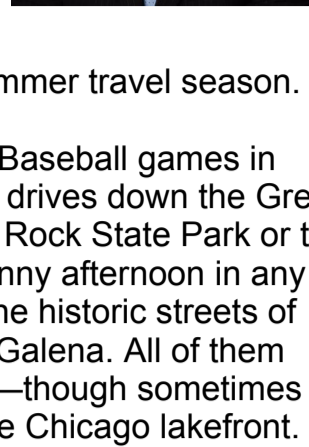
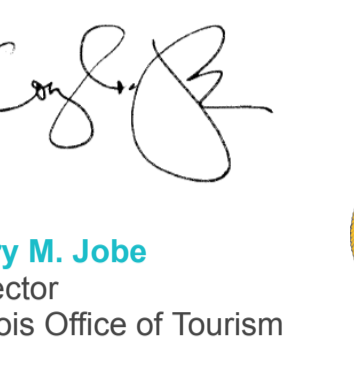


Happy Travel Tuesday

I hope you all had a relaxing Memorial Day. If you traveled over the weekend, you were one of 39.3 million other Americans who did the same, according to projections from the AAA and IHS. That would be the highest number of Memorial Day travelers in more than a decade and mark the third consecutive year of growth in Memorial Day travel. Statistics like that are music to a state tourism director's ears, but mostly I'm just excited for the start of the summer travel season.



There's lots to like about summer in Illinois. Baseball games in Chicago's two major-league stadiums. Long drives down the Great River Road. Hiking and kayaking in Starved Rock State Park or the Shawnee National Forest. Or even just a sunny afternoon in any of the great towns throughout our state, from the historic streets of Springfield to the riverfront beer gardens of Galena. All of them great reasons to get out and explore Illinois—though sometimes all I want to do is lounge on the beach along the Chicago lakefront.



This weekend, I'll be heading to Washington, DC to reunite with colleagues across the country and help position Illinois as an international tourist destination. From June 3–7, the U.S. Travel Association hosts IPW, the travel industry's premier international marketplace. The Illinois Office of Tourism joins more than 1,000 travel organizations from every region of the USA, all of us working together to generate travel to and within every corner of our great nation. I'm looking forward to building excitement for all the amazing travel opportunities here in Illinois—no matter the season.

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



Vote Champaign for the Best Food Town

Don't forget to vote for Champaign in *Midwest Living's* rundown of the 12 Greatest Midwest Food Towns. Illinois' great college town is home to culinary delights such as [Bacaro](#) and [Black Dog Smoke and Ale House](#), so there's no doubt it deserves to be No. 1. The deadline to vote is tomorrow, May 31, so make your voice (and your appetite) heard.

[Cast Your Vote](#)



Your Guide to Antiquing in Illinois

Summer is the season to get out and score some hidden gems. Luckily, Illinois is home to plenty of wonderful treasure-hunting grounds. Ranging from quaint stores to massive emporiums, antique shops pepper all of Illinois' unique towns—giving you as good a reason as any to explore a new area of the state. Check out the *Illinois Antique Guide* for a comprehensive listing.

[Read the Guide](#)



Kick Off Festival Season in Mt. Vernon

To usher in the summer season, Mt. Vernon's Broadway Market hosts its first Friday's Food & Art of 2017 on Friday, June 2nd from 4–8 p.m. Held on the Friday before each Market Days, Friday's Food & Art takes place June 2, June 30, August 4, and September 1 (plus a special August 18 edition for the solar eclipse) and features vendors of locally grown and produced products, including fresh produce and handcrafted items.

[Visit Mt. Vernon](#)

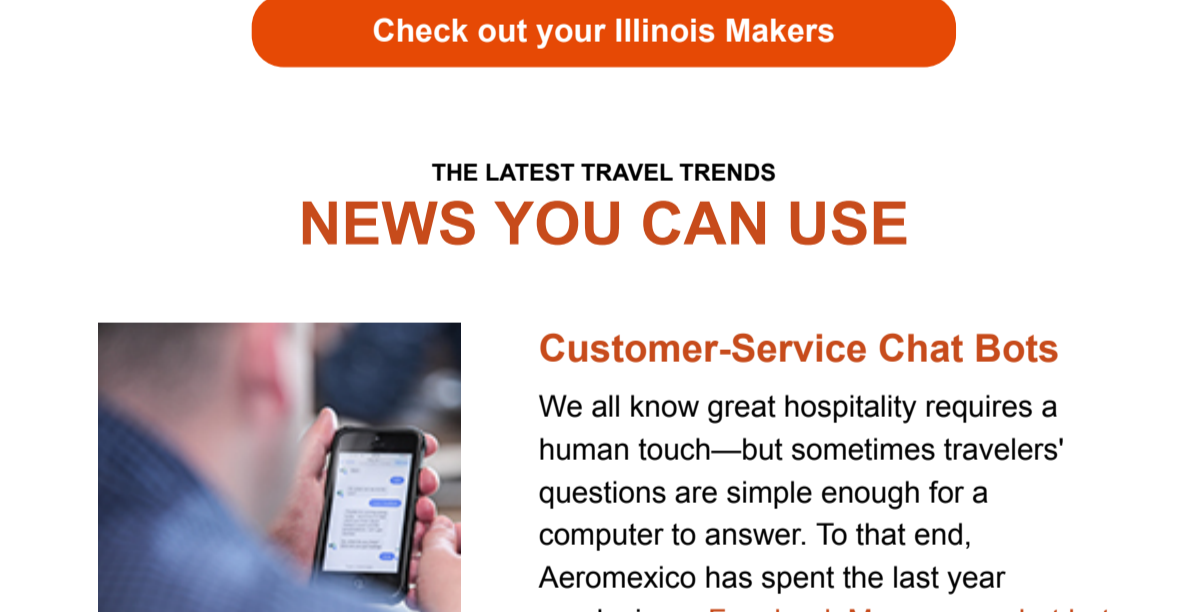


Ride The Joker at Six Flags

Last Saturday was the grand opening of [Six Flags Great Escape's](#) latest roller coaster, The Joker. Billed as a 4-D coaster, the ride starts with a 12-story ascent before a series of free-falling drops that makes you somersault in the air. It's a good excuse to head up to Gurnee for a day at the amusement park.

[Meet The Joker](#)

ARE YOU UP FOR REVOLUTIONARY?



In Chicago, a Leader of Independent Brewing

Located in Chicago, Revolution Brewing is the largest independent brewery in Illinois, producing dozens of beer styles to quench every conceivable thirst—including IPAs, porters, pilsners, Belgian-style, pale ales, and barrel-aged beers.

Behind it all is master brewer Jim Cibak, who, along with founding father Josh Deth, has committed himself to crafting beer that exhibits both age-old quality and here-and-now freshness. Together, they've created one of the most impressive beer menus in the Chicago pub scene—or anywhere in the U.S.—as recognized by Revolution Brewing's place on the Brewer's Association's Top 50 craft beer list.

If you're thirsting for something original and inherently Chicago, raise a can of Fist City Pale Ale or stop by the Revolution brewpub for a seasonal one-off poured at the long mahogany bar. Join the Revolutionaries on a tour of their 90,000 square foot Kedzie Avenue brewery, powered by over 200 solar panels that save over 50 tons of greenhouse gases annually. It's just one more reason to pour a cold one straight from the source of America's most refreshing revolution.

[Check out your Illinois Makers](#)

THE LATEST TRAVEL TRENDS

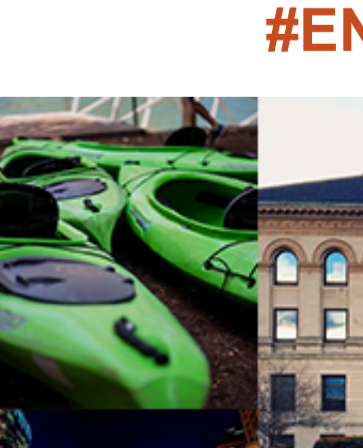
NEWS YOU CAN USE



Customer-Service Chat Bots

We all know great hospitality requires a human touch—but sometimes travelers' questions are simple enough for a computer to answer. To that end, Aeromexico has spent the last year employing a [Facebook Messenger chat bot](#) to answer a customer service questions, such as "Can I check baggage?" or "Can I bring a bicycle?" Of course, a bot can't answer everything—and some users end up abusing it—but methods like this can help free up humans to spend their energy creating better personal experiences for travelers.

[Learn More](#)

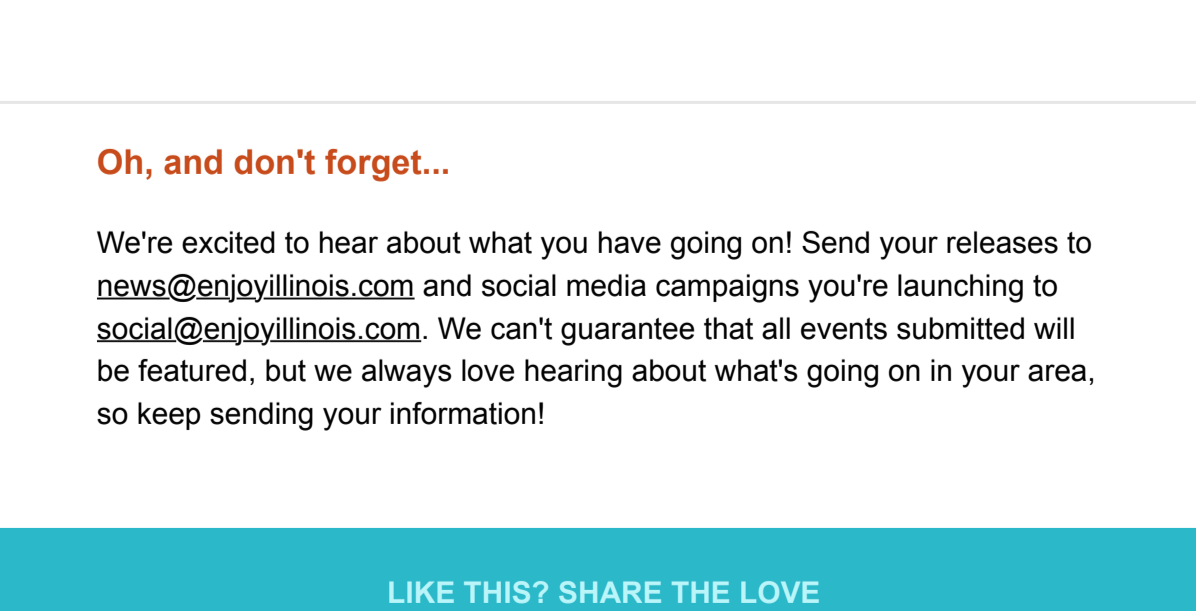


Why Are Cruises So Popular?

Surprising even itself, the cruise industry [continues to grow](#). How to explain the sudden popularity of cruises? Maybe it's because cruises offer a wide variety of things to do in one place, making it feel like a personal experience for every type of traveler. No matter the destination, creating a fun experience that *feels* personal will inspire travelers to seek it out.

[Learn More](#)

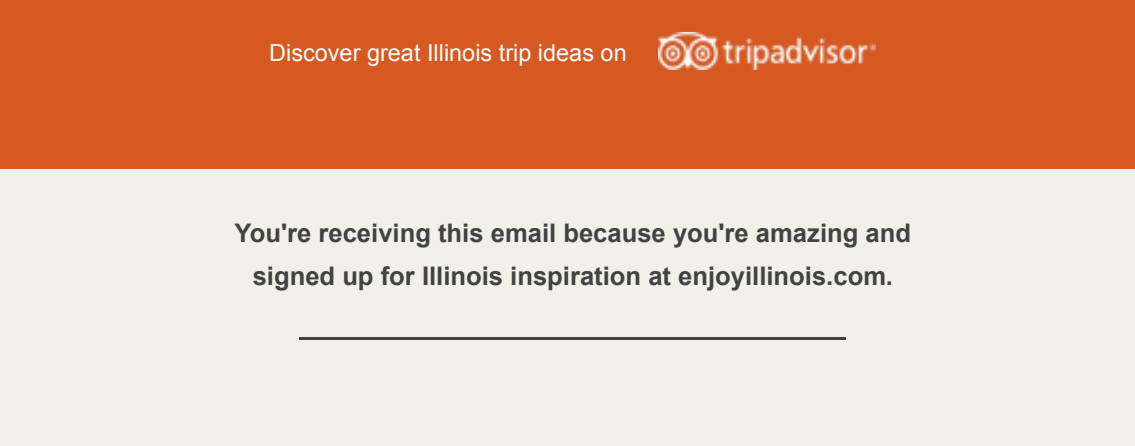
DINOSAURS COME TO LIFE



Over the weekend, the Field Museum unveiled its latest exhibition—a mega-blockbuster that combines the museum's world-renowned focus on natural history with the entertainment factor of scenes inspired by the hit film *Jurassic World*. Within the exhibit, animatronic dinosaurs bring life to fossils and other real-world artifacts, immersing visitors of all ages in a prehistoric playground that's both educational and awe-inspiring. *Jurassic World: The Exhibition* runs through January 7, 2017.

[See For Yourself](#)

#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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The Official Newsletter of the Illinois Office of Tourism

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