



Rockford Area Convention & Visitors Bureau

2006

YEAR IN REVIEW

Attendance Report for Rockford Region Sites, Attractions & Events

*Compiled by the Rockford Area Convention & Visitors Bureau.
All data self reported data from Winnebago County sites, attractions and events.*

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

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

Purpose:

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

RACVB Priorities

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

2006 Site Attendance Rankings vs. 2005

Sites/Attractions	2006	2005
1. Sportscore Complex/Indoor Sports Center	2,598,656	2,533,213
2. Rock Cut State Park	1,012,350	1,001,827
3. MetroCentre	491,946	503,765
4. Midway Village/Museum Center (Inc. Bike Path)	306,929	295,884
5. Forest Hills Baseball Diamonds	300,000	300,000
6. Ice Facilities (RPD)	280,374	233,942
7. Magic Waters Water Park	238,367	242,367
8. Rkfd Park District golf courses (except Aldeen)	175,201	189,749
9. Rockford IceHogs	143,790	146,290
10. Discovery Center Museum	135,366	124,129
11. Volcano Falls Adventure Park	125,000	175,000
12. Burpee Museum of Natural History	116,083	137,617
13. Rockford River Hawks	115,248	103,248
14. Coronado Performing Arts Center*	105,281	105,281
15. Lockwood Park (Trailside Stables)	107,907	124,172
16. Winnebago County Golf Courses	100,000	110,000
17. Rockford Speedway	93,264	93,575
18. Klehm Arboretum & Botanic Garden	75,000	65,457
19. Starlight Theatre/Studio Theatre	51,857	38,637
20. Blackhawk Farms Raceway	50,000	75,000
21. Rockford Art Museum	36,472	42,380
22. Harlem Community Center Ball Diamonds	35,000	45,000
23. Rockford Symphony Orchestra	32,000	32,000
24. Anderson Japanese Gardens	31,205	32,500
25. Rockford Dance Company	25,343	24,448
26. Aldeen Golf Course	23,213	27,097
27. Severson Dells	20,000	20,985
28. Davis Park	16,676	25,562
29. Erlander Home Museum	10,599	10,511
30. Mendelssohn Club	10,000	2,750
31. Tinker Swiss Cottage	9,866	8,339
32. Ski Broncs	9,600	15,000
33. Guilford Tennis Center	7,272	7,000
34. Forest City Queen	6,423	4,931
35. Historic Auto Attractions	5,000	5,500
36. Ethnic Heritage Museum	2,800	2,300
37. Trolley Car	2,011	2,531
38. 317 Art Gallery	1,000	1,100
39. Graham Ginestra House	60	275
40. Rockford Lightning	n/a	51,914
41. New American Theater	n/a	26,469
Total	6,907,159	6,987,745

2006 Event Attendance Rankings vs. 2005

Event	2006	2005
1. Fourth of July Celebration	400,000	400,000
2. On the Waterfront	308,741	308,740
3. Winnebago County Fair	185,000	200,000
4. Festival of Lights	150,000	136,983
5. Air Fest	75,000	30,000
6. Festa Italiana	50,000	30,000
7. Rockford Home Show	24,000	24,000
8. Boat, Fishing, & Outdoor Show	23,000	23,000
9. RV, Camping and Travel Show	21,000	21,000
10. Pec Thing—May & September	20,000	20,000
11. Holiday Folk Craft and Art Expo	20,000	20,000
12. Young at Heart	20,000	24,000
13. Cherry Valley Festival Days	20,000	20,000
14. Music in the Park	17,675	18,050
15. Illinois Snow Sculpting Competition	16,907	88,431
16. Stars & Guitars Summer Concerts	15,676	15,676
17. Roscoe Lions Fall Festival	15,000	20,000
18. WXRJ/Budweiser Wing Ding	14,000	11,000
19. Summerwood Music Series	13,000	13,700
20. Cider & Cinnamon Fall Arts & Craft Show	12,000	9,500
21. Garden Fair Extravaganza – Klehm Arboretum	11,000	n/a
22. Thunder Nationals Monster Truck Show	10,800	10,800
23. Rockford Pro-Am	8,000	10,000
24. Rockford Speedway, Trailer Race – August	6,432	4,000
25. Head of the Rock Regatta	5,500	4,500
26. Rockford Speedway, Trailer Race – June	5,291	5,500
27. Greenwich Village Art Festival	5,259	6,500
28. Rockford Speedway, Winston National Short Track	5,200	6,000
29. Autumn at the Arboretum	5,000	n/a
30. Keith Classics & Chrome Car Show	5,000	4,500
31. Senior Expo – Lifescape Comm. Services	4,700	5,000
32. Chili Shoot Out	4,500	4,600
33. PaleoFest at Burpee Museum	3,754	1,600
34. Groove Walk	3,161	3,200
35. Klehm Arboretum's Wood Song Series	2,528	2,352
36. Klehm Arboretum's Garden Glory Walk	800	1,895
37. Industrial Trade Show	n/a	3,600
Total	1,507,924	1,508,127

2006 Attendance Totals

2006 Total Site Attendance = 6,907,159

2006 Total Event Attendance = 1,507,924

Total 2006 Attendance = 8,415,083

2005 Attendance Totals

2005 Total Site Attendance = 6,987,745

2005 Total Event Attendance = 1,508,775

Total 2005 Attendance = 8,487,872

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

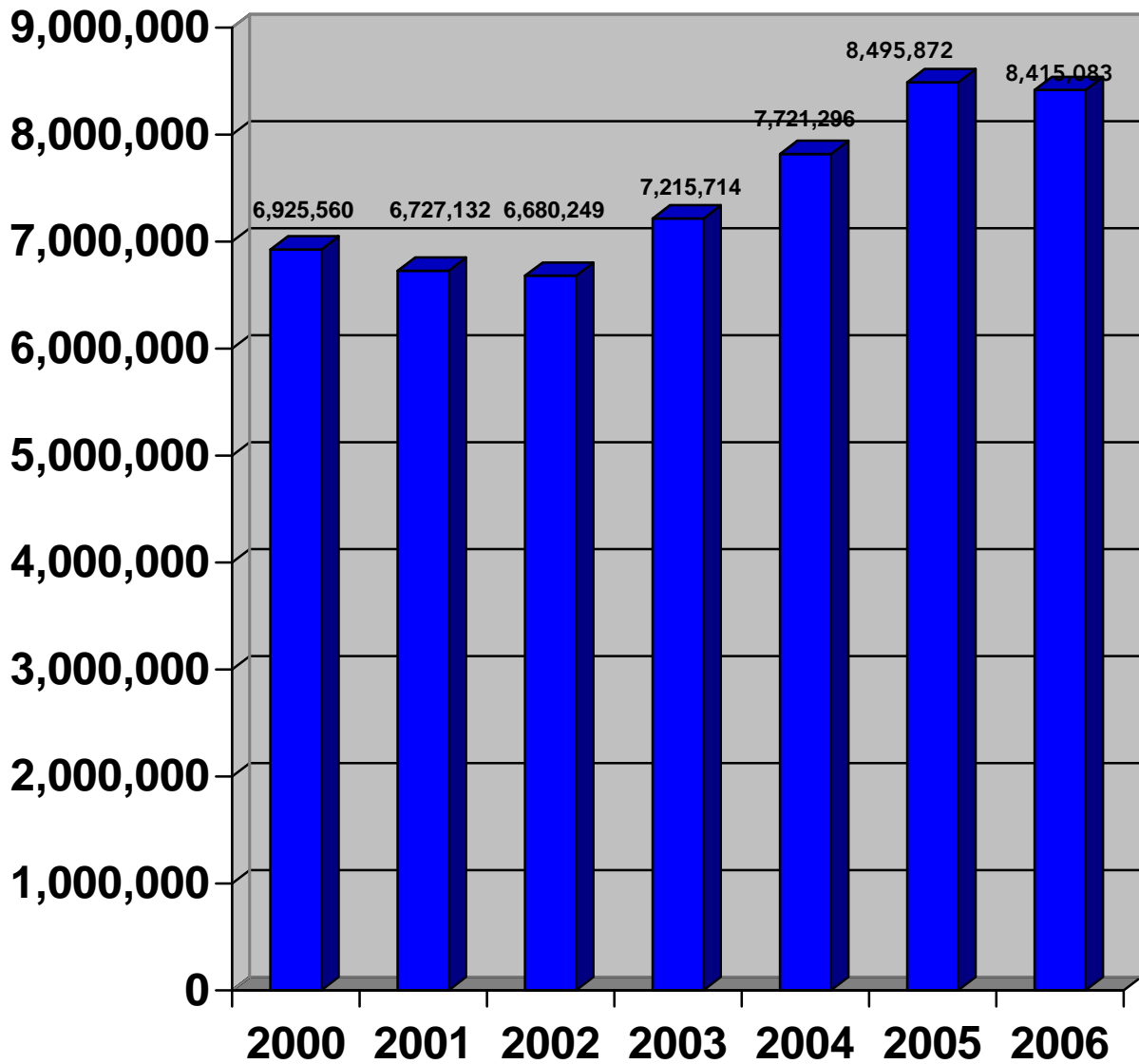
2000 Attendance Totals

2000 Total Site Attendance = 5,133,311

2000 Total Event Attendance = 1,792,249

Total 2000 Attendance = 6,925,560

2000 - 2006 Comparison



Top Ten Sites of 2006

Site	2006	2005
1. Sportscore Complex/Indoor Sports Center	2,598,656	2,533,213
2. Rock Cut State Park	1,012,350	1,001,827
3. MetroCentre	491,946	503,765
4. Midway Village & Museum Center (Inc. Bike Path)	306,929	295,884
5. Forest Hills Diamonds	300,000	300,000
6. Ice Facilities (RPD)	280,374	233,942
7. Magic Waters Water Park	238,367	242,367
8. Rkfd Park District golf courses (except Aldeen)	175,201	189,749
9. Rockford IceHogs	143,790	146,290
10. Discovery Center Museum	135,366	124,129
Total	5,682,979	5,571,166

Top Ten Events of 2006

1. Fourth of July Celebration	400,000	400,000
2. On the Waterfront	308,741	308,740
3. Winnebago County Fair	185,000	200,000
4. Festival of Lights	150,000	136,983
5. Air Fest	75,000	30,000
6. Festa Italiana	50,000	30,000
7. Rockford Home Show	24,000	24,000
8. Boat, Fishing, & Outdoor Show	23,000	23,000
9. RV Camping and Travel Show	21,000	21,000
10. Pec Thing—May & September	20,000	20,000
10. Holiday Folk Craft and Art Expo	20,000	20,000
10. Young at Heart	20,000	24,000
10. Cherry Valley Festival Days	20,000	20,000
Total	1,316,741	1,257,723

Notes on Differences in Attendance at Area Sites/Attractions and Events 2006 Versus 2005 (self-reported analysis)

Sites/Attractions

- After closing its doors in December 2006, the New American Theatre no longer has access to its box office computers to report attendance numbers.
- In January of 2006, the owner of the Rockford Lightning announced that the team would cease operation.
- The Coronado Performing Arts Center numbers are recorded as the same as 2005, due to attendance reporting issues after CentreEvents ceased management of the facility late in the year. The Coronado hosted approximately the same number of events in 2006 as 2005.
- Burpee Museum of Natural History saw a slight anticipated decrease in attendance after the grand opening of Jane: Diary of a Dinosaur in June 2005.
- Magic Waters attendance was down due to a cooler, wetter summer than 2005.
- Historic Auto Attractions was closed for motorcoach tours March thru May and saw a slight decline in attendance.
- Rockford Speedway's season started slowly with bad weather, but new shows this year helped overall attendance.
- Tinker Swiss Cottage saw an overall increase in attendance due to more bus and motorcoach traffic.
- Klehm Arboretum reported an overall 10% increase in attendance due to increased attendance at events. Attendance by bus groups and tours was down 75% most likely due to rising fuel prices.
- Forest City Queen saw increased attendance for specialty cruises on Wednesday and Friday evenings.
- Attendance was up at the Rockford Park District Ice Facilities due to more youth enrolling in figure skating programs.
- Starlight Theatre and Studio Theatre at Rock Valley College ticket sales were up for all shows except the RSO summer concerts. Show availability, community groups using Starlight Events for Fundraisers (Wesley Willows) and overall quality of both programs and the facility are accounting for continued growth.
- The MetroCentre hosted only one event this year at Davis Park. The Safety Fest drew approximately 1,000 people. All other shows at Davis Park were connected with On the Waterfront.
- Due to remodeling and other projects, Graham Ginestra House was open for two days out of the year, once for a fall event and again for a Christmas event.

Events

- Several events at Klehm Arboretum saw significant increases in attendance. Garden Fair Extravaganza attendance was up 35% over last year and Autumn at the Arboretum saw a 65% increase. Garden Glory Walk attendance was down 60% and will not return in 2007.
- Inclement weather on Sunday accounted for lower overall attendance at the Roscoe Lions Fall Festival.
- As expected, Air Fest attendance numbers more than doubled after knowing what to expect from the first year of the event in 2005.
- The Winston National Short Track Race at Rockford Speedway had decreased attendance due to inclement weather.
- The Industrial Trade Show, hosted by Showtime Productions, has been discontinued.

To be expected in 2007:

- CoCo Key, the new indoor waterpark at the Clock Tower Resort, will attract thousands more visitors to the Rockford Region after its opening in January 2007.
- Anderson Japanese Gardens will add its restaurant, banquet facilities and gift shop, which will raise attendance.
- First Free Church expects numbers for their Summerwood Music Series to rise to almost 20,000 as they bring in more well-known musical acts.
- The Ski Broncs will host the 2007 Malibu Division 1 National Show Ski Championship in August and expect attendance of approximately 6,200 for this event.