

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB to Celebrate 30 Years of Growing Tourism in the Rockford Region

30th Anniversary Annual Luncheon to be held Wednesday, May 6 at Giovanni's

FOR IMMEDIATE RELEASE

April 7, 2015

Rockford, IL – The Rockford Area Convention & Visitors Bureau will celebrate 30 years of destination marketing and tourism growth during the organization's 30th Anniversary Annual Luncheon on Wednesday, May 6, at Giovanni's Restaurant & Convention Center. The public is invited to attend.

The event offers an opportunity for tourism partners and the community to celebrate a strong year of tourism advances and three decades of successful tourism marketing and development.

The Annual Luncheon will celebrate those individuals who have helped to make the tourism industry in the Rockford Region one of the region's strongest economic development sectors. Each year visitors spend \$320 million in the region, generating \$5 million in local taxes and supporting 3,000 jobs.

"Our tourism industry continues to grow and evolve in our community," said RACVB President and CEO John Groh. "We will celebrate the first 30 years of success while also taking a look at what the next 30 years has in store."

Cory Jobe, the director of the Illinois Office of Tourism will be on hand as the special guest and will share his thoughts on the State of Tourism in Illinois and Winnebago County.

As part of the luncheon, RACVB will induct new members in to the Rockford Region's Tourism Hall of Fame.

The Annual Luncheon will begin promptly at 12 p.m.

Tickets are \$50 per person or \$450 for a table of 10. Reservations can be made by calling 815.963.8111, emailing kpeterston@gorockford.com or online at www.gorockford.com/annualuncheon. RSVP deadline is May 1.

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

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