



Rockford Area Convention & Visitors Bureau

# **2008 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 generates positive economic impact for our community through investments in tourism.

## **RACVB Priorities and Outcomes**

**CREATE ECONOMIC WEALTH:** The Rockford Region Achieves 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:** The Community Values the Mission of the Rockford Area Convention & Visitors Bureau

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

## 2008 Site Attendance Rankings vs. 2007

<b>Sites/Attractions</b>	<b><u>2008</u></b>	<b><u>2007</u></b>
1. Sportscore Complexes/Indoor Sports Center	<b>2,290,700</b>	2,272,576
2. Rock Cut State Park <sup>1</sup>	<b>1,051,959</b>	1,118,918
3. MetroCentre	<b>388,145</b>	320,445
4. Ice Facilities - Carlson & Riverview	<b>306,742</b>	260,174
5. Forest Hills Baseball Diamonds	<b>300,000</b>	300,000
6. Magic Waters Water Park	<b>203,202</b>	235,007
7. Rockford Park District Golf Courses (including Aldeen)	<b>196,313</b>	175,201
8. Rockford IceHogs <sup>2</sup>	<b>172,685</b>	164,744
9. Discovery Center Museum	<b>143,829</b>	143,507
10. Lockwood Park Equestrian Centre	<b>137,977</b>	140,520
11. Rockford RiverHawks <sup>3</sup>	<b>134,728</b>	155,763
12. Volcano Falls Adventure Park	<b>110,000</b>	130,000
13. Rockford Speedway	<b>106,798</b>	101,367
14. Winnebago County Golf Courses	<b>93,000</b>	100,000
15. Burpee Museum of Natural History	<b>90,415</b>	90,027
16. Midway Village Museum	<b>79,723</b>	78,135
17. Blackhawk Farms Raceway	<b>75,000</b>	70,000
18. CoCo Key Water Resort	<b>71,889</b>	74,566
19. Starlight Theatre/Studio Theatre	<b>50,823</b>	50,643
20. Harlem Community Center Ball Diamonds	<b>50,000</b>	50,000
21. Anderson Japanese Gardens	<b>49,870</b>	25,641
22. Coronado Performing Arts Center <sup>4</sup>	<b>44,017</b>	24,779
23. Rockford Symphony Orchestra	<b>33,177</b>	33,682
24. Klehm Arboretum & Botanic Garden <sup>5</sup>	<b>31,158</b>	35,168
25. Rockford Dance Company	<b>27,784</b>	28,283
26. Rockford Art Museum <sup>6</sup>	<b>27,562</b>	47,860
27. Severson Dells	<b>20,500</b>	20,500
28. Mendelssohn Performing Arts Center <sup>7</sup>	<b>8,466</b>	3,638
29. Tinker Swiss Cottage Museum & Gardens	<b>7,250</b>	7,549
30. Historic Auto Attractions	<b>7,000</b>	6,700
31. Davis Park <sup>8</sup>	<b>5,500</b>	n/a
32. Guilford Tennis Center <sup>24</sup>	<b>5,360</b>	8,829
33. Erlander Home Museum <sup>9</sup>	<b>3,000</b>	11,300
34. Ski Broncs <sup>10</sup>	<b>2,400</b>	10,000
35. Ethnic Heritage Museum	<b>1,900</b>	1,600
36. Forest City Queen	<b>1,832</b>	5,956
37. Trolley Car <sup>11</sup>	<b>N/A</b>	1,445
38. Graham Ginestra House <sup>12</sup>	<b>N/A</b>	200
<b>TOTAL</b>	<b>6,330,704<sup>24</sup></b>	6,304,723

(See notes in following pages.)

## 2008 Event Attendance Rankings vs. 2007

<b>Events</b>	<b>2008</b>	<b>2007</b>
1. On The Waterfront	<b>299,349</b>	302,641
2. Fourth of July Celebration	<b>250,000</b>	400,000
3. Winnebago County Fair	<b>185,000</b>	185,000
4. Air Fest <sup>13</sup>	<b>175,000</b>	100,000
5. Festival of Lights	<b>100,000</b>	150,000
6. Festa Italiana	<b>50,000</b>	52,000
7. Illinois Snow Sculpting Competition <sup>14</sup>	<b>41,900</b>	19,763
8. Music in the Park	<b>36,880</b>	20,050
9. WXRX/Budweiser Wing Ding	<b>23,000</b>	22,000
10. Rockford Home Show	<b>21,000</b>	21,000
11. Boat, Fishing & Outdoor Show	<b>21,000</b>	21,000
12. Pec Thing - May & September	<b>20,000</b>	20,000
13. Young at Heart Festival	<b>20,000</b>	20,000
14. Roscoe Lions Fall Festival	<b>20,000</b>	20,000
15. RV, Camping and Travel Show	<b>17,000</b>	17,000
16. Cherry Valley Festival Days	<b>15,000</b>	20,000
17. Home & Garden Showcase <sup>15</sup>	<b>15,000</b>	N/A
18. Thunder Nationals Monster Truck Show	<b>14,000</b>	12,000
19. Taste of Rockford	<b>11,000</b>	18,000
20. Summerwood Music Series	<b>10,000</b>	11,300
21. Cider & Cinnamon Fall Arts & Craft Show <sup>16</sup>	<b>9,000</b>	12,000
22. Rockford Pro-Am	<b>8,000</b>	8,000
23. Keith Classics & Chrome Car Show <sup>17</sup>	<b>7,510</b>	5,140
24. Head of the Rock Regatta <sup>18</sup>	<b>7,100</b>	5,530
25. Rockford Speedway, Trailer Race - August	<b>6,932</b>	6,548
26. Groove Walk	<b>6,427</b>	7,206
27. Rockford Speedway, Winston National Short Track	<b>5,921</b>	5,492
28. Klehm Arboretum Garden Fair <sup>19</sup>	<b>5,200</b>	5,908
29. Senior Expo - Lifescape Community Services	<b>5,000</b>	4,700
30. Chili Shoot Out	<b>4,300</b>	4,000
31. Rockford Speedway, Trailer Race - June <sup>20</sup>	<b>4,187</b>	5,983
32. Stars & Guitars Summer Concerts <sup>21</sup>	<b>4,025</b>	16,320
33. PaleoFest - Burpee Museum <sup>22</sup>	<b>1,641</b>	3,620
34. Greenwich Village Art Fair <sup>23</sup>	<b>1,600</b>	6,282
35. Klehm Arboretum's Wood Song Concert Series	<b>1,560</b>	1,610
36. Autumn at the Arboretum - Klehm Arboretum	<b>950</b>	450
<b>TOTAL</b>	<b>1,424,482</b>	1,530,543

(See notes in following pages.)

### **2008 Attendance Totals**

2008 Total Site Attendance = 6,330,704  
2008 Total Event Attendance = 1,424,482  
  
Total 2008 Attendance = 7,755,186

### **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

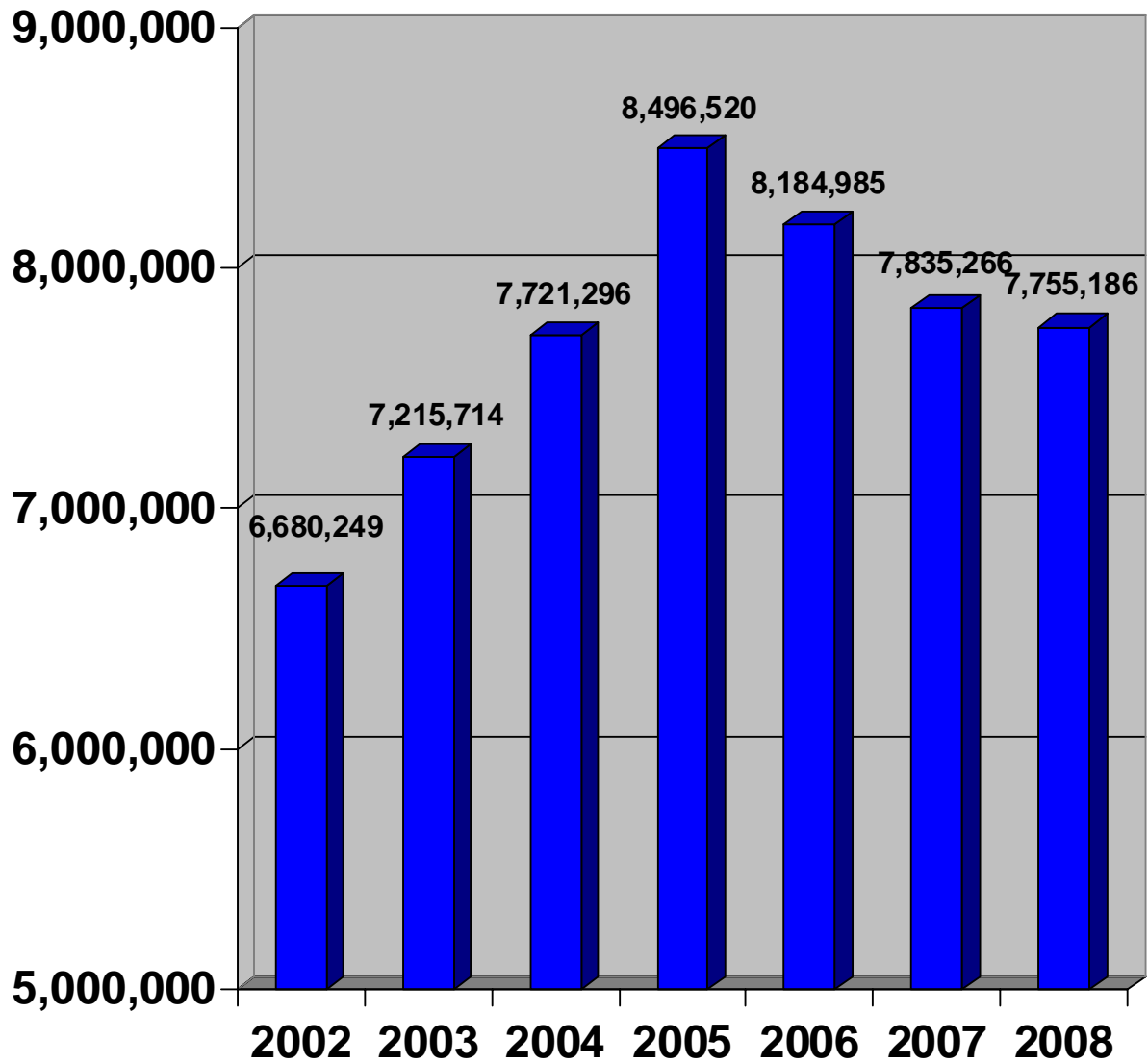
### **2003 Attendance Totals**

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

### **2002 Attendance Totals**

2001 Total Site Attendance = 5,194,003  
2001 Total Event Attendance = 1,486,246  
  
Total 2002 Attendance = 6,680,249

## 2002 - 2008 Comparison



## Top Ten Sites of 2008

<b>Sites/Attractions</b>	<b><u>2008</u></b>	<b><u>2007</u></b>
1. Sportscore Complexes/Indoor Sports Center	<b>2,290,700</b>	2,272,576
2. Rock Cut State Park <sub>1</sub>	<b>1,051,959</b>	1,118,918
3. MetroCentre	<b>388,145</b>	320,445
4. Ice Facilities - Carlson & Riverview	<b>306,742</b>	260,174
5. Forest Hills Baseball Diamonds	<b>300,000</b>	300,000
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7. Rockford Park District Golf Courses (including Aldeen)	<b>196,313</b>	175,201
8. Rockford IceHogs <sub>2</sub>	<b>172,685</b>	164,744
9. Discovery Center Museum	<b>143,829</b>	143,507
10. Lockwood Park Equestrian Centre	<b>137,977</b>	140,520
<b>TOTAL</b>	<b>5,191,552</b>	5,131,092

(See notes in following pages)

## Top Ten Events of 2008

<b>Events</b>	<b><u>2008</u></b>	<b><u>2007</u></b>
1. On The Waterfront	<b>299,349</b>	302,641
2. Fourth of July Celebration	<b>250,000</b>	400,000
3. Winnebago County Fair	<b>185,000</b>	185,000
4. Air Fest <sub>1,3</sub>	<b>175,000</b>	100,000
5. Festival of Lights	<b>100,000</b>	150,000
6. Festa Italiana	<b>50,000</b>	52,000
7. Illinois Snow Sculpting Competition <sub>1,4</sub>	<b>41,900</b>	19,763
8. Music in the Park	<b>36,880</b>	20,050
9. WXRX/Budweiser Wing Ding	<b>23,000</b>	22,000
10. Rockford Home Show	<b>21,000</b>	21,000
<b>TOTAL</b>	<b>1,182,129</b>	1,272,454

(See notes in following pages)

# Notes on Attendance at Area Sites/Attractions and Events 2008 versus 2007 – self-reported analysis

## Sites/Attractions

1. Rock Cut State Park – Slight drop in attendance attributed to high gas prices and poor spring weather.
2. Rockford IceHogs – Increase in attendance due to additional games for playoffs in 2008, and fewer games in 2007 because of MetroCentre renovations.
3. Rockford RiverHawks – Reported attendance is for RiverHawks games. Attendance at Road Ranger stadium for other events is 152,599.
4. Coronado Performing Arts Center – The increase in attendance reflects a new accounting system by CPAC. Numbers had formerly been reported by the MetroCentre.
5. Klehm Arboretum & Botanic Garden – Increase in attendance due to more booked events and weddings. General attendance was down due to rainy weather.
6. Rockford Art Museum – The higher attendance in 2007 can be partly attributed to the Vallien Glass exhibit in the spring, which brought about 10,000 visitors.
7. Mendelssohn Performing Arts Center – In-house attendance was 4,747. Off-site attendance was 3,719.
8. Davis Park – Three events were held: “Light the Night, Rockford”, Rockford Marathon, and Fourth of July SkyConcert.
9. Erlander Home Museum – Attendance reported is for Midsommar Fest and Lucia Fest. Museum visitor attendance was not available.
10. Ski Broncs – Attendance was down because of excessive rain which affected use of the river.
11. Trolley Car – Because of fire damage, the Trolley did not run in 2008.
12. Graham Ginestra Home – The home was not open to the public in 2008.

## Events

13. AirFest – Onsite attendance was 75,000. Off-site attendance is estimated at 100,000.
14. Illinois Snow Sculpting Competition – Estimate is based on City of Rockford vehicle counter, plus 2,000 walkers.
15. Home & Garden Showcase – First time attendance reported; event was new for 2008.
16. Cider & Cinnamon Fall Arts & Craft Show – Attendance was down due to rainy weather.
17. Keith Classics & Chrome Car Show – Increase in attendance may be attributed to more publicity in print, radio and television.
18. Head of the Rock Regatta – Attendance includes 1,100 athletes and 6,000 spectators.
19. Klehm Garden Fair – Attendance was down due to rainy weather.
20. Rockford Speedway Trailer Race, June – Attendance was down due to rainy weather.
21. Stars & Guitars Summer Concerts – Attendance was down due to rainy weather.
22. Paleofest - Burpee Museum – General attendance was down, but participation in classes and workshops was up.
23. Greenwich Village Art Fair – Attendance was down due to rainy weather.

## Update – December 2009

24. Guilford Tennis Center – 2008 attendance updated in Dec. 2009 to correspond to previous years by removing attendance from other RPD tennis facilities, and total site attendance updated.