



PRESS RELEASE

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May 31, 2017
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IMMEDIATE RELEASE

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Illinois Office of Tourism Expands Illinois Made Program with Four New Products

Chicago, IL – The Illinois Office of Tourism expanded its popular Illinois Made program, putting the spotlight on local artisans and creators – all small business owners helping to drive tourism around the state. Those artisans and businesses are the focus of new customized Illinois Made “Art-is-an” trip ideas and tourist attractions highlighting the experiences, encounters, and escapes you can only find in Illinois.

According to Skift and Peak DMC, a global travel expert network, more than 72% of consumers would rather spend money on “experiences” than things. In that light, the new Illinois Made “Art-is-an” trip ideas were created to drive tourism to the state by highlighting truly local experiences tourists can’t find anywhere else. They include:

- **Illinois Made on Route 66:** Cruise the state’s iconic Mother Road to experience Illinois’ best and eccentric experiences. Taste classic Illinois Made flavors and explore hidden gems along the way. Download the trip ideas [here](#).
- **Illinois Made Outdoor Adventures:** Witness the natural wonders of Illinois state parks from Peoria and Utica to scenic bike trails in Alton and the Garden of the Gods at Shawnee National Forest. Download the trip ideas [here](#).
- **Illinois Made in Chicago:** Discover the latest local artisans and hangouts in Chicago’s diverse neighborhoods including Pilsen, Logan Square, and Wicker Park. Download the trip ideas [here](#).
- **Illinois Made Pride:** From fabulous nightlife to quaint retreats, Illinois greets LGBTQ travelers with trip ideas that start in Chicago’s vibrant LGBTQ neighborhoods and continue to attractions and festivals around the state. Download the trip ideas [here](#).

“Here in Illinois we want to recognize and promote more of our *Illinois Made* artisans who are small businesses and job creators helping to drive the state’s economy,” said Cory Jobe, Director of the Illinois Office of Tourism. “The expanded Illinois Made program will attract new visitors to explore our state, while supporting local businesses and generating important tourism spending for our communities.”

Illinois Made recognizes the artisans, products and experiences that are unique to the state. Launched in 2016, the program inspires Illinois at www.EnjoyIllinois.com/Illinoismade which encourages people to extend their travel beyond a day trip by exploring the local businesses and great attractions around the state.

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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.



Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF TOURISM
Bruce Rauner, Governor