

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Celebrates National Travel & Tourism Week in a Big Way *Local Events Emphasize what "Travel is" in the Rockford Region*

FOR IMMEDIATE RELEASE

April 30, 2015

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau (RACVB) celebrates the 32nd annual National Travel & Tourism Week (NTTW) May 2 through May 10. To emphasize why travel matters and to honor local hospitality, community and media partners RACVB will host several events. The public is encouraged to participate in any of the following events to celebrate the power of travel.

2015 National Travel & Tourism Week Schedule of Events

Forest City Beautiful News Conference

Date: May 4

Time: 2:00 p.m.

Location: RACVB Office, 102 North Main Street, Rockford, IL

Details: RACVB, Rockford Sharefest and the Community Foundation of Northern Illinois will announce three major advancements for the Forest City Beautiful initiative. All are encouraged to attend and celebrate this project that aims to beautify downtown Rockford.

RACVB's 30th Anniversary Annual Luncheon

Date: May 6

Time: 12:00 p.m. – 1:30 p.m.

Location: Giovanni's, 610 North Bell School Road, Rockford, IL

Details: Join the RACVB as we take a hopeful look forward (and a fun look back) in anticipation of what the next three decades will bring. All are invited to attend this event that 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. Reservations are required. Cost is \$50 per person. To reserve a seat or a table please visit gorockford.com/annuallunch. Reservation deadline is May 4.

Other Activities and Events That Kick Off National Travel & Tourism Week

Swedish Historical Society hosts the 2015 Kubb tournament on May 2 starting at 9 a.m. This Swedish lawn game will take place at Ingersoll Centennial Park at 315 South First Street, Rockford, IL. For more information email rockfordkubb@aol.com.

Anderson Japanese Gardens Opening Day Celebration kicks off on Saturday, May 2 from 9 a.m. - 4 p.m. This event allows visitors to experience a part of Japanese culture through family activities. For

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more information visit andersonjapanesegardens.org.

Laurent House public tours resume for the season (first full weekend and third weekend of each month) on May 2 and 3 with tours departing on the hour from 11 a.m. - 3 p.m. both days. For more information and to book a tour visit laurenthouse.com. Reservations required.

Rocktown Adventures hosts their First Annual Paddlesport Celebration on May 2 from 9a.m. - 5 p.m. The celebration begins at Rocktown Adventures located at 313 North Madison Street, Rockford, IL and will include paddle sport activities on Windsor Lake. For more information visit rocktownadventures.com.

Visit **Turtle Creek Illinois Tourist Information Center** in South Beloit along Interstate 90 during regular business hours to learn more about the economic impact of travel in Winnebago County. Staff members will be on-site celebrating NTTW by handing out locally made Mrs. Fisher's potato chips and visitor information.

"This is a milestone year as we celebrate National Travel & Tourism Week in conjunction with the accomplishments the region has made over the past 30 years in the tourism industry. The tourism industry was responsible for generating \$5 million in local taxes and supporting over 3,000 jobs in the past year alone," stated RACVB President and CEO John Groh. "Travel is essential to our growth as a community and we'd like to thank our hospitality partners and industry leaders. We look forward to continued growth and success over next 30 years."

The power of travel continues to generate \$2.1 trillion in economic output and \$927.9 billion in direct travel-related spending in the U.S. by domestic and international travelers in 2014. Additionally, visitors spend over \$330 million in the Rockford Region per year. Complete reports and data related to National Travel & Tourism can be found at ustravel.org.

Follow the RACVB Instagram page (@gorockford) during NTTW for details on how to win a Rockford Region staycation gift package. The community is encouraged to share travel stories with us on Facebook, Twitter, and Instagram, using the hashtags #GoRockford, #NTTW15, #TravelisRockford and #TravelMatters.

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. gorockford.com

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FOR MORE INFORMATION:

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