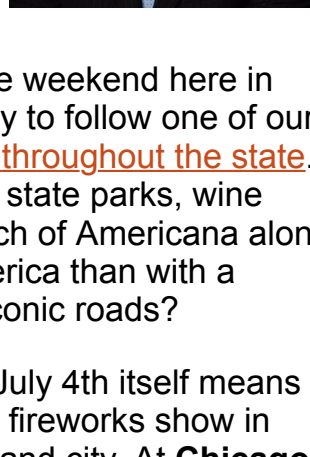
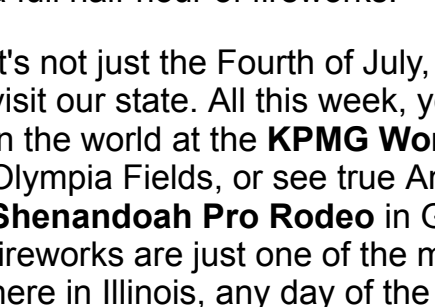


Happy Travel Tuesday

Next week is the Fourth of July. This year, Independence Day falls on one of our Travel Tuesdays—and it's looking like a great time to travel. AAA expects 44.2 million people to set out over the holiday, a 2.9% increase over last year's record. That's great news for our industry.



Some of us might even get a four-day weekend out of it, which sounds perfect for a road trip. I suggest spending the weekend here in Illinois. A long weekend is a great opportunity to follow one of our [suggested trips to visit Illinois Made makers throughout the state](#). Those include outdoor adventures in Illinois' state parks, wine tours in Southern Illinois, or a 300-mile stretch of Americana along Route 66. What better way to celebrate America than with a nostalgic trip down one of the country's most iconic roads?



Of course, July 4th itself means spectacular fireworks show in every town and city. At **Chicago's Navy Pier**, the city sets its colors off over the reflective waters of Lake Michigan. Before **Aurora's** fireworks, the crowd will attempt to set the world record for the most people head-banging to "Bohemian Rhapsody." And in **Ottawa**, the view of the light show extends from the local high school's bleachers to the natural bluffs along the Illinois and Fox Rivers. But few fireworks shows can compare to the spectacle of **Arthur, Illinois**—a town of 2,200—welcoming up to 40,000 visitors for a celebration that features military fly-bys, softball tournaments, and a full half-hour of fireworks.

It's not just the Fourth of July, though—any day is a good time to visit our state. All this week, you can catch the best women golfers in the world at the **KPMG Women's PGA Championship** in Olympia Fields, or see true American thrills during the **Shenandoah Pro Rodeo** in Galena on July 1–2. The July 4th fireworks are just one of the many spectacular events to be found here in Illinois, any day of the year.

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



Champaign-Urbana: The Midwest's Best Food Town

A few newsletters ago, I mentioned Champaign-Urbana was among the 12 nominees for *Midwest Living's* Best Food Town in the Midwest. The votes are in, and Champaign-Urbana is the region's new culinary capital! *Midwest Living* won't officially announce the results until its September/October issue, but you don't have to wait to visit eateries such as [Black Dog Smoke & Ale House](#).

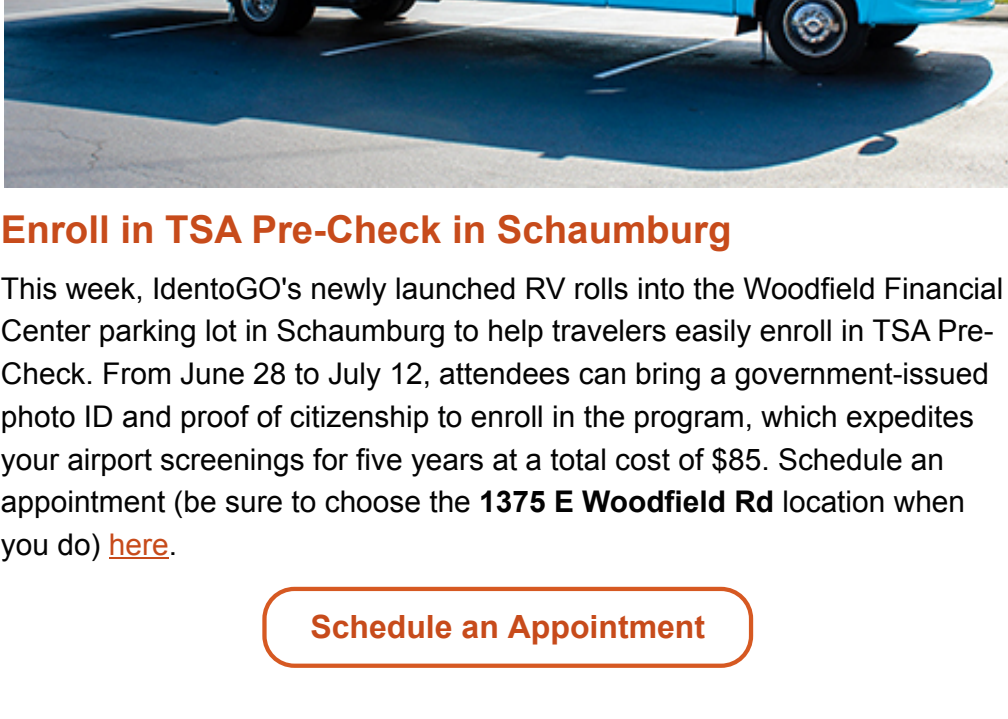
[Read More](#)



20th Annual NHRA Route 66 Nationals

On July 6–9, Route 66 Raceway hosts a full weekend of high-performance drag racing on a quarter-mile strip. As part of the festivities, which includes Top Fuel, Funny Car, Pro Stock, and Pro Stock Motorcycle races, fans will also pay tribute to Pat Minick—one of the pioneers of drag racing who passed away earlier this year.

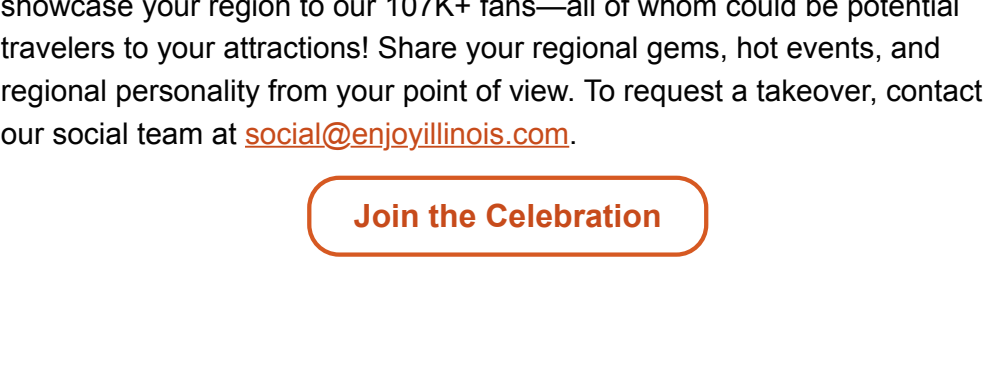
[Start Your Engines](#)



Enroll in TSA Pre-Check in Schaumburg

This week, Identogo's newly launched RV rolls into the Woodfield Financial Center parking lot in Schaumburg to help travelers easily enroll in TSA Pre-Check. From June 28 to July 12, attendees can bring a government-issued photo ID and proof of citizenship to enroll in the program, which expedites your airport screenings for five years at a total cost of \$85. Schedule an appointment (be sure to choose the [1375 E Woodfield Rd](#) location when you do) [here](#).

[Schedule an Appointment](#)



Calling All Illinois CVBs: Take Over Our Social Media

Don't forget, as an Illinois Convention & Visitor Bureau, you are eligible for a temporary takeover of our Enjoy Illinois Facebook page where you can showcase your region to our 107K+ fans—all of whom could be potential travelers to your attractions! Share your regional gems, hot events, and regional personality from your point of view. To request a takeover, contact our social team at social@enjoyillinois.com.

[Join the Celebration](#)

ARE YOU UP FOR DECADENT?



A lifelong pursuit to craft perfect caramels

When she was only 8 years old, Katherine Anne Duncan began making caramels in the kitchen of her family's Wisconsin farmhouse. By the age of 10, Katherine had turned her hobby into a full-fledged small business, selling "Katherine's Karamels" at her dad's office for 25 cents a pop.

Fast forward to the present day, where an adult Katherine has traded the plots of Midwestern farmland for the streets of Chicago's Logan Square neighborhood. Located just steps from the elevated trail known as the 606, Katherine Anne Confections is a bijou *confiserie* with wooden tables and cabriole sofas tucked among exposed-brick walls. As one visitor remarked in TripAdvisor, a visit to Katherine Anne Confections is like stumbling upon the perfect chocolate shop in a romantic little European town.

One of the best reasons to visit: Katherine's decadent hot chocolate. Made from real ground chocolate (not cocoa powder and never corn syrup), the rich concoction is available in several varieties, including salted caramel. It's so good, in fact, that Fodor's Travel named Katherine Anne Confections one of the [15 Best Places to Drink Hot Chocolate in America](#).

[Meet your Illinois Made makers](#)

THE LATEST TRAVEL TRENDS

NEWS YOU CAN USE



Mobile Bookings Up

Mobile could soon be the way most people book their travel, [according to new research](#). eMarketer forecasts a 4% gain in mobile bookings this year compared to 2016, with mobile sales amounting to 40% of all digital travel bookings. By 2021, eMarketer expects mobile sales to catch up with desktop/laptop sales entirely, with each method pulling in close to \$110 billion in sales. It's just more evidence that any good tourism strategy has to include mobile in its growth plans.

[Learn More](#)



Luxury Goods Up, Too

In a report on the market for consumer goods—a sector that's always relevant to travel and tourism—Bain and Company [estimates](#) that the worldwide luxury goods market will see average growth of 2–4% in 2017. This is especially likely in Europe, where American tourists are spending more thanks to a strong dollar. The caveat to a strong dollar, though, is that international tourists are less likely to spend on luxury goods in the United States, where Bain predicts no growth rate in high-end spending this year.

[Learn More](#)

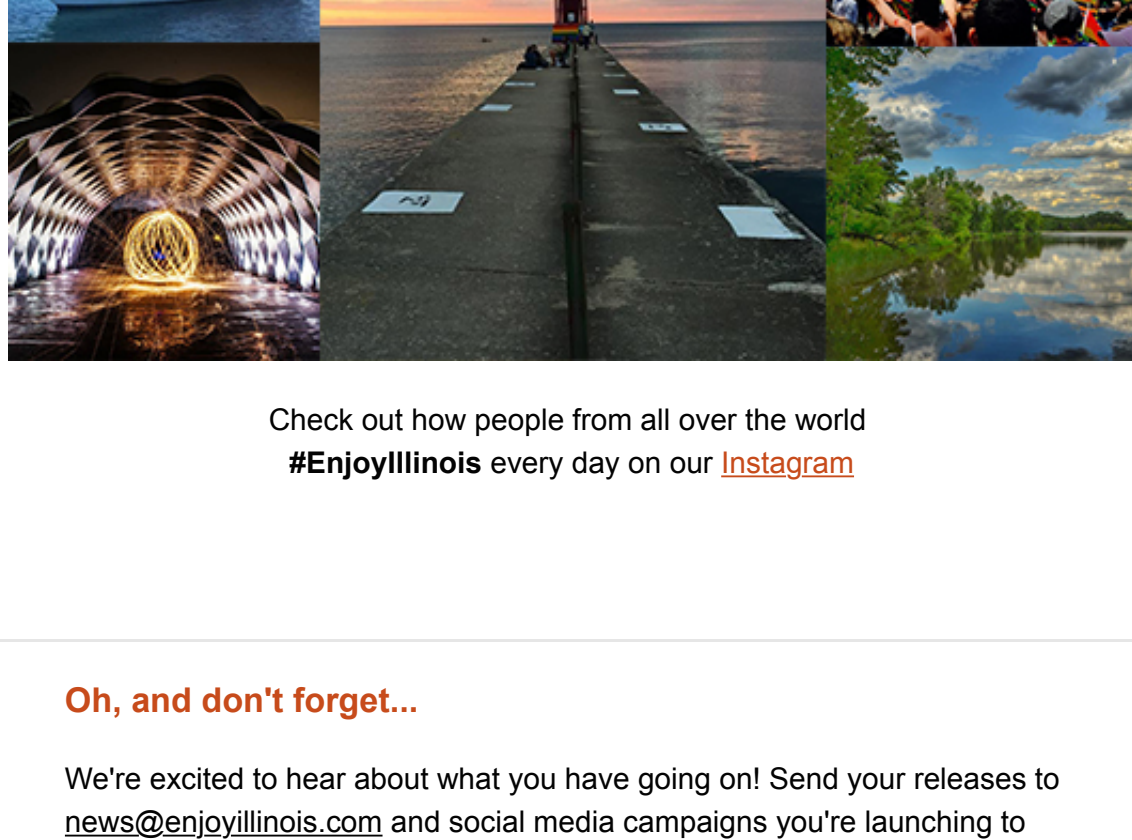
RED, WHITE, AND BOOM!



Of all the Fourth of July celebrations throughout the state, one of the most novel fireworks displays is in Peoria, where a barge in the Illinois River conducts a "pyromusical." Spectators can bring portable radios and tune them to Alpha Media stations to hear a patriotic musical soundtrack in sync with the fireworks show.

[Join the Event](#)

#ENJOYILLINOIS

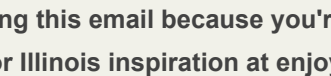


Check out how people from all over the world [#EnjoyIllinois](#) every day on our [Instagram](#)

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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