



**Rockford Area Convention & Visitors Bureau**

# **2002 ATTENDANCE REPORT FOR ROCKFORD AREA SITES, ATTRACTIONS & EVENTS**

**FINAL October 2003, self-reported data**

**Memorial Hall** 211 North Main Street Rockford, IL 61101-1010 USA [www.gorockford.com](http://www.gorockford.com)  
(V/TTY) 815.963.8111 Canada & USA 800.521.0849 Anywhere Fax: 815.963.4298

***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**

CONDUCT CONTINUOUS I-90 PACKAGE PROMOTION

MINE LOCAL CITIZENS NETWORKS FOR BUSINESS

PRODUCE WOW VISITOR EXPERIENCES

## 2002 Site Attendance Rankings

	2002	2001
1. Sportscore Complex/Indoor Sports Center	1,435,873	1,472,705
2. Rock Cut State Park	1,005,203	988,535
3. Rockford Park District Ice Facilities	278,775	224,549
4. Magic Waters	267,699	294,058
5. Discovery Center	224,897	204,565
6. MetroCentre	214,247	372,404
7. Rockford Speedway	203,000	223,000
8. City Golf Courses	201,564	226,736
9. Midway Village & Museum Center	193,720	227,321
10. Lockwood Park (Trailside Stables)	184,460	85,364
11. Sinnissippi Gardens & Greenhouse	158,600	158,600
12. Coronado Theatre	125,716	218,998
13. County Golf Courses	115,000	122,220
14. Burpee Museum of Natural History	93,909	62,345
15. Rockford Dance Company	76,185	12,036
16. New American Theater	53,000	48,167
17. Starlight Theatre/Studio Theatre	45,655	32,065
18. Klehm Arboretum & Botanic Garden	45,000	52,000
19. Davis Park	41,015	n/a
20. Blackhawk Farms Raceway	40,000	33,000
21. Rockford Art Museum	39,211	36,718
22. Rockford Symphony Orchestra	36,300	41,000
23. Anderson Japanese Gardens	26,000	28,600
23. Severson Dells	18,432	18,428
24. Rockford Ski Broncos	15,000	15,000
25. Community Concert Series	13,300	10,000
26. Tinker Swiss Cottage	10,669	10,587
27. Mendelssohn Club	6,462	4,737
28. Erlander Home Museum	6,000	1,507
29. Forest City Queen	4,854	1,410
29. 317 Gallery	4,700	4,600
30. Ethnic Heritage Museum	4,500	4,000
31. Guilford Tennis Center	2,500	5,000
32. Trolley Car	2,257	4,136
33. Graham Ginestra House	300	650
<b>TOTAL</b>	<b>5,194,003</b>	<b>5,242,041</b>

*\*Self-reported data.*

## 2002 Event Attendance Rankings

	2002	2001
1. Fourth of July Celebration	400,000	400,000
2. On the Waterfront	372,000	372,000
3. Festival of Lights	200,000	130,000
4. Winnebago County Fair	132,000	132,000
5. Festa Italiana	37,000	55,000
6. Illinois Snow Sculpting Competition	35,000	99,045
6. Rockford Home Show	35,000	35,000
8. Boat, Fishing, & Outdoor Show	28,000	28,000
9. Cherry Valley Festival Days	25,000	17,000
10. Pec Thing—September	21,000	22,000
11. Pec Thing—May	20,000	20,000
11. Roscoe Lions Fall Festival	20,000	20,000
11. Young at Heart	20,000	20,000
14. RV Camping and Travel Show	19,000	21,500
15. Music in the Park	17,000	17,050
16. Thunder Nationals Monster Truck	15,000	11,000
17. Holiday Folk Craft and Art Expo	12,507	13,114
18. First Night	10,000	9,000
18. Family Pet Show	10,000	7,000
20. Coronado 150 yr. Celebration	9,500	n/a
21. Winston National Short Track	9,000	9,000
21. Rockford Pro-Am	9,000	15,000
23. Bahama Brackets	7,800	5,000
24. Rockford Art Museum Festival	5,000	6,211
24. Senior Expo	5,000	5,000
26. Industrial Trade Show	3,500	3,500
27. Groove Walk	1,100	1,200
28. AMA Motor Cross	7,839	6,201
<b>TOTAL</b>	<b>1,486,246</b>	<b>1,455,345</b>

*\*Self-reported data.*

## **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

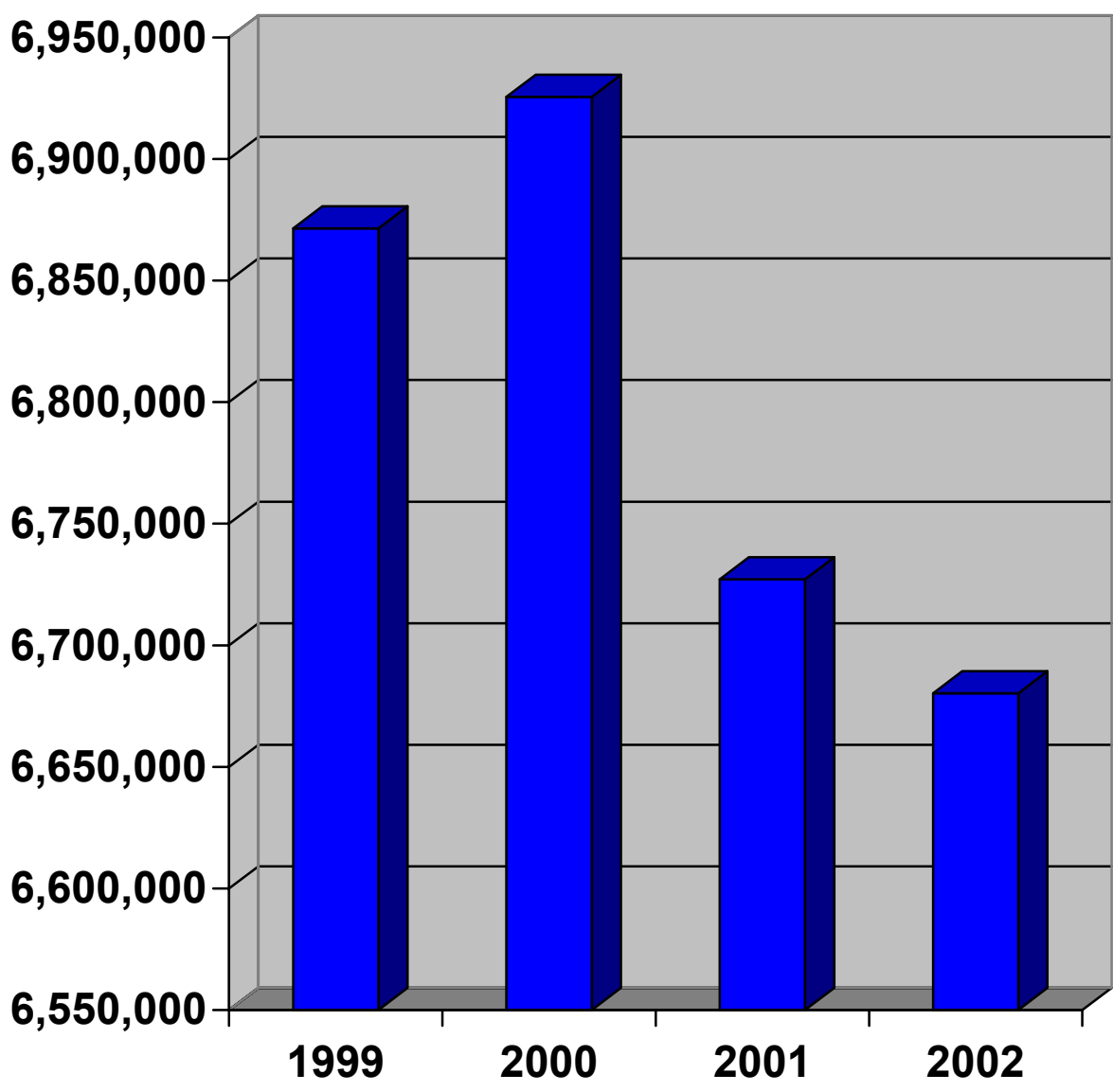
1998 Total Event Attendance = 2,011,274

Total 1998 Attendance 

---

 7,173,638

**1999-2002 Attendance Comparison**



## **Top Ten Sites of 2002**

1. Sportscore Complex/Indoor Sports Center	<b>1,435,873</b>
2. Rock Cut State Park	<b>1,005,203</b>
3. Ice Facilities (Rockford Park Dist.)	<b>278,775</b>
4. Magic Waters	<b>267,699</b>
5. Discovery Center	<b>224,897</b>
6. MetroCentre	<b>214,247</b>
7. Rockford Speedway	<b>203,000</b>
8. City Golf Courses	<b>201,564</b>
9. Midway Village & Museum Center	<b>193,720</b>
10. Trailside Stables	<b>184,460</b>

## **Top Ten Event of 2002**

1. Fourth of July Celebration	<b>400,000</b>
2. On the Waterfront	<b>372,000</b>
3. Festival of Lights	<b>200,000</b>
4. Winnebago County Fair	<b>132,000</b>
5. Festa Italiana	<b>37,000</b>
6. Illinois Snow Sculpting Competition	<b>35,000</b>
6. Rockford Home Show	<b>35,000</b>
8. Boat, Fishing, & Outdoor Show	<b>28,000</b>
9. Cherry Valley Festival Days	<b>25,000</b>
10. Pec Thing—September	<b>21,000</b>

## Notes on Differences in Attendance at Area Sites, 2002 Versus 2001

- Burpee Museum of Natural History credits curiosity over rare, newly discovered dinosaur bone as primary cause of attendance increase. Burpee also credited greater PR and added family programming.
- Discovery Center Museum credits its increased attendance to February 2002 national recognition by *Child* magazine as fourth best children's museum in nation, plus increased promotions and public relations efforts into suburban-Chicago and I-90 corridor markets.
- Erlanger Home Museum reported high attendance numbers due to an increase in events held by the site.
- 2002 Rockford Speedway numbers were lower than expected due to inclement weather.
- The inclement weather of early 2002 was also partially responsible for attendance declines at: Magic Waters; County and City golf courses; Klehm Arboretum & Botanic Garden; and Anderson Japanese Gardens
- The Graham Ginestra House experienced an unprecedented decrease in attendance numbers. Museum officials cite isolated locale and virtually no press as most-probable causes.
- 2002 Rockford Dance Company numbers appear exceptionally high due to inaccurate information provided by RDC in 2001.
- An increase in attendance at Rock Valley College's Starlight Theatre/Studio Theatre paralleled continued, significant physical enhancements and modifications to Starlight Theatre.
- After being in dry dock for repairs and improvements most of the 2001 summer season, Rockford Park District's Forest City Queen greeted nearly 5,000 riders in 2002.
- 2001 Davis Park attendance figures were incorporated into MetroCentre attendance. 2002 Davis Park attendance figures were separated out.

## Notes on Differences in Attendance at Area Events, 2002 Versus 2001

- Bahama Brackets and National Short Track experienced low attendance numbers due to rain at several scheduled events.
- The Illinois Snow Sculpting Competition also suffered low attendance numbers due to insufficient amounts of snow, unseasonable weather conditions.
- The Coronado 150<sup>th</sup> Anniversary Celebration did not occur in 2001.