

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Evolution through Innovation, theme for 2011 Illinois Governor's Conference on Tourism

Some 400 statewide travel & tourism professionals expected to attend.

FOR IMMEDIATE RELEASE

February 4, 2011

ROCKFORD, IL — The annual Illinois Governor's Conference on Tourism plans on two- and-a- half days of thought-provoking and educational conference material on March 16-18 at the Donald E. Stephens Convention Center in Rosemont. The theme "Evolution through Innovation" is intended to invoke creative thinking as tourism professionals steer their way through an evolving tourism landscape.

Deputy Director of the Illinois Bureau of Tourism Jan Kostner will deliver the "State of the State of Tourism Address" on Thursday, March 17. In addition, a stellar lineup of progressive speakers will share their knowledge including:

- Roger Dow of the U.S. Travel Association
- Helen Marano from the U.S. Dept. of Commerce
- Don Welsh, CEO, of the Chicago Convention and Tourism Bureau
- John Lewicki, McDonald's Senior Director of Marketing
- A presentation by The Second City

The Conference closes with the Illinois Excellence in Tourism Awards Luncheon, which recognizes the best of the best statewide in such categories like best web site, best visitors guide and best marketing campaign.

Tourism provides a huge economic engine for our state. The recently released economic impact numbers reflect:

- Total domestic and international traveler spending in Illinois, including direct, indirect and induced spending, was nearly \$45.1 billion in 2009.
- In Illinois, total payroll income earned by travel-generated employees reached \$14.0 billion in 2009.
- Including direct and secondary impact, total domestic and international traveler spending generated a total of 522.0 thousand jobs for Illinois residents in 2009.
- Domestic and international travelers' spending in Illinois directly generated nearly \$5.1 billion in tax revenue for federal, state and local governments in 2009.
- On average, every \$93,709 spent in Illinois by domestic and international travelers supported one job in 2009.

For more information and on attending or exhibiting visit www.ilgovconference.com/ilgovsite/ or call 630-730-1780.

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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