

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Seeks Community Input on Importance of Bringing Visitors to Region *Surveys to be mailed to 5,000 homes in March*

FOR IMMEDIATE RELEASE

March 23, 2012

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau is reaching out to Winnebago County residents to gain insight into their thoughts on the importance of the visitor industry. RACVB, with assistance from Health Systems Research of the University of Illinois at Rockford, will mail a survey to 5,000 households in Winnebago County.

The anonymous survey seeks to find out how much residents know about RACVB, their thoughts on the importance of tourism to the local economy and tourism related projects they think are important to the regional community.

“This is an opportunity for community residents to provide their thoughts and constructive feedback. RACVB desires to serve our residents, and to do so effectively we want to hear from them,” said Linda Heckert, RACVB Board chairman. “This survey will help us further understand what the citizens of Winnebago County deem important.”

Heckert noted that the insights gained from the survey, combined with feedback received at three community roundtable discussions held in November, will inform discussions and aid the bureau’s board and staff as they set future goals and directions.

One in every 23 households will receive the survey, which will be mailed this week. The deadline for returning the completed form is April 30, 2012. Results will be compiled and analyzed by Health Systems Research and forwarded to RACVB in June.

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region’s economy by investing in marketing programs that grow tourism. www.gorockford.com

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FOR MORE INFORMATION:

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