Blackhawk Waterways Convention & Visitor's Bureau

Promoting Tourism in Carroll, Lee, Ogle and Whiteside Counties

Diane Bausman, Executive Director

Report for Month of March 2010

- Mar 4 – Northern Illinois Quilt Festival meeting in Union
- Mar 9 – Carroll Co. Hotel/Motel meeting
- Mar 11 – Tri-State Tourism Council Annual Conference at Chestnut Mountain Lodge
- Mar 13 – Lincoln Highway National Conference planning meeting in Dixon
- Mar 16 – Illinois Lincoln Highway Coalition meeting in DeKalb
- Mar 23 – BWCVB Board meeting
- March 24 – Rochelle Tourism meeting
- Mar 30 – Whiteside County Barn Tour meeting

Web Site Update:

- Unique visitors to the website have gone up 17.03% in the last month
- We had 2,558 unique visitors and of those visitors 700 came via keywords (the top 3 were Illinois vacation, Illinois getaway and Illinois vacations) and 1,277 came via Adwords. Of those that came via Adwords, 92.52% were new visitors to bwcvb.com, and they looked at an average of 4 pages per visit and spent an average of 3.13 minutes.

Bulk Mailing Update:

- We sent out 605 packets of information in February and March

Public Relations:

- I sent copies of our new 2010 Visitor Guide to all our legislators & all the CVB's in the state
- We provided a Chocolate Trail basket for the silent auction at the Tri-State Tourism Conference on March 11th
- We provided a Chocolate Trail basket for the silent auction at the Oregon Chamber Annual Dinner on March 17th
- Julie is assisting with the planning for the Galena Trail & Coach Road annual meeting & luncheon on April 17th

Updates & Information:

- Our **FY 2011 CVB re-certification** paperwork went in March 31st and I am pleased to announce that all of our contributing partners committed to funding us at the same level as they did in FY 2010. The state of Illinois bases its LTCB funding formula on these commitments so that's why it's so important to have this local funding. This support enables us to continue with our aggressive Adwords marketing campaign which in the last year proved very successful with a 118% increase in unique visits to bwcvb.com. Another advantage of this direction is that it gives us a more effective way of measuring ad performance.
- We have launched our new Adwords feature which serves as an added benefit to our contributing partners. We have a general **Getaway Like it Used to Be** landing page which on a rotating basis, directs visitors to landing pages which spotlights one of our contributing partners. This is yet another way to gauge where visitors to the site are going once they click on the Adwords, and also serves as a way to show our contributing partners the value of BWCVB.
- We have become a participating partner in the **Travel Mississippi River** initiative which is a regional marketing effort to promote the area along the Mississippi River from Quincy to Dubuque as a tourism destination. This promotion will launch April 12th with a ceremony at the Figge Art Museum in Davenport. It will focus on Group Tour itineraries that cover history & heritage, girlfriend getaways, outdoor recreation and culinary tourism. We will promote the Travel Mississippi River initiative through a website, travelmississippiriver.org, rack cards and partnering up and down the river.
- Our ad in the Midwest Living **Best of the Midwest** edition came out March 10th and we have rec'd 25 requests for information from the website where they listed MW Living as their source.
- As of today we have received 72 requests for information from our ad in the **2010 Illinois Travel Guide**

Dates to Remember:

- **April 19-23 –** BWCVB Brochure Distribution Week.
- **April 24-25** – Grand Opening of Fulton Windmill Cultural Center
- **June 22-26** – Lincoln Highway Assoc. National Convention in Dixon

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.