

Winning Back America's Lost Week of Vacation: Vacation Closer to Home

Don Welch - President/CEO

Vacations are powerful. They have the ability to recharge and better connect us to the world – all while making lasting memories. They have the ability to lift up the communities to which visitors travel. Vacations can be to far-flung locals, but they can also just as easily be vacations closer to home or in your own backyard.

The number of vacation days Americans take has been on a steady decline for years. Between 1976 and 2000, Americans took an average of 20.3 vacation days each year. In 2015, the average decreased to 16.2 – that's the equivalent of nearly an entire week of paid time off wiped away.

Consider this: If Americans were to use their allotted vacation days, it would deliver a \$160 billion jolt to the U.S. economy, create 1.2 million new American jobs and generate \$21 billion in federal, state and local tax revenues. In fact, in Illinois the tourism industry generated \$37.1 billion in direct spending, \$2.9 billion in state and local tax revenue and 314,380 jobs in 2015. Moreover, tourism spending saves the average Illinois household \$1,300 in taxes annually.

That's why Enjoy Peoria is joining tourism professionals across the country in supporting the U.S. Travel Association's 'Project: Time Off' coalition to encourage Illinoisans to use their well-earned vacation days with a simple strategy: take two- or three-day weekend trips right here in Illinois.

As we begin 2017, the tourism industry across Illinois is inviting Illinoisans to #PlanForVacation in Illinois, including considering easy trips in the Peoria Area. Some great examples include a day trip on the Peoria and East Peoria river-fronts, a tour of Wildlife Prairie Park and stops at a number of amazing festivals. Enjoy Peoria has resources to help you explore and plan at www.EnjoyPeoria.com. You can also find trip ideas at www.EnjoyIllinois.com.

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Don Welch
President/CEO



14 STOPS
10 STICKERS
1 GLASS

SIPS AND BITES TOUR

[Click here for more!](#)

Take a look at upcoming events at the Peoria Civic Center!



**Central Illinois
Auto Show
April 7-9**

[Click here for more!](#)



**IHSA Boys Basketball State Finals
March 10-11, 17-18**



**Hearts at Home
April 21-22**

SANTA CAUSE 5K



Santa Stampede!

The 2nd annual Santa Cause 5K was a major hit! Over 300 Santa's participated in this year's race. Runners received a five-piece Santa suit to run in and a race ornament. Money and cold weather items were donated to Dream Center Peoria. The afterparty at the Warehouse on State was packed to the brim with Santas enjoying post race cookies, hot chocolate and enjoying Christmas tunes! Thank you to The Warehouse on State for hosting the before and after party!



WE  OUR PARTNERS!

Thank you to our
GOLD Partners
Hotels at Grand Prairie!



Click the logos for more!



Pekin's Holiday Spirit!



People from all across Central Illinois got into the holiday spirit at Pekin's Christmas on Court, brought to you by Enjoy Peoria. Many downtown businesses were open for guests, offering specials and hands on activities. Everyone had a blast - with horse carriage rides, Santa, outdoor theater and more! Thank you to Pekin and all the businesses for being great hosts!



CHRISTMAS ON COURT

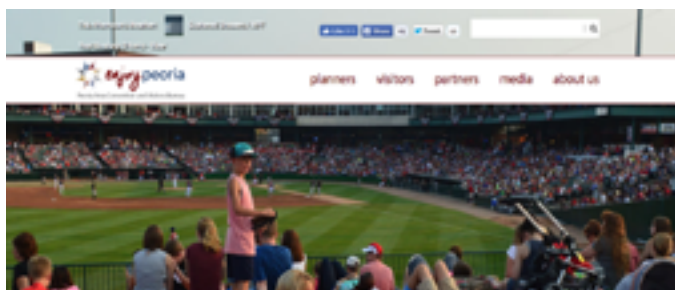
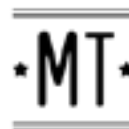


Busy Finish to 2016 for Enjoy Peoria Sales Team

The Enjoy Peoria sales team finished out the 2016 strong with a busy schedule. The team attended three major industry tradeshows - Small Market Meetings, SPINcon and Holiday Showcase - in addition to Illinois Society of Association Executives, Meeting Professionals International and other organization events. We were honored to sponsor the ISAE Shark Tank Event as well as host a happy hour event for our clients in the Springfield area. These events and opportunities help strengthen our relationships with our current clients, as well as develop new ones!



Groups Booked/Serviced in 4th Quarter



Page Views: 249,301

Visits: 129,806

Return Visits: 34,699

Experience Guide Views: 186

Experience Guide Downloads: 90

Top Ten Visited Pages:

1. Events	6. Dining
2. Event Details	7. Planners
3. Santa Cause 5K	8. Discounts
4. Attractions	9. Home Page
5. Planner Contact Us	10. Accommodations

Follow us on social media!
(Click on the icons)



facebook.com/EnjoyPeoria



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instagram.com/enjoypeoria/



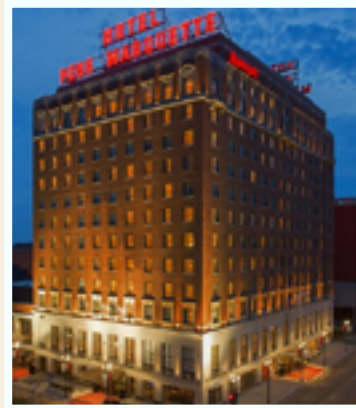
linkedin.com



WE  OUR PARTNERS!

Thank you to our GOLD Partners
Peoria Marriott Pere Marquette!

Click the logo for more!



CHECK OUT OUR VIDEOS



TOURIN' THE TOWN

Want to know fun things to do in YOUR neck of the woods? Follow us across the Peoria Area as we tour the town!



Pumpkin Patches/ Apple Orchards

(Click on the thumbnails to watch the videos!)



Winter Fun Pass

Want to know
what's going on this
weekend?



EnjoyPeoria.com Calendar of Events

Your go-to for
Peoria Area events!



Click here for
more!

OUR GUIDES
HAVE ARRIVED



Pick yours up around town or view it digitally at EnjoyPeoria.com

OUR MISSION...

is to promote the Peoria Area as a destination for visitors and to contribute to the economic growth of the communities we represent.

ENJOY PEORIA STAFF

Don Welch, *President & CEO*

Gail Hedrick, *VP of Finance & Admin.*

Melissa Cavanaugh, *Finance & Admin. Coordinator*

Cory Hatfield, *Director of Sales*

Joni Staley, *Senior Convention Sales Manager*

Bianca Williams, *Partnership & Ad Sales Manager*

Laura Tafoya, *Convention Sales Manager*

Ryan Thornton, *Sales Coordinator*

Cara Allen, *Director of Marketing and Communications*

Heather Soviar, *Creative Media Manager*

Kaci Osborne, *Community Development Manager*

Kim McKune, *Convention Services Manager*

Trianna Stark, *Sports Events Manager*

Andrew Barra, *Marketing and Communications Coordinator*

ENJOY PEORIA BOARD

Ms. Leigh Ann Brown, *Chair - Morton EDC*

Mr. Dan Kouri, *Vice Chair - HOIHA*

Mr. Gary Densberger, *Secretary/Treasurer - City of East Peoria*

Mr. Rex Linder, *Past Chair - Heyl, Royster, Voelker & Allen*

Mrs. Sherrill West, *Executive Committee - City of Washington*

Mr. Rod Blunier, *Village of Morton*

Mr. Derrick Booth, *Peoria Public Schools* **WELCOME!**

Mr. Carl Bunker, *R & B Productions*

Ms. Anne Clayton, *Peoria Civic Center*

Mr. Allen Cullinan, *R. A. Cullinan & Sons*

Ms. Jill Crowder, *Petersen Hotels*

Mr. Paul Digiallonardo, *Peoria Civic Center Authority*

Mr. Rusty Dunn, *Caterpillar, Inc.*

Mr. Jeff Griffin, *Peoria Area Chamber of Commerce*

Mr. David Haney, *U of I College of Medicine*

Mr. Brad Ingram, *Heyl, Royster, Voelker & Allen* **WELCOME!**

Mr. Joe Lomonaco, *Peoria Marriott Pere Marquette*

Ms. Rachel Potts, *Caterpillar, Inc.*

Mr. Steve Reed, *Stoney Creek Hotel and Conference Center*

Ms. Cori Rutherford, *PAR-A-DICE Hotel Casino*

Mr. Christopher Setti, *City of Peoria*

Thank You!

While the Enjoy Peoria staff works nonstop to bring in visitors to the Peoria Area, it also has a pair of interns who always extend a helping hand. The PACVB would like to thank current interns Jessica Feberova and Jordan Martin for their work here. The two have been with Enjoy Peoria for nearly a year and a half. Whether this is assisting the sales or marketing departments, Jess and Jordan have gone above and beyond their required tasks to help make the Peoria Area a visitor destination!



Click for our
bi-monthly newsletter

Check out our
Calendar of Events



Enjoy Peoria

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Post Parade Party 2017

Join us right after the
37th Annual St. Patrick's Day Parade
(Friday, March 17)
at our **NEW** location on
Peoria's Riverfront

**Festive Food
& Drinks**

**Family
Friendly**

Live Music

Irish Dancers

Brought to you by:



enjoy peoria

Peoria Area Convention and Visitors Bureau

