



**FOR IMMEDIATE RELEASE**  
**Sept. 13, 2023**

**Illinois Office of Tourism Releases Annual Fall Colors Trip Planner and New  
“Middle of Everything” Seasonal Campaign Spots Highlighting Every Region of  
the State**

*Visitors can discover even more trip inspiration in fall/winter issue of Enjoy Illinois magazine  
available now*

**CHICAGO** – With the first day of fall (Saturday, Sept. 23) just around the corner, the [Illinois Office of Tourism](#) (IOT) today announced the launch of its highly anticipated annual [Illinois Fall Colors Trip Planner](#) in partnership with the Illinois Department of Natural Resources. This valuable, interactive resource provides residents and visitors the opportunity to discover the best times to spot stunning fall foliage in all corners of the state, supporting local communities and small businesses along the way.

“All year round, Illinois has some of the best attractions in the world and our fall scenes are among the most beautiful,” said **Governor JB Pritzker**. “We’re thrilled to invite and welcome visitors from all over to come experience this special time in Illinois. From our world-class museums and events to our incomparable lakefront and landscapes, our great state truly is the middle of everything.”

“The Illinois Fall Colors Trip Planner is a great interactive tool for those looking to plan getaways and experience the beauty of our state,” said **Kristin Richards, Director of the Illinois Department of Commerce and Economic Opportunity**. “Fall in Illinois is second to none and communities across the state look forward to welcoming visitors from near and far to their local restaurants, shops and attractions during the fall season.”

“Anyone who is craving beautiful foliage and thrilling outdoor adventures can find them in an Illinois state park,” said **Natalie Phelps Finnie, Director of the Illinois Department of Natural Resources**. “We hope visitors and residents will use the Illinois Fall Colors Trip Planner as a guide to experience the breathtaking views, fun family activities and outstanding trails in our state parks this autumn.”

Along with the interactive Illinois Fall Colors Trip Planner, IOT also offers an extensive collection of [seasonal trip ideas](#) - ranging from exciting pumpkin patches to visit, to quirky fall festivals and delicious autumnal menu options to discover around the state.

IOT also unveiled its latest seasonal TV spots for the "Middle of Everything" campaign, starring Emmy and Golden Globe award-winning actress and director, Jane Lynch. The captivating campaign spots capture the essence of the state's colorful landscapes and lively urban scenes in the fall. Location highlights include the meandering beauty of the Great River Road along the Mississippi River, the iconic 360 Chicago Observation Deck where visitors can spot the changing colors of the city from new heights, the enchanting Chicago Botanic Garden in Glencoe, Lincoln's history throughout Springfield, the undeniable charm of Galena's Main Street and the towering bluffs of Shawnee National Forest in Southern Illinois.



“We are thrilled with how the ads showcase the remarkable natural and cultural wonders of Illinois while also highlighting the kaleidoscope of fall colors and scenic adventures that await visitors throughout the season,” said **Daniel Thomas, Deputy Director of the Illinois Department of Commerce and Economic Opportunity, Office of Tourism**. “The new campaign spots, paired with our annual Fall Colors Trip Planner, display the state’s wide array of picturesque locations to inspire fall travel around Illinois - the middle of everything.”

To view and download the new “Middle of Everything” fall campaign spots along with media assets, click [here](#).

IOT also recently released the fall/winter issue of the state’s biannual magazine, Enjoy Illinois. The new issue – which highlights Camp Aramoni in Tonica, Illinois’ first-ever luxury campground – includes the following features:

- An exploration of Illinois craft beer trails, like the Lake County Libation Trail in Chicago’s north suburbs, spotlighting where to embark on a journey to sample seasonal ales and discover local charm from breweries around the state.
- A guide to the most fun-filled fall getaways in Illinois, including a nostalgic weekend at the University of Illinois in Urbana-Champaign and a sports-lover’s dream trip to Chicago.
- Family-friendly outdoor adventures like the Alpine Coaster in Grafton where visitors can weave through Pere Marquette State Park’s changing colors on a thrilling ride.
- Cozy cabin stays for the winter months, including rustic lodging found in Giant City State Park in Makanda.

To subscribe to the free travel magazine, view it online or download, click [here](#).

To view the 2023 Falls Colors Trip Planner and learn more about planning a fall getaway in Illinois, visit [EnjoyIllinois.com](#).

#### **About the Illinois Office of Tourism:**

The Illinois Department of Commerce and Economic Opportunity (DCEO), Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents. To learn more, visit [EnjoyIllinois.com](#).

#### **About the Illinois Department of Natural Resources:**

The Illinois Department of Natural Resources (IDNR) is responsible for the conservation, management, and sustainable use of Illinois’ natural resources. The IDNR’s mission is to protect, preserve, and promote the state’s natural, recreational and cultural resources for the long-term benefit of present and future generations. Learn more at [dnr.illinois.gov](#).

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