Blackhawk Waterways Convention & Visitor's Bureau
Promoting Tourism in Carroll, Lee, Ogle and Whiteside Counties
Diane Bausman, Executive Director
Report for Month of October 2010

Meetings Attended:

- Oct 5th – Whiteside Co. CEDS meeting
- Oct 11th – Dixon Tourism meeting
- Oct 18th – Whiteside Co. Barn Tour meeting
- Oct. 26th – BWCVB Brd meeting
- Oct 27th – Rochelle Tourism meeting
- Oct 28th – TOUR Illinois Conference Call meeting

Web Site Update:

- We've had 2,475 **unique visitors** to the site in the last month which is a 25% increase. With the reinstatement of our state funding we re-started the **Google Adwords** on Oct 12th and since then we've had 380 visitors from the Adwords and these visitors viewed an average of 4.34 pages. 93.42% of these visitors were new to the site.
- The trail-of-terror.com website had 2,710 unique visitors in the last month which is an increase of 205% over the previous month! Those visitors viewed an average of 3.94 pages per visit. The top 4 locations of where these visitors came from are Chicago, Rockford, Freeport & DeKalb.

Bulk Mailing Update:

- We've sent out 260 packets of information so far during October as a result of requests from our website, Illinois Travel Guide and phone calls.
- We've had 143 direct requests for Trail of Terror information from the trail-of-terror.com website during October.
- During October we sent out 84 packets of information as a result of our web ad on travelguidesfree.com.

Public Relations:

- Set. 28th - WCCI Radio Show
- Sept. 30th – Rock Falls Lincoln Highway mural unveiling.
- Oct 18th – Our tourism partner e-newsletter went out.
- Oct 19th – WIXN Radio Show
- Oct 21st – Meeting with regional representatives of Comfort Inn & Suites
- Oct 22nd – I attended the ribbon cutting of the last leg that was finally finished on the Great River Bike Trail.
- Oct 23rd – I attended the Reagan Centennial Gala. It was a great kick-off to the Reagan Centennial and the featured speaker was Rep. Denny Hastert who spoke on his experiences with President Reagan.
- Oct 26th – WCCI Radio Show

Updates & Information:

- We are moving ahead with the planning of the 2011 Visitor Guide and I am working with TDG to make sure we have our database as up-to-date as possible so please let us know of changes that need to be made.
- We are in the process of compiling information for the **2010 Holiday Events brochure** and for a **Reagan Centennial brochure** which will highlight all the events commemorating the Reagan Centennial taking place in the Blackhawk Waterways region during 2011. We have also submitted these events to the state & NITDO databases and the Illinois Reagan Centennial events database as well.
- The **2011 Governor's Conference** has been set for March 16-18, 2011 at the Donald Stevens Convention Center in Rosemont. Watch for details coming soon.

Something to think about as we face the tough economic decisions that have to be made ~
"Don't tell me where your priorities are. Show me where you spend your money and I'll tell you what they are."
James W. Frick

We appreciate the support we receive from you and if you would like a brief presentation at your county board meeting on how Blackhawk Waterways CVB promotes tourism in Carroll, Lee, Ogle and Whiteside Counties, call 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.