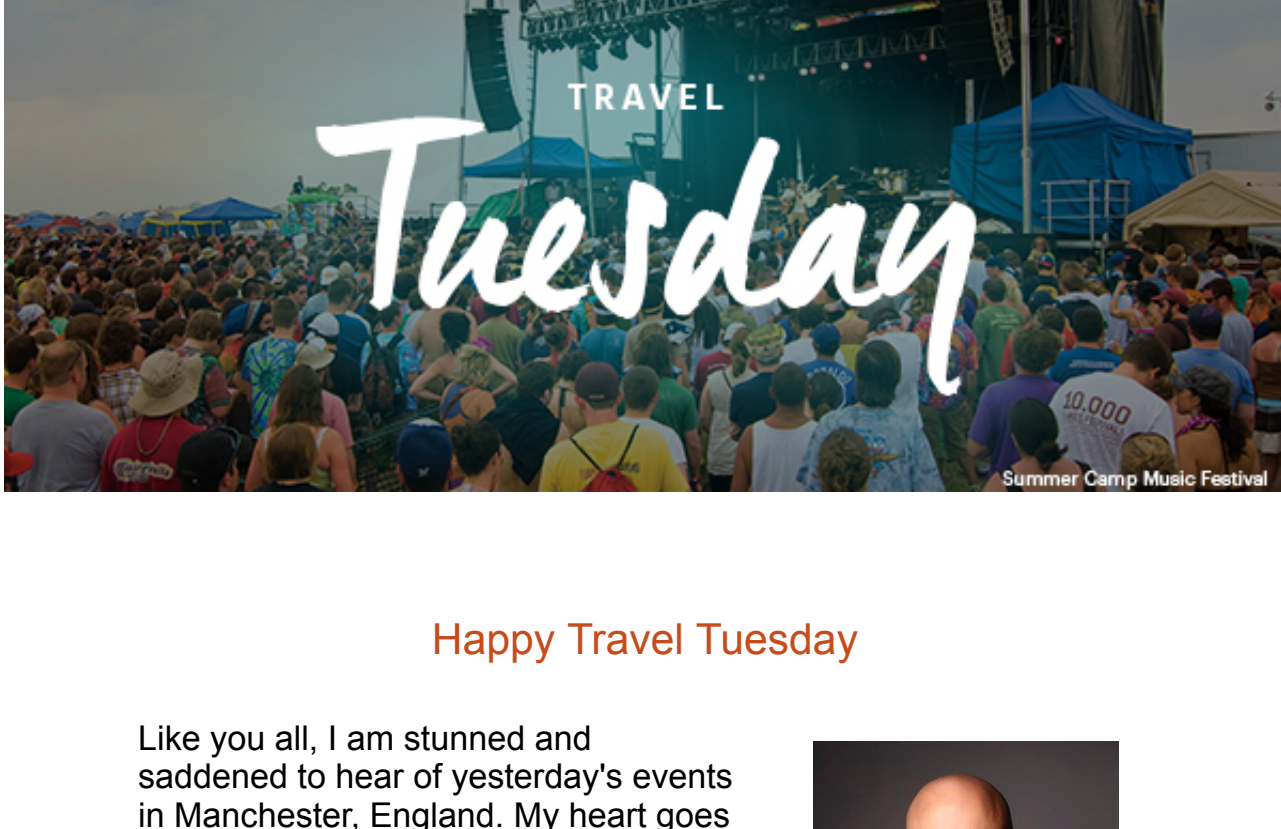
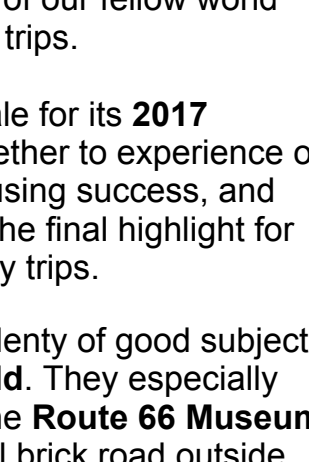


Meet international travelers, taste amazing food, and celebrate Memorial Day with a crowd of 20,000. #EnjoyIllinois



Happy Travel Tuesday

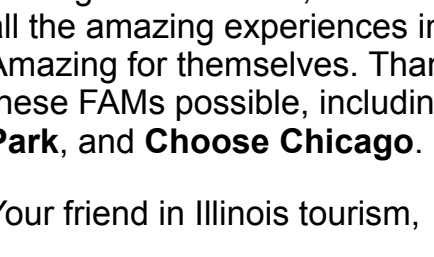
Like you all, I am stunned and saddened to hear of yesterday's events in Manchester, England. My heart goes out to the victims and to my friends, my colleagues, and everyone worldwide affected by this tragedy.



News like this is especially difficult considering the connections with people around the globe thanks to international travel. In Illinois, we recently had the pleasure of hosting several of our fellow world citizens during three amazing familiarization trips.

BrandUSA chose Chicago as the grand finale for its **2017 MegaFam**, when all 107 travelers came together to experience our world-class city. By all accounts, it was a rousing success, and we're honored that Chicago could serve as the final highlight for each of what sounds like seven extraordinary trips.

A group of Chinese photojournalists found plenty of good subjects to capture in **Pontiac**, **Alton**, and **Springfield**. They especially loved the sights along Route 66, including the **Route 66 Museum** in Pontiac and the 1.4-mile stretch of original brick road outside Springfield. In all the towns they visited, our guests said they found the people there to be quite welcoming. That's no surprise to me.



Last week, IOT and Choose Chicago teamed up to lead a group of international writers on a trip of LGBTQ sites and attractions in **Chicago**, **Oak Park**, and **Galena**. This was the state's first-ever LGBTQ-centered FAM—which feels like a long time

coming, considering how many inclusive, inviting communities we have in Illinois. (Speaking of which: don't miss the **Chicago Pride Parade** on June 25.) In Chicago, the group attended theater performances, toasted to the skyline from rooftop bars, and discovered the city's heritage of pride on The Legacy Walk, a public outdoor exhibit that celebrates LGBTQ contributions to history. All this before touring Frank Lloyd Wright properties in Oak Park and taking a trolley tour of the beautiful Mississippi River town of Galena.

Through these FAMs, we're doing our part to raise awareness of all the amazing experiences in Illinois by letting people experience Amazing for themselves. Thank you to our partners who made these FAMs possible, including **Great Rivers Country**, **Visit Oak Park**, and **Choose Chicago**.

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

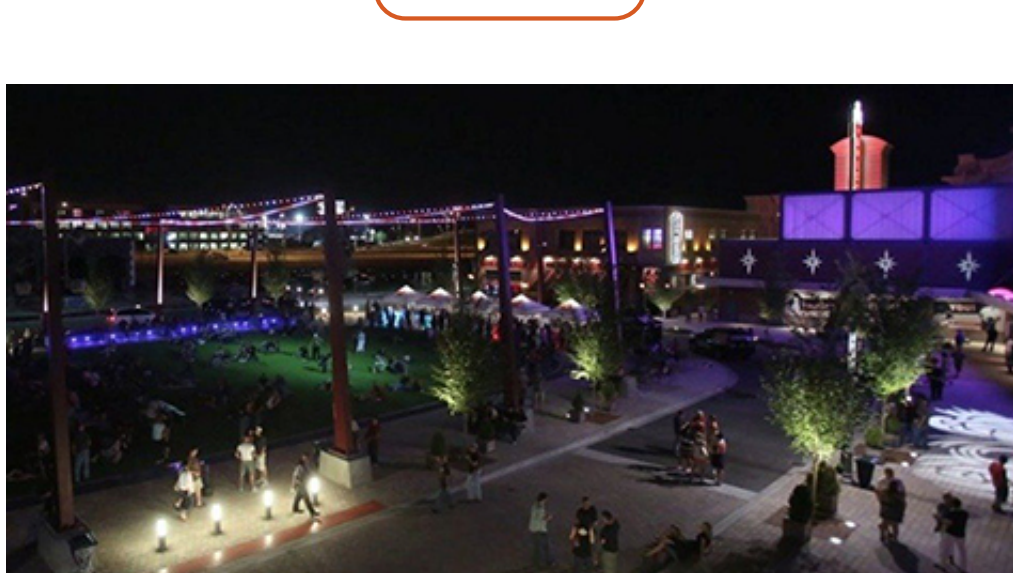
ILLINOIS SPOTLIGHT



Illinois Holocaust Museum Recognized

On May 15, the federal Institute of Museum and Library Services announced the final recipients of the 2017 National Medal for Museum and Library Service. Among the 10 institutions honored was the [Illinois Holocaust Museum & Education Center](#) in Skokie. Through its unique exhibits such as holographic recordings of Holocaust survivors, the museum has certainly earned its place among museums that respond to societal needs through innovative means. Congratulations to the Illinois Holocaust Museum on this prestigious honor and for the important work that happens there every day.

[Visit the Museum](#)



Chicago Named "Best Restaurant City in America"

In the wake of the James Beard Awards, held in Chicago on May 1, Condé Nast *Traveler* recently deemed Chicago the "best restaurant city in America," citing a list of the city's [19 Best Restaurants](#). As a whole, *Traveler's* picks encompass the two sides of what makes the Chicago dining scene so special—namely, both fine cuisine *and* cheap but delicious eats. Among the favorites: family-style dining at [Publican](#), underrated deep dish pizza at [Pegquod's](#), and [Monteverde](#), home of James Beard Award-winning chef Sarah Grueneberg.

[See the List](#)



Magazine Celebrates Two of Our Top CVBs

Congratulations to Meet Chicago Northwest, which was named Best Convention & Visitors Bureau in Chicagoland by readers of *Illinois Meetings and Events* magazine. Readers recognized the CVB for the excellent resorts and attractions in the region, including [Topgolf](#), [Eaglewood Resort and Spa](#), and Windy City Limo. Another hearty congratulations is due to the Springfield Convention & Visitor Bureau, which took home the award for Best Downstate CVB.

[See the Press Release](#)

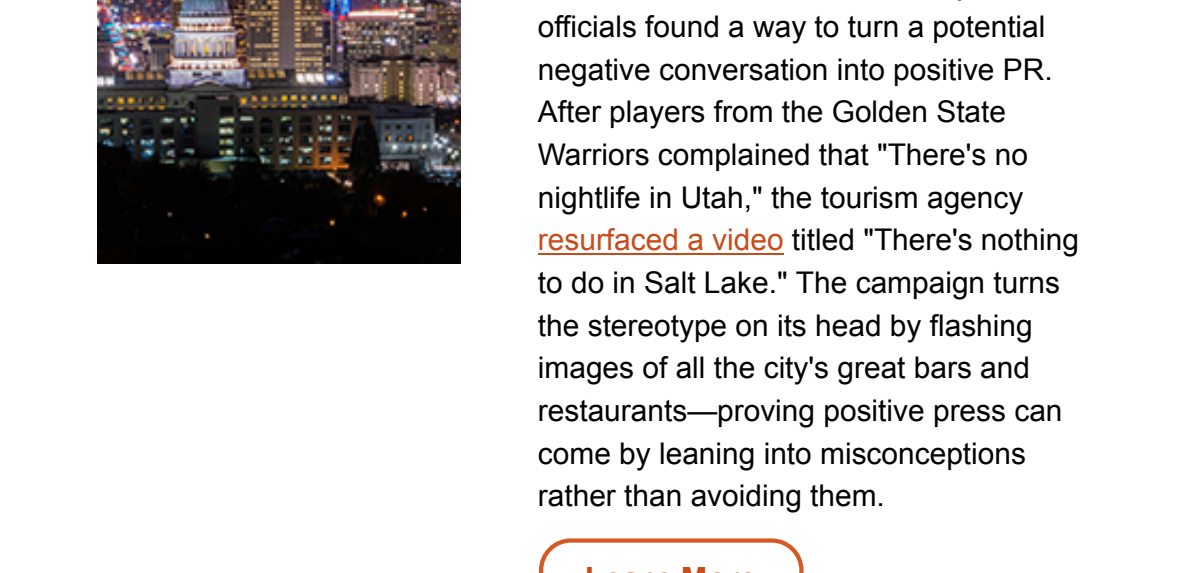


Join the Elgin Valley Fox Trot

On Saturday, May 27, the city of Elgin celebrates the 40th anniversary of an annual tradition, the [Elgin Valley Fox Trot](#). This year, the race adopts the classic movie *Rocky* as its theme—though participants won't have to run up any museum steps. Instead, 10-mile, 10K, and 5K courses (as well as a 2-mile walk) wind through downtown Elgin's parks and historic neighborhoods. Afterward, everyone celebrates their achievement with a post-race party featuring live music, family activities from local community groups, and energy-replenishing beer (or sports drinks).

[Register for the Race](#)

ARE YOU UP FOR CUTTING-EDGE?



Illinois Artisans Hand-Craft the World's Best Cutting Boards

In the Central Illinois town of Effingham, a product created more than 125 years ago is still considered the finest of its kind in the world. A granddaddy of American manufacturing, [John Boos & Co.](#) practically founded the cutting-block industry back in 1887, and its flagship product, the Boos Block, remains the world's most sophisticated cutting surface over a century after its creation.

Today, Boos uses millions of board-feet of lumber per year. Each board takes up to three days to individually craft from sustainably harvested North American hard-rock maple. The telegenic design has brought Boos Boards front and center on popular cooking shows hosted by chefs including Bobby Flay and Emeril Lagasse, while the impeccable craftsmanship makes them a commonplace tool in five-star restaurants around the world—and in Chicago, where up-and-coming chef Mark Sabbe plans to use Boos exclusively at his newest restaurant, Marchesa.

Handcrafted in Effingham and representing the pinnacle of natural-wood cutting boards, John Boos & Co.'s products exemplify the local dedication and pure craftsmanship that define *Illinois Made*.

[Check out your Illinois Makers](#)

THE LATEST TRAVEL TRENDS

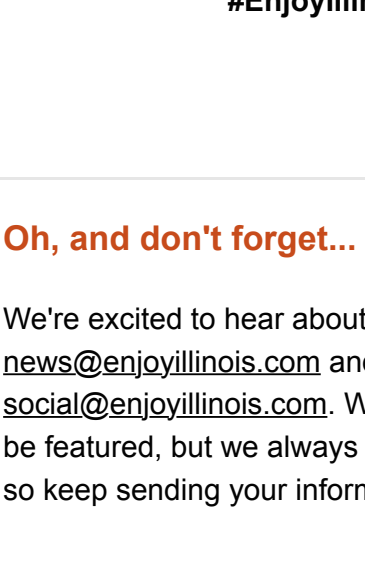
NEWS YOU CAN USE



Salt Lake City's Clever PR

Earlier this month, Salt Lake City tourism officials found a way to turn a potential negative conversation into positive PR. After players from the Golden State Warriors complained that "There's no nightlife in Utah," the tourism agency [resurfaced a video](#) titled "There's nothing to do in Salt Lake." The campaign turns the stereotype on its head by flashing images of all the city's great bars and restaurants—proving positive press can come by leaning into misconceptions rather than avoiding them.

[Learn More](#)



Food Tourism Marketing

According to a [recent survey](#) by the United Nations World Tourism Organization (UNWTO), some 65.5% of respondents said that their food tourism marketing is insufficient. One potential reason: many tourism boards treat food as a part of the larger "cultural tourism," whereas destinations such as Brazil market gastronomy as a category all its own. It might be worth telling travelers that simply tasting your local ingredients is an experience worth the trip.

[Learn More](#)

MEMORIAL DAY MUSIC



Now in its 17th year, the Summer Camp Music Festival has grown into the single largest event in the entire Midwest happening over Memorial Day Weekend. Over three days, the festival welcomes over 20,000 attendees—nearly tripling the population of Chillicothe and invigorating the city's local businesses. This year features 100 bands on seven stages, including three sets each from moe. and Umphrey's McGee.

[Join the Festival](#)

#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.