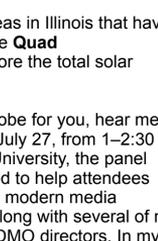


Happy Travel Tuesday

There's good news for tourism out of Chicago, where **Choose Chicago** announced that the city is setting records for Chicago tourism through the first six months of 2017. Led mainly by a growth in hotel demand thanks to convention travel – including record attendance for several major conventions – the Windy City has seen a projected 70.7% occupancy rate through the end of June. I also want to extend my congratulations to the several areas in Illinois that have showed growth in the past year, including the **Quad Cities** and **Southern Illinois** (and that's before the total solar eclipse rolls through there next month).



If this weekly newsletter isn't enough Cory Jobe for you, hear me in person during a live webinar this Thursday, July 27, from 1–2:30 CST. Hosted by Ragan and PR Daily's PR University, the panel entitled **Travel Media Pitch Tank** is designed to help attendees learn how to boost their tourism brand in the modern media landscape. I'll be there to offer my insights along with several of my colleagues, including travel editors and top DMO directors. In my experience, knowing how to put together a good pitch is vital to gaining publicity for your tourism organization, so I'm excited to share my knowledge with you all – and learn something from my illustrious peers. [Join us](#) to test your own pitches and learn how to get your stories featured in major publications.



Lastly, I'm looking forward to Friday, August 4, for the maiden voyage of our **Illinois Made Cruise**. Hosted by our friends at **Shoreline Sightseeing**, the 90-minute cruise pairs Shoreline's spectacular views from the Chicago River with handcrafted refreshments from our Illinois Made artisans. With drinks from makers such as **Tangled Roots Brewing Company** and **Whiskey Acres Distilling Co.** and live music from Chicago musician **Owen Stevenson**, it's sure to be a spirited evening. Hop aboard and reserve your tickets [here](#).

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



2018 Governor's Conference Flash Sale

Registration is now open for the 2018 Illinois Governor's Conference on Travel & Tourism. The annual conference brings together more than 500 tourism professionals to participate in networking events, an all-day tradeshow, and addresses from speakers ranging from destination experts to the Governor himself. We're offering a special Flash Sale for our early-birds. Register before July 31, and receive a full-conference registration for just \$295!

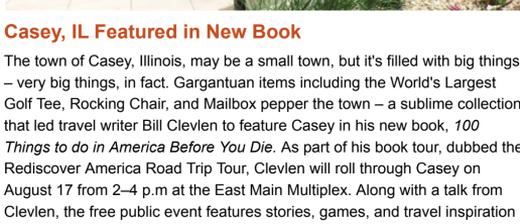
[Register for the Conference](#)



Whiskey Acres Mulls Upcoming Expansion

As one of our Illinois Made makers, Whiskey Acres Distilling Co. continues to drive new visitors to DeKalb County and serve as a strong local business that strengthens the community. Those assets are no doubt responsible for the [strong public support](#) of Whiskey Acres' proposed \$500,000 expansion, which will add a 4,000-square-foot visitor's center and a year-round tasting room that can seat up to 60 additional visitors. If approved, the new facility could open as early as late spring 2018.

[Visit Whiskey Acres](#)



Casey, IL Featured in New Book

The town of Casey, Illinois, may be a small town, but it's filled with big things – very big things, in fact. Gargantuan items including the World's Largest Golf Tee, Rocking Chair, and Mailbox pepper the town – a sublime collection that led travel writer Bill Clevlen to feature Casey in his new book, *100 Things to do in America Before You Die*. As part of his book tour, dubbed the Rediscover America Road Trip Tour, Clevlen will roll through Casey on August 17 from 2–4 p.m. at the East Main Multiplex. Along with a talk from Clevlen, the free public event features stories, games, and travel inspiration based on his journeys.

[Visit Casey](#)



Illinois State Fair

Get ready for August 10–20, when the Illinois State Fair springs up in Springfield. For a full week and a half, visitors from all over celebrate our great Midwest home with family-friendly events including carnival rides, livestock shows, agriculture exhibits, auto racing, and more. The fair also features a string of concerts from top artists such as Brad Paisley, Sublime with Rome, and John Mellencamp.

[Visit the Fair](#)

ARE YOU UP FOR COMMUNITY?



In Chicago's once-notorious vice district, two friends make beer for the whole neighborhood.

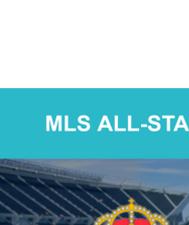
At the turn of the 20th century, Chicago's South Loop was one of America's most notorious red-light districts. Flash-forward more than 100 years, when buddies Quintin Cole and Curtis Tarver II began brewing their own beer in Cole's basement on Chicago's South Side. As the crowds gathered – and the equipment piled up – the pair continued reining their talents and expanding their repertoire. Eventually, they moved their operation into their microbrewery and taproom at 1454 S. Michigan Avenue – smack dab in the middle of Chicago's early-1990s den of debauchery. Hence the inspiration for the name: Vice District Brewing.

But the atmosphere in the 2,200-square-foot taproom is anything but unsavory. Instead, it stays true to Curtis and Quintin's original vision – a social hub where every guest can feel at home, thanks to an authentic underground vibe, 70" flat-screens and cozy seating. And, of course, delicious craft brews – including the dark-roasted, chocolatey *Habitual*; the toasted-malt, earth hopped *Everleigh*; the light-bodied, simple-grained *Pleasure Trip*; and seasonal batches of experimental one-offs. What began as a basement block party has grown into one of America's most diverse and inclusive beer pubs – all thanks to the power of good beer to bring people together.

[Watch our interview with the owners at EnjoyIllinois.com](#)

THE LATEST TRAVEL TRENDS

NEWS YOU CAN USE



Tips for Leveraging Mobile

It's no secret that travelers are increasingly researching, comparing, and booking attractions (and even accommodations) via their mobile phones. Rebecca White of Tourism eSchool [offers some suggestions](#) on how travel brands can take advantage of this habit. First: make use of TripAdvisor, which many tourists rely on for information. Second: optimize your websites to load quickly on mobile. Third: integrate Google Maps into your website. As travel operators, it's our job to adapt to visitors; habits – and that means putting information in the palm of their hand.

[Read More](#)

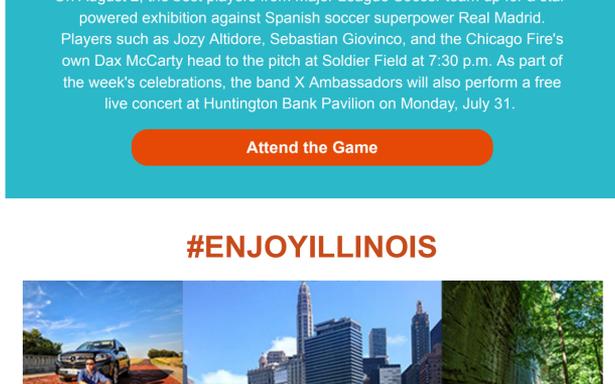


Five Great Campaigns

The American Bus Association [recently shared](#) five memorable marketing campaigns that any tourism professional would be wise to study. The examples include a print ad for Colorado Springs featuring visitors set against stunning natural backdrops; an award-winning integrated media campaign with native North Dakotan Josh Duhamel; and a newsletter for Richmond, VA that features two itineraries – one for the first-timers and one for repeat visitors. All of these are great examples of how to turn your destination's unique assets into a memorable campaign.

[Read More](#)

MLS ALL-STAR GAME AT SOLDIER FIELD



On August 2, the best players from Major League Soccer team up for a star-powered exhibition against Spanish soccer superpower Real Madrid. Players such as Jozy Altidore, Sebastian Giovinco, and the Chicago Fire's own Dax McCarty head to the pitch at Soldier Field at 7:30 p.m. As part of the live's celebrations, the band X Ambassadors will also perform a free live concert at Huntington Bank Pavilion on Monday, July 31.

[Attend the Game](#)

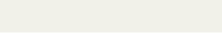
#ENJOYILLINOIS



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!



The Official Newsletter of the Illinois Office of Tourism

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