



For Immediate Release:

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KANKAKEE COUNTY CONVENTION AND VISITORS BUREAU
WINS BEST TOURISM MARKETING CAMPAIGN

KANKAKEE COUNTY, March 19, 2012 – The Kankakee County Convention and Visitors Bureau is a 2012 Illinois Excellence in Tourism Award (IETA) recipient for their execution of their 2011 Heritage Marketing Campaign.

The IETA are presented annually at the Governor's Conference on Tourism. The Kankakee County 2011 Heritage Marketing Campaign won for Best Tourism Marketing Campaign, one of 11 award categories. All Illinois tourism-related organizations are invited to enter the IETA which honor exceptional tourism marketing promotions for destinations and events in the State of Illinois. After the ceremony when the award was presented Jan Kostner, Director of the Illinois Office of Tourism, said, "The Kankakee County CVB does a fantastic job promoting the area! Keep up the good work." The Kankakee County Convention and Visitors Bureau is proud to bring this state-wide recognition to Kankakee County.

The heart of the initiative was a glossy newspaper insert showcasing Kankakee County's 2011 cultural heritage events and highlighted the week-long Juneteenth Celebration commemorating the freedom of African Americans. Additional items in the campaign included newspaper ads, online banner ads and an editorial featured in the *Chicago Defender Travel Supplement*.

Cultural tourism is a popular tourism trend and Kankakee County's rich African American Heritage was ideal for creating a successful campaign. The Kankakee County Convention and Visitor's Bureau noted their inquiries more than doubled for the events featured in the campaign and noted an overall increase in website activity for the duration of the promotion.

The concept of the campaign was created by Executive Director, Larry Williams and executed by staff member, Nancy Fregeau. Pam Basu, of the Basu Museum & Cultural Center generously allowed several exhibit pieces to be photographed for use in the campaign.

The Kankakee County Convention & Visitors Bureau creates vibrant growth for the local economy by promoting Kankakee County as an overnight destination, increasing visitor awareness and developing a united tourism industry through marketing programs to ensure the continued growth of tourism travel. For more information visit www.visitkankakeecounty.com or call 815-935-7390.

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