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

Meetings Attended:

- Sept. 1st – BWCVB marketing meeting
- Sept. 2nd – IDOT Tourism attraction signage meeting
- Sept. 8th – Carroll County Hotel/Motel meeting
- Sept 9th – Tri-State Tourism Council meeting
- Sept. 9th – Savanna Hotel/Motel meeting
- Sept. 10th – Rock Falls Tourism meeting
- Sept. 17th – Customer Service training meeting
- Sept. 21st – Dixon Tourism meeting
- Sept. 22nd – BWCVB Board meeting
- Sept. 23rd – Rochelle Tourism meeting

Web Site Update:

- In the last month we've had 3,132 absolute unique visitors to the bwcvb.com website and these people viewed an average of 4.48 pages per visit. Of these unique visitors, 81.21% were new visitors to the site.
- The trail-of-terror.com website has had 2,166 unique visitors in the last month (a 157% increase)
- The chocolatetrail.com website had an increase of 70.69% in unique visitors in the last month
- The Quilter's Journey webpage had an increase of 30.43% in unique visits between Sept. 1-30.
- We have added a new analytics tool to bwcb.com. It's called Quantcast and uses cookies to profile visitors to our website based on where else they go on the Internet. It provides us with demographic and psychographic profile of our audience. You can access these stats by going to www.bwcvb.com/demographics. Here's what we have found since we started getting these profiles at the end of June:
  *57% of visitors are female
  *34% are over the age of 50
  *90% are Caucasian
  *64% have no children under the age of 17 living in their household
  *32% are in the $60-100K income range
  *45% are college graduates

Bulk Mailing Update:

- We sent out 309 packets of information during Sept. as a result of requests received via the website, mail & phone calls

Public Relations:

- Our Oct. e-newsletter went out to the 996 people who have signed up to receive information on events going on in our region.
- WCCI Radio Show Sept. 10th
- I wrote and distributed press releases the following:
  - Civil War Reenactment on Oct 10-11
  - An Evening with Edgar Allan Poe in Mt. Carroll
  - Economic Impact of Tourism Report for 2008
  - 2009 Trail of Terror
  - Retirement of Betty Harms from BWCVB board of directors

Updates and Information:

- The 2008 economic impact of tourism statistics were released by the Illinois Bureau Of Tourism in late August. I have our regional statistics listed on the 2nd page of this report.
- We have added a new analytics tool to bwcb.com. It's called Quantcast and uses cookies to profile visitors to our website based on where else they go on the Internet. It provides us with demographic and psychographic profile of our audience. You can access these stats by going to www.bwcvb.com/demographics. The following is the latest report:
  *57% of visitors are female
  *36% are over the age of 50
  *92% are Caucasian
  *67% have no children under the age of 17 living in their household
  *31% are in the $60-100K income range
  *47% are college graduates

Advertising Update:

- Our ad in the online travel source, **travelguidesfree.com**, generated 164 requests for information during Sept.
- We have **Trail of Terror** ads in the SVN Fall Explorer, Journal Standard **"The Trail"**, and NW Quarterly Fall Edition.
- We had an ad in the **Autumn on Parade** paper that came out last month and is distributed throughout our area and the northwest Chicago suburbs.

BWCVB Region Economic Impact of Tourism Statistics for 2008

Carroll County:
Expenditures …….. $17.38 million
Compared to 2007 @ $15.98 million = increase of 8.8%
Payroll ……$2.27 million
Compare to 2007 @ $2.24 million = increase of 1.4%
Local Tax Receipts ……$0.80 million
Compare to 2007 @ $0.75 million = increase of 6.7%

Lee County:
Expenditures ……...$27.59 million
Compare to 2007 @ $26.73 million = increase of 3.2%
Payroll ……$5.45 million
Compare to 2007 @ $5.44 million = increase of 0.2%
Local Tax Receipts ……$0.53 million
Compare to 2007 @ $0.52 million = increase of 1.2%

Ogle County:
Expenditures ……..$53.51 million
Compare to 2007 @ $55.96 million = decrease of 4.4%
Payroll ……$8.62 million
Compare to 2007 @ $8.96 million = decrease of 3.9%
Local Tax Receipts ……$0.99 million
Compare to 2007 @ $1.05 million = decrease of 6.2%

Whiteside County:
Expenditures ……. $33.40 million
Compare to 2007 @ $33.33 million = increase of 0.2%
Payroll …… $6.16 million
Compare to 2007 @ $6.31 million = decrease of 2.3%
Local Tax Receipts …….. $0.75 million
Compare to 2007 @ $0.76 million = decrease of 1.7%

Please Note: This data is calculated by the Travel Industry Association of America using the economic impact model developed exclusively for the travel industry and includes expenditures on public transportation, auto transportation, lodging, general retail trade, food service, entertainment and recreation, and travel planning

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.