

The Enjoy Peoria Post

The Official Newsletter of the Peoria Area Convention and Visitors Bureau



Print and Parties!

The second quarter of 2018 has been a busy time for Enjoy Peoria! We have published our new Experience Guides and Coupon Books. We encourage you to stop by our office and pick up a copy!

The third annual Mardi Gras in May was a big hit along the Peoria Riverfront, and we're already planning for Food Truck Frenzy in September and Santa Cause in December.

We look forward to continuing to bring you the best of the Peoria Area in the months ahead.

Enjoy!

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Tourism Brings Positive Effects on the Peoria Area

By: Don Welch

The Illinois Office of Tourism recently released 2017 travel expenditures and its impressive effect on our state's economy. From 2016-2017, Illinois saw an increase of 1.6 million travelers, hitting an all-time high. Here locally, the Peoria Area saw paralleled growth in travel as well, boosting the overall quality of life.



In 2017, travel expenditures in Enjoy Peoria's seven county region reached over \$628 million, a \$5 million increase from 2016. This helped generate nearly \$16 million in local tax revenue.

What is the catalyst for this growth? First – we are bringing in more visitors from OUTSIDE our area. People are coming to the Peoria area for meetings and conventions, sporting events, weekend trips, events and entertainment, family reunions, etc. and are spending money - whether it be for a hotel stay, a night out on the town or a fill-up at the pump. Second – our Peoria Area residents are exploring their own backyard. Checking out that new restaurant, shopping locally and enjoying the summer at baseball games, farmers markets and more. Maybe even planning a family “staycation” and visiting the latest attraction we have to offer.

This boosted income to our cities translates into continued economic development, and within the last year, we have certainly seen that growth in the retail, dining and entertainment sectors. New restaurants, boutiques and future plans from developers are unveiled each day. Cyd's in the Park celebrated their grand re-opening in Donovan Park. In the past year, we have had FOUR escape rooms open their doors. Just last week plans for another trampoline park location in East Peoria was announced. The Riverfront has quickly become a hot spot for live music, and the redevelopment of land into green space has opened the door for more entertainment opportunities. The future is bright here in the Peoria Area.

Our job at Enjoy Peoria is to make the Peoria Area a destination for visitors and a point of pride for our residents. With our venues and hotels accommodating outside events and their attendees from all over the country, and our residents continuing to be a cheerleader for our cities, the Peoria Area tourism will continue to be an economic driver for years to come.

Peoria Area Promotions

The Enjoy Peoria Marketing Team has been hard at work promoting our wonderful partners and events! Check out what they've been up to!

2018 - 2019 Coupon Book



Our 2018-2019 Coupon Books were recently completed. This booklet features discounts from our area attraction, dining, shopping and visitor service partners.

Coupons are also available online.

Video Gallery

Check out [our video gallery](#) to watch Happy 1/2 Hour episodes, Tourin' Tidbits, Commercials and more!

Welcome Enjoy Peoria's Newest Partners!

- Castaway's Bar & Grill
- Greater Peoria EDC
- Little Land of Candy -N- More
- Los Cabos Cantina & Grill Downtown
- Lost Art Design & Print
- Pearce Community Center
- Picket Fence Floral, Gifts & Garden Center
- Pumpkin Glass Gallery & Studio
- Rumberger's
- Snowie Shaved Ice
- The Clubhouse Indoor Golf
- The Itoo Banquet Hall
- The Spot Coffee
- Triple Dipple's

2018 - 2019 Experience Guide



Our 2018-2019 Guide was also produced this quarter. These guides are available for visitors at area hotels, Peoria Civic Center, Peoria International Airport and other heavy traffic areas.

[View Full Guide Online](#)



ARE YOU IN OR ARE YOU OUT?

1028 SW Adams St. Suite 101
Peoria, IL 61607

[Can you escape?](#)

Sales and Client Services

Each day, we are working diligently to bring economic growth to our communities by bringing in new businesses to our area venues and hotels. Here is the fruit of our labor this quarter!



Future Bookings

Quarter 2 Bookings will generate \$6.7 Million in Economic Impact to our communities

Major Groups Serviced in QTR 2

- Markiewicz
- Illinois Junior Academy of Science
- GLVC Softball Championships
- IESA State Scholastic Bowl
- IESA State Track & Field
- IHSA State Baseball & Softball
- Equipo Vision
- United Methodist Church IL Great Rivers
- Illinois Association of Fire Protection Districts
- Illinois Funeral Directors Association

Stay Informed!

We are now offering text alerts to our partners to keep them informed about incoming groups to the area. We alert members of groups over 500 who are coming to the area 2 weeks in advance. The same group information is also on our convention calendar.

To learn more about receiving text alerts or access to our convention calendar, please contact Trianna Kientzle at tkientzle@peoria.org.

TONIGHT: Downtown will be extremely busy from approx 5pm-11pm with Avenged Sevenfold Concert and ILMEA at the Peoria Civic Center. 11K people expected.

Mon, Jan 29, 9:45 AM

Event Notice: (Annual Trade Show/ Convention) Feb. 2-3 at Peoria Civic Center. Approx. 3,000 in attendance.

Wed, Jan 31, 4:58 PM

Event Notice: (Sports) Feb. 9-10 at Peoria Civic Center. Approx. 1,700 in attendance. Reply STOP to opt-out



Play Ball!

PLAY. ANY DAY.
57,000 SQ. FT OF FUN.

309-839-0434

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TheYardPeoria.com

About Us

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

Enjoy Peoria Staff

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Enjoy Peoria Board of Directors

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Mr. Brad Ingram - Vice Chair - Heyl, Royster, Voelker & Allen

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Ms. Susan Pyles - Village of Morton

Mr. Mark Rotherth - City of Pekin

Ms. Cori Rutherford - Par-A-Dice Hotel Casino

Mr. Christopher Setti - Greater Peoria EDC

Mrs. Sherrill West - City of Washington

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