



PRESS RELEASE

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## Illinois Office of Tourism Announces Partnership with CrowdRiff to Build User Generated Content

CHICAGO – When people from around the world visit Illinois, they leave a digital trail of their amazing experiences on social media. This user-generated content is a key resource for tourism marketing. Now a new partnership with visual influence platform, CrowdRiff, allows the Illinois Office of Tourism to easily and effectively discover the most engaging visual content and inspire conversations around Enjoy Illinois social channels. Through the Illinois Partner Network, The Illinois Office of Tourism has unlocked access to advanced functionality and special negotiated pricing for all tourism partners.

### What is CrowdRiff?

The CrowdRiff platform collects top-performing visuals from across every social media channel and presents them in one simple to explore format. CrowdRiff narrows down the content with tags specific to your region, and lets you quickly request permission to share a user's photos. Approved photos will appear in a gallery that is automatically visible to the Illinois Office of Tourism and all relevant partners.

### Why it Matters

The Illinois Office of Tourism has already seen success with content sourced through CrowdRiff over the last year, with the most engaging posts featuring user-generated content. "Through this exciting partnership, we'll be able to improve overall social and digital efficiency, activate our brand across seasons, share content between tourism partners and deliver real-time content through every



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marketing channel,” said Cory Jobe, director of the Illinois Office of Tourism. “With even more amazing content now at our fingertips, our next challenge will be continuing to build authentic, direct conversations with our target audiences.”

The Illinois Office of Tourism invites all Illinois Convention Visitors Bureaus to join an online webinar to learn more on June 19, at 11:30AM CST. For further information about CrowdRiff and becoming a partner, please visit [CrowdRiff.com](http://CrowdRiff.com).

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*The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.*



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