Blackhawk Waterways Convention & Visitor's Bureau
Promoting Tourism in Carroll, Lee, Ogle and Whiteside Counties
Diane Bausman, Executive Director
Report for Month of May 2009

Meetings Attended:

- May 4-6 – Illinois Council of Convention & Visitor's Bureaus Quarterly meetings in Peoria
- May 11th – Dixon Tourism meeting
- May 12th – Carroll County Hotel/Motel meeting
- May 13th – Savanna Hotel/Motel meeting
- May 14th – Rock Falls Tourism meeting
- May 18th – Strategic Opportunity Roundtable meeting on Tourism as a component of the Riverlands Economic Advantage Partnership Project between NW Illinois, SE Wisconsin & NE Iowa.
- May 26th – BWCVB board meeting
- May 27th – Rochelle Tourism meeting
- May 27th – MVPA convoy planning meeting

bwcvb.com Web Site Update:

- Visits to the site were up 77.97% for the month of May and we've had 3,369 absolute unique visitors who viewed an average of 4.32 pages per visit. Of these unique visitors 85.63% were new visitors to the site.
- Our spring Google Adwords campaign generated 1,210 unique visitors to the site during May of which 92.89% were new visitors. These visitors viewed 4.38 pages per visit and spend an average of 3.32 minutes on the site.
- Our Blackhawk Chocolate Trail website www.thechocolatetrail.com launched May 22nd and we've already rec'd several requests for information. Please check it out.

Bulk Mailing Update:

- During the month of May we sent out 332 packets of information.

Public Relations:

- The BWCVB Annual Dinner has been set for August 20th and will be held in Savanna at Poopy's Pub & Grub. Themed, ***Sturgis in Savanna - BWCVB Biker Bash,*** this will be a fun evening to network with friends in the tourism business – be sure to mark the date on your calendar – the invitations will be going out in mid-July.
- Our website e-newsletter went out the 1st week in May to the 924 people who have signed up to receive it.
- My June tourism partner e-newsletter went out May 27th.
- WCCI radio show on May 18th.
- Attended the DCEO award presentation at Bushel Basket Candle Company in Sterling on May 28th.

Updates and Information:

- The IBOT "Road Show" will be held June 8-11. This is the annual series of press conferences and events to share tourism industry news, including the 2008 economic impact numbers, highlight the significant economic and social impact of Illinois' travel and tourism industry, and reflect on upcoming tourism initiatives as they play into the current economic climate. Themed "There's a Getaway for That," the presentation will emphasize the state's assets and ability to provide travelers with an Illinois getaway that is customized to fit their needs. The closest one to be held in our area will be on **Wednesday, June 10, 3:30 p.m** at the John Deere Harvester Works, in East Moline.

Advertising Update:

- During May we received 183 targeted requests for information from our ad on **travelguidesfree.com**
- We received 94 requests for information from the 2009 **Illinois Travel Guide**.
- We have received 399 requests for information from the 2009 edition of Midwest Living's **Best of the Midwest**
- We have an ad in the 2009 SVN Voyager that is distributed throughout our area and the Chicago suburban area.
- We launched an ad on the WGNTV.com Cruisin' Illinois webpage on 4/23/09 and as of the end of May we have received 174 unique visits to our website directly from this ad. Those people viewed an average of 6.48 pages and spent 8.27 minutes on the site. Since the ads started running on April 30th we've rec'd 44 requests for information from phone calls or the website where people listed TV as where they heard about us.

We appreciate the support we receive from you and if you would like me to give a brief presentation at your county board meeting on how Blackhawk Waterways CVB promotes tourism in Carroll, Lee, Ogle and Whiteside Counties, call me at 800-678-2108 or contact me via e-mail at dbausman@bwcvb.com

Blackhawk Waterways CVB Mission Statement
To increase the economic impact to the four counties represented through promotions, advertising and providing information to potential visitors.