

FAST FACTS

Rockford Area Convention & Visitors Bureau



RACVB Board of Directors Hosts Annual Meeting; Discusses Future of Local Tourism Industry

*Keynote address by RACVB President/CEO;
Director, Illinois Office of Tourism to speak*

FOR IMMEDIATE RELEASE

May 6, 2011

What: RACVB will hold its annual breakfast meeting to discuss the health of the Rockford Area Convention & Visitors Bureau and the tourism industry – both regionally and at the state level.

Keynote speaker RACVB President/CEO John Groh will be joined by Jan Kostner, deputy director of the Illinois Department of Commerce and Economic Opportunity, Office of Tourism. Both will provide insight into the changing landscape of travel and tourism and the interconnected nature of an industry that is leading Illinois and the region on a road to economic recovery.

RACVB will induct new members into its Tourism Hall of Fame.

When: **Wednesday, May 11, 2011**
7:30 – 9 a.m.

Where: Giovanni's Restaurant & Convention Center
610 N. Bell School Rd., Rockford

Open to the Public. \$35 per person. RSVP to Stephanie Jones at 815.963.8111/sjones@gorockford.com

Why: The visitor industry in the Rockford Region support nearly 3,000 jobs at area hotels, restaurants, attractions, retail outlets and more. It generates an estimated \$300 million dollars for area businesses, and provides \$5 million in local tax revenue. RACVB is holding its annual meeting in conjunction with National Tourism and Travel Week (May 7 – 15, 2011), which is designed to highlight the economic impact of the travel industry nationwide.

“National Tourism and Travel Week is an appropriate time to focus on our own region’s visitor industry and the impact it has on our economy,” said RACVB President/CEO John Groh. “The tourism industry brings new money into our community and is a vital economic development tool. Therefore, it’s important to outline our vision for how to best grow the visitor industry.”

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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