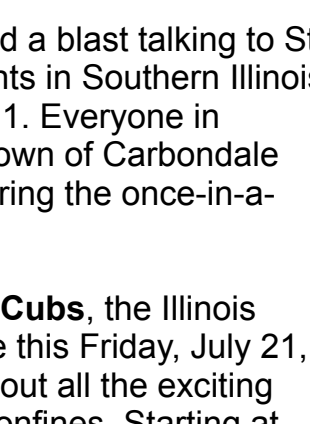


TRAVEL

Tuesday

Happy Travel Tuesday

It's good to be home. Last week I spent some time in our neighbor to the south, St. Louis, Missouri, to talk about some of our upcoming events in Springfield and Southern Illinois. As I told on *Great Day St. Louis*, our capital of Springfield is an easy 90-minute drive from St. Louis, making it an ideal trip to visit some of our Illinois Made makers, including **Incredibly Delicious** and **Custom Cup Coffee**—or attend the **Illinois State Fair** on August 10–11. I also had a blast talking to St. Louis Public Radio about the upcoming events in Southern Illinois—in particular the Solar Eclipse on August 21. Everyone in Southern Illinois has eclipse fever, and the town of Carbondale alone is expected to draw 50,000 visitors during the once-in-a-lifetime event.



As part of our partnership with the **Chicago Cubs**, the Illinois Office of Tourism will be present at the game this Friday, July 21, to interact with visitors and spread the word about all the exciting things to do in Illinois beyond the Friendly Confines. Starting at noon, we'll be there to distribute copies of the *Travel Illinois* summer issue, hand out postcards, and give fans the opportunity to win tickets to a future game along with a **tour of Wrigley Field**. If you happen to be there, you might even get to shake hands with Big Lincoln himself!

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

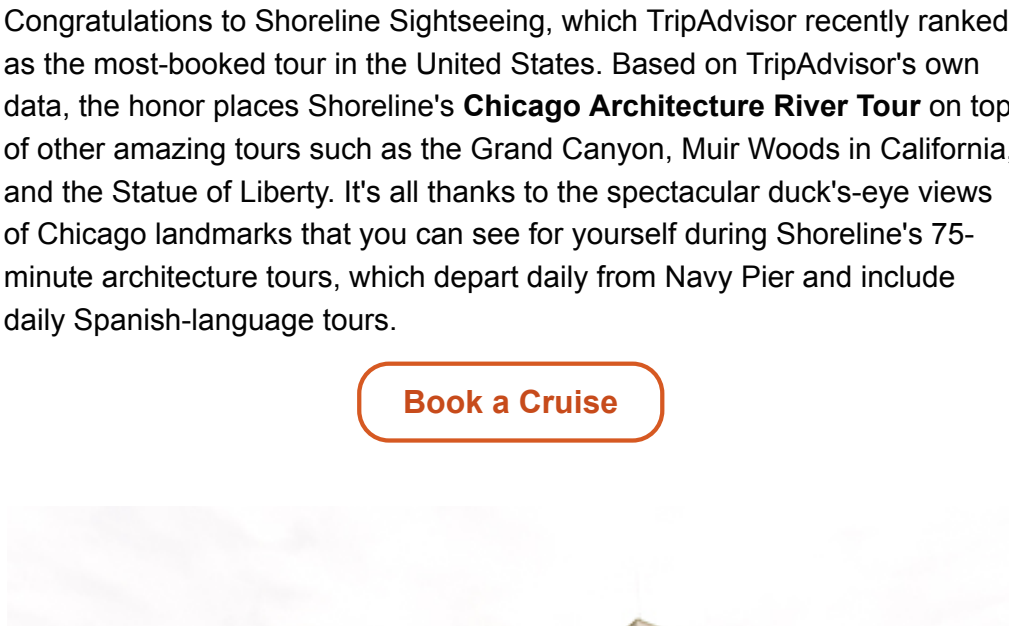
ILLINOIS SPOTLIGHT



Attend a Media Pitch Webinar with Cory

On Thursday, July 27, from 1–2:30 CST, Ragan and PR Daily's PR University will be hosting a webinar entitled **Travel Media Pitch Tank**, in which attendees can gain insights on how to boost your tourism brand in the modern media landscape. The virtual panel includes **Andrea Whittle** (associate editor, *Condé Nast Traveler*), **Lilet Marcus** (editor, CNN Travel), **Christopher Elliot** (author, *The Travel Troubleshooter*), **Vicki Bristol** (senior communications and marketing director, New Orleans Convention & Visitors Bureau), and me—**Cory Jobe** (director, Illinois Office of Tourism). Join us to test your pitches and learn how to get your stories featured in major publications.

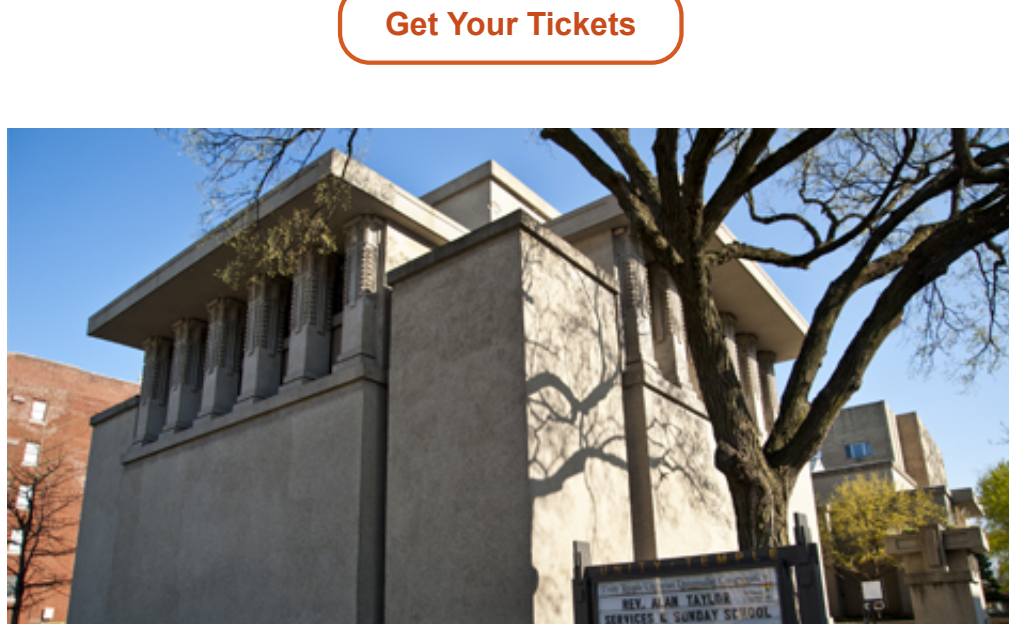
[Save on Registration: Click Here](#)



Shoreline Sightseeing: USA's Most Popular Tour

Congratulations to Shoreline Sightseeing, which TripAdvisor recently ranked as the most-booked tour in the United States. Based on TripAdvisor's own data, the honor places Shoreline's **Chicago Architecture River Tour** on top of other amazing tours such as the Grand Canyon, Muir Woods in California, and the Statue of Liberty. It's all thanks to the spectacular duck's-eye views of Chicago landmarks that you can see for yourself during Shoreline's 75-minute architecture tours, which depart daily from Navy Pier and include daily Spanish-language tours.

[Book a Cruise](#)



See the Eclipse at Bald Knob Cross

One of the best places to see the solar eclipse on August 21 is at the **Bald Knob Cross of Peace** in Alto Pass. Located 1,034 feet above sea level, the giant cross affords an unparalleled 360-degree view of the event. Tickets are still available, including an option to park onsite and set up your own telescopes and camera equipment.

[Get Your Tickets](#)



Frank Lloyd Wright's Unity Temple Back Open for Tours

Illinois is proud to be home to several of Frank Lloyd Wright's most spectacular works. But one of the legendary architects' most iconic designs, Unity Temple in Oak Park, has been closed to the public as it underwent \$25 million restoration. Now, however, the **Frank Lloyd Wright Trust** has finally resumed tours of the innovative structure—just one of several Wright-designed properties in the surrounding area. Tours run Monday–Saturday

[Take a Tour of Unity Temple](#)

ARE YOU UP FOR HOME-RUN-HITTING?



Just south of Chicago in the village of Homewood, Todd Pals brings a love of baseball to life.

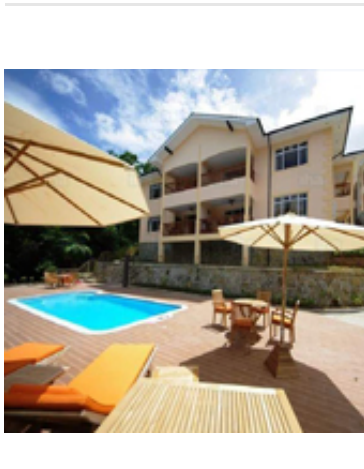
A one-time player and coach, Pals realized the town of "Homewood" would be a perfect place to start a boutique batmaker. So in 2015, Homewood Bat Co. was born. Determined to share his passion for the game with as many people as possible, Pals began to create bats for amateur players ranging from Little Leaguers to college sluggers. But soon enough, Major League players made Pals' bats a tool of the trade, and today his loyal customers include players on both of the Windy City's teams – including 2016 World Series MVP Ben Zobrist.

Baseball fans can get a peek at the bat-making process with a visit to the Homewood Bats facility. There, the staff meticulously ensures that each bat's grain runs true in every billet they use. Pals and his team imbue every bat with the same personal connection that makes baseball such a special part of American's lives. The *crack* of wood meeting a cowhide ball is a sound heard in ballparks across the country. But as long as that sound comes from a Homewood Bat, it will always be Illinois Made.

[Meet your Illinois Made makers](#)

THE LATEST TRAVEL TRENDS

NEWS YOU CAN USE



Boomers Could Be Travel Boom

Much of the tourism industry's marketing efforts have focused on millennials, but [according to a 2016 study](#) by the Centre for the Economic and Business research (CEBR), we'd be wise to woo baby boomers, too. Over the past five years, the UK-focused study found, people in their 50s and older have increased their travel spending by 23%, while the travel startup Stride reports that boomers spend and estimated \$50 billion on tours and activities annually. This is particularly true for group travel, as boomers prefer shared experiences such as cruises.

[Read More](#)

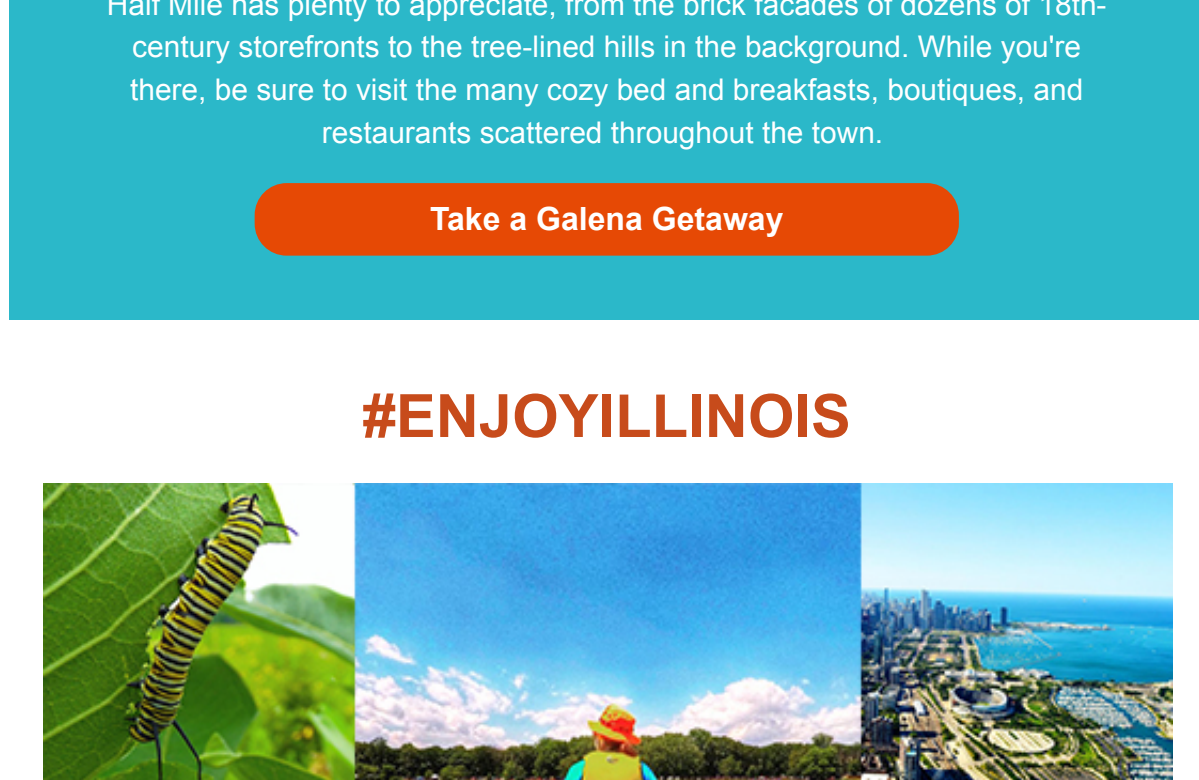


Embracing Alternative Lodging

Alternative lodging may have disrupted the hospitality sector, but that doesn't mean hotels can embrace the change. Utpal Kaul, Head of Global Tech Partnerships at the tech firm Bookingpal, [has argued](#) that vacation rentals can be an asset to hotel companies, too. Many hotels have already begun managing vacation rentals of their own – a great example of how to turn a trend into a competitive edge. If you can't beat 'em, host 'em.

[Read More](#)

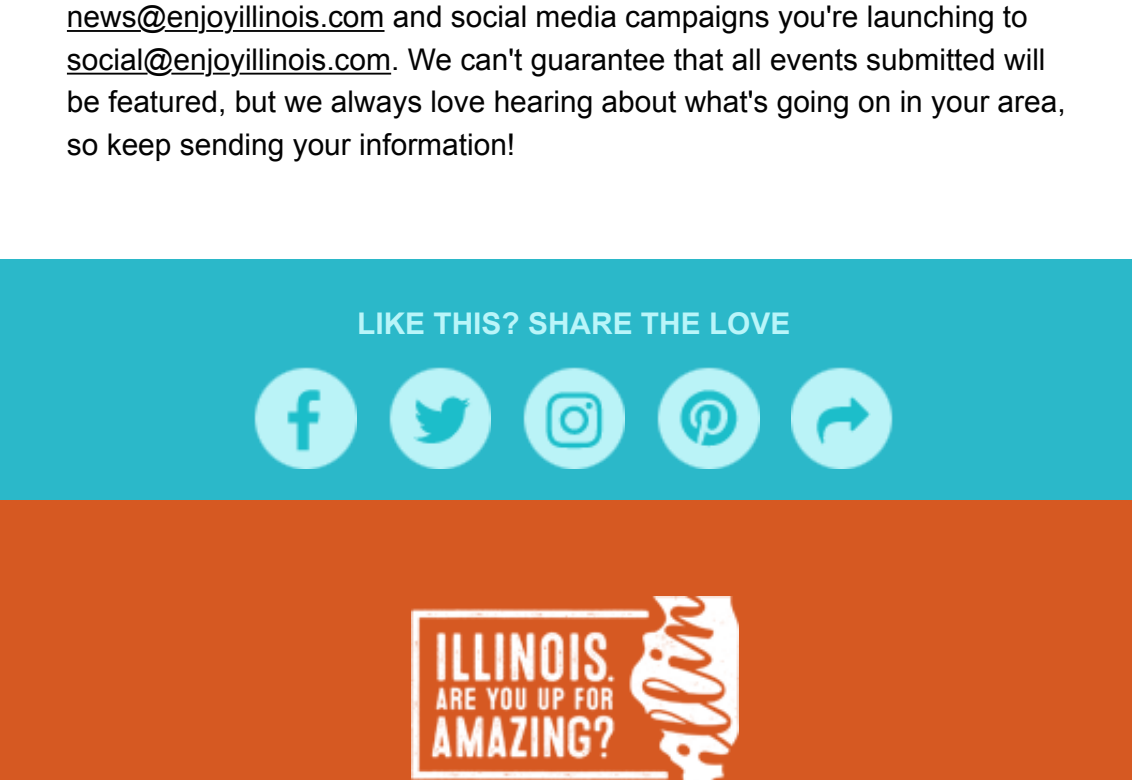
GALENA: ONE OF THE USA'S MOST BEAUTIFUL MAIN STREETS



Architectural Digest included the Illinois town of Galena in its recent feature on the 15 Most Beautiful Main Streets Across America. Indeed, the Helluva Half Mile has plenty to appreciate, from the brick facades of dozens of 18th-century storefronts to the tree-lined hills in the background. While you're there, be sure to visit the many cozy bed and breakfasts, boutiques, and restaurants scattered throughout the town.

[Take a Galena Getaway](#)

#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!

LIKE THIS? SHARE THE LOVE



The Official Newsletter of the Illinois Office of Tourism

©2017 Illinois Department of Commerce & Economic Opportunity.

Discover great Illinois trip ideas on [tripadvisor](#)

You're receiving this email because you're amazing and signed up for Illinois inspiration at enjoyillinois.com.