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

Meetings Attended:

- July 30th – Reagan Centennial meeting in Dixon
- Aug 9th – Dixon Tourism meeting
- Aug 11th – Savanna Hotel/Motel meeting
- Aug 12th – Rock Falls Tourism meeting
- Aug 19th – BWCVB annual dinner
- Aug 24th – BWCVB Board meeting
- Aug 25th – Rochelle Tourism meeting

Web Site Update:

- We've had 2,840 **unique visitors** to the site in the last month and these visitors are viewing an average of 3.89 pages per visit
- Our top 4 referring sites were whitepinesinn.com; discoverdixon.com; chateaulodge.com & wgntv.com
- The trail-of-terror.com website had 192 unique visitors in the last month and those visitors viewed an average of 4.09 pages per visit.
- In the last month we've had 34 visitors directly from our web ad on wgntv.com/cruisinillinois. These visitors spent an average of 10.10 minutes viewing 6.91 pages per visit.

Bulk Mailing Update:

- We've sent out 225 packets of information as a result of requests received during August.
- We've sent out 525 2010 Trail of Terror brochures as a result of requests from the website and to those who requested to be on our mailing list.

Public Relations:

- Aug 3rd - WCCI Radio Show
- Aug 11th – WIXN Radio Show
- Aug 31st – WCCI Radio Show
- Aug 31st – I, along with CVB's from the Quad Cities, Henry County & Galesburg, were part of a Press Conference held in the Quad Cities which was called to make the public aware that tourism means jobs for not only our region but the entire state and to emphasize the importance of the continuation of full funding of tourism marketing of our region.

Updates & Information:

- We have **Trail of Terror ads** in Northwest Quarterly (both editions), SVN Fall Explorer & the Freeport Journal Standard Fall Trail magazine.
- Our ad on the **travelguidesfree.com website** resulted in 148 direct requests for information during August
- We had 73 people attend the annual dinner held Aug. 19th and it was enjoyed by all. It was an honor to have Rep. Jerry Mitchell in attendance and I was pleased he was willing to address those in attendance.
- FYI: Our **FY 2011 funding commitment** just came through and due to the budget crisis; it is 20% less than FY 2010. We have tightened our belt and will work with this allocation to continue to effectively promote the many tourism attractions located throughout our region. Remember, tourism promotion funding is currently only 26% of the 6% generated through hotel/motel taxes - the rest is put into the general fund. Statistics show that reduction in tourism promotion funding results in reduced hotel/motel taxes generated.

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.