



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

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MEDIA ADVISORY

**SCHEDULE OF MEDIA EVENTS AT
2017 ILLINOIS GOVERNOR'S CONFERENCE ON TRAVEL & TOURISM**

CHICAGO, March 16, 2017 – Next week, nearly 400 Illinois travel and tourism professionals will convene in Springfield, Illinois for the annual Illinois Governor's Conference on Travel & Tourism. It is the largest annual gathering of tourism professionals in the state and a huge economic boon to the capital city. In conjunction with the conference, media are invited to participate in a variety of exclusive announcements about new tourism initiatives and special events, first look previews of new campaign advertisements, and one-of-a-kind photo opportunities – including a press conference to announce an important update on the state's successful Illinois Made program that will feature a 300 lb. Illinois Made Eli's Cheesecake in the shape of the state capitol.

ILLINOIS VOLUNTOURISM PHOTO OPP

WHAT: Members of the Illinois tourism industry will kick-start the planned front yard renovation of one of the state's most iconic historic landmarks, The Old State Capitol Building, as part of Illinois VolunTourism (IVT) and in partnership with the Illinois Historic Preservation Agency. New benches and landscaping are just some of the soon-to-be-revealed plans for this iconic destination. Volunteers will assist in the next phase of the landscape project on the grounds of the Old State Capitol.

WHERE: Sunday, March 19, from 1:00-4:00 p.m.
Old State Capitol Building
S. 6th St & E Adams Street
Springfield, IL 62701

WHO:

- Cory Jobe, Director, Illinois Office of Tourism

- Justin Blandford, Superintendent, State Historic Sites at Springfield & The Illinois Historic Preservation Agency

VISUALS:

- Preview of the landscape plans coming to one of Springfield's most historic destinations
- State tourism leaders and volunteers helping in and around Old State Capitol Building and grounds

ILLINOIS TOURISM MARKETING PRESS CONFERENCE

WHAT: Illinois Office of Tourism Director Cory Jobe will meet with attending press at the Abraham Lincoln Presidential Library & Museum to make a major new announcement about one of the state's biggest tourism initiatives, Illinois Made. The announcement will include the unveiling of a 300 lb. Illinois Made-inspired Eli's Cheesecake in the shape of the state capitol. Media will have a chance to taste the cheesecake, ask Cory questions about an exciting expansion of the Illinois Made program and the Illinois tourism industry and its role in advancing the state's economy and quality of life for its residents.

WHERE: Monday, March 20, from 1:00-2:00 p.m.
Abraham Lincoln Presidential Library & Museum
112 N. 6th Street
Springfield, IL 62701

WHO:

- Cory Jobe, Director, Illinois Office of Tourism
- David Whitaker, President & CEO, Choose Chicago
- Gina Gemberling, Executive Director, Springfield CVB
- Marc Schulman, President of Eli's Cheesecake

VISUALS:

- Remarks given by Director Cory Jobe
- Commemorative, 300 lb. Illinois Made cheesecake from Illinois' famous Eli's Cheesecake
- First look and taste of a new Illinois-themed cheesecake flavor, which will be sold online following the conference.

EXCELLENCE IN TOURISM AWARDS DINNER

WHAT: The Illinois Governor's Conference on Travel & Tourism will be hosting "A Night on the Red Carpet" awards program presented by Travel Channel. This star-worthy event will celebrate the greatest and most innovative tourism marketing initiatives throughout the state.

WHERE: Monday, March 20, from 7:15-9:45 p.m.
President Abraham Lincoln Springfield – A Doubletree by Hilton
701 E Adams Street
Springfield, IL 62701

WHO:

- Cory Jobe, Director, Illinois Office of Tourism
- Tourism professionals & CVBs from across Illinois

VISUALS:

- Awards ceremony honoring best and brightest in Illinois tourism
- Individual awards recipients
- Chicagoland Speedway race car for pre-dinner Race to Reception event

STATE OF THE STATE OF TOURISM ADDRESS

WHAT: Illinois Office of Tourism Director Cory Jobe delivers his much anticipated State of the State of Tourism address, taking a look back at the marketing and advertising strategies that contributed to an amazing year for Illinois tourism. Includes a vision for the industry and offers a sneak preview of the exciting new tourism initiatives designed to make 2017 another great year in Illinois tourism.

WHERE: Tuesday, March 21, from 12:15-2:15 p.m.
President Abraham Lincoln Springfield – A Doubletree by Hilton
701 E. Adams Street
Springfield, IL 62701

WHO: Cory Jobe, Director, Illinois Office of Tourism

VISUALS:

- Remarks given by Director Cory Jobe
- Update on economic impact of tourism
- Preview of new 2017 "Up For Amazing" ad campaign
- Preview of 2017 domestic and international marketing initiatives

CLOSING GENERAL SESSION – THE POWER OF MUSEUMS

WHAT: Travel Channel host Don Wildman has built his reputation as a television explorer investigating historical mysteries at home and abroad. During his closing general session presentation, Wildman will discuss the importance of museums as a tourism draw.

WHERE: Wednesday, March 22, from 9:00-10:00 a.m.
President Abraham Lincoln Springfield – A Doubletree by Hilton
701 E Adams Street
Springfield, IL 62701

WHO: Don Wildman, Television Explorer and Host of the Travel Channel's Mysteries at the Museum

For a complete conference schedule and list of speakers, or to register for the 2017 Illinois Governor's Conference on Travel & Tourism, **visit www.ilgovconference.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.