

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Illinois H.O.G. Rally Rides the Rumble to Rockford: Region Celebrates Successful Bid to Host Event

Economic Impact Estimated at \$600,000

FOR IMMEDIATE RELEASE

April 8, 2010

ROCKFORD, IL — Harley-Davidson owners joined the Rockford Area Convention & Visitors Bureau and the Clock Tower Resort & Conference Center to celebrate the region's successful bid to host the 2011 Illinois Harley Owners Group (H.O.G.) Rally. The rally, which will take place June 9-12, 2011, will bring 2,000 Harley-Davidson owners and friends to the Rockford Region. That will fill an estimated 3,300 hotel room nights and generate approximately \$600,000 for area hotels, restaurants and retail outlets.

"This is a significant, high profile event. With a rally this size, every hotel in the Rockford community will feel the impact," said Dwight Hopfauf, President of the Rockford Area Hotel/Motel Association, and General Manager of the Clock Tower Resort & Conference Center. "This rally will provide our community with incredible exposure. HOG members, by the nature of their passion, love to travel. By hosting next year's rally we will not only gain visitors for a weekend, but an amazing rally will encourage riders to return as individuals, families and hopefully even for a second rally."

The Rockford Region beat out Danville to serve as host for the 2011 event. The RACVB worked with the Clock Tower Resort, and area H.O.G. chapters and dealers to put together a comprehensive bid for the rally that showcased the best of the region. Organizers selected Rockford because of the variety of guided and self-guided rides available throughout northern Illinois and southern Wisconsin, the diverse entertainment and recreation options available, and the quality of the hotel facilities. This is the first time the event will take place in northern Illinois.

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In addition to open rides, those taking part in the rally will have the opportunity to take part in an organized scenic drive with a guided tour of the Harley-Davidson headquarters and museum in Milwaukee, WI. Other scheduled events include a Friday fish fry, live music, field games, tattoo contests and waterpark fun. Riders can also visit Rockford's Kegel Harley-Davidson, the oldest family-owned Harley dealership.

"Hosting the 2011 Illinois H.O.G. Rally is a tremendous opportunity for our community. These H.O.G. members will see that Rockford is a high quality, high value community with lots to offer," said Nancy Jacobson, City of Rockford Alderman. "While they are here, they will spend their time and their money in our community. They'll take home wonderful and exciting memories which they will share with family and friends, helping to spread the word that this is a great destination for visitors."

"Groups like the 2011 Illinois H.O.G. Rally help grow the region's economy by bringing in money that supports jobs and increases tax revenue," said John Groh President/CEO of the RACVB. "It is crucial that we continue to invest in the visitor industry and help grow the region's economy, providing long-term results that will benefit the entire community."

The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. www.gorockford.com

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FOR MORE INFORMATION:

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