

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB President/CEO to Speak at National Tourism Convention

FOR IMMEDIATE RELEASE

July 20, 2011

ROCKFORD, IL — RACVB President/CEO John Groh will discuss the success of the region's highly visual, social media campaign "Hideaway in Rockford" at Destination Marketing Association International's (DMAI) 97th Annual Convention in New Orleans, La. on July 20-22, 2011.

Groh will outline the various elements of the high profile, social media campaign, which successfully capitalized on the region's unexpected publicity after lawmakers from Wisconsin escaped to Rockford as part of a political maneuver. The cheeky promotion showcased the city as a travel destination for state legislators and leisure visitors alike. Three video's featured a "search for senators" and cameos by some recognizable Rockfordians including Cheap Trick rocker Rick Nielsen, a sock monkey and the city's mayor.

Groh will explore the strategy and implementation process that made the campaign a success, generating more than 120,000 YouTube hits and garnering national and regional media coverage from Yahoo! News, FOX News and WGN 9 Chicago.

"It's all about seizing opportunities. When the Wisconsin Senators chose to go on the lam in Rockford it catapulted us into the spotlight. With a little creativity and quick planning, we were able to parlay that into positive national attention for our region in a manner that is still bringing us success," said Groh.

Groh is one of several speakers presenting at a session entitled "Technology Solutions for Destination Marketing Organization Decision Makers."

. 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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