



Rockford Area Convention & Visitors Bureau

2003 ATTENDANCE REPORT FOR ROCKFORD AREA SITES, ATTRACTIONS & EVENTS

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

RACVB Mission

To Propel the Rockford Area to pre-eminent
DESTINATION stature.

Purpose:

The Rockford Area Convention & Visitors Bureau exists for the Rockford Area to derive maximum benefit from its Hospitality Industry.

Priorities/Goals

GROWTH IN TOURISM EXPENDITURES

RESIDENTS & VISITORS HAVE POSITIVE PRECEPTIONS OF THE
ROCKFORD AREA AS A DESTINATION

PUBLIC POLICY SUPPORTS TOURISM INDUSTRY

DIVERSIFIED AND NEW TOURISM PRODUCT EXISTS

2003 Site Attendance Rankings

| | 2003 | 2002 |
|--|------------------|------------------|
| 1. Rock Cut State Park | 1,800,412 | 1,005,203 |
| 2. Sportscore Complex/Indoor Sports Centre | 1,698,678 | 1,435,873 |
| 3. MetroCentre | 399,124 | 214,247 |
| 4. Magic Waters | 220,185 | 267,699 |
| 5. Discovery Center | 208,286 | 224,897 |
| 6. Midway Village & Museum Center | 195,561 | 193,720 |
| 7. Lockwood Park (Trailside Stables) | 193,760 | 184,460 |
| 8. City Golf Courses | 191,226 | 201,564 |
| 9. Ice Facilities (RPD) | 189,586 | 278,775 |
| 10. County Golf Courses | 110,000 | 115,000 |
| 11. Burpee Museum of Natural History | 100,210 | 93,909 |
| 12. Blackhawk Farms Raceway | 55,000 | 53,000 |
| 13. Klehm Arboretum & Botanic Garden | 46,000 | 45,000 |
| 14. Davis Park | 43,435 | 36,300 |
| 15. Rockford Symphony Orchestra | 42,000 | 45,655 |
| 16. Starlight Theatre/Studio Theatre | 36,300 | 39,211 |
| 17. Ski Broncs | 30,000 | 12,000 |
| 18. Anderson Japanese Gardens | 24,000 | 26,000 |
| 19. Rockford Dance Company | 23,300 | 30,000 |
| 20. Severson Dells | 18,500 | 18,432 |
| 21. Guilford Tennis Center | 10,000 | 2,500 |
| 22. Tinker Swiss Cottage | 8,871 | 10,669 |
| 23. 317 Art Gallery | 8,000 | 10,000 |
| 24. Mendelssohn Club | 6,000 | 6,462 |
| 25. Forest City Queen | 5,957 | 4,854 |
| 26. Ethnic Heritage Museum | 4,900 | 4,500 |
| 26. Erlander Home Museum | 3,228 | 6,000 |
| 27. Trolley Car | 2,793 | 2,257 |
| Graham Ginestra House | 300 | 300 |
| TOTAL | 5,675,612 | 5,194,003 |

2003 Event Attendance Rankings

| | 2003 | 2002 |
|---|------------------|------------------|
| 1. Fourth of July Celebration | 400,000 | 400,000 |
| 2. On the Waterfront | 338,000 | 372,000 |
| 3. Winnebago County Fair | 132,000 | 132,000 |
| 4. Festival of Lights | 110,000 | 200,000 |
| 6. Rockford Home Show | 33,000 | 35,000 |
| 8. Boat, Fishing, & Outdoor Show | 28,000 | 28,000 |
| 9. Cherry Valley Festival Days | 25,000 | 25,000 |
| 10. Fiesta Italiana | 25,000 | 37,000 |
| 11. Pec Thing—September | 22,000 | 21,000 |
| 12. RV Camping and Travel Show | 21,000 | 19,000 |
| 13. Pec Thing—May | 20,000 | 20,000 |
| 14. Roscoe Lions Fall Festival | 20,000 | 20,000 |
| 15. Young at Heart | 20,000 | 20,000 |
| 16. Music in the Park | 19,275 | 17,000 |
| 17. Disney on Ice | 13,534 | N/A |
| 18. Holiday Folk Craft and Art Expo | 11,299 | 12,507 |
| 19. Thunder Nationals Monster Truck | 10,000 | 15,000 |
| 20. AMA Motocross (Arenacross) | 9,540 | 7,839 |
| 21. First Night | 8,500 | 10,000 |
| 22. Spring Folk Craft & Art Expo | 8,285 | N/A |
| 23. Rockford Pro-Am | 8,000 | 9,000 |
| 24. Monster Truck Show | 7,981 | N/A |
| 25. Industrial Trade Show | 7,000 | 3,500 |
| 26. Trailer Race – August | 5,600 | N/A |
| 27. Winston National Short Track | 5,500 | 9,000 |
| 28. Trailer Race – June | 5,000 | N/A |
| 29. Senior Expo | 5,000 | 5,000 |
| 30. Rockford Art Museum Festival | 4,750 | 5,000 |
| 31. Groove Walk | 1,600 | 1,100 |
| 32. Illinois Snow Sculpting Competition | 0 | 35,000 |
| TOTAL | 1,324,864 | 1,486,246 |

2003 Attendance Totals

2003 Total Site Attendance = 5,675,612

2003 Total Event Attendance = 1,324,864

Total 2003 Attendance =7,000,476

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

2000 Attendance Totals

2000 Total Site Attendance = 5,133,311

2000 Total Event Attendance = 1,792,249

Total 2000 Attendance 6,925,560

1999 Attendance Totals

1999 Total Site Attendance = 5,084,281

1999 Total Event Attendance = 1,787,190

Total 1999 Attendance 6,871,471

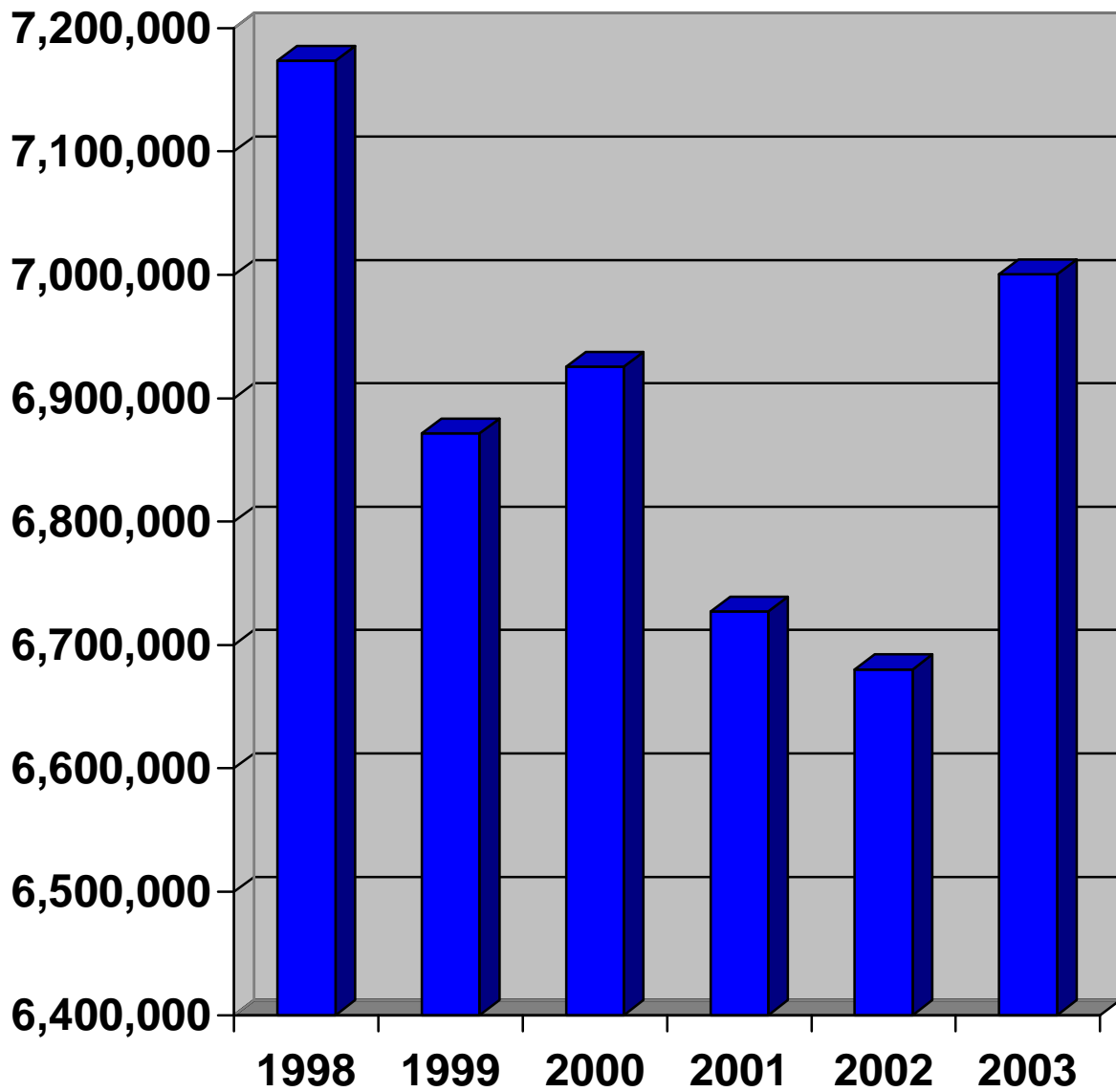
1998 Attendance Totals

1998 Total Site Attendance = 5,162,364

1998 Total Event Attendance = 2,011,274

Total 1998 Attendance 7,173,638

1998-2003 Attendance Comparison



Top Ten Sites of 2003

| | |
|---|------------------|
| 1.Rock Cut State Park | 1,800,412 |
| 2.Sportscore Complex/Indoor Sports Centre | 1,698,678 |
| 3.MetroCentre | 399,124 |
| 4.Magic Waters | 220,185 |
| 5 Discovery Center | 208,286 |
| 6. Midway Village & Museum Center | 195,561 |
| 7. Lockwood Park (Trailside Stables) | 193,760 |
| 8. City Golf Courses | 191,226 |
| 9. Ice Facilities (RPD) | 189,586 |
| 10.County Golf Courses | 110,000 |

Top Ten Events of 2003

| | |
|----------------------------------|----------------|
| 1. Fourth of July Celebration | 400,000 |
| 2. On the Waterfront | 338,000 |
| 3. Winnebago County Fair | 132,000 |
| 4. Festival of Lights | 110,000 |
| 5. Rockford Home Show | 33,000 |
| 6. Boat, Fishing, & Outdoor Show | 28,000 |
| 7. Cherry Valley Festival Days | 25,000 |
| 8.Fiesta Italiana | 25,000 |
| 9. Pec Thing—September | 22,000 |
| 10.RV Camping and Travel Show | 21,000 |

Notes on Differences in Attendance at Area Sites, 2003 Versus 2002

- Anderson Japanese Gardens' numbers were lower partly due to power outage during the July 4th Holiday.
- Tinker Swiss Cottage attributes lower numbers due to the fact they did not have the Kid's Castle at the Waterfront this year.
- MetroCentre and Davis Park numbers rose in 2003, with the MetroCentre rising by more than 180,000. They attribute a larger number of shows and bigger names like Match Box 20, Cher, Kenny Chesney, and Toby Keith to their large attendance rises.
- Rock Cut State Park had substantially larger number of visitors. Park officials attribute exceptional fall weather and better visibility with the near-by development to the much larger numbers for 2003.
- Erlander Home Museum's attendance numbers are lower for 2003 compared to 2002 due to their celebration of 150 years of Swedish Immigration in 2002. For this there were many more events and displays, thus drawing more people.
- Like 2002, in 2003 Rockford Speedway numbers were lower than expected due to inclement weather along with less people coming out due to economical issues.
- County Golf Courses numbers dropped some, though numbers indicate rounds played, not actual number of people. 2,600 people visited the County Golf Courses during 2003.
- The Guilford Tennis Center credits their large attendance increase to their great relationship with the U.S. Tennis Association, their talented staff and their large turnouts for tournaments. Their attendance number would actually be larger but they cannot account for walk-ups and after hours play.
- 317 Gallery number inaccurate from 2002. Attendance was actually around 10,000 with a decrease to 8,000 for 2003. Lower number attributed to lower amount of walk-in business and a lower interest in local art scene.
- Discovery Center numbers from the past have also included attendance numbers from traveling exhibits. Numbers are down this year because A. Not all traveling exhibits had reported their numbers when this document went to press and B. Traveling exhibits went to smaller venues this year, thus less people. Also noted was the fact that the actual Center was up in attendance by 1000 people compared to last year.
- The Ski Broncs' attendance number increased by 18,000 compared to 2002. They attribute this to their hosting of the Midwest Regional tournament and the Nationals Tournament for Show Ski.
- 2003 Rockford Dance Company numbers appear exceptionally high due to inaccurate information provided by RDC in 2002. Numbers are not for actual year, rather their fiscal year which is June 1-May 31.
- Blackhawk Farms Raceway numbers rose due to better weather than 2002.
- Forest City Queen numbers rose again after reopening in 2002 because of dry dock in 2001.
- Burpee Museum and National History numbers rose due to an increased interest in "Jane" as well as other exhibits.

Notes on Differences in Attendance at Area Events, 2003 Versus 2002

- Disney on Ice proved to be a big hit at the MetroCentre after not being shown last year.
- The Rockford Art Museum Festival experienced only a slight drop in attendance with the terrible weather it experienced on both days of the festival.
- Fiesta Italiana saw a significant drop in attendance due to rain and poor weather.

4/26/04 – Prepared by Matt Entwistle