



Rockford Area Convention & Visitors Bureau

2004 ATTENDANCE REPORT FOR ROCKFORD AREA SITES, ATTRACTIONS & EVENTS

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

LIBERATE OLD & GENERATE NEW REVENUE

CHAMPION SIZZLING DESTINATION EXPERIENCES THAT
ACCELERATE RETURN VISITS

ORGANIZE TO VIGOROUSLY ATTACK OUR STRATEGIES

BEEF UP SALES

2004 Site Attendance Rankings

	2004	2003
1. Sportscore Complex/Indoor Sports Center	2,067,421	1,698,678
2. Rock Cut State Park	984,024	1,800,412
3. MetroCentre	467,158	399,124
4. Forest Hills Diamonds	298,648	N/A
5. Discovery Center	276,338	208,286
6. Midway Village/Museum Center (Inc. Bike Path)	260,933	195,561
7. Ice Facilities (RPD)	201,086	189,586
8. Magic Waters Water Park	195,472	220,185
9. City Golf Courses	185,673	191,226
10. Volcano Falls Adventure Park	175,000	Not open
11. Lockwood Park (Trailside Stables)	174,957	193,760
12. Coronado Theatre	125,569	121,716
13. County Golf Courses	110,000	110,000
14. Burpee Museum of Natural History	97,273	100,210
15. Rockford Speedway	85,016	90,613
16. Klehm Arboretum & Botanic Garden	65,000	46,000
17. Davis Park	57,445	43,435
18. Starlight Theatre/Studio Theatre	43,300	36,300
19. Rockford Dance Company	40,517	23,300
20. Harlem Community Center Ball Diamonds	40,000	25,000
21. Rockford Art Museum	36,824	39,945
22. Anderson Japanese Gardens	36,000	24,000
23. Aldeen Golf Course	26,298	25,743
24. Severson Dells	21,260	18,500
25. Rockford Symphony Orchestra	20,000	42,000
26. Ski Broncs	15,000	30,000
27. Blackhawk Farms Raceway	10,000	55,000
28. Tinker Swiss Cottage	7,426	8,871
29. Guilford Tennis Center	7,000	10,000
30. Mendelssohn Club	6,500	6,000
31. Erlander Home Museum	6,500	6,000
32. Historic Auto Attractions	5,000	300
33. Ethnic Heritage Museum	4,483	3,228
34. Forest City Queen	4,000	4,900
35. Trolley Car	2,584	5,957
36. 317 Art Gallery	2,422	2,793
37. Graham Ginestra House	1,800	8,000
TOTAL	6,163,927	5,862,913

2004 Event Attendance Rankings

	2004	2003
1. Fourth of July Celebration	400,000	400,000
2. On the Waterfront	324,649	338,000
3. Winnebago County Fair	150,000	132,000
4. Festival of Lights	120,400	110,000
5. Illinois Snow Sculpting Competition	55,626	Cancelled
6. Festa Italiana	35,000	25,000
7. Cherry Valley Festival Days	20,000	25,000
8. Roscoe Lions Fall Festival	20,000	20,000
9. Young at Heart	20,000	20,000
10. Holiday Folk Craft and Art Expo	20,000	11,299
11. Music in the Park	18,050	19,275
12. Summerwood Music Series	13,369	15,000
13. RV Camping and Travel Show	12,468	21,000
14. Stars & Guitars Summer Concerts	12,204	N/A
15. Rockford Pro-Am	12,000	8,000
16. WXRJ/Budweiser Wing Ding	12,000	18,000
17. Monster Truck Show	11,334	7,981
18. Taste of Rockford	10,500	7,000
19. First Night Rockford	10,000	8,500
20. Fall Arts & Craft Show	9,574	8,285
21. Pec Thing—May	9,000	20,000
22. Pec Thing—September	7,000	22,000
23. Greenwich Village Art Festival	6,000	4,750
24. Rfd Speedway, Winston Nat. Short Track	5,500	5,500
25. Rockford Home Show	5,403	33,000
26. Boat, Fishing, & Outdoor Show	5,026	28,000
27. Rfd Speedway, Trailer Race – August	5,000	5,600
28. Rfd Speedway, Trailer Race – June	5,000	5,000
29. Chili Shoot Out	4,500	N/A
30. Senior Expo – Lifescape Comm. Services	4,500	5,000
31. Keith Classics & Chrome Car Show	4,300	2,500
32. Head of the Rock Regatta	4,000	3,400
33. Groove Walk	2,647	1,600
34. PaleoFest @ Burpee	2,172	2,312
35. Klehm Arboretum's Garden Glory Walk	1,500	1,500
36. Industrial Trade Show	781	7,000
TOTAL	1,379,503	1,352,801

2004 Attendance Totals

2004 Total Site Attendance = 6,163,927
2004 Total Event Attendance = 1,379,503

Total 2004 Attendance =7,543,430

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

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

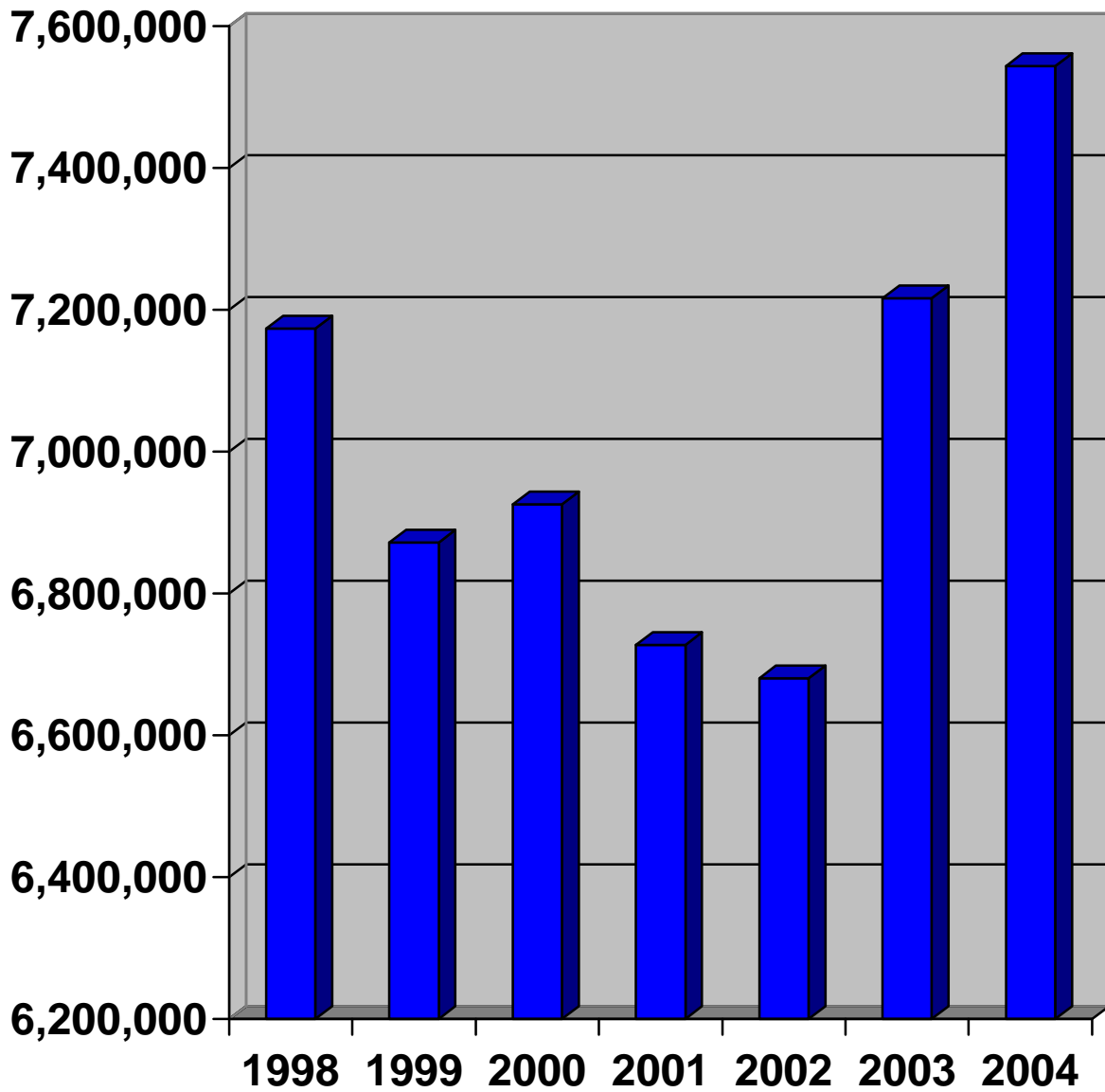
Total 1998 Attendance 7,173,638

RACVB

2004 Year in Review

All data is self reported by sites/events

■ 1998-2004 Attendance Comparison



Top Ten Sites of 2004

	2004	2003
1. Sportscore Complex/Indoor Sports Center	2,067,421	1,698,678
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Top Ten Events of 2004

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Notes on Differences in Attendance at Area Sites, 2004 Versus 2003 (self reported analysis)

- Rock Cut State Park numbers declined due to a wet spring and the beach was closed
- Discovery Center numbers were increased due to the inclusion of traveling exhibits. Discovery Center numbers from the past have also included attendance numbers from traveling exhibits. Numbers were down in 2003 because traveling exhibits went to smaller venues this year, thus less people
- Tinker Swiss Cottage numbers were lower because involvement w/after school programs ceased in May of 2004
- 317 Art Gallery included a count of openings only
- Forest City Queen numbers were down due to the closure of the Rock River in June because of high water
- Ski Broncs numbers were lower due to the closure of the Rock River in June because of high water
- Anderson Japanese Gardens saw an increase in numbers because of a #1 ranking by *Roth Journal of Japanese Gardening* and an increase in marketing by the RACVB and the Rockford Register Star
- Midway Village saw an increase in numbers due to programming and publicity
- WXR/Budweiser Wing-Ding numbers were low due to thunderstorm and tornado warnings that weekend