

A person in a yellow kayak is paddling down a river. The river is framed by large trees in the foreground. In the background, a bridge is visible. The water is calm with some ripples.

Convention and Visitor Bureau Activities and Perspectives from Wisconsin and Illinois

Fox River Summit
March 23, 2018

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executive director
Visit McHenry County

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president/CEO
Real Racine

outline

- What is a “CVB”?
 - What is the difference between a chamber of Commerce and a CVB?
 - How are we funded?
- The economic impact of tourism
- The different markets we promote to?
- How do we promote?
- How can we help the Fox River initiative?

What is a CVB?



Tourism is economic development

On any given night there are an average
almost 1,500 hotel guests or “portable
taxpayers” in Racine County

and they're putting an average
of \$217,200 of "new money"
into our economy every day!

TOURISM IS AN ECONOMIC DRIVER In McHenry County

IN 2016

4.1%

increase

visitors spent

\$238.97

million

8.9%

increase

generating

\$7.86

million in local
tax receipts

5.7%

increase

providing

1,690

jobs

9.0%

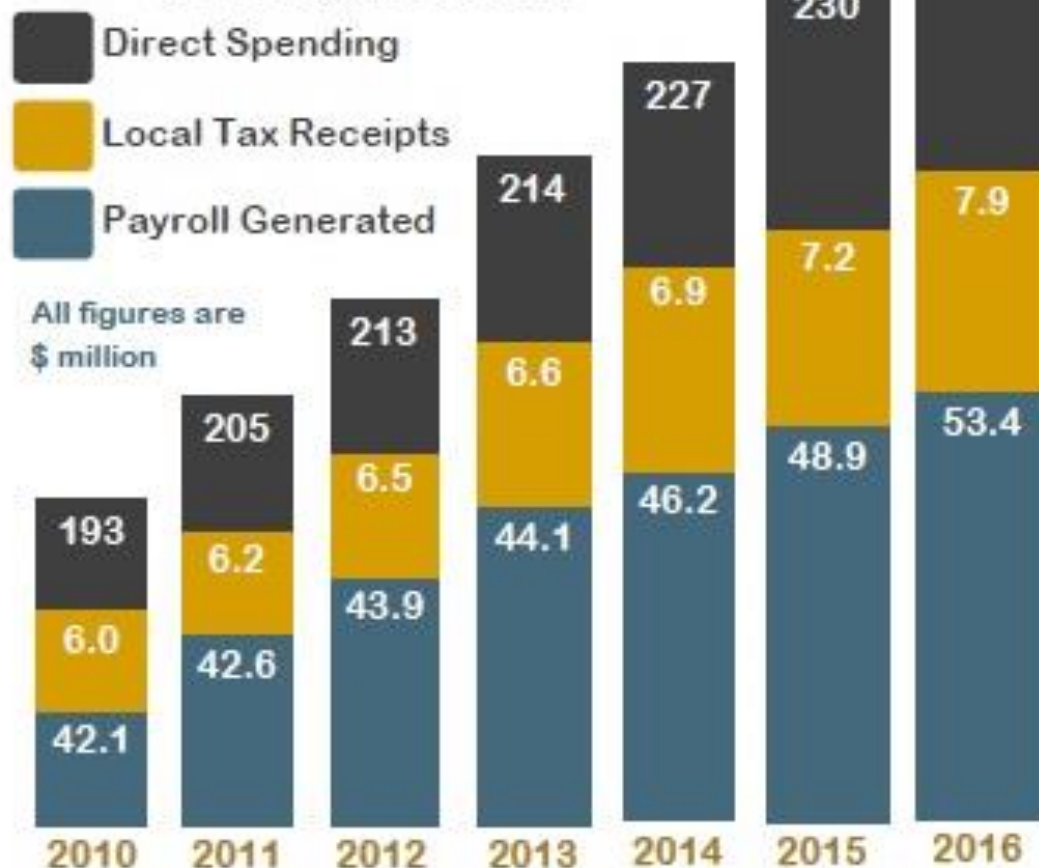
increase

generating

\$53.4

million in payroll

7 YEAR GROWTH OF ECONOMIC IMPACT OF TRAVEL & TOURISM IN MCHENRY COUNTY



*STATISTICS PROVIDED BY THE U.S. TRAVEL ASSOCIATION

In Illinois

visitors spent
\$37.9 BILLION
generating more than
\$2.6 BILLION
in local & state tax receipts

with more than
110 MILLION
visitors
supporting
316,040 JOBS

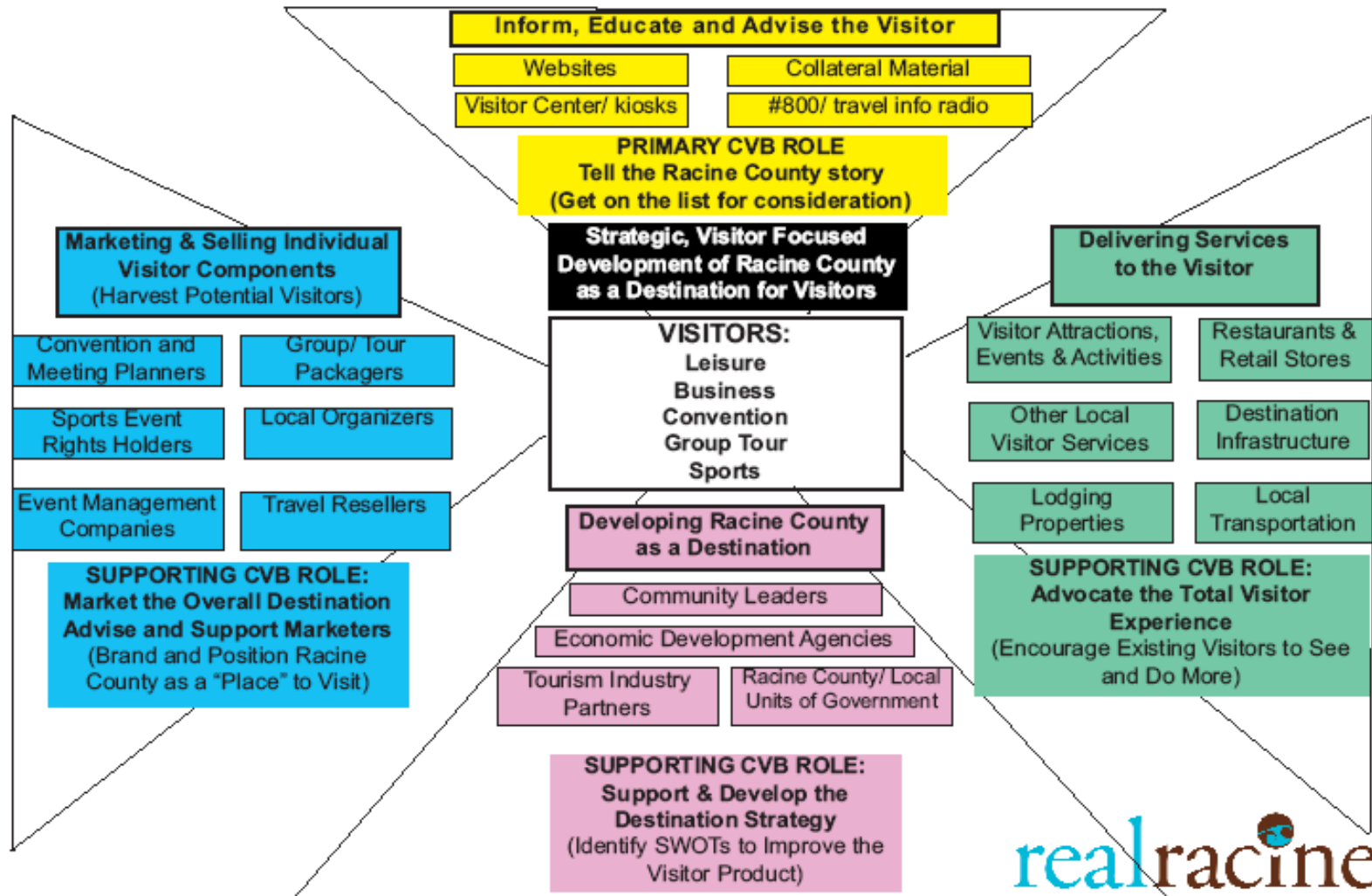
saving the average
Illinois household
\$1,100
in taxes each year

What markets do we promote to?

- Leisure Travelers
- Group Tour Companies
- Meeting/convention planners
- Sports promoters/ tournament organizers
- International

We do more than just promote our areas....

DESTINATION DEVELOPMENT The Roles & Responsibilities of Real Racine



How Do we promote our counties to potential visitors?

Social Media- Facebook, Twitter, Instagram, YouTube

Website- keywords, Facebook, SEO

Print advertising

Television

Publications

Public Relations

Events

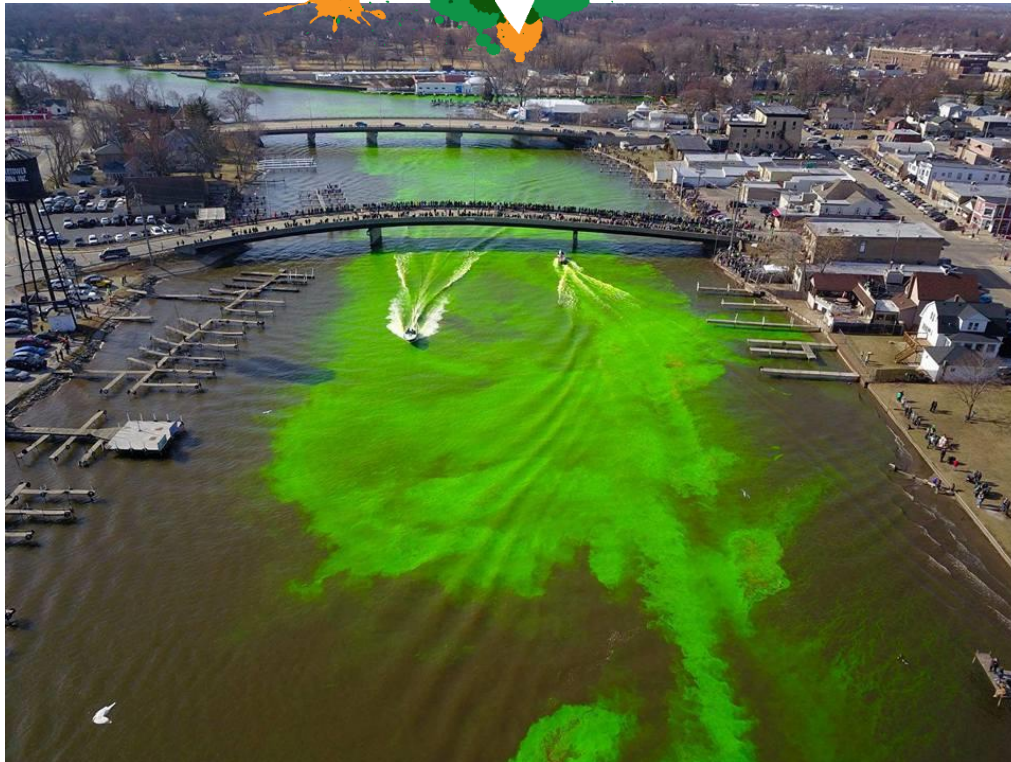
Trade shows

Low Frequency Radio Station

How can CVB's help the Fox River Initiative?



The Fox River in McHenry County



- **BUILD A PLACE PEOPLE WANT TO VISIT, AND YOU'LL BUILD A PLACE WHERE PEOPLE WANT TO LIVE.**
- **BUILD A PLACE WHERE PEOPLE WANT TO LIVE, AND YOU'LL BUILD A PLACE WHERE PEOPLE WANT TO WORK.**
- **BUILD A PLACE WHERE PEOPLE WANT TO WORK, AND YOU'LL BUILD A PLACE WHERE BUSINESS HAS TO BE.**
- **BUILD A PLACE WHERE BUSINESS HAS TO BE, AND YOU'LL BUILD A PLACE WHERE PEOPLE HAVE TO VISIT.**
- **IT ALL STARTS WITH THE VISIT, AND THAT VISIT STARTS WITH US.**