



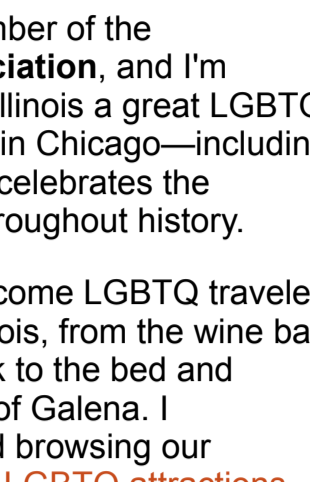
Celebrate Pride, zip down a 45-degree waterslide, and taste 100% organic beer made in an old-fashioned bakery. #EnjoyIllinois

TRAVEL

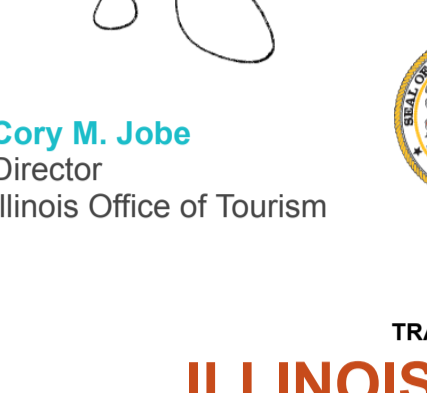
Tuesday

Happy Travel Tuesday

It's Pride Month here in Illinois—a time when we celebrate the diversity that makes our communities thrive. Over the past weekend, Chicago celebrated **Pride Fest**, a two-day street festival with vibrant crowds filling Halsted Street in the storied neighborhood of Boystown. But this coming Sunday, June 25, the party continues with the **48th Annual Chicago Pride Parade**. This year, we expect more than a million visitors to take part in the celebrations. If you're coming, make sure to get a good view!



The Illinois Office of Tourism is a proud member of the **International Gay & Lesbian Travel Association**, and I'm especially proud of all the things that make Illinois a great LGBTQ destination. Of course, there's plenty to see in Chicago—including the **Legacy Walk**, an outdoor museum that celebrates the important contributions of LGBTQ people throughout history.



Cory M. Jobe
Director
Illinois Office of Tourism



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

TRAVEL ILLINOIS

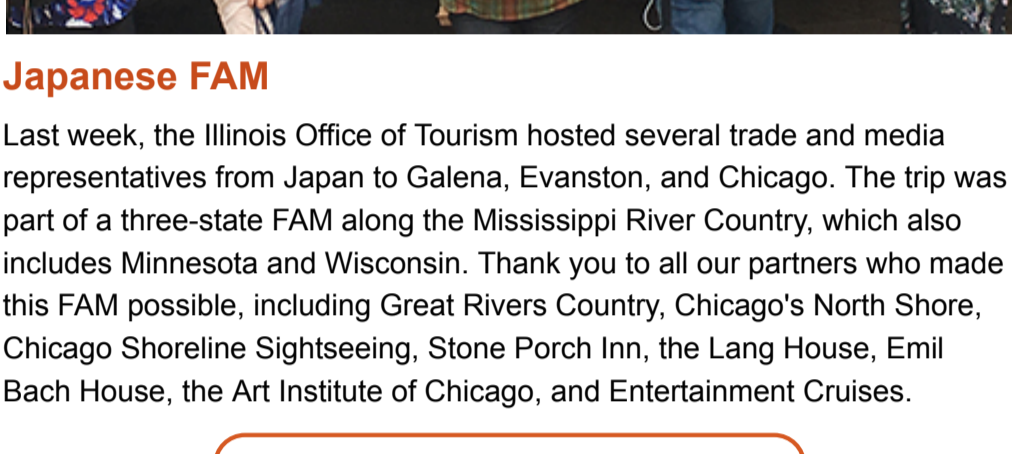
ILLINOIS SPOTLIGHT



Join Our Illinois Made Cruise on August 4

On Friday, August 4, the Illinois Office of Tourism will kick off a one-of-a-kind cruise featuring our Illinois Made artisans. We've partnered with Shoreline Sightseeing to highlight our superb food and beverage artisans, including Whiskey Acres of DeKalb, by pairing them with dazzling views of the Chicago lakefront.

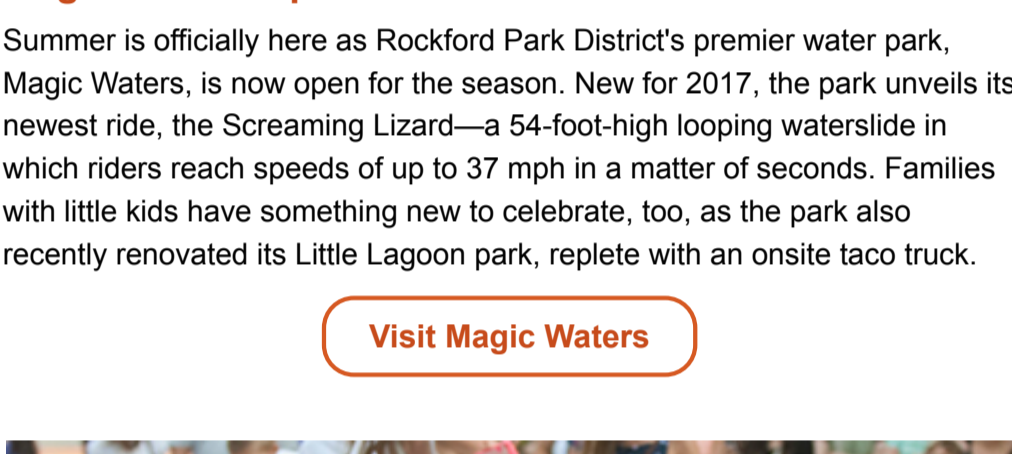
[Book Your Cruise](#)



Japanese FAM

Last week, the Illinois Office of Tourism hosted several trade and media representatives from Japan to Galena, Evanston, and Chicago. The trip was part of a three-state FAM along the Mississippi River Country, which also includes Minnesota and Wisconsin. Thank you to all our partners who made this FAM possible, including Great Rivers Country, Chicago's North Shore, Chicago Shoreline Sightseeing, Stone Porch Inn, the Lang House, Emill Bach House, the Art Institute of Chicago, and Entertainment Cruises.

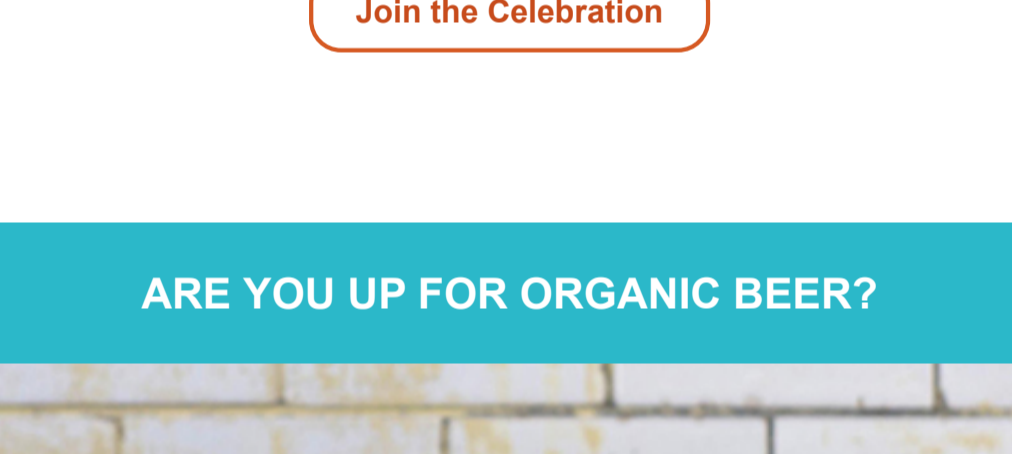
[Experience the Great River Road](#)



Magic Waters Opens for Summer with New Ride

Summer is officially here as Rockford Park District's premier water park, Magic Waters, is now open for the season. New for 2017, the park unveils its newest ride, the Screaming Lizard—a 54-foot-high looping waterslide in which riders reach speeds of up to 37 mph in a matter of seconds. Families with little kids have something new to celebrate, too, as the park also recently renovated its Little Lagoon park, replete with an onsite taco truck.

[Visit Magic Waters](#)

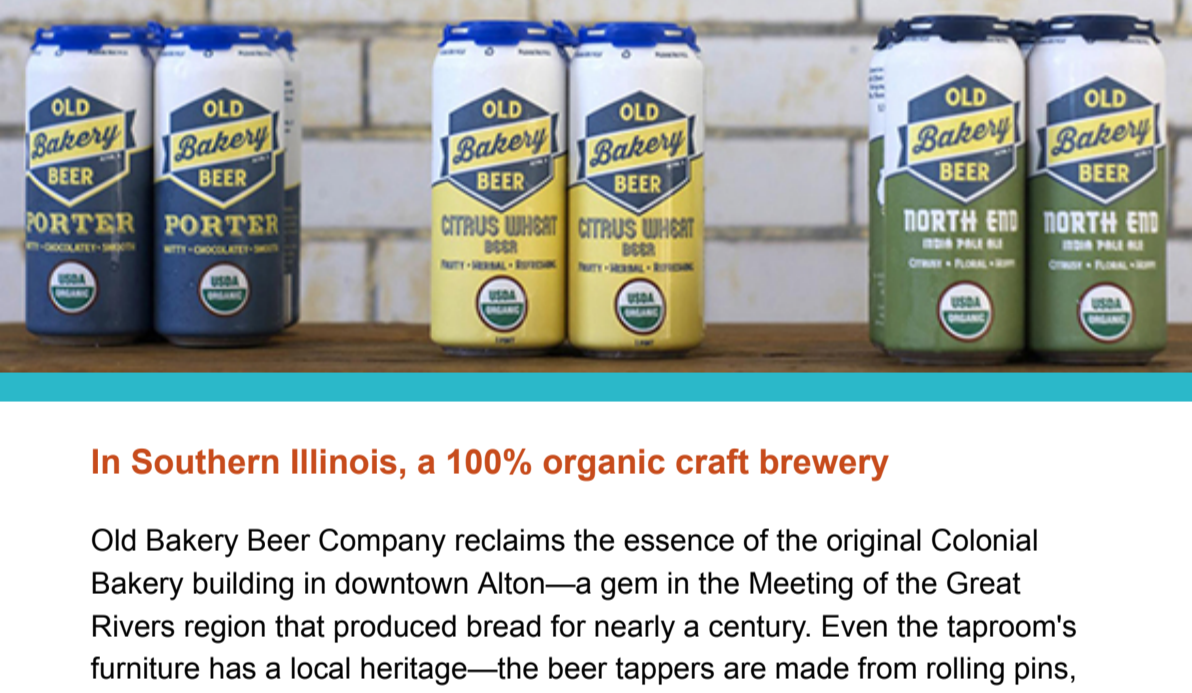


Geneva Swedish Days

As part of Swedish heritage festivals happening throughout Illinois, Geneva joins the celebration with its annual Swedish Days Festival. Beginning today, the six-day party keeps the whole family entertained with live music, talent competitions, and carnival rides—not to mention a veritable smorgasbord of multi-ethnic food. The festival culminates in the 68th Annual Swedish Days Parade on Sunday at 1 p.m.

[Join the Celebration](#)

ARE YOU UP FOR ORGANIC BEER?



In Southern Illinois, a 100% organic craft brewery

Old Bakery Beer Company reclaims the essence of the original Colonial Bakery building in downtown Alton—a gem in the Meeting of the Great Rivers region that produced bread for nearly a century. Even the taproom's furniture has a local heritage—the beer tappers are made from rolling pins, and the bar's 50-foot-long centerpiece is made from the floor joists of a one-room schoolhouse in Collinsville. On top of that, every beer is USDA certified organic, relying on local, sustainable ingredients from organic farms.

Brewmaster James began his craft-beer journey with his own homebrews, soon parlaying his passion into the prestigious American Brewers Guild Intensive Brewing Science and Engineering Program. Today, James serves as brewmaster, working in the garage where Colonial Bakery delivery trucks used to park. The space is now lined with stainless-steel fermentation tanks producing varietals ranging from Golden Oat to India Brown Ale.

As trucks distribute cases of Old Bakery Beer throughout the region, one can't help but think how similar it must be to when Colonial delivered fresh loaves to every doorstep. The legacy of this local tradition lives on in every can.

[Meet your Illinois Made makers](#)

THE LATEST TRAVEL TRENDS

NEWS YOU CAN USE



Bleisure on the Rise

The line between business and leisure is getting thinner. According to a [new report](#), nearly four in 10 business travelers in North America added at least one leg of leisure to a work trip in the last year. Like lots of travel trends, age is an important factor: while only 23 percent of baby boomers took a so-called "bleisure" trip, nearly half of millennials said they even extended a business trip in order to incorporate some leisure.

[Learn More](#)



Music Unites Us

In an effort to bring people of all nationalities together, Expedia U.K. [has created](#) World in Tune, an interactive site in which visitors can create their own international symphony by mixing together clips by musicians from all over the world. The site features a soundboard of 16 YouTube clips, each of which features a different musician playing his or her unique instrument—ranging from Nigerian Benafa David Zitu on the piano to Malaysian Faliq Auri on the uilleann pipe.

[Learn More](#)

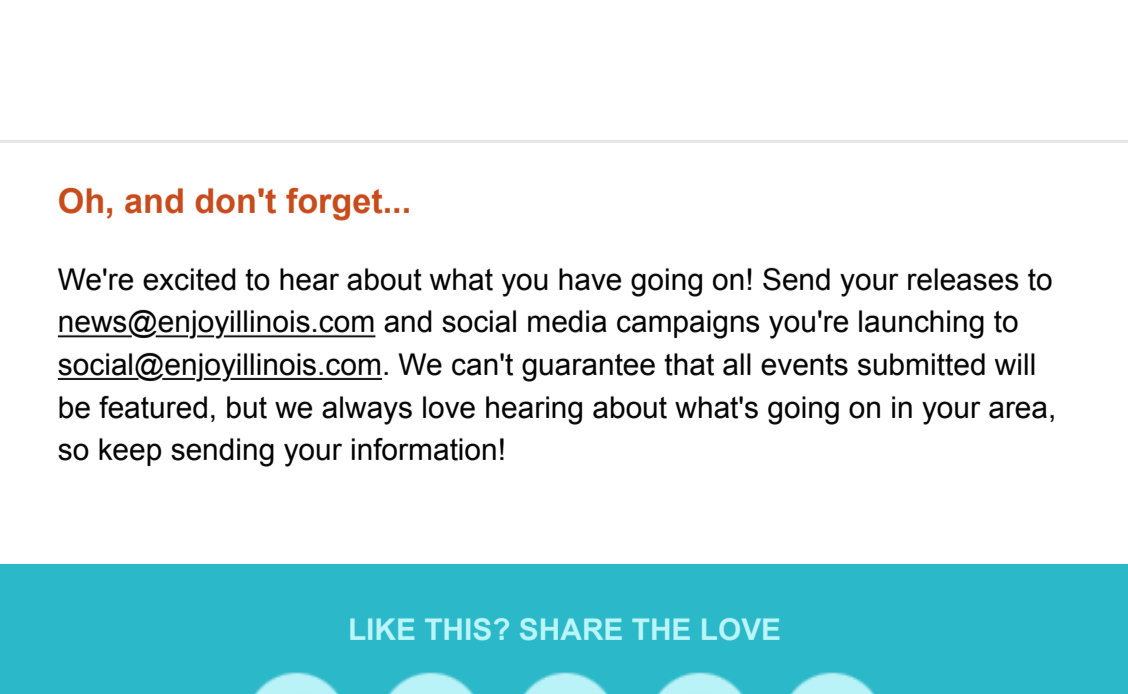
PIER PRIDE 2017



Boystown isn't the only place Chicagoans and Illinoisans can show their pride this weekend. On Saturday, June 24, Navy Pier hosts the city's second largest Pride celebration with a full day of family-friendly activities along the lakefront. Along with live entertainment such as drag queens, a youth poetry slam, and DJs, the festivities include a fireworks show set to disco music. From June 17–25, Navy Pier will also be exhibiting the NAMES Project's internationally-renowned AIDS Memorial Quilt.

[Visit Navy Pier](#)

#ENJOYILLINOIS

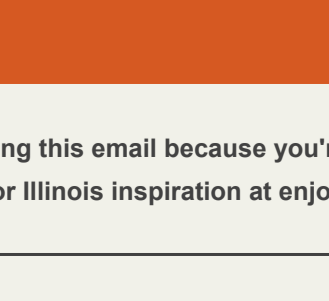
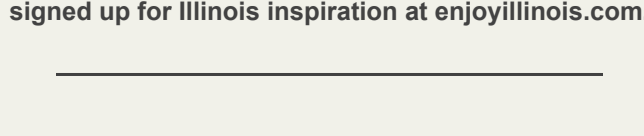


Check out how people from all over the world [#EnjoyIllinois](#) every day on our [Instagram](#)

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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