

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB's Home with the FAM Returns to Bring National Tourism Event Operators to Area's Doorsteps

Embassy Suites by Hilton Rockford Riverfront, Rockford Conference Center & Other Regional Assets to be Featured Again Virtually to National Event Planners

FOR IMMEDIATE RELEASE

September 29, 2020

Rockford, IL – As the latest example of its national tourism marketing and sales efforts, the Rockford Area Convention & Visitors Bureau (RACVB) is excited to announce the return of **Home with the FAM**, a tourism industry leading stay-at-home live virtual familiarization tour for national event operators, trade publication partners and media. For the second Home with the FAM installment, RACVB has partnered with Embassy Suites by Hilton Rockford Riverfront and the Lawrence J. Morrissey Rockford Conference Center to **showcase the region as a destination for leisure and group travel**, with a focus on the conventions, meetings, reunions and sports markets for events in 2021 and beyond.

Home with the FAM is set for 1 p.m. CT Thursday, October 8, on RACVB's Zoom Webinar platform, where attendees will get a behind-the-scenes tour of the new 160-suite, full-service property. In addition, RACVB will outline what makes the community a great place for citywide tourism events, and will unveil tier-based incentives for group business that is booked by FAM attendees. To register and for complete information, head to **www.GoRockford.com/HomeFAM**.

"We're honored to represent the community as the area's official destination and tourism marketing organization," said **John Groh, RACVB president & CEO**. "Our region is centrally located and continues to improve its product portfolio for long-term tourism success, and that of course includes our Home with the FAM partners at the Embassy Suites by Hilton Rockford Riverfront. We have much to offer as a destination, and that will again be on display next week."

RACVB produced the tourism industry's first pandemic-era live virtual site visit in mid-April. The inaugural Home with the FAM welcomed more than 80 attendees from the Pacific Northwest, Los Angeles, Phoenix, Tennessee, Boston, Florida, Germany and beyond.

"Home with the FAM has been well-received by colleagues because it embodies the creativity required during such difficult times for the tourism and events industry," said **Nick Povalitis, RACVB vice president of marketing and sports development**. "While our budget and programs have been reduced drastically since the beginning of the pandemic, we are still having success rescheduling and booking new tourism events at venues across Winnebago County. This second Home with the FAM will enhance that success as we prepare to share more good news soon."

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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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