

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## **RACVB's Stroll on State Wins "Best in Show" Award at Illinois Governor's Conference on Travel & Tourism**

FOR IMMEDIATE RELEASE

February 6, 2014

**ROCKFORD, IL** — The Rockford Area Convention & Visitors Bureau took home the top prize at the 2015 Illinois Governor's Conference on Travel & Tourism winning the prestigious "Best in Show" award for Stroll on State, which attracted over 60,000 attendees and generated \$750,000 in economic impact to the region.

The Best in Show award honors the top Travel & Tourism initiative in the State of Illinois from the previous year. Stroll on State also was honored as the "Best Event" of 2014.

"In just its second year, Stroll on State has quickly become a Rockford tradition," RACVB CEO & President John Groh said. "We are honored to receive this prestigious award from the State of Illinois and leaders of its tourism industry."

"It is so wonderful to win this award and be able to share it with the entire Rockford community, from the hundreds of volunteers and organizations that help to make it happen to the tens of thousands of citizens who come together and celebrate the beginning of the holiday season at the event," said Tana Vettore, RACVB director of destination development.

The awards were presented on Monday, February 2 at the annual Illinois Governor's Conference on Travel and Tourism, where over 500 individuals gathered at the Palmer House Hilton in Chicago to recognize best practices and strategies in Illinois' travel & tourism industry.

***About the Awards:** Illinois Governor's Conference on Travel & Tourism recognizes innovative tourism promotional and marketing initiatives from across the state. Representatives of destination marketing organizations, trade associations, chambers of commerce, convention and visitor bureaus, tourism attractions, museums and cultural institutions, restaurants, hotels, retail and entertainment centers and other travel-related companies who are registered to attend the conference are invited to submit entries.*

***RACVB exists** to drive quality of life and economic growth for the citizens of Rockford and Winnebago County through tourism marketing and destination development. [gorockford.com](http://gorockford.com)*

###

**FOR MORE INFORMATION:** Josh Albrecht, Director of Marketing & Public Affairs: 815.489.1655 or [jalbrecht@gorockford.com](mailto:jalbrecht@gorockford.com)