



Rockford Area Convention & Visitors Bureau

**2007**

**YEAR IN REVIEW**

Attendance Report for Rockford  
Region Sites, Attractions & Events

*Compiled by the Rockford Area Convention & Visitors Bureau.*

The Rockford Area Convention & Visitors Bureau was established in 1984 to promote and champion efforts to make our region an overnight visitor destination.

## **RACVB Mission**

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To Add Wealth to the Region’s Economy by Growing Tourism.

**Purpose:**  
The Rockford Area Convention & Visitors Bureau exists to deliver maximum benefit to residents by generating economic growth through investments in tourism.

### **RACVB Priorities and Outcomes**

**CREATE ECONOMIC WEALTH:** The Rockford Region Experiences Growth in Tourism Leading Indicators at a Greater Rate than the Competitive Set

**ENHANCE TOURISM PRODUCT:** The Rockford Region Offers Unique and Marketable Visitor Experiences and Venues that Meet or Exceed User Expectations

**COMMUNICATE WITH CONSTITUENTS:** RACVB Tourism Marketing Efforts Have Broad Support Among Key Stakeholders

*All data is self-reported information from Winnebago County sites, attractions and events. RACVB cannot guarantee its accuracy.*

## 2007 Site Attendance Rankings vs. 2006

<b>Sites/Attractions</b>	<b><u>2007</u></b>	<b><u>2006</u></b>
1. Sportscore Complexes/Indoor Sports Center	2,272,576	2,598,656
2. Rock Cut State Park <sub>1</sub>	1,118,918	1,012,350
3. MetroCentre <sub>2</sub>	320,445	491,946
4. Forest Hills Baseball Diamonds	300,000	300,000
5. Ice Facilities - Carlson & Riverview	260,174	280,374
6. Magic Waters Water Park	235,007	238,367
7. Rockford Park District Golf Courses (including Aldeen)	175,201	189,749
8. Rockford IceHogs <sub>3</sub>	164,744	143,790
9. Rockford RiverHawks <sub>4</sub>	155,763	115,248
10. Discovery Center Museum <sub>5</sub>	143,507	135,366
11. Lockwood Park Equestrian Centre	140,520	107,907
12. Volcano Falls Adventure Park	130,000	125,000
13. Rockford Speedway	101,367	93,264
14. Winnebago County Golf Courses	100,000	100,000
15. Burpee Museum of Natural History	90,027	116,083
16. Midway Village & Museum Center <sub>6</sub>	78,135	69,497
17. CoCo Key Water Resort <sub>7</sub>	74,566	n/a
18. Blackhawk Farms Raceway	70,000	50,000
19. Starlight Theatre/Studio Theatre	50,643	51,857
20. Harlem Community Center Ball Diamonds	50,000	35,000
21. Rockford Art Museum <sub>8</sub>	47,860	36,472
22. Klehm Arboretum & Botanic Garden <sub>9</sub>	35,168	75,000
23. Rockford Symphony Orchestra	33,682	32,000
24. Rockford Dance Company	28,283	25,343
25. Anderson Japanese Gardens	25,641	31,205
26. Coronado Performing Arts Center <sub>10</sub>	24,779	105,281
27. Severson Dells	20,500	20,000
28. Erlander Home Museum	11,300	10,599
29. Ski Broncs	10,000	9,600
30. Guilford Tennis Center	8,829	7,272
31. Tinker Swiss Cottage	7,549	9,866
32. Historic Auto Attractions	6,700	5,000
33. Forest City Queen	5,956	6,423
34. Mendelssohn Performing Arts Center <sub>11</sub>	3,638	10,000
35. Ethnic Heritage Museum <sub>12</sub>	1,600	2,800
36. Trolley Car	1,445	2,011
37. Graham Ginestra House	200	60
38. Davis Park <sub>13</sub>	n/a	16,676
39. 317 Art Gallery <sub>14</sub>	n/a	1,000
<b>Total</b>	<b>6,304,723</b>	<b>6,661,062</b>

(See notes in following pages)

## 2007 Event Attendance Rankings vs. 2006

Event	2007	2006
1. Fourth of July Celebration	400,000	400,000
2. On The Waterfront	302,641	308,740
3. Winnebago County Fair	185,000	185,000
4. Festival of Lights	150,000	150,000
5. Air Fest <sup>15</sup>	100,000	75,000
6. Festa Italiana	52,000	50,000
7. WXRX/Budweiser Wing Ding	22,000	14,000
8. Rockford Home Show	21,000	24,000
9. Boat, Fishing & Outdoor Show	21,000	23,000
10. Music in the Park	20,050	17,675
11. Pec Thing - May & September	20,000	20,000
12. Young at Heart Festival	20,000	20,000
13. Cherry Valley Festival Days	20,000	20,000
14. Roscoe Lions Fall Festival	20,000	15,000
15. Illinois Snow Sculpting Competition	19,763	16,907
16. Taste of Rockford	18,000	16,000
17. RV, Camping and Travel Show	17,000	21,000
18. Stars & Guitars Summer Concerts	16,320	15,676
19. Cider & Cinnamon Fall Arts & Craft Show	12,000	12,000
20. Thunder Nationals Monster Truck Show	12,000	10,800
21. Summerwood Music Series	11,300	13,000
22. Rockford Pro-Am	8,000	8,000
23. Groove Walk	7,206	3,161
24. Rockford Speedway, Trailer Race - August	6,548	6,432
25. Greenwich Village Art Fair	6,282	5,259
26. Rockford Speedway, Trailer Race - June	5,983	5,291
27. Garden Fair Extravaganza - Klehm Arboretum	5,908	11,000
28. Head of the Rock Regatta <sup>16</sup>	5,530	5,500
29. Rockford Speedway, Winston National Short Track	5,492	5,200
30. Keith Classic & Chrome Car Show	5,140	5,000
31. Senior Expo - Lifescape Community Services	4,700	4,700
32. Chili Shoot Out	4,000	4,500
33. PaleoFest - Burpee Museum	3,620	3,754
34. Klehm Arboretum's Wood Song Series	1,610	2,528
35. Autumn at the Arboretum - Klehm Arboretum	450	5,000
36. Holiday Folk Craft and Art Expo <sup>17</sup>	n/a	20,000
37. Klehm Arboretum's Garden Glory Walk <sup>18</sup>	n/a	800
<b>Total</b>	<b>1,530,543</b>	<b>1,523,923</b>

(See notes on following pages)

### **2007 Attendance Totals**

2007 Total Site Attendance = 6,304,723  
2007 Total Event Attendance = 1,530,543  
Total 2007 Attendance = 7,835,266

### **2006 Attendance Totals**

2006 Total Site Attendance = 6,661,062  
2006 Total Event Attendance = 1,523,923  
Total 2006 Attendance = 8,184,985

### **2005 Attendance Totals**

2005 Total Site Attendance = 6,987,745  
2005 Total Event Attendance = 1,508,775  
Total 2005 Attendance = 8,496,520

### **2004 Attendance Totals**

2004 Total Site Attendance = 6,362,289  
2004 Total Event Attendance = 1,359,007  
Total 2004 Attendance = 7,721,296

### **2003 Attendance Totals**

2003 Total Site Attendance = 5,862,913  
2003 Total Event Attendance = 1,352,801  
Total 2003 Attendance = 7,215,714

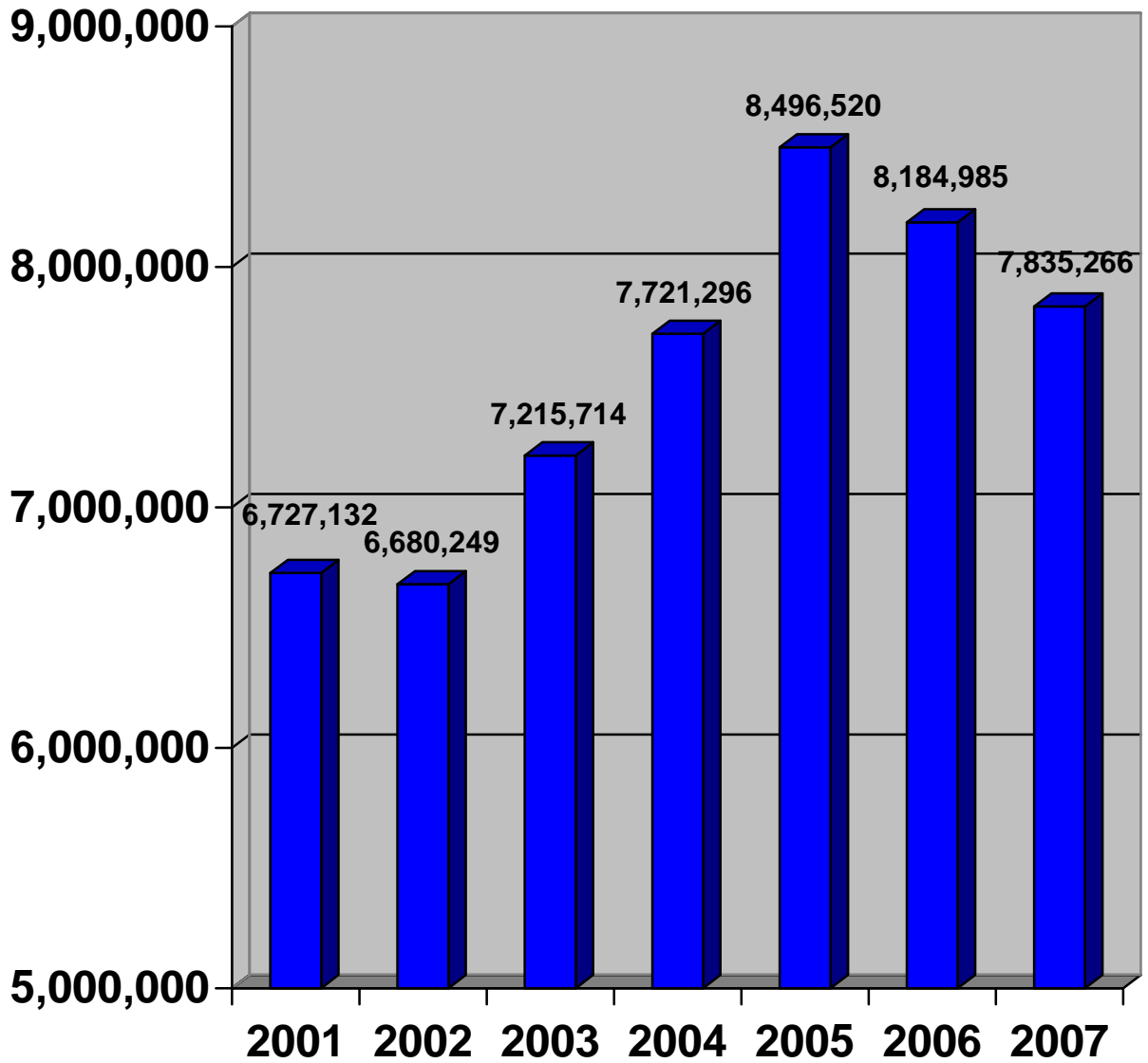
### **2002 Attendance Totals**

2002 Total Site Attendance = 5,194,003  
2002 Total Event Attendance = 1,486,246  
Total 2002 Attendance = 6,680,249

### **2001 Attendance Totals**

2001 Total Site Attendance = 5,242,041  
2001 Total Event Attendance = 1,485,091  
Total 2001 Attendance = 6,727,132

## 2001 - 2007 Comparison



## Top Ten Sites of 2007

<b>Sites/Attractions</b>	<b><u>2007</u></b>	<b><u>2006</u></b>
1. Sportscore Complexes/Indoor Sports Center	2,272,576	2,598,656
2. Rock Cut State Park <sub>1</sub>	1,118,918	1,012,350
3. MetroCentre <sub>2</sub>	320,445	491,946
4. Forest Hills Baseball Diamonds	300,000	300,000
5. Ice Facilities - Carlson & Riverview	260,174	280,374
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7. Rockford Park District Golf Courses (including Aldeen)	175,201	189,749
8. Rockford IceHogs <sub>3</sub>	164,744	143,790
9. Rockford RiverHawks <sub>4</sub>	155,763	115,248
10. Discovery Center Museum <sub>5</sub>	143,507	135,366
<b>Total</b>	<b>5,146,335</b>	<b>5,505,846</b>

(See notes in following pages)

## Top Ten Events of 2007

<b>Event</b>	<b><u>2007</u></b>	<b><u>2006</u></b>
1. Fourth of July Celebration	400,000	400,000
2. On The Waterfront	302,641	308,740
3. Winnebago County Fair	185,000	185,000
4. Festival of Lights	150,000	150,000
5. Air Fest <sub>15</sub>	100,000	75,000
6. Festa Italiana	52,000	50,000
7. WXRX/Budweiser Wing Ding	22,000	14,000
8. Rockford Home Show	21,000	24,000
9. Boat, Fishing & Outdoor Show	21,000	23,000
10. Music in the Park	20,050	17,675
<b>Total</b>	<b>1,273,691</b>	<b>1,247,415</b>

(See notes in following pages)

# Notes on Differences in Attendance at Area Sites/Attractions and Events 2007 versus 2006 (self reported analysis)

## Sites/Attractions

1. Rock Cut State Park – Good weather and the new I-90/173 interchange contributed to increased attendance.
2. MetroCentre – Major renovations caused a decrease in attendance.
3. Rockford IceHogs – Participation in the playoffs and a newly renovated MetroCentre resulted in increased attendance.
4. Rockford RiverHawks – Attendance for the RiverHawks baseball season was 155,763. Attendance for other events at Road Ranger Stadium—including the NAC Tournament, Rockford College home baseball games, Wooden Bat Tournament, IHSAA Super Sectionals, and many American Legion and local baseball games—was 75,000.
5. Discovery Center Museum – The LEGO exhibit and its international media attention brought more people to the museum.
6. Midway Village & Museum Center – The 2006 attendance was adjusted to remove attendance for bike path use. Previous years' reports had combined Museum attendance with bike path attendance.
7. CoCo Key Water Resort – This new site opened in January 2007.
8. Rockford Art Museum – Attendance numbers increased with the opening of "He & She: Vallien & Hydman-Vallien".
9. Klehm Arboretum & Botanic Garden – Construction on South Main Street and for the new entrance to the arboretum influenced attendance.
10. Coronado Performing Arts Center - Attendance is for July through December (with shows occurring in September through December) when CPAC began its own ticketing, which was formerly handled by the MetroCentre. Attendance numbers for January through June are not available.
11. Mendelssohn Performing Arts Center – On-site attendance, not include Charlotte's Web concerts or recitals, is 775. Off-site attendance, which includes most of MPAC's sponsored performances, is 2,863.
12. Ethnic Heritage Museum – The museum was closed in February for construction.
13. Davis Park – There were no events at Davis Park this year other than those during On The Waterfront.
14. 317 Art Gallery – This gallery has closed.

## Events

15. Air Fest – The U.S. Navy Blue Angels and promotional efforts outside the immediate area contributed to increased attendance.
16. Head of the Rock Regatta – Attendance included 1,150 athletes and 4,380 spectators.
17. Holiday Folk Craft and Art Expo – The Expo was not in Rockford this year. The MetroCentre was scheduled for IceHogs games.
18. Klehm Arboretum's Garden Glory Walk – This event was discontinued.