

FAST FACTS

Rockford Area Convention & Visitors Bureau



That's a Wrap: RACVB Highlights Rockford Region in Several Georama Live Videos *Six live tours of sites, attractions and eateries are now available online*

FOR IMMEDIATE RELEASE

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- What:** The Rockford Area Convention & Visitors Bureau in partnership with the Illinois Office of Tourism (IOT) and Georama hosted 6 live tours of sites, attractions and eateries that help to define the Rockford region as a Real. Original. destination. Viewers traveled virtually throughout the region from Friday, July 15 through Friday July 22 on 30 minute real-time mobile guided tours to unique places like museums, gardens and downtown locally owned businesses.
- Where:** Tours featured several sites, attractions and eateries throughout the Rockford region. Links to these pre-recorded videos are now available by visiting gorockford.com/georama. Other previously recorded and upcoming live tours featuring CVBs across the state of Illinois can also be found at enjoyillinois.com/live.
- When:** Georama was filmed live in the Rockford region on:
-Friday, July 15 at featuring Rockford City Market
-Monday, July 18 at featuring Riverfront Museum Park
-Tuesday, July 19 at featuring Anderson Japanese Gardens
-Wednesday, July 20 at featuring downtown Rockford
-Thursday, July 21 at featuring Nicholas Conservatory & Gardens
-Friday, July 22 at featuring Coronado Performing Arts Center/Cheap Trick
- Why:** Georama is the world's first real-time virtual tour platform with a mission to help anyone travel anywhere in the world instantly. "When our friends at the Illinois Office of Tourism presented us with the opportunity to be a part of the Georama project we were happy to say yes. This is a great way to get in front of visitors around the world as they choose where to book their next vacation or while they're making travel plans," said Josh Albrecht, RACVB Director of Marketing & Public Affairs. "Technology has revolutionized travel by offering real-time experiences at the touch of a button and we plan to utilize these platforms to save our visitors time before they get here so they have more time for fun once they arrive!"

The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. gorockford.com

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