contests, and national acts such as Switchfoot and Nelly on the grandstand stage.

[Attend the Fair](#)



Farm Progress Show in Decatur

Known as the nation's largest outdoor farm event, the Farm Progress Show (August 29–31) annually hosts more than 600 exhibitors displaying new farm equipment, from tractors and combines to seed- and crop-protection products. Live cattle-handling demonstrations include the newest cattle chutes, equipment, animal health products, and work techniques. But it's not just a trade show, as the weekend also peeks into the past with restored antique machinery and keeps visitors on their toes with live entertainment.

[See It in Action](#)



Vote for Your Favorite Illinois Attraction

I can tell you there are plenty of [things to do in Illinois](#)—but I'd rather hear it from you. From now through Monday, August 28, you can visit USA Today's 10Best.com to vote for your favorite attractions in Illinois, whether it's the brand-new American Writers Museum in Chicago, the ancient Cahokia Mounds State Historic Site, or the timeless Morton Arboretum. On Friday, September 1, USA Today will announce the 10 Best Attractions in Illinois, as chosen by visitors just like you.

[Cast Your Vote](#)



Floating Museum at Chicago Riverwalk

Currently moored on the Chicago River at LaSalle Street, the Floating Museum will remain docked there through August 27, after which it will head to the waterway off Polk Bros. Park at Navy Pier. Celebrating the River's industrial past, the project transforms an ordinary river barge into an aesthetically striking gallery, thanks to its cargo of art crates displaying work created by local artists and collaborators.

[Pay a Visit](#)

ARE YOU UP FOR FARM-TO-BUTCHER-BLOCK?



At an Oak Park butcher shop, every cut of meat is a slice of Illinois.

On a bright summer day in 2014, the Pleasant District in Oak Park, a village just west of Chicago, was filled with something very pleasant indeed: the smell of fresh meat. It was enough to make a good first impression on the neighborhood—but it's Carnivore's commitment to quality that keeps people coming from far away, too.

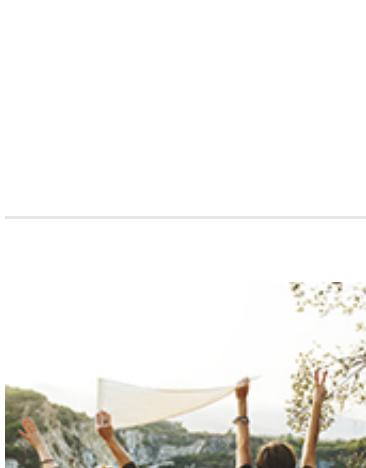
Owners Erik Williams and Brad Knaub take the term "farm-to-table" to heart, as they actually visit the farms from which their food originates. They work closely with local farmers and foragers in Illinois to ensure that Carnivore's products are fresh and of the highest quality. Most of Carnivore's meat comes from Fairbury, Illinois, an idyllic small town located two hours south of Oak Park. As a result, Carnivore proudly offers locally sourced and responsibly raised meats, seafood, and produce.

By keeping the Oak Park community connected with Illinois family farms, Williams and Knaub guarantee that every cut of meat—from when it's raised to when it hits the grill—is truly Illinois Made.

[Meet More Makers at Illinois Made](#)

THE LATEST TRAVEL TRENDS

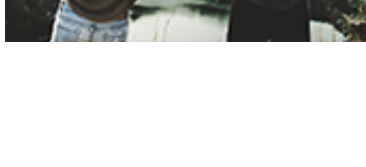
NEWS YOU CAN USE



Airbnb a growing hotel brand

With listings in 191 countries, the San Francisco-based startup has reached a new milestone of 4 million listings worldwide—a number higher than the top five major hotel brands combined. It is also currently the second-highest valued startup in the US, valued at more than \$31 billion. It seems like Airbnb is here to stay, as more than 2.5 million people used the service on the night of August 5 alone.

[Read More](#)



Millennials travel more but spend less

The good news: Millennials are using their vacation days. The not-so-good news: they're also being thrifty with their money. Although they take trips that are, on average, two days longer, Millennials tend to spend as much as \$1,000 less than other age groups. While the tourism industry continues its efforts to attract Millennials, it can take comfort in one emerging trend: young adults are in love with the experience of exploring destinations.

[Read More](#)

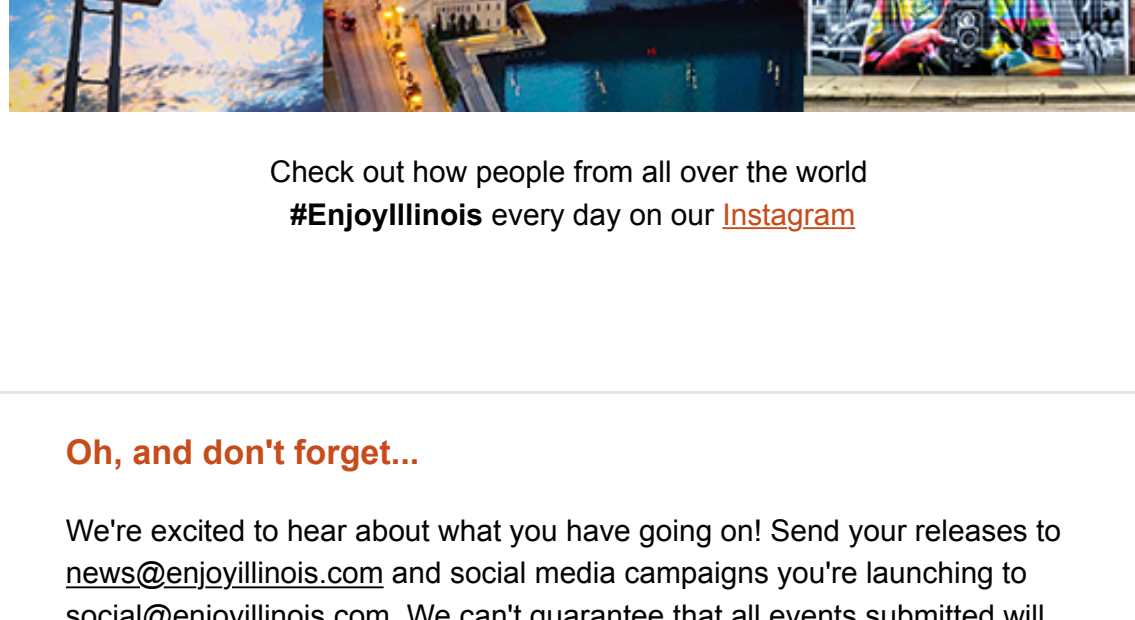
BLUES & BBQ: A WINNING COMBO



From August 25–26, Old Capitol Blues & BBQ will showcase summertime at its best in historic downtown Springfield. The two-day BBQ cook-off and music festival sets the stage for patrons to sample all kinds of BBQ offerings, domestic and craft beers, a variety of other refreshments, as well as a spectacular lineup of blues bands.

[Don't Miss Out](#)

#ENJOYILLINOIS

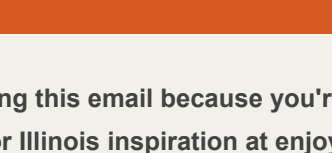
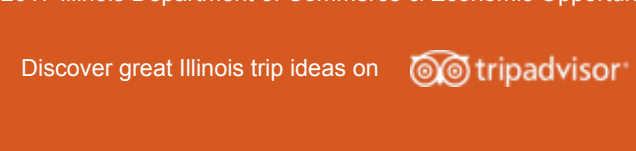


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Oh, and don't forget...

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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