



Rockford Area Convention & Visitors Bureau

2001

ATTENDANCE REPORT FOR ROCKFORD AREA SITES, ATTRACTIONS & EVENTS

April 2002, self-reported data

Memorial Hall 211 North Main Street Rockford, IL 61101-1010 USA www.gorockford.com
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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

INCREASE TOURISM AND CREATE MORE LOCAL JOBS

THINK "ROCKFORD" — A GREAT PLACE TO VISIT, LIVE, WORK &
PLAY

BRING TOGETHER AREA ORGANIZATIONS

BUILD COMMUNITY ASSETS

SUPPORT TOURISM PUBLIC POLICY

2001 Site Attendance Rankings

	2001	2000
1. Sportscore Complex	1,005,000	890,016
2. Rock Cut State Park	988,535	994,362
3. Indoor Sports Center	464,705	464,705
4. MetroCentre	278,775	224,549
5. Magic Waters	294,058	267,000
6. Midway Village & Museum Center	227,321	226,173
7. City Golf Courses	226,736	239,579
8. Ice Facilities (Rockford Park Dist.)	224,549	329,889
9. Rockford Speedway	223,000	207,933
10. Coronado Theatre	218,998	n/a
11. Discovery Center	204,565	169,500
12. Sinnissippi Gardens & Greenhouse	158,600	158,600
13. County Golf Courses	122,220	158,600
14. Lockwood Park (Trailside Stables)	85,364	82,422
15. Burpee Museum of Natural History	62,345	47,847
16. Klehm Arboretum & Botanic Garden	52,000	62,000
17. New American Theater	48,167	46,178
18. Rockford Symphony Orchestra	41,000	21,294
19. Rockford Art Museum	36,718	37,979
19. Blackhawk Farms Raceway	33,000	30,000
21. Starlight Theatre/Studio Theatre	32,065	17,500
22. Anderson Japanese Gardens	28,600	25,000
23. Severson Dells	18,428	18,410
24. Rockford Ski Broncos	15,000	15,000
25. Rockford Dance Company	12,036	12,137
26. Tinker Swiss Cottage	10,587	8,290
27. Community Concert Series	10,000	8,000
28. Guilford Tennis Center	5,000	2,000
29. Mendelssohn Club	4,737	4,521
30. 317 Gallery	4,600	3,800
31. Trolley Car	4,136	4,598
32. Ethnic Heritage Museum	4,000	1,500
33. Erlander Home Museum	1,507	1,911
34. Forest City Queen	1,410	6,534
35. Graham Ginestra House	650	1,000
Clock Tower Dinner Theatre	n/a	11,517
TOTAL	5,242,041	5,133,311

**Self-reported data.*

2001 Event Attendance Rankings

	2001	2000
1. Fourth of July Celebration	400,000	400,000
2. On the Waterfront	372,000	366,000
3. Winnebago County Fair	132,000	160,058
4. Festival of Lights	130,000	300,000
5. Illinois Snow Sculpting Competition	99,045	99,123
6. Festa Italiana	55,000	50,000
7. Rockford Home Show	35,000	33,500
8. Boat, Fishing, & Outdoor Show	28,000	27,000
9. Pec Thing—Sept.	22,000	32,000
10.RV Camping and Travel Show	21,500	21,000
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.Music in the Park	17,050	21,125
15.Cherry Valley Days	17,000	25,000
16.Rockford Pro-Am	15,000	11,000
17.Holiday Folk Craft and Art Expo	13,114	25,000
18.Hot Rod Monster Jam	11,000	9,335
19.Spring Folk Craft and Art Expo	9,746	20,000
20.Winston National Short Track	9,000	20,000
21.First Night	9,000	8,000
22.Bahama Brackets	7,800	5,000
23.Farm Show	7,500	14,700
24.Rockford Art Museum Festival	6,211	5,058
25.Senior Expo	5,000	5,000
26.Gourmet Alley	1,500	1,500
27.Groove Walk	1,200	1,100
28.St. Patrick's Day Party	425	750
Gus Macker	n/a	45,000
RocVale Balloon Rally	n/a	20,000

TOTAL 1,456,091 1,792,249

**Self-reported data.*

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

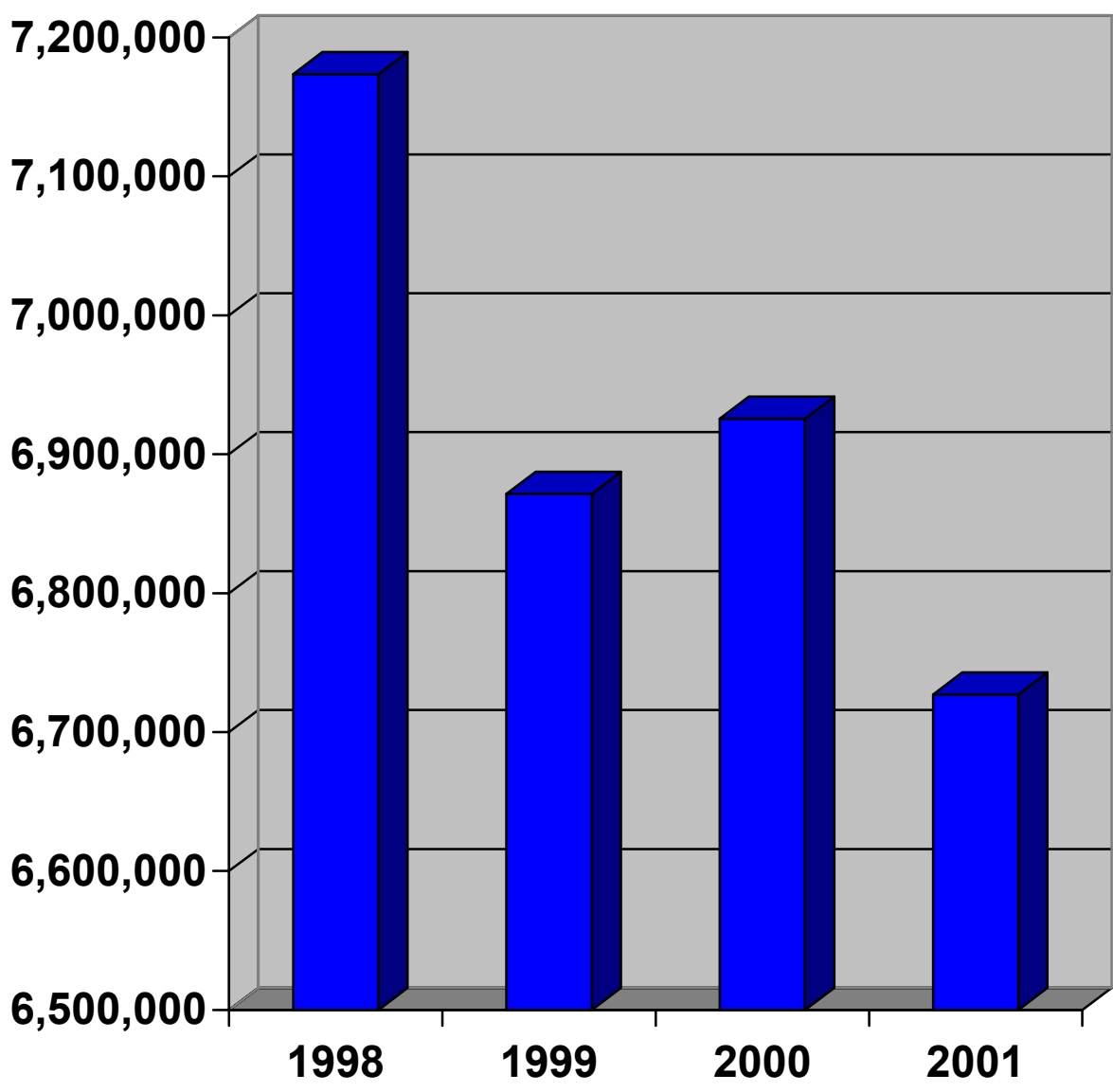
1998 Total Site Attendance = 5,162,364

1998 Total Event Attendance = 2,011,274

Total 1998 Attendance	<hr/>
	7,173,638

RACVB/bt

1998-2001 Attendance Comparison



Top Ten Sites of 2001

1. Sportscore Complex	1,005,000
2. Rock Cut State Park	988,535
3. Indoor Sports Center	464,705
4. MetroCentre	372,404
5. Magic Waters	294,058
6. Midway Village & Museum Center	227,321
7. City Golf Courses	226,736
8. Ice Facilities (Rockford Park Dist.)	224,549
9. Rockford Speedway	223,000
10. Coronado Theatre	218,998

Top Ten Events of 2001

1. Fourth of July Celebration	400,000
2. On the Waterfront	372,000
3. Winnebago County Fair	132,000
4. Festival of Lights	130,000
5. Illinois Snow Sculpting Competition	99,045
6. Festa Italiana	55,000
7. Rockford Home Show	35,000
8. Boat, Fishing, & Outdoor Show	28,000
9. Pec Thing—Sept.	22,000
10. RV Camping and Travel Show	21,500

Notes on Differences in Attendance at Area Sites, 2001 Versus 2000

- Cherry Valley Days' numbers down because they had rain a couple of days during the event.
- Family Pet Show, RV Camping and Travel Show, Boat, Fishing, & Outdoor Show, Rockford Home Show, and Industrial Trade Show numbers were low in 2000, due to receiving information on attendance from facility and now we receive numbers from the event organizer.
- Bahama Brackets and National Short Track had lower numbers because of rain during the events.
- The Rockford Art Museum Festival enjoyed increased attendance because of better advertising.
- Pec Thing—Sept. and Pec Thing—May, numbers were reported too high in 2000 due to inaccuracy in 2000 reporting of data.
- Holiday Folk Craft and Art Expo and the Spring Folk Craft and Art Expo numbers were high due to inaccuracy in 2000 reporting of data.

Notes on Differences in Attendance at Area Events, 2001 Versus 2000

- Starlight Theatre/Studio Theatre had increased attendance because they finished phase one of their renovations and had only temporary seating in 2000.
- Guilford Tennis Center increased attendance by expanding their programs, hiring a tennis instructor, and adding a new night program.
- Rockford Speedway saw increased attendance numbers by adding trade shows, a circus, and they also hosted events on Sundays.

3/7/03