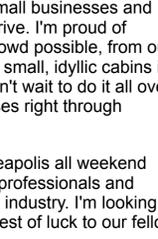
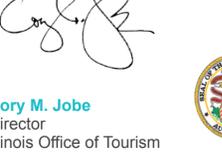


Happy Travel Tuesday

By all accounts, last week's Solar Eclipse was a rousing success. It seemed like everyone in North America was talking about the once-in-a-lifetime event, but here in Illinois, we saw a positive economic impact from it, too. An estimated 200,000 people traveled from all over the world to the 16-county region of Southern Illinois in order to get a prime view of the eclipse—an influx that amounts to \$15–\$18 million in visitor spending, much of it going to the small businesses and tour operators that make our destinations thrive. I'm proud of everyone who made hosting such a large crowd possible, from our major hotel chains to the operators of all the small, idyllic cabins in **Shawnee National Forest**. I'm sure they can't wait to do it all over again in seven years, when the eclipse passes right through Carbondale yet again.



As I mentioned last week, I've been in Minneapolis all weekend participating in **ESTO**, meeting fellow travel professionals and gaining knowledge about this ever-changing industry. I'm looking forward to the closing ceremonies tonight. Best of luck to our fellow award nominees!



Cory M. Jobe
Director
Illinois Office of Tourism



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

TRAVEL ILLINOIS ILLINOIS SPOTLIGHT



New Travel Illinois Magazine

Plans for the *Travel Illinois Spring/Summer 2018* magazine are now underway. *Travel Illinois* is a fantastic opportunity for partners of Illinois tourism to spread the word about the amazing experiences in our great state. We thank many of our industry partners for helping to make a the 2017 issues a great success. We distributed 700,000 copies across the state and surrounding key metro markets and continue to grow digital downloads from EnjoyIllinois.com. The demand for the Spring/Summer 2018 issue depleted our inventory before summer's end and our *Travel Illinois Fall/Winter 2017* issue is now live.

If you are interested in learning more about participating in *Travel Illinois* in 2018, please contact MaryPat Moore (marypat.moore@meredith.com) for more information.

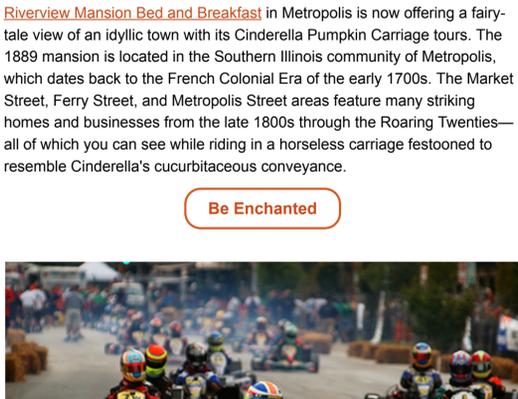
[Read the Fall/Winter Issue](#)



EXPO CHICAGO

Held on September 13–17 at historic Navy Pier, the International Exposition of Contemporary & Modern Art will feature 135 international galleries from 35 countries and 58 cities. Marking the beginning of the international fall art season, EXPO CHICAGO hosts leading galleries in the contemporary and modern art worlds as they work to build strong institutional relationships with major museums and organizations to open parallel exhibitions and events. For visitors, the expo presents an opportunity to keep up with the pulse of modern art thanks to panels, exhibits, and more.

[Experience the EXPO](#)



Cinderella Pumpkin Carriage Tours

[Riverview Mansion Bed and Breakfast](#) in Metropolis is now offering a fairy-tale view of an idyllic town with its Cinderella Pumpkin Carriage tours. The 1889 mansion is located in the Southern Illinois community of Metropolis, which dates back to the French Colonial Era of the early 1700s. The Market Street, Ferry Street, and Metropolis Street areas feature many striking homes and businesses from the late 1800s through the Roaring Twenties—all of which you can see while riding in a horseless carriage festooned to resemble Cinderella's cucurbitaceous conveyance.

[Be Enchanted](#)



Rock Island Grand Prix

The world's best drivers come to compete for one of go-karting's largest cash purses with payouts through ninth place. Last year attracted more than 40,000 spectators to the two days of racing. The free-admission festival includes nightly outdoor concerts, a driver's parade, autograph sessions, and a special post-race awards ceremony on Sunday. There are also food and merchandise booths, kid's activities, and other race-related activities.

[Get in On the Action](#)

ARE YOU UP FOR AUTHENTIC CHOCOLATE?



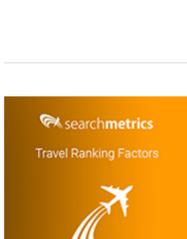
Outside Springfield, a sweet-toothed artisan imports the flavors of European chocolate to small-town Illinois.

When Joshua Becker traveled to the Netherlands, he brought back more than just pictures and stories. After witnessing the delicate craftsmanship of the country's chocolatiers—and tasting the rich flavors of Dutch chocolate—Becker found himself in love with the art of chocolate making. In 2012, he opened Cocoa Blue Chocolates in Rochester, Illinois—where he and his staff produce high-end chocolates and truffles from scratch.

For many of his creations, Becker imports ingredients straight from the rich Netherlands, in order to imbue each truffle with the authentic taste of rich Dutch chocolate. But even if the cocoa comes from overseas, each is made right here at home. Whether you're on your way to see the Illinois capital or en route to one of the historic towns nearby, be sure to visit Cocoa Blue Chocolates for a sweet taste that's truly Illinois Made.

[Meet More Makers at Illinois Made](#)

THE LATEST TRAVEL TRENDS NEWS YOU CAN USE



Business Travel & Technology

Business travelers seem to like what they do: according to a recent survey, 72% of people who travel for business said that they find it stimulating. Technology is contributing to this trend, allowing them to be more productive while they are away. The study, conducted by Carlson Wagonlit Travel, also found that technology has greatly contributed to productivity while staff members are away from the office. Whereas there used to be downtime between a flight, taxi, and hotel, now business travelers can log in and work wherever they happen to be.

[Read More](#)



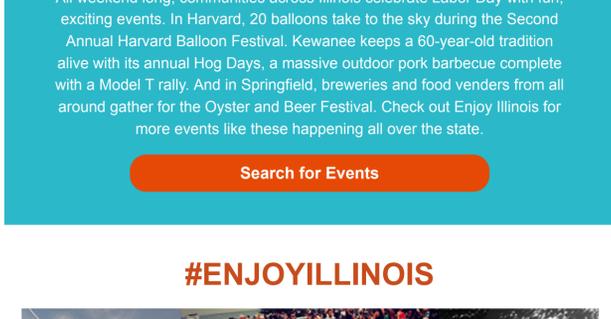
Improving Search Results

New research from Searchmetrics identifies the important travel-industry-specific search-rankings factors that travel agents, airlines, hotel chains, and other travel-related brands should consider in order to help improve their visibility in Google searches. The new study is based on an analysis of the top 20 search results on Google for over 6,000 typical travel-related search terms.

Searchmetrics identified the most commonly occurring elements that appear in these travel results.

[Read More](#)

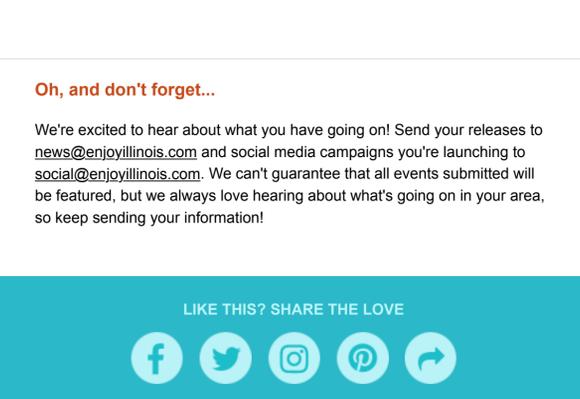
SPEND LABOR DAY WEEKEND IN ILLINOIS



All weekend long, communities across Illinois celebrate Labor Day with fun, exciting events. In Harvard, 20 balloons take to the sky during the Second Annual Harvard Balloon Festival. Kewanee keeps a 60-year-old tradition alive with its annual Hog Days, a massive outdoor pork barbecue complete with a Model T rally. And in Springfield, breweries and food vendors from all around gather for the Oyster and Beer Festival. Check out Enjoy Illinois for more events like these happening all over the state.

[Search for Events](#)

#ENJOYILLINOIS

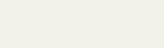
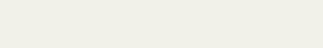


Check out how people from all over the world **#EnjoyIllinois** every day on our [Instagram](#)

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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