

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB to Survey Winnebago County Residents About Tourism and Quality of Life in the Region

Survey results will help to guide RACVB, Transform Rockford, City of Rockford and Winnebago County decisions on key topics

FOR IMMEDIATE RELEASE

October 25, 2017

Rockford, IL – Rockford and Winnebago County residents will soon get the opportunity to give their opinions on tourism related topics within the region. The Rockford Area Convention & Visitors Bureau, along with survey partners Transform Rockford, City of Rockford and Winnebago County, is working with the University of Illinois College of Medicine at Rockford’s Division of Health Policy and Social Science Research (HPSSR) to prepare and execute the survey.

Surveys will be sent to 6,000 Winnebago County addresses, or roughly 1 in 18 households, which were selected at random. The survey is anonymous with no identifiers on the survey or the return envelope. In addition, all citizens – 18 years and older - will have the opportunity to complete the survey online at <http://go.uic.edu/citizensurvey> or by scanning the QR code to the right with a smart phone. The online portion of the survey will be available until November 13.



The survey feedback is intended to help the RACVB Board of Directors and staff understand residents’ thoughts and opinions about the importance of tourism and industry related initiatives.

“RACVB takes this survey very seriously and uses the findings as a guidepost for which projects the community would like to see brought to the forefront,” said John Groh, RACVB president/CEO. “The tourism sector in our region has a strong influence on our quality of life and the economic vitality of the region. We want to know how the citizens feel about the industry and what they see as priorities for the region.”

The last citizen survey by the RACVB was in the spring of 2015. At that time, 97 percent of respondents reported that tourism was “very important” or “important” to the overall economy of the region. In addition, 98 percent said tourism has a “positive effect to improve the economy” or a “positive effect through limited visitor spending.” The survey respondents showed great support for several specific tourism projects. Ecotourism (including outdoor activities such as hiking, canoeing, biking) had 91 percent support; amateur sports facilities had 90 percent support; downtown Rockford revitalization had 84 percent support; and bike paths had 80 percent support; and attractive gateways into the community had 70 percent support.

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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