Blackhawk Waterways Convention & Visitor's Bureau
Promoting Tourism in Carroll, Lee, Ogle and Whiteside Counties
Diane Bausman, Executive Director

Meetings Attended:

- March 28 – Rochelle Tourism meeting
- April 10 – Carroll County Hotel/Motel meeting
- April 11th – Tri-City Rock River Trail meeting in Dixon
- April 11-12 – Tri State Tourism Council Spring Conference at Sinsinawa Mounds
- April 17th – ICCVB Lobby Day in Springfield
- April 18th – ICCVB conference call
- April 18th – Lee County Tourism Council Annual Meeting
- April 19th – Ill. Lincoln Highway Coalition conference call
- April 24th – BWCVB Board of Directors meeting

Web Site Update:

- We had 3,090 unique visitors to the website in the last month and 83.63% were new visitors. These visitors viewed an average of 3.23 pages. 458 of these visits came via our mobile app. which went live in March. The large majority of visitors came via Google and our top referring site was Facebook.

Advertising:

- Since our **Facebook ads** promoting Spring Events started March 1st we've had 350 direct click-thrus to our site and 182 new connections.
- Our **Google Adwords campaign** in the last month resulted in 1,419 visits to our site via the rotating landing pages. These resulted in 83 click-thrus to information on accommodations and 47 click thrus to information on attractions.
- Ads in the following print publications have come out this month or will be coming out shortly: Northwest Quarterly, Voyager, Freeport Journal Standard Spring Trail, QC Spring Showcase issue on *Daytripping North of the QC* and Leisure Group Travel 2012 Group Itinerary Planning Guide. We also have a web ad on the *Cruisin' Illinois* page on WGNTV.com

Public Relations & Updates:

- March 28 – I was featured on the ***WCCI In-Touch*** Radio program
- Our tourism partner e-newsletter went out April 2nd.
- On April 17th I was in Springfield for **ICCVB Lobby Day** and met with Reps. Sacia & Pritchard and Senators Jacobs & Bivens. I left information at Rep. Moffit's & Mitchell's offices and I met with Rep. Rich Morthland in his Moline office on April 27th. They appreciated my visit and spoke favorably for support of tourism funding in the FY 13 budget. I was also told by Senator Bivens that the budget battle will probably come down to the house & senate approving an overall budget amount and leaving the individual line item breakdown to Governor Quinn. Stay tuned!
- April 18th – I gave a presentation to the Sauk Valley Realtor Assoc. on BWCVB services.
- Rick Doan, an auditor with the Illinois Office of Tourism, was at our office on April 30th to conduct the yearly monitoring audit of BWCVB grants & accounts.
- Our Brochure Week held April 23-27 was a success and 25 tourism partners stopped by the office to get materials.

Mailing Update:

- In the last month we sent out 119 packets of information as a result of requests received off the website and 324 packets were send out as a result of requests from our ad in the Mar/April issue of Midwest Living & 2012 Illinois Travel Guide.

Looking Ahead:

- **May 7-11 is National Travel & Tourism Week** but we will be honoring those who promote tourism all month long.
- **Illinois Lincoln Highway Coalition Annual Meeting** will be at 10am, June 21st, at Elwood House in DeKalb.
- Our **BWCVB Annual Dinner** has been set for Thursday, August 16th in Rochelle. Watch for details!

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