

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB to Survey Winnebago County Residents

Residents encouraged to share their thoughts on regional tourism developments

FOR IMMEDIATE RELEASE

January 14, 2015

Rockford, IL – The Rockford Area Convention & Visitors Bureau will conduct a survey of Winnebago County residents throughout the next month to get community feedback on the region's tourism industry and area tourism development ideas.

Survey feedback is intended to help the RACVB's Board of Directors and staff understand residents' thoughts and opinions about the importance of tourism and visitor industry related initiatives.

"We hope citizens who receive the mailing will take a moment to fill out the brief survey. Their feedback will give us insights on what residents think about tourism in the Rockford area, and also about initiatives that might enhance the region's quality of life," RACVB President and CEO John Groh said.

Health Systems Research (HSR) of the University of Illinois-Rockford will administer the survey. HSR, an applied social service research unit of the University of Illinois at Rockford, specializes in survey research for health, education and civic organizations.

The survey is anonymous with no identifiers on the survey or the return envelope. Surveys will be sent to 6,000 Winnebago County addresses, or roughly 1 in 18 households, which were selected at random. Citizens can expect to see a survey in their mailbox as soon as Friday, January 16.

Citizens also have the option of completing the survey online. A link for the survey will be available online at www.gorockford.com. The online survey is open to anyone, not just those who receive the mailed version.

The last time the RACVB conducted a citizen survey was in 2012. At that time 89 percent of respondents were supportive of the Reclaiming First initiatives, which include the Downtown Sports Complex, and a majority of respondents wanted to see increased investment in amateur sports tourism and ecotourism.

"We are eager to hear what citizens have to say about tourism in our region," Groh said. "The momentum in Rockford continues to build and this survey will help us channel that energy to bigger and better things for our citizens."

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

###

FOR MORE INFORMATION: Josh Albrecht, RACVB Director of Marketing & Public Affairs: 815.489.1655 or jalbrecht@gorockford.com