

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



National Champions! RACVB Designated 2017 NASC Sports Tourism Organization of the Year, Again

RACVB Named Nation's Best Sports Tourism Organization for Second Time in Three Years

FOR IMMEDIATE RELEASE

May 9, 2018

ROCKFORD, IL — For the second time in three years, the Rockford Area Convention & Visitors Bureau (RACVB) is honored to be designated the National Association of Sports Commissions (NASC) Sports Tourism Organization of the Year, as announced last week in Minneapolis at the 2018 NASC Symposium. RACVB, which also took home the accolade for the first time in 2016, received this prestigious honor for markets with a population of 500,000 and under.

The NASC Sports Tourism Organization of the Year award is given to an active NASC member 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.

"Sports tourism is an important part of our regional economy and I'm excited the RACVB has been recognized again for its outstanding work," **said Rockford Mayor Tom McNamara**. "The board and staff are progressive thinkers and continue to position the Rockford region as a national leader in this important tourism sector."

"It's a high honor for RACVB to be recognized again by the National Association of Sports Commissions as the Sports Tourism Organization of the Year," **said Lindsay Arellano**, RACVB vice president of sales and service. "To be selected by our peers as the best in the industry is a true honor and significant recognition of the quality of our CVB team, marketing and sales efforts, results and partnerships."

During calendar year 2017, RACVB and the Rockford region enjoyed one of its finest sports tourism years yet, including sales efforts that yielded a 21 percent increase in sports event room nights booked, as well as servicing and/or providing hosting support of more than 150 client events. The team also produced three local events as part of the organization's comprehensive Bring Your Game 2 Rockford (BYG2RKFD) sports marketing campaign.

"We work hard to proactively market all of our area venues for sports events and programs that drive economic impact, brand awareness and community engagement," **said Nick Povalitis**, RACVB director of sports development. "We appreciate the responsibility that comes with this distinction and recognition—it's really a reflection of the hard work and support of our many local and national partners, customers and colleagues. We're excited about continuing to lead the efforts of growing sports tourism in our region."

About the Awards: *National Association of Sports Commissions Member Awards recognize the outstanding achievements of its 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.*

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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