



Illinois

the
middle
of
everything™



Geographically, you'll find Illinois in the middle.

The middle of the Midwest. In the middle of the country.

Look deeper, and you'll find the view from the middle is astonishing.

In the Middle, you're aware of everything around you.

Fully immersed in your surroundings. Feeling the influence from all directions.

There is a substance to the middle. The solid core. The beating heart.

After all, it's the Center:

The Cultural Center, the Sports Center, the Learning Center and of course the Shopping Center.

And if you look hard enough, you might just find your center.

The center of your universe, conveniently located smack dab in the middle of America.

Surrounded by rising stars, Michelin Stars and actual stars.

Experience Illinois and find yourself in the middle.

Illinois, the middle of everything.

national

National Video



Family Adventure, :30 and :15

watch now :30

watch now :15

watch now :06



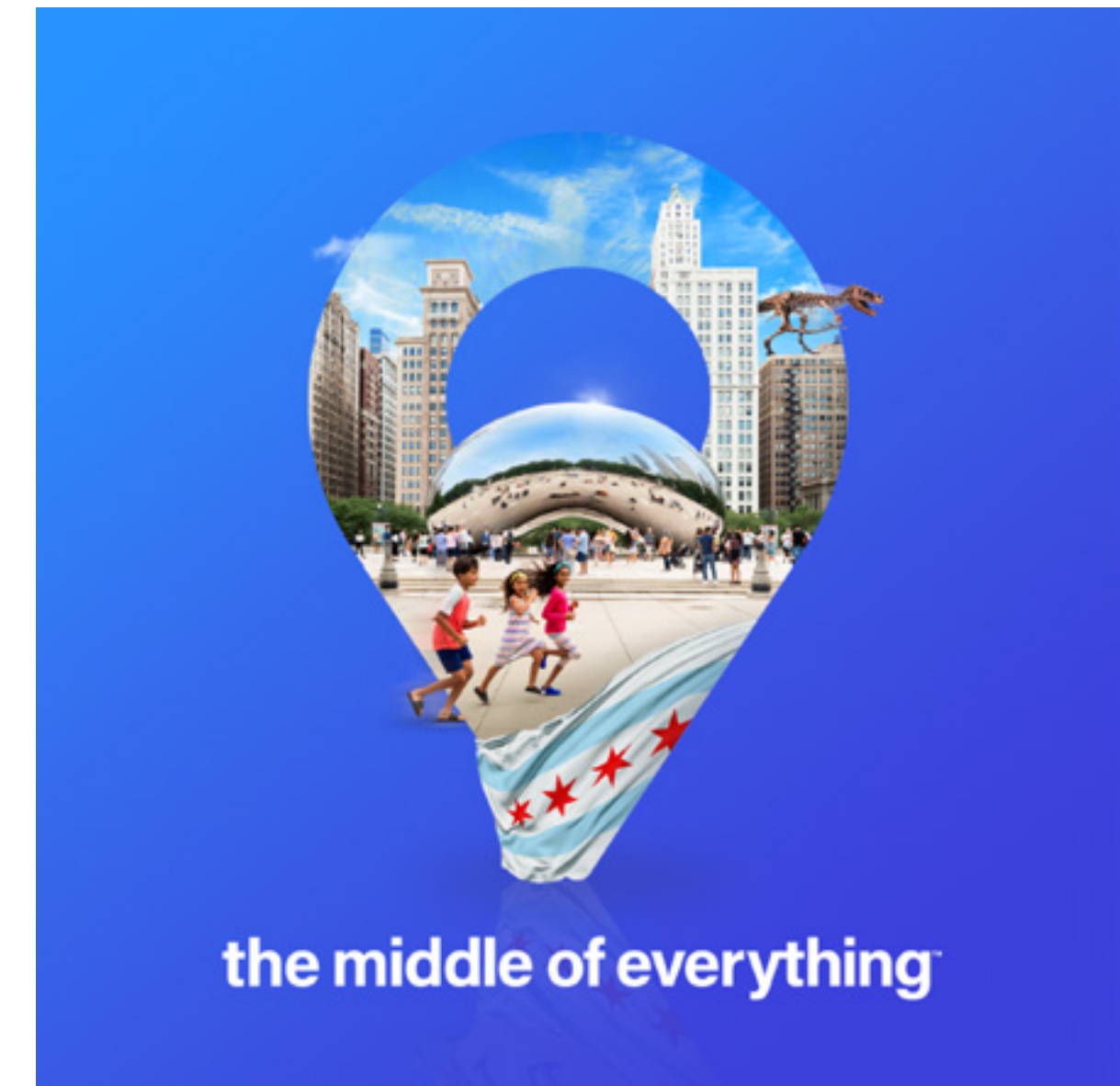
Couples Getaway, :30 and :15

watch now :30

watch now :15

watch now :06

Social Carousel: National



Post Copy:

Fill your schedule with beach days on Chicago's sunny lakefront, breathtaking outdoor excursions beyond the city, and following historical footsteps through the Middle of Everything.

[download carousel](#)

Social Static: National



Post Copy:
Discover delight in the middle with classic theater shows, live music, world-class museums, and renowned Michelin Star dining.

Spanish

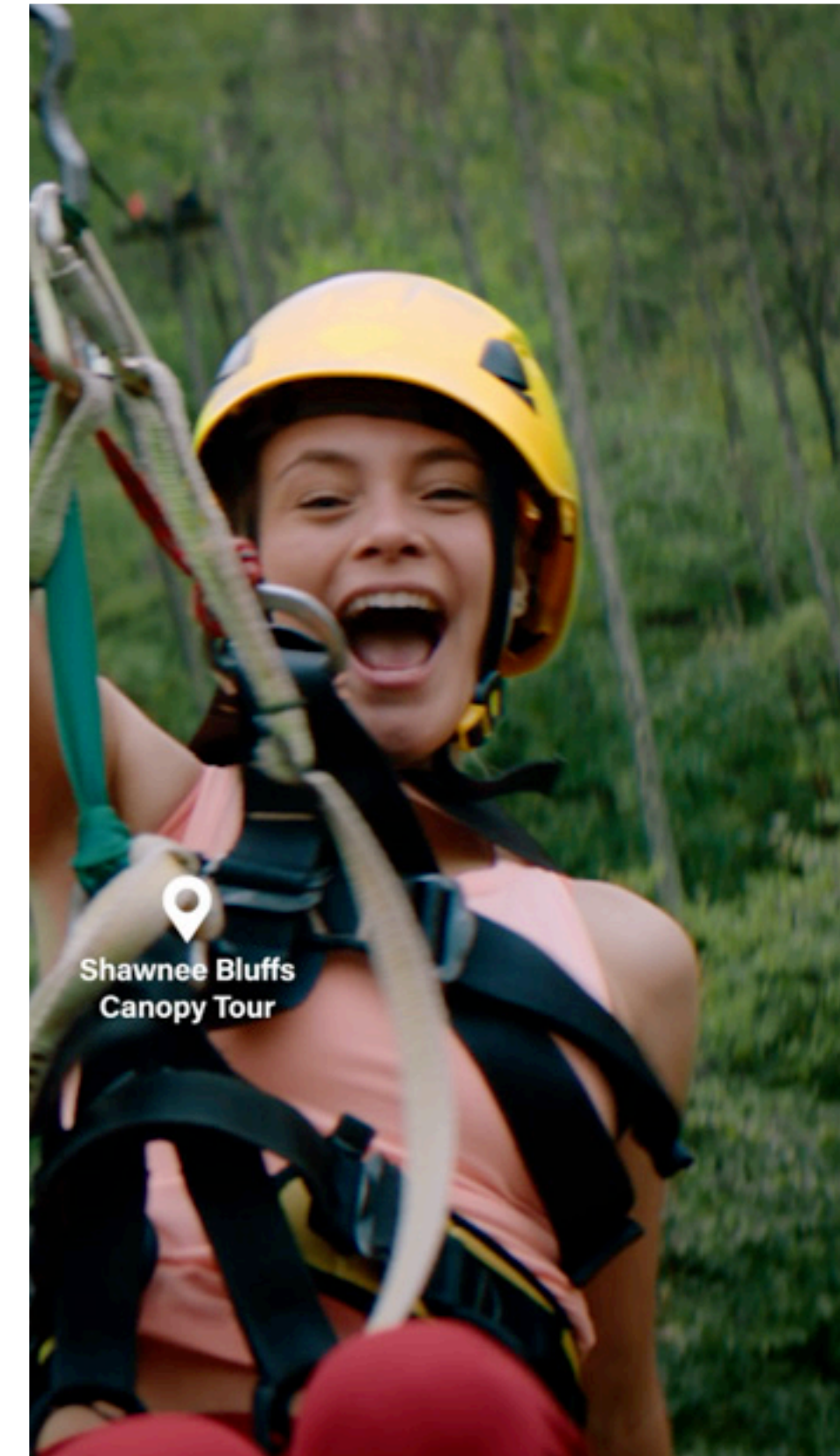
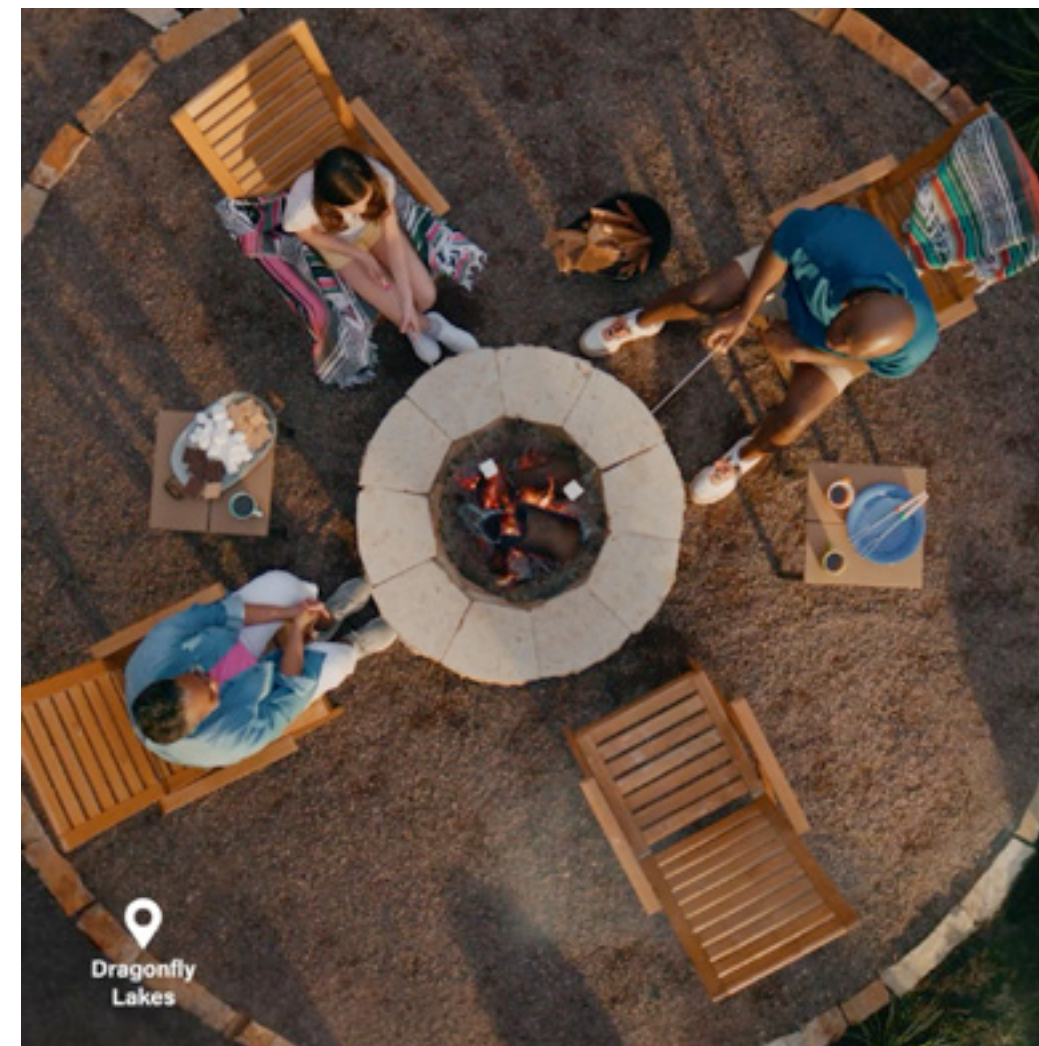
Spanish national & social video



Spanish Explore :30 and :15

[watch now :30](#)

[watch now :15](#)



[download social videos](#)

Spanish Social Static: National

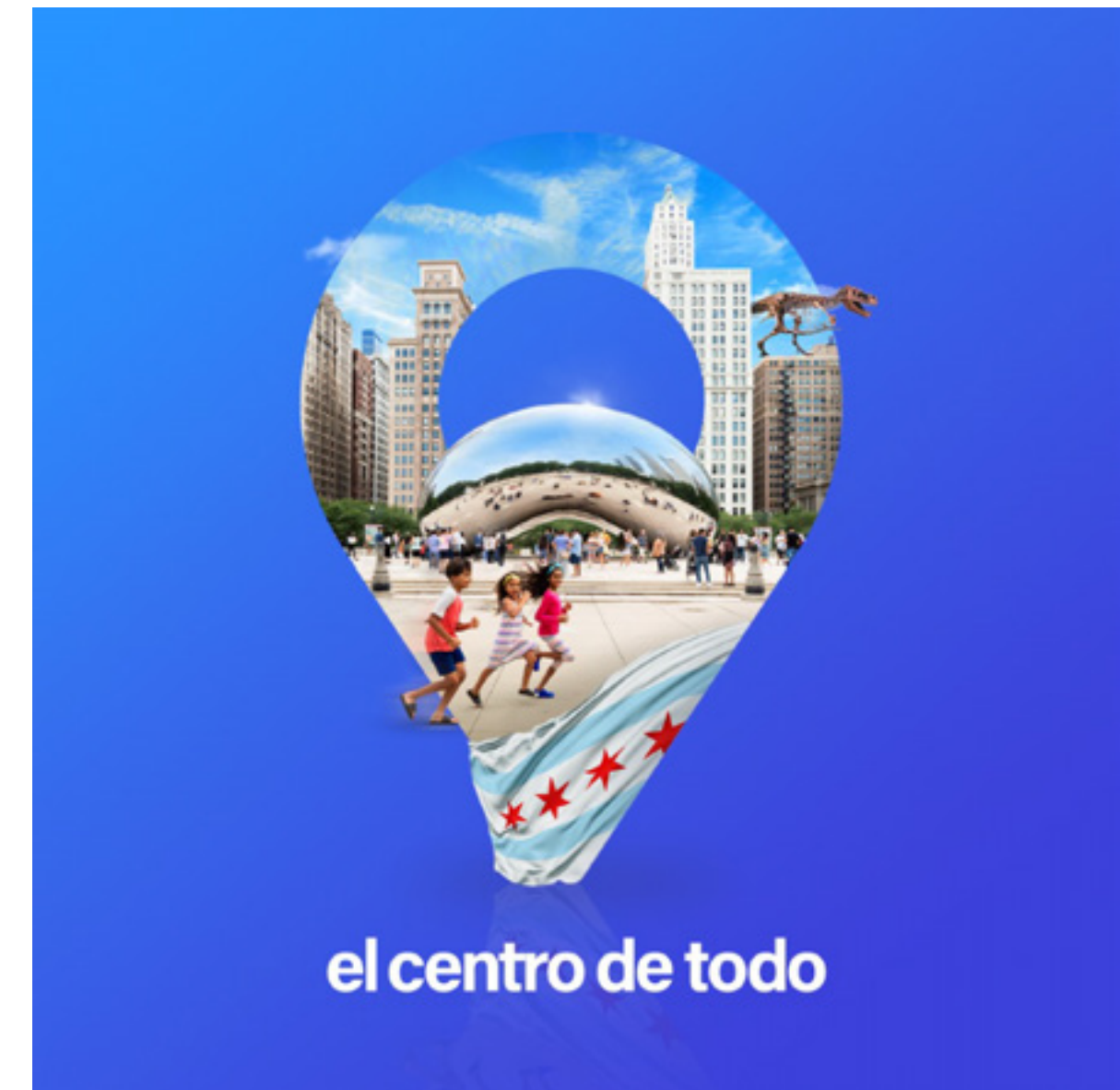


Post Copy:

Entre un bosque de rascacielos urbanos encuentra una abundancia de restaurantes, museos y entretenimiento de clase mundial.

[download statics](#)

Spanish Social Carousel: Chicago



Post Copy:

Desde paseos en kayak por el río hasta shows de música en vivo, planifica tu gran aventura por la ciudad en #ElCentrodeTodo

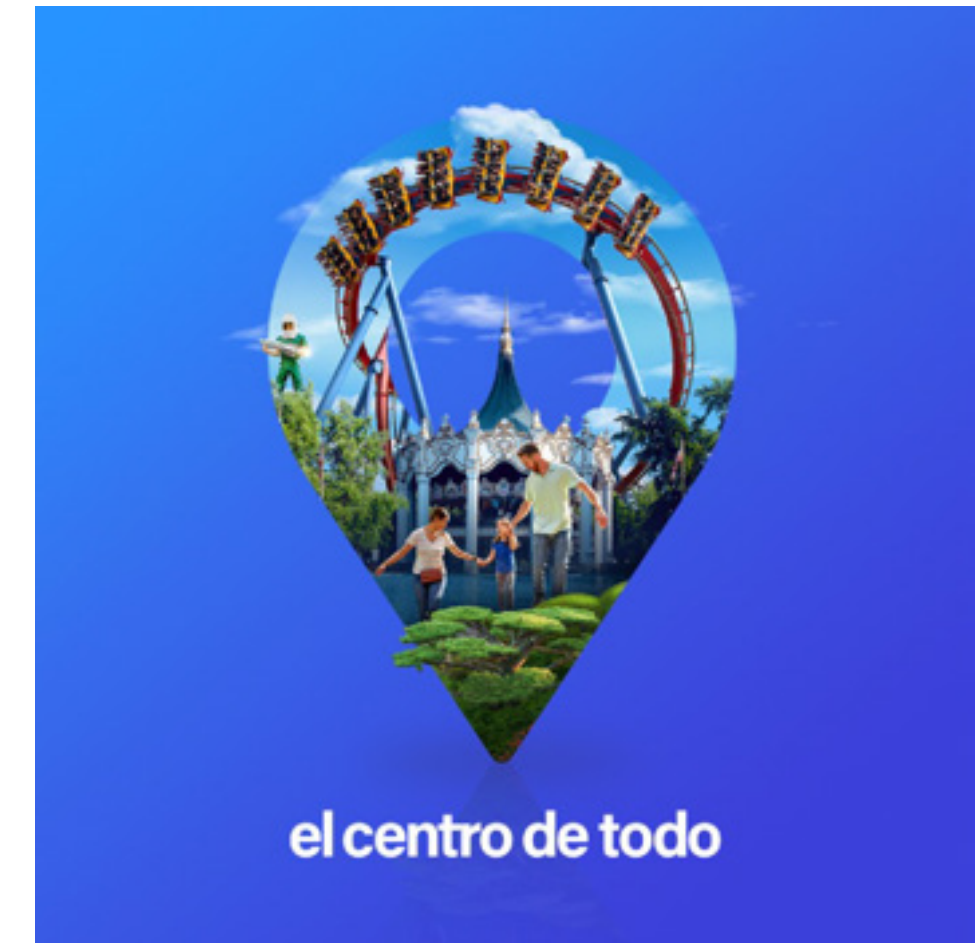
[download carousel](#)

Spanish Social Static: Chicago



Post Copy:
Disfruta tu estadía en #ElCentroteTodo con conciertos en Millennium Park y restaurantes deliciosos por toda la ciudad.

Spanish Social Carousel: Just Beyond Chicago



Post Copy:

Desde escalar hasta acampar, explora las afueras de Chicago y disfruta todo lo que hay para hacer en familia en #ElCentroDeTodo.

[download carousel](#)

Spanish Social Static: Just Beyond Chicago

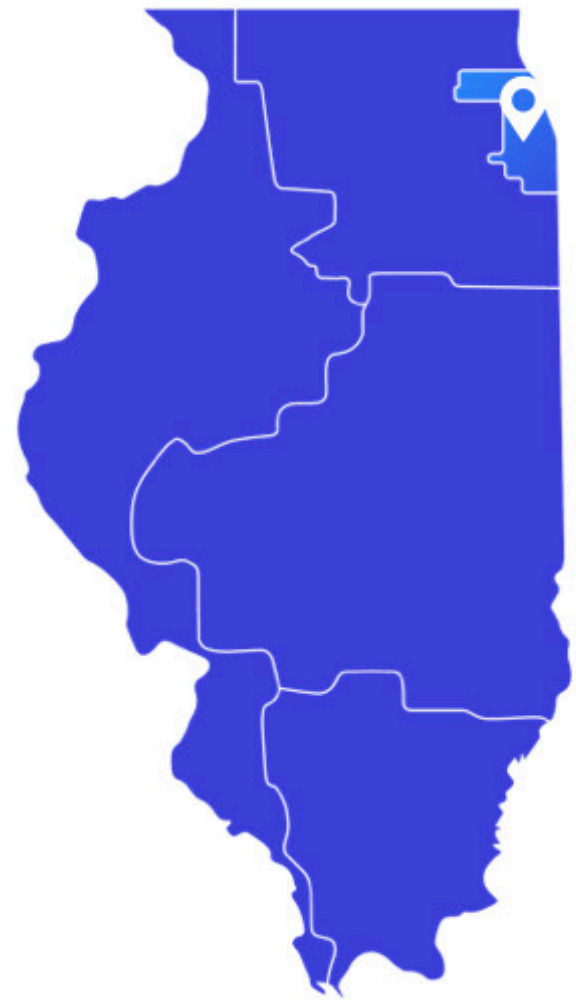


Post Copy:

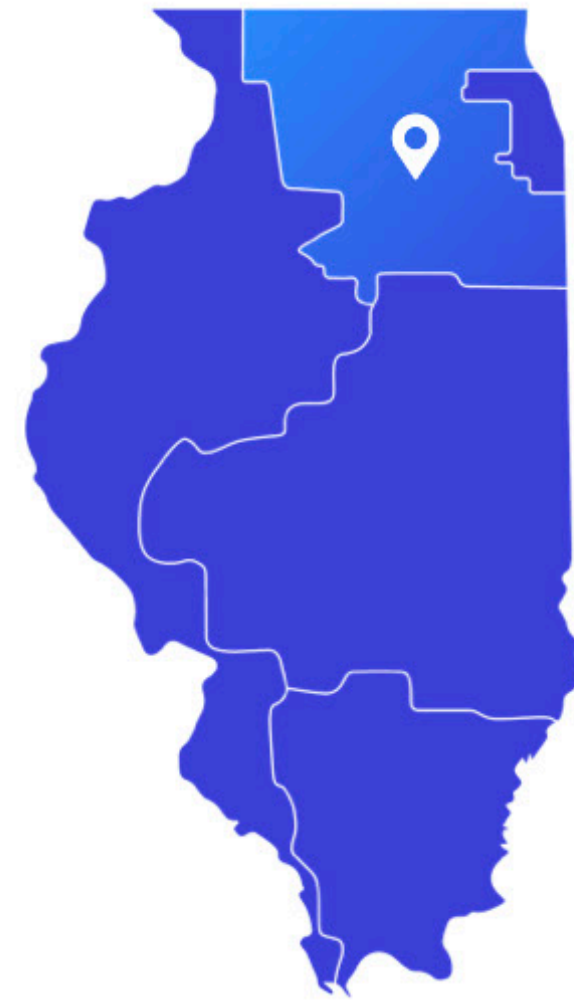
Descubre toda la diversión, sabores locales y vistas panorámicas que se encuentran a las afueras de Chicago. #ElCentrodeTodo

[download statics](#)

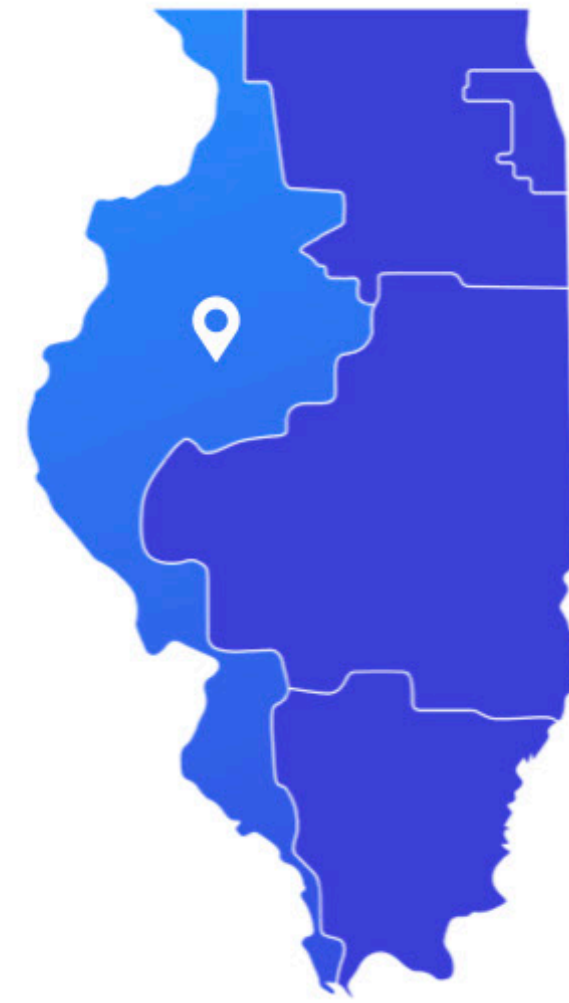
regional



Chicago



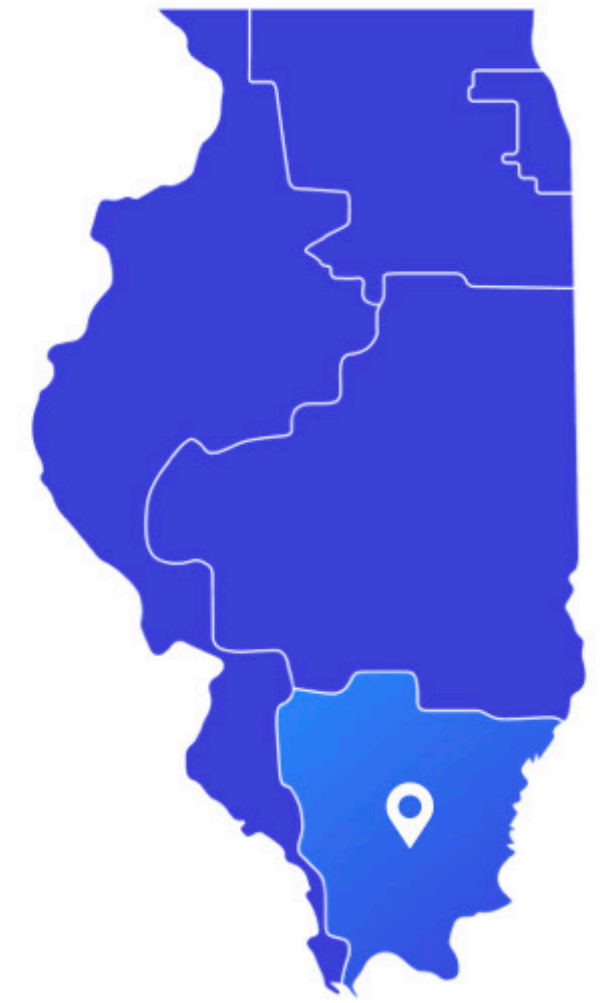
& Beyond



**Great Rivers
Country**



**Land of
Lincoln**



**Trails to
Adventure**

Regional Video



Cabra

watch now :15

watch now :06



The Forge
Lemont Quarries

watch now :15

watch now :06



Dragonfly
Lakes

watch now :15

watch now :06



Big Things
Small Town

watch now :15

watch now :06

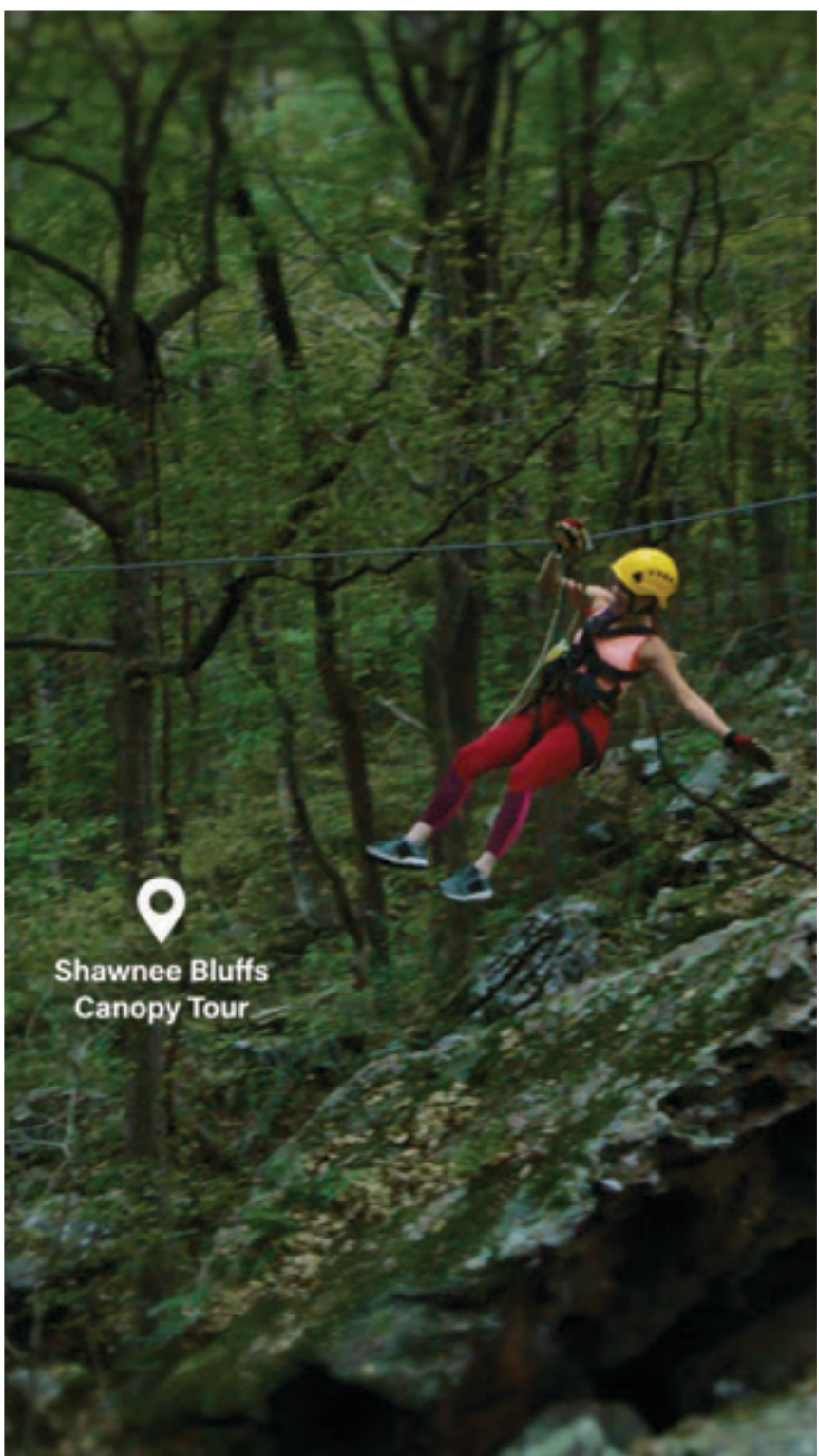
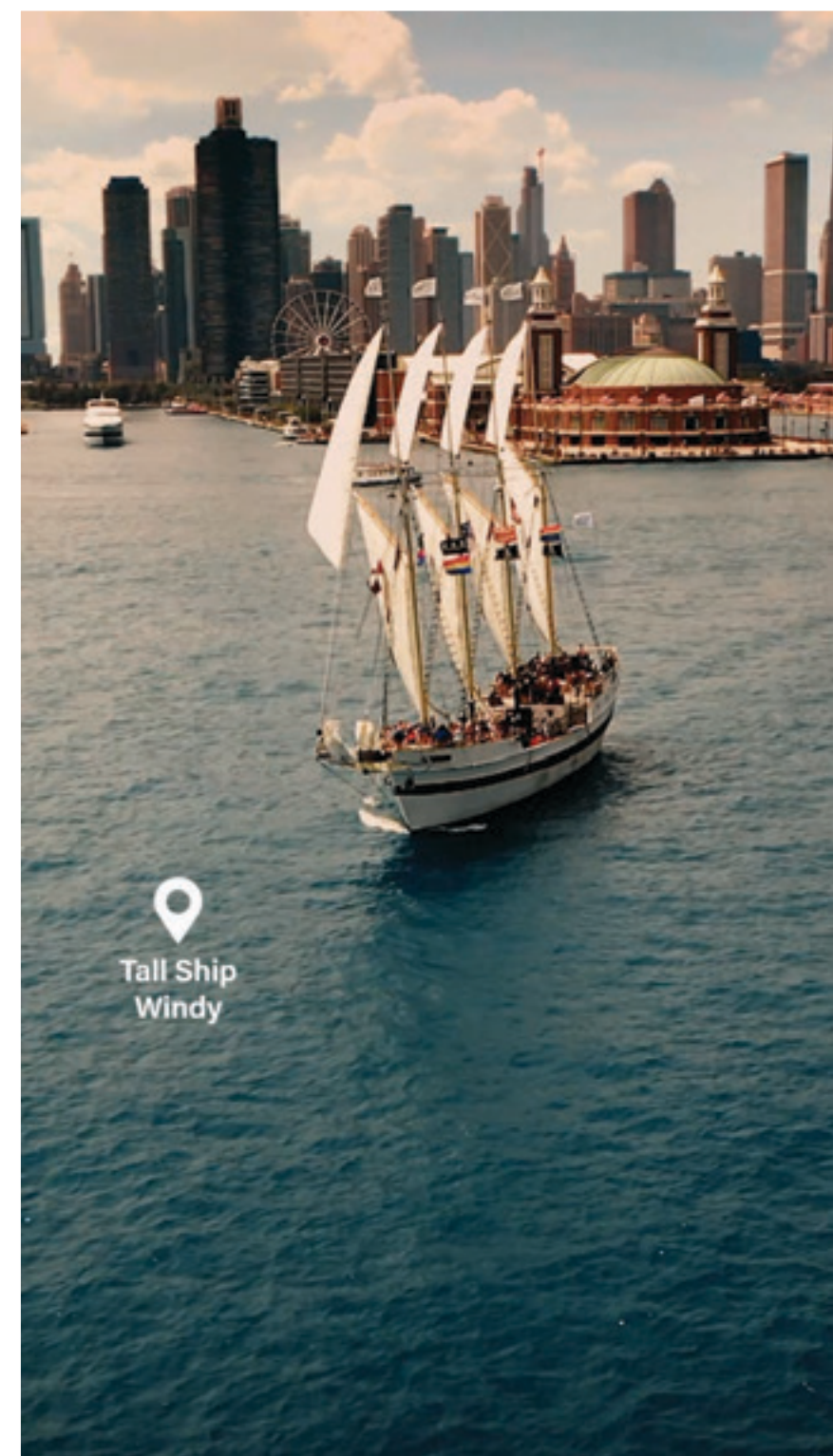


Shawnee Bluffs
Canopy Tour

watch now :15

watch now :06

Regional social 9:16 video



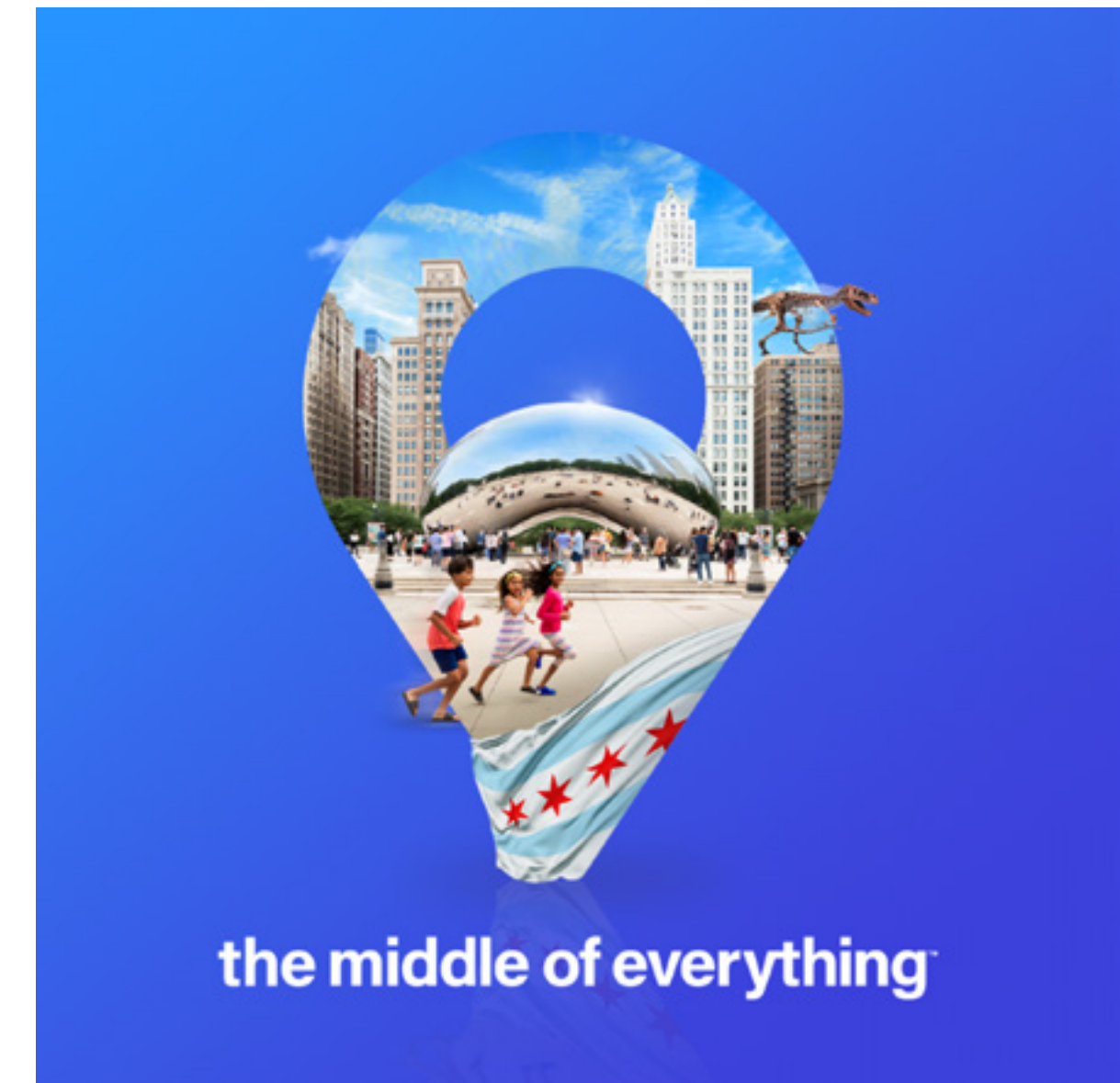
[download all videos](#)

Regional social 1:1 video



download all videos

Social Carousel: Chicago



Post Copy:
 Culture and excitement abound in Chi-town.
 Tour iconic landmarks, taste various local
 cuisines, and enjoy extensive entertainment.

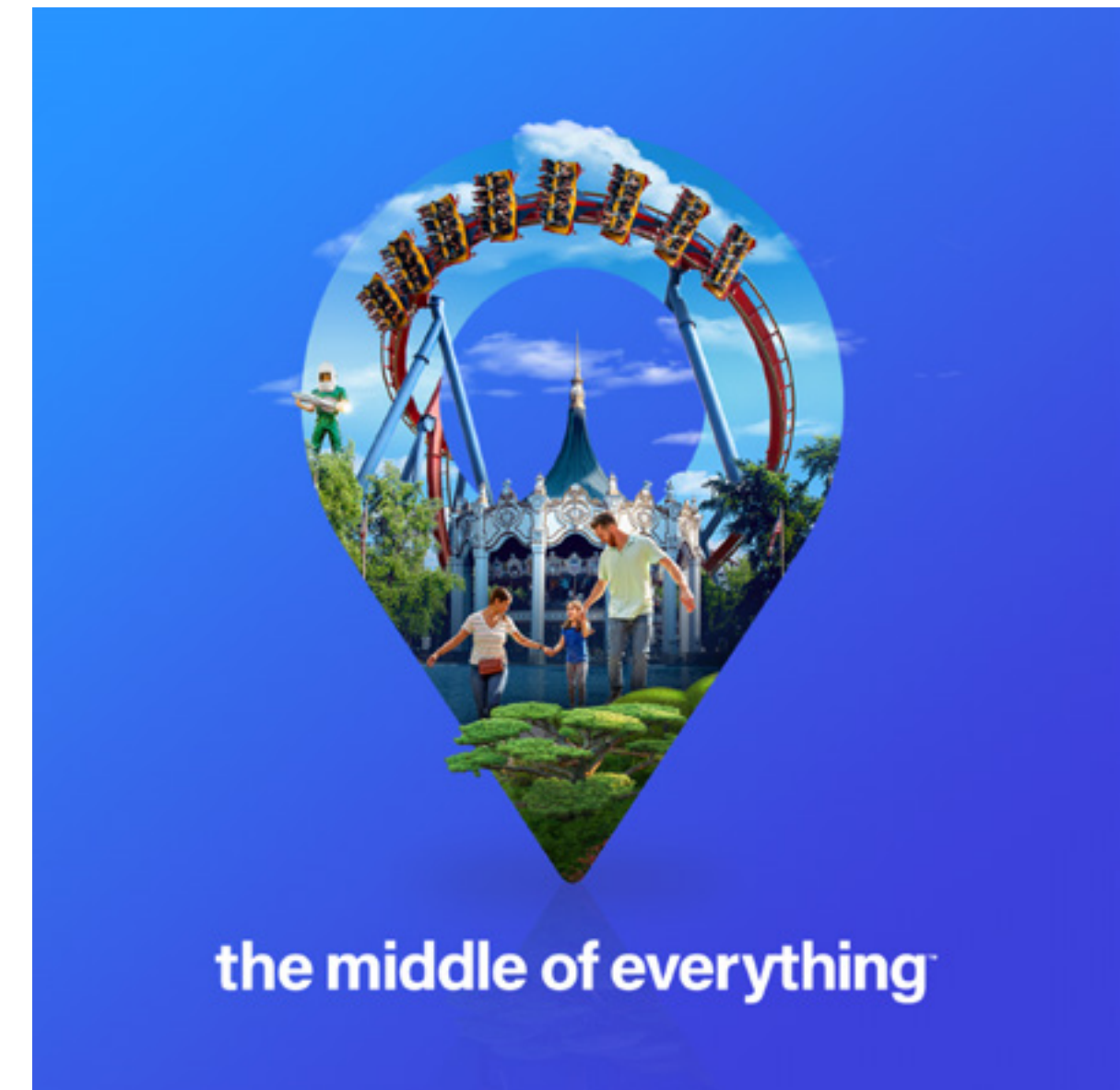
[download carousel](#)

Social Static: Chicago



Post Copy:
Discover delight in the middle with classic theater shows, lively concerts, and renowned Michelin Star dining.

Social Carousel: Just Beyond Chicago



Post Copy:

Just beyond Chicago's bustling streets, embark on a journey through serene landscapes, local flavors, and unique luxury outdoor experiences.

[download carousel](#)

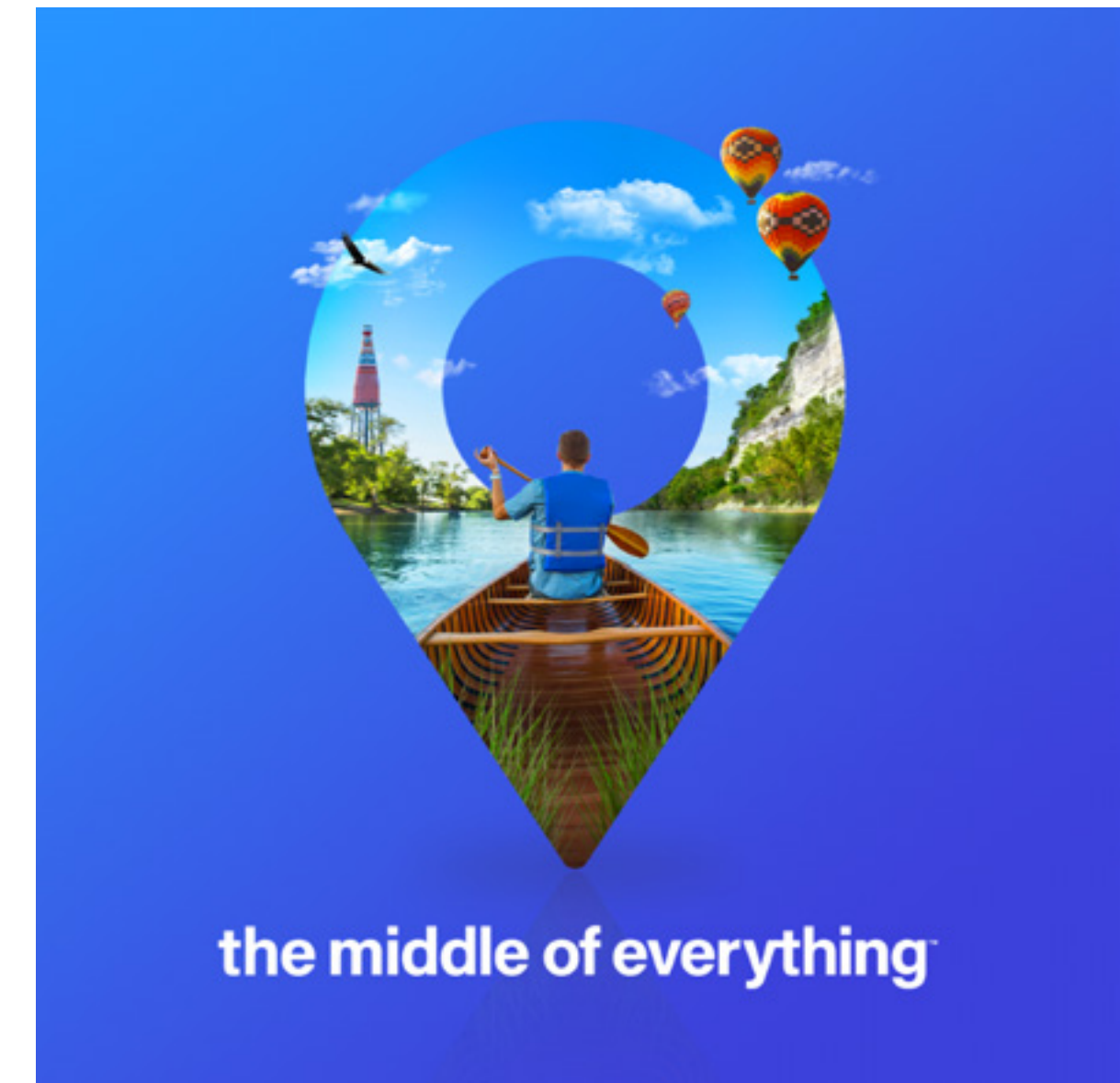
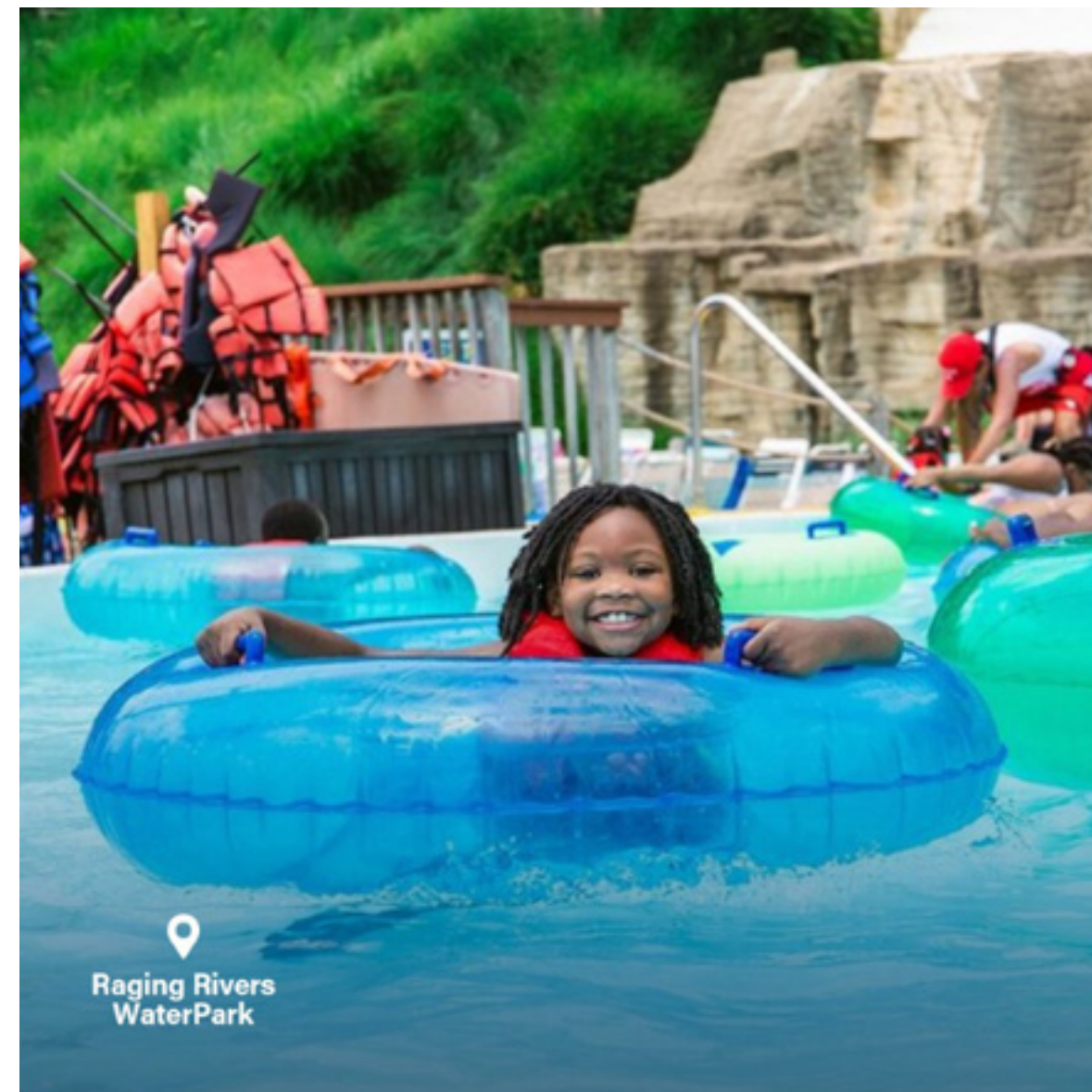
Social Static: Just Beyond Chicago



Post Copy:
Trade bustling city views for serene lakescapes and uncover the stunning hidden treasures throughout the state.

[download statics](#)

Social Carousel: Great Rivers Country



Post Copy:

Zip through forest canopies, float down lazy rivers, and marvel at engineering innovations in the Middle of Everything.

[download carousel](#)

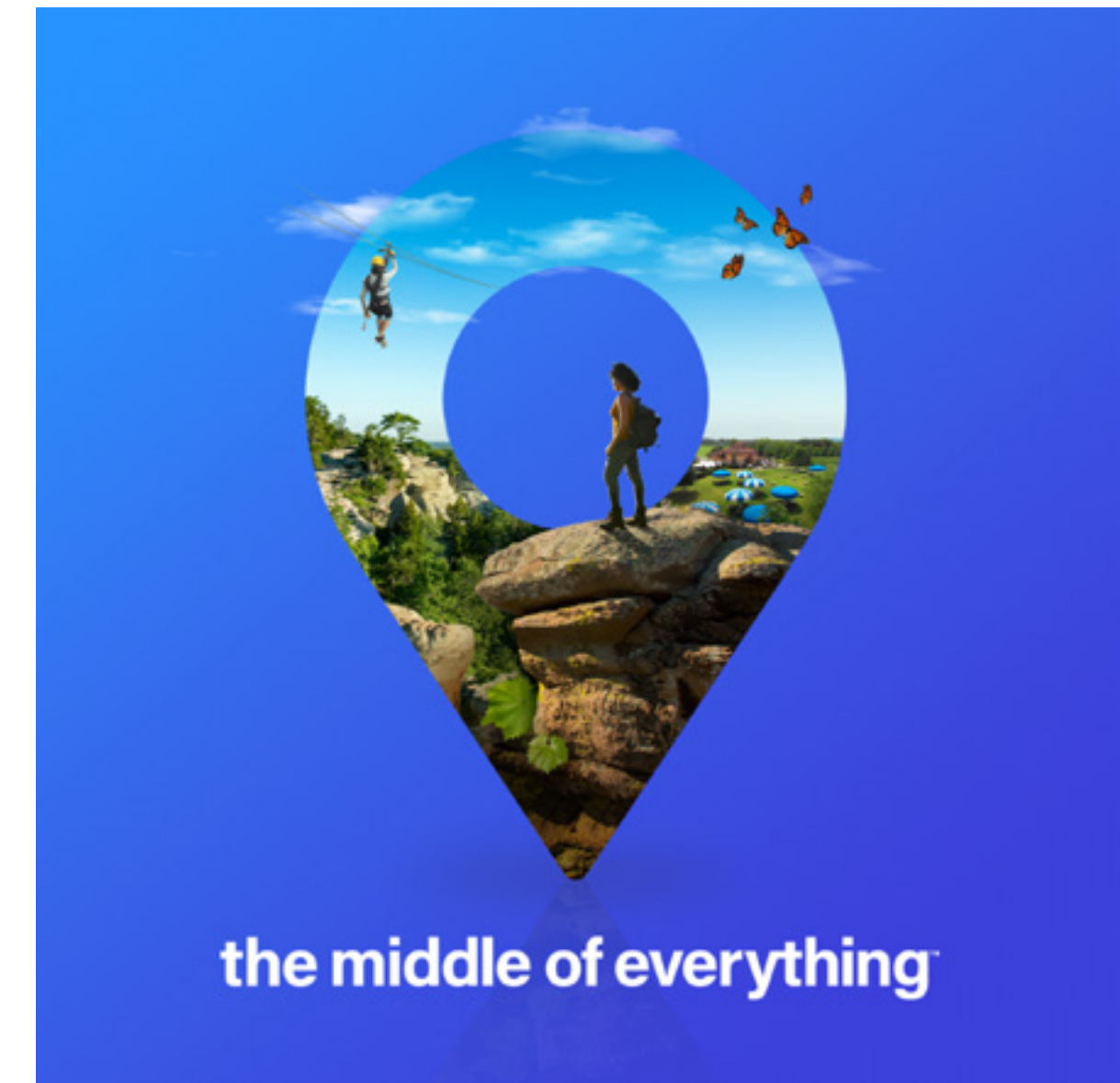
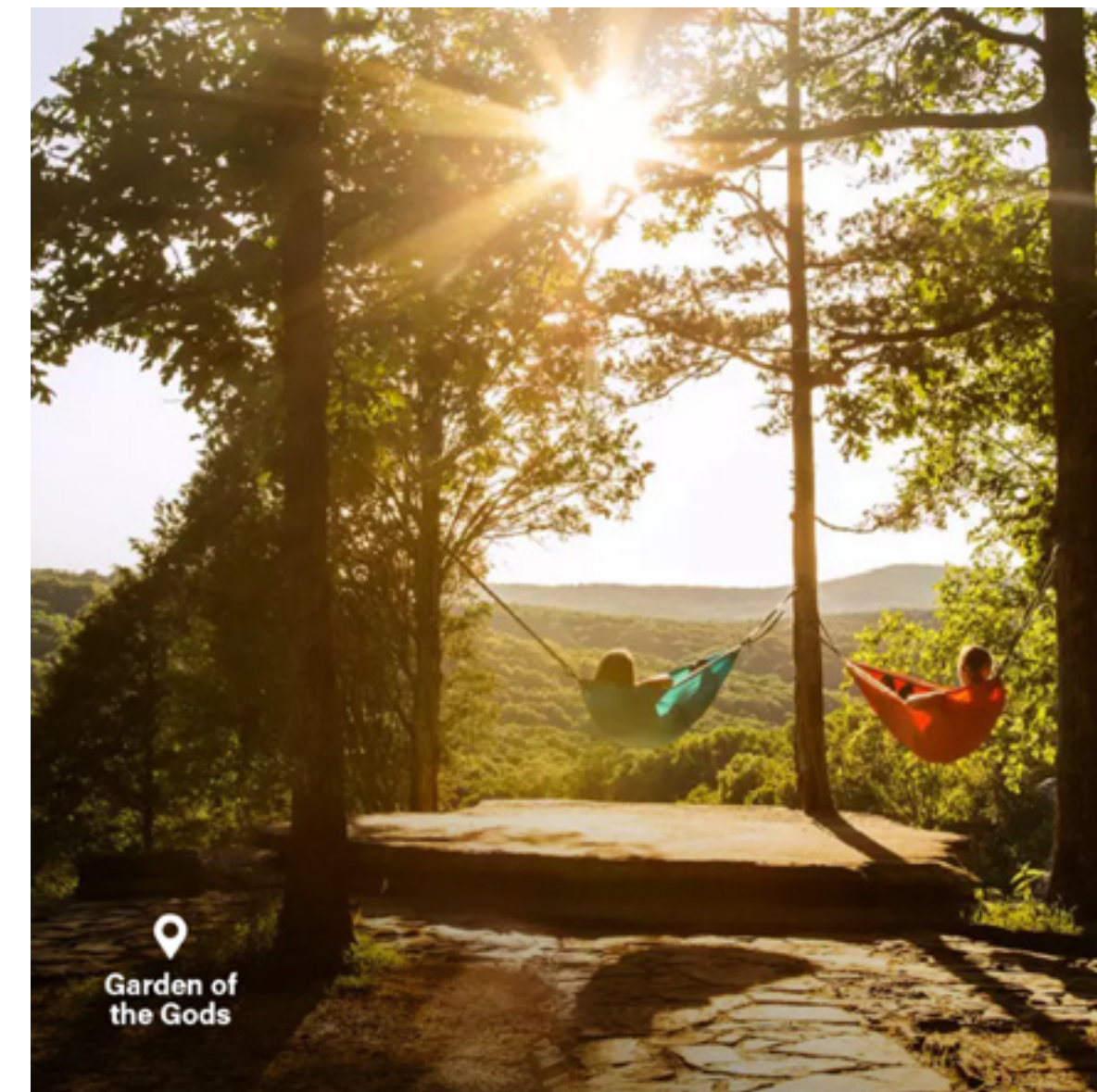
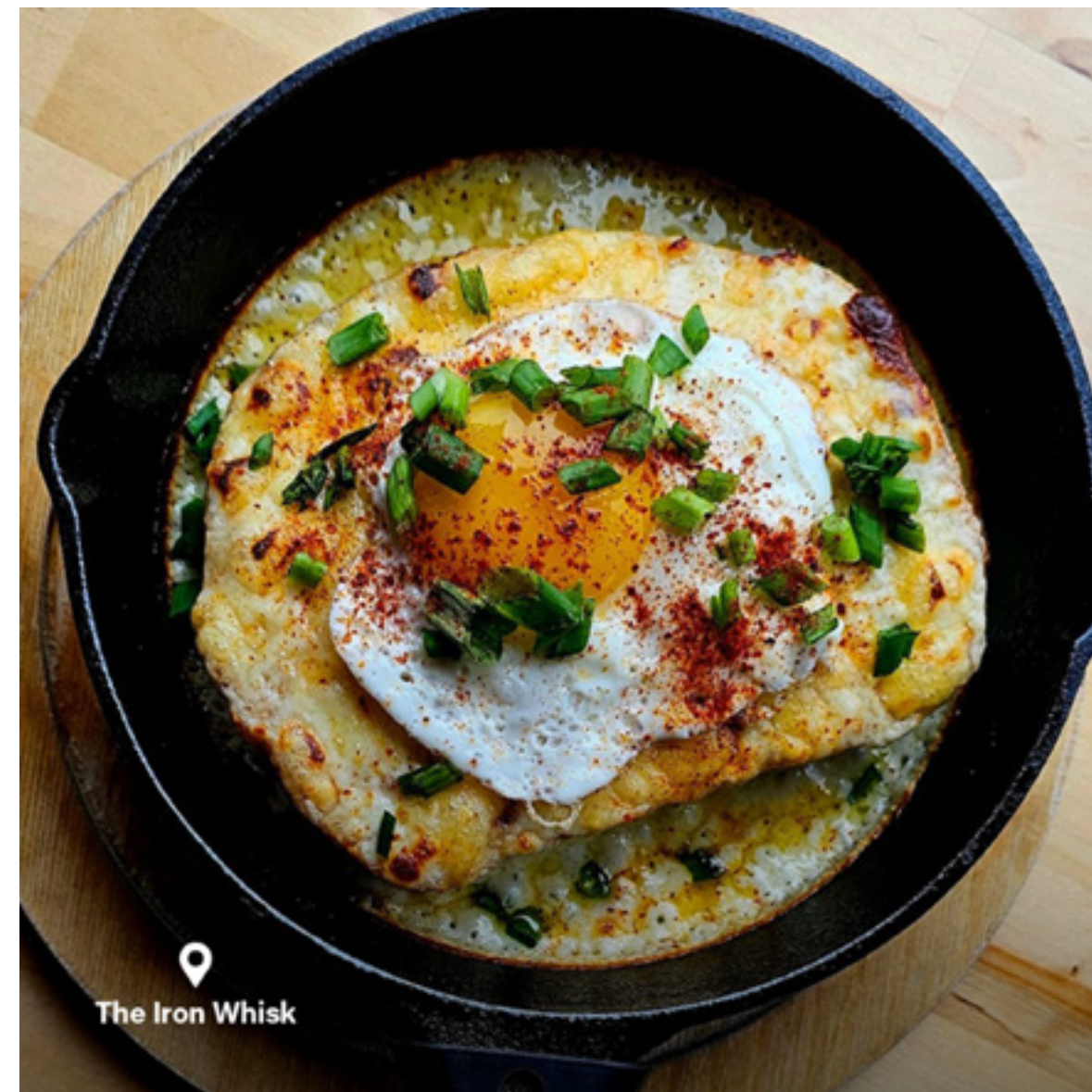
Social Static: Great Rivers Country



Post Copy:
Spend the weekend glamping under the stars at Dragonfly Lakes in Great Rivers Country. Bring your partner, friends, or the whole fam to the Middle of Everything.

[download statics](#)

Social Carousel: Trails to Adventure



Post Copy:

Follow the trails to adventure where you can climb to new heights, take in the vistas, float through the waters, and enjoy delicious local dishes along the way.

[download carousel](#)

Social Static: Trails to Adventure



Post Copy:

Illinois is full of state parks and forests with caves for exploring, lakes and rivers for floating, summits for climbing, and views for appreciating. The outdoors are waiting in the Middle of Everything.

[download statics](#)

Social Carousel: Land of Lincoln



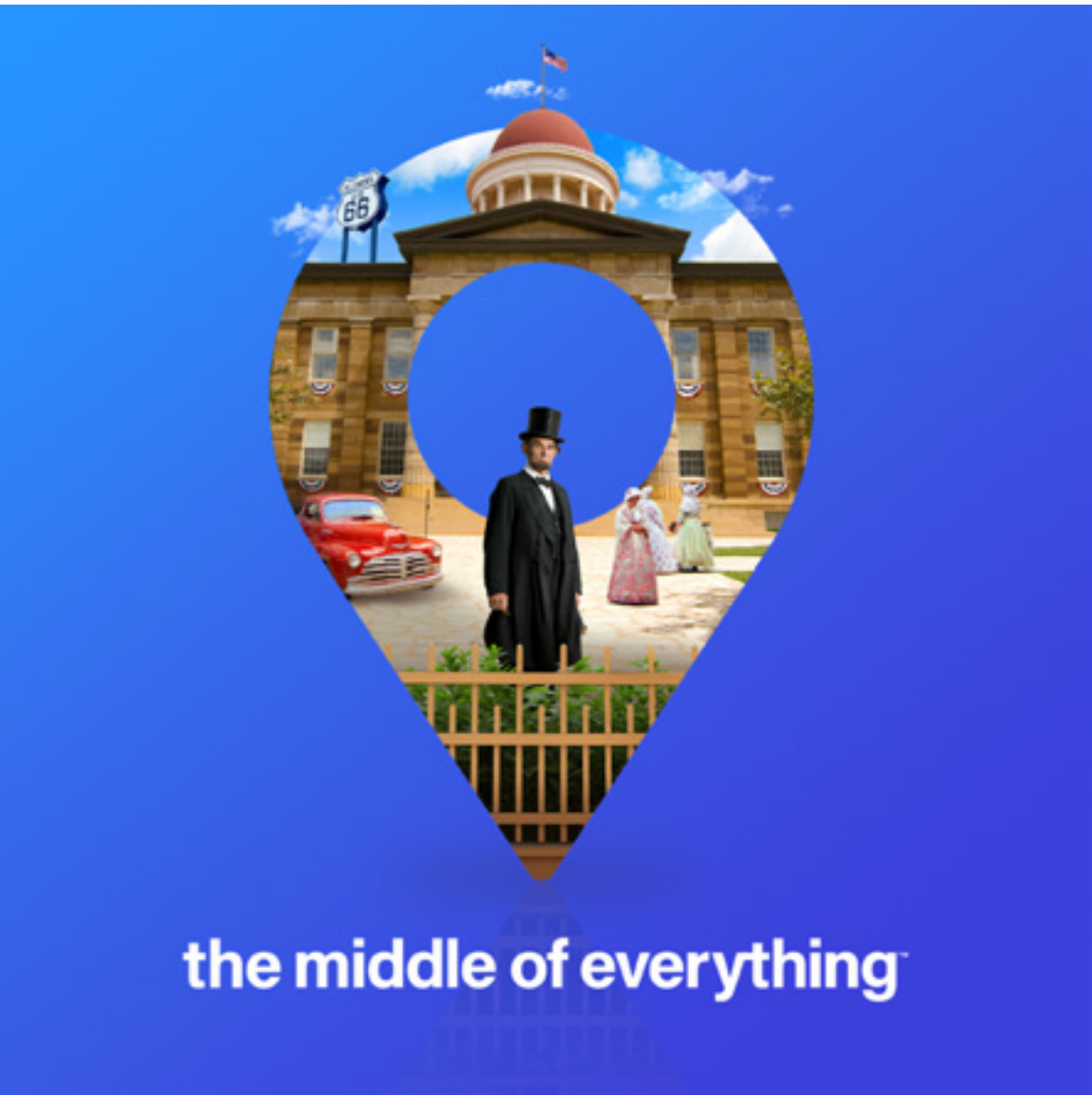
Big Things
Small Town



Prairie Fruits Farm
& Creamery



Lincoln
Tomb



the middle of everything

Post Copy:
Come see our world record holding sights,
premium farm-to-table experiences, and
Lincoln's lasting legacy for yourself.

download carousel

Social Static: Land of Lincoln



Post Copy:
Wander through the Land of Lincoln, where
adventurers and historians alike can all find
something to love.

[download statics](#)