

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Nets Top Awards at State and National Levels

Winners of Sports Organization of the Year, Best Visitor's Guide,
Best Social Media Marketing

FOR IMMEDIATE RELEASE

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ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau (RACVB) is thrilled to take home top honors at the state and national levels for excellence in the travel and tourism industry. The National Association of Sports Commissions named the RACVB **"Sports Tourism Organization of the Year"** at the annual conference in Grand Rapids, Michigan. The RACVB also recently took home two awards at the 2016 Illinois Governor's Conference on Travel & Tourism held in Springfield, Illinois. Recognition was given for **"Best Social Media Marketing"** during Stroll on State, which attracted over 60,000 attendees, and for **"Best Visitor Guide Publication."**

The Sports Tourism Organization of the Year award is given to an active member of the National Association of Sports Commissions who has had the most outstanding impact on their local community through marketing and sales efforts, the growth of sporting events, community events and generating results and economic impact. In giving the award, the NASC judging panel said of the Rockford CVB: "The diversity of events hosted impressed us, along with the fact they hosted 200 events for 79,000 room nights."

"I'm honored that the RACVB was recognized by the National Association of Sports Commissions as the "Sports Tourism Organization of the Year" for populations over 250,000," said John Groh, RACVB president/CEO. "To be recognized by our peers and selected as "the best" in the industry for larger markets across the nation is a true honor and significant recognition of the quality of our staff team, marketing and sales efforts, results and partnerships."

The Best Social Media Marketing award honors the top tourism experience best promoted through online videos, viral promotions, blogs, e-mail marketing or creative use of social media sites such as Facebook, Twitter, Instagram, Youtube and Snapchat. The Best Visitor Guide Publication award honors the best visitor's guide used to promote a tourism destination and incorporating more editorial story content with high quality photos.

"Our staff works hard to effectively market local sites, attractions and experiences like Stroll on State through various social media platforms and by means of a creative and informative visitor's guide," stated Josh Albrecht, RACVB Director of Marketing & Public Affairs. "We are honored to receive these prestigious awards from the State of Illinois and leaders of its tourism industry."

About the Awards:

National Association of Sports Commissions Member Awards recognize the outstanding achievements of our members and are presented at the NASC Sports Event Symposium each year. Member Awards are the highest honor an organization or individual in the sport tourism industry can receive as they are created and awarded by industry peers

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

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