

# Chicago Southland

Tourism Marketing Information

Chicago Southland Convention & Visitors Bureau

Vol. 6 Issue 1 • October 2020

## ~ CVB Launches New Trails App ~

The Chicago Southland Convention & Visitors Bureau is excited to announce the recent launch of the new Chicago Southland Trails App! This app is a comprehensive guide to the walking, hiking and biking trails throughout the Chicago Southland.

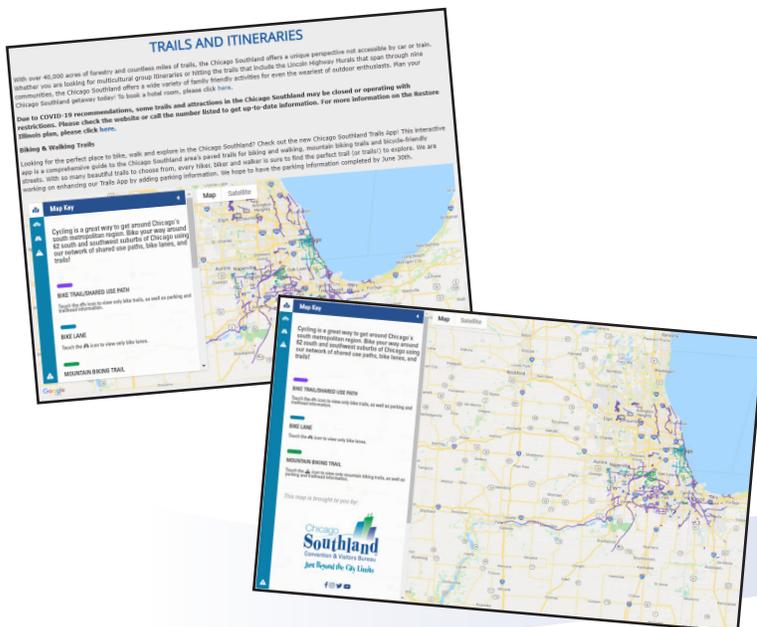
This app is the first of its kind for our area and features an interactive map with color-coded trails to help distinguish their main function (for example, mountain biking-specific trails are designated in green). Users can click on a trail and see the name of the trail, the surface, the length and, if applicable, the trail's level of difficulty.



Additionally, users can see trailhead and parking information. Not only does the Chicago Southland Trails App encompass all area trails, it also extends beyond the Chicago Southland's 62 municipalities, ensuring complete trail information for users.

Since launching in early August, the app has received a large amount of media coverage. On August 18, the app was featured twice on NBC 5 news, during their 11:00 AM and 4:00 PM broadcasts. It has also been featured in *The Times of Northwest Indiana*, *The Daily Herald* and the *South Bend Tribune*, among others.

The app can be viewed online at [VisitChicagoSouthland.com/TrailsandItineraries](http://VisitChicagoSouthland.com/TrailsandItineraries). The Chicago Southland Trails App has been integrated into our existing Visit Chicago Southland app, where hotels, restaurants, events and other nearby amenities are also listed, allowing for a more complete experience while exploring the Chicago Southland.



## CVB Launches New “To a T” Campaign

The Chicago Southland CVB has launched a fun, new campaign that celebrates some of the Chicago Southland’s most popular attractions. The Chicago Southland To a T campaign brings together forest preserves (trails), railfanning locations (trains), live music venues (tunes) and craft breweries (taprooms).

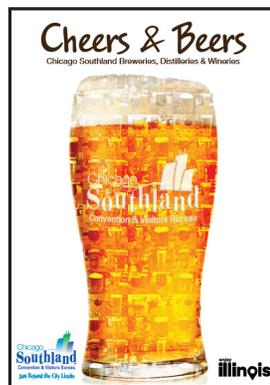
With over 40,000 acres of forestry throughout the Chicago Southland to explore, the To a T campaign coincides with the recently-launched Chicago Southland Trails App, which details the hiking, biking and walking trails in our area. Known as a railfanning hot spot, the Chicago Southland is easily a favorite location for train lovers. With an abundance of live music venues, with locations ranging from huge amphitheaters to local bars, the Chicago Southland is a music lover’s paradise. Additionally, 19 craft breweries call the Chicago Southland home, making our region an excellent location for beer enthusiasts to visit.



The main To a T web page can be found on our website at [VisitChicagoSouthland.com/To-A-T](http://VisitChicagoSouthland.com/To-A-T). In its first few months, the To a T campaign received over 8,000 page views. Through social media and search engine marketing, visitors continue to be directed to the campaign’s landing page. The web page features an interactive graphic that takes visitors to the designated activity once clicked. Each landing page features more information about either the trails, trains, tunes or taprooms located throughout the Chicago Southland region. This campaign is an excellent way for residents and visitors alike to explore just some of the many activities that the Chicago Southland has to offer!

## Cheers and Beers Guide Now Available

The Chicago Southland CVB is proud to announce our newest guide: Cheers and Beers! This comprehensive guide lists the Chicago Southland’s craft breweries, distilleries and wineries, as well as annual beer and wine related events, hotel accommodations, drink recipes and Dixie Highway Brewery Trail information. Be sure to check out the corresponding landing page on our website at [VisitChicagoSouthland.com/CheersandBeers](http://VisitChicagoSouthland.com/CheersandBeers).



To order a supply of Cheers and Beers guides for your facility, please contact the CSCVB via phone at 708-895-8200 or via email at [Info@VisitChicagoSouthland.com](mailto:Info@VisitChicagoSouthland.com).

## Don’t Forget to Submit Your Events!

The Chicago Southland CVB is currently seeking upcoming events listings! If your establishment is hosting any upcoming events, whether they are in-person or virtual, we want your submissions! To submit your events, please go to our website at [VisitChicagoSouthland.com/Events](http://VisitChicagoSouthland.com/Events). You will find both an online submission form and a downloadable PDF with instructions. Submitted events will be added to our website and will possibly be featured in upcoming leisure e-newsletters as well as social media. Thank you in advance!



# We Have Moved!

**CHICAGO SOUTHLAND CVB  
1990 GOVERNORS DRIVE  
SUITE 200  
OLYMPIA FIELDS, IL 60461  
708-895-8200**



## CVB Joins “Let’s Go There” Campaign



The Chicago Southland CVB recently joined thousands of organizations throughout the country for the US Travel Association’s “Let’s Go There” campaign. The Let’s Go There campaign is an exciting, new industry-wide effort to inspire Americans to do what is exciting, safe and productive: make plans to travel. Developed by the Let’s Go There Coalition, the goal of the campaign is to reignite America’s sense

of wanderlust and encourage them to look ahead at their next getaway, whenever the time is right. Through blog posts, social media posts, web page takeovers and more, the CVB will be joining the efforts to promote this campaign! The campaign will continue into 2021. If you’d like to learn more or help promote the efforts of the Let’s Go There campaign, please visit [USTRavel.org/LetsGoThere](https://www.ustravel.org/LetsGoThere).

## Kristy Stevens Celebrates 20 Years at CVB

Congratulations to Kristy Stevens, who recently celebrated her 20 year anniversary working for the Chicago Southland CVB! Kristy began her career in 2000. She then joined the sales department where she took over event services and social meetings. Eventually, Kristy began working with the tour and travel market before moving to the SMERF (social, military, education, religious and fraternal) market. Now, Kristy serves as the CVB’s Sports Market Manager.



“The entire CSCVB team is grateful for all of Kristy’s contributions to the Chicago Southland over the past 20 years. We are very fortunate and proud to have her on our team,” said Jim Garrett, President/CEO of the Chicago Southland CVB. Congratulations again, Kristy, and heartfelt thanks!

# Chicago Southland Hotel Partner Renovations



## Country Inn & Suites by Radisson – Tinley Park

The Country Inn & Suites by Radisson – Tinley Park recently completed a \$2 million renovation last June. Updates include both interior and exterior renovations, including 99 guest rooms/suites and public areas such as the pool, fitness center and lobby.



## Hilton Garden Inn – Tinley Park

The Hilton Garden Inn – Tinley Park completed a full renovation of their property in 2019. In-room updates to the hotel include new case goods, mattresses, TVs and wallpaper. Additionally, the restaurant, business center, meeting rooms and public areas were also renovated.



## Holiday Inn Express & Suites: Chicago South – Lansing

Renovations at the Holiday Inn Express & Suites: Chicago South – Lansing are expected to be complete by early Summer 2021. The exterior painting is already complete and indoor renovations of guest rooms, the breakfast area, business center and more are now in progress.



## Georgios Banquets, Quality Inn & Suites Conference Centre (Orland Hills)

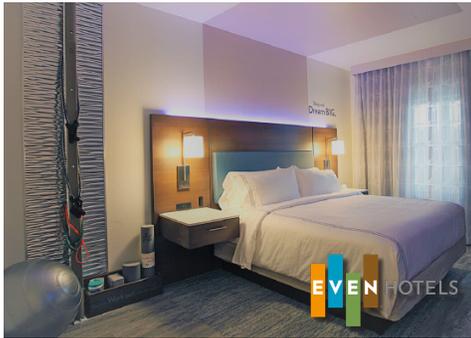
Georgios Banquets, Quality Inn & Suites Conference Centre underwent a \$1 million renovation in 2019. Georgios received updates in 150 guest rooms as well as in their meeting and banquet space, which features new silver, white and black decor.



## Wingate by Wyndham – Tinley Park

The Wingate by Wyndham – Tinley Park will complete a multi-million dollar renovation in Fall 2020. Their gorgeous renovation will include all guest accommodations, meeting rooms, pool & spa and public areas. For more information, please contact the hotel at 708-532-9300 and ask for Sales.

# EVEN Hotels Coming to Tinley Park in the Fall



Full rebranding and renovation efforts will soon be unveiled at the Holiday Inn Hotel & Tinley Park Convention Center! Due to be complete by the end of October 2020, the current Holiday Inn will be transformed into an EVEN Hotel, the first of its kind in Illinois. There are currently 14 other EVEN Hotels throughout the United States, and an additional 30 are expected to open within the next year, making EVEN the fastest-growing brand within the International Hotel Group (IHG) family.



Launched in 2012, EVEN Hotels specialize in serving travelers' holistic wellness needs through fitness opportunities, healthy food options, a wellness-savvy staff and natural spaces. EVEN was created to meet the growing demand and lifestyle of wellness-minded travelers and enables wellness on guests' terms through four strategic pillars: Keep Active, Rest Easy, Eat Well and Accomplish More.

The beautiful guest rooms will be furnished with natural, high-quality linens, as well as unique in-room training zones stocked with workout gear. Additionally, bathrooms will be spa-inspired, complete with clean color palettes that help create a naturally restful environment. Guests can also take advantage of the in-room workspace options or enjoy flexible meeting spaces, including dynamic workspaces in common areas. The hotel's fitness center will be expanded and will be open 24/7.

When it comes to food options, EVEN guests can count on a wide variety of delicious and healthy meal choices that are freshly prepared and stocked at the Cork & Kale Market and Bar. Choices range from desserts and chocolates to smoothies and even organic signature cocktails. The existing Bananas Grille & Bar will also be renovated, with current plans to convert the space into a trendy gastropub with plenty of outdoor seating.



The entire Chicago Southland CVB staff is looking forward to welcoming EVEN Hotels to the Chicago Southland, and making our region "EVEN" better!

## CVB Welcomes Three New Members



**Printwell**  
26975 Northline Road  
Taylor, MI 48140  
734-941-6300  
Printwell.com



**Village View Publications, Inc.**  
5311 Otto Place  
Oak Lawn, IL 60453  
708-425-1910  
VVNew.com



**Viso Graphic**  
1220 West National  
Addison, IL 60101  
630-590-6128  
VisoGraphic.com

# Thornton Distilling Co. Continues to Distribute Hand Sanitizer to Community



Since the on-set of the COVID-19 pandemic, many of our Chicago Southland partners have been working tirelessly to support and give back to the community in any way they can. Thornton Distilling Co. has been doing their part to help the Chicago Southland region by producing and distributing hand sanitizer since March!

The production floor of Thornton Distilling was turned into a hand sanitizer prep room. They are using their own alcohol as well as World Health Organization-recommended supplies to create batches. The hand sanitizer has been distributed to the at-risk community in Thornton and surrounding towns, including first responders at local fire departments and the Thorn Creek Senior Living facility next door to the distillery. The hand sanitizer is also available for purchase and costs \$30 for a gallon. This product is 80% alcohol and is perfect for disinfecting surfaces such as countertops or door knobs, in addition to hands. To order your hand sanitizer, please call Thornton Distilling at 708-877-6222.

The Chicago Southland CVB would like to express our heartfelt thanks and gratitude to the entire team at Thornton Distilling, including co-founder Andrew Howell and head distiller Ari Klafter for their dedication to the Chicago Southland region!

# Visit Our Blog to Check Out the Illinois Road Trip Round-Up Series

Are you ready to hit the road? Take a road trip around Illinois! After beginning your journey in the Chicago Southland, be sure to visit the other incredible areas that our beautiful state has to offer. If you need some travel inspiration, visit our blog and check out the Illinois Road Trip Round-Up series! This summer, from May to September, the Chicago Southland CVB partnered with 17 other Illinois CVBs to highlight a different theme each week.



From trails to artwork, dining to family-friendly activities, so many of our Chicago Southland partners were featured in the 16-week series! In Week 3, we explored golf courses around the state, including Ravisloe Golf Club in Homewood. In Week 8, we grabbed a sweet treat at local ice cream shops, like Gayety's Chocolates & Ice Cream Co. in Lansing and Andy's Frozen Custard in Burbank. And those are just a few of the many highlights! To read the entire series, head to our blog at [VisitChicagoSouthland.com/Blog](https://www.VisitChicagoSouthland.com/Blog) and choose the "Illinois Road Trips" category, or go to [bit.ly/3d2LHWM](https://bit.ly/3d2LHWM). Pack up the family, bring your masks and get ready for a road trip! Safe travels!



# Recent and Upcoming Industry Tradeshows

Attending national tradeshows is vital to bringing new meetings, group tours and sporting events to the Chicago Southland region. It is the responsibility of the Chicago Southland CVB to represent the Chicago Southland and its hotels, venues and communities on a national level at these tradeshows. Despite the COVID-19 pandemic, our sales team has been hard at work representing the Chicago Southland by not only attending virtual tradeshows, but by also continuing to build and maintain relationships with meetings and events planners. If you have any important hotel or attraction updates that you would like to share with our sales team before their next tradeshow, please email Mary Patchin at [Mary@VisitChicagoSouthland.com](mailto:Mary@VisitChicagoSouthland.com).

**Smart**meetings

**Smart Meetings  
Mid-Atlantic, Part II**  
July 30, 2020  
Virtual Tradeshow



**Sports ETA**  
August 2020  
Virtual Tradeshow

**Connect** SPORTS

**Connect Sports**  
September 8-10, 2020  
Virtual Tradeshow

**meetings**  
TODAY LIVE!

**Meetings Today Live!  
Mid-America**  
September 23, 2020  
Virtual Tradeshow

**DESTINATION  
MIDWEST**

**Destination: Midwest**  
September 24, 2020  
Virtual Tradeshow



**TEAMS**  
October 19-22, 2020  
Virtual Tradeshow

**Connect** ASSOCIATION

**Connect Marketplace  
Association**  
October 20-21, 2020  
Virtual Tradeshow

**Connect** CORPORATE

**Connect Marketplace  
Corporate**  
October 20-21, 2020  
Virtual Tradeshow

**Connect** FAITH

**Connect Marketplace  
Faith/Specialty**  
October 20-21, 2020  
Virtual Tradeshow



**SYTA**  
The Voice of Student & Youth Travel®  
October 27-28, 2020  
Virtual Tradeshow

**ConferenceDirect**

**ConferenceDirect**  
October 27-28, 2020  
Virtual Tradeshow



**Ontario Motorcoach Association**  
November 9-10, 2020  
Virtual Tradeshow



**National Tour Association**  
November 17, 2020  
Virtual Tradeshow

**eSportsTravel**  
SUMMIT

**eSports Travel Summit**  
December 2-3, 2020  
Virtual Tradeshow

**Be sure to check us out on social media!**



Chicago Southland



@VisitSouthland



@VisitSouthland



Chicago Southland  
Convention & Visitors Bureau



ChicagoSouthlandCVB



19900 Governors Drive, Suite 200  
Olympia Fields, IL 60461-1057  
[VisitChicagoSouthland.com](http://VisitChicagoSouthland.com)

PRESORT STANDARD  
AUTO  
U.S. POSTAGE  
**PAID**  
OLYMPIA FIELDS, IL  
PERMIT NO. 170

# Get ready for the Chicago Southland CVB's 2020 Annual Meeting!

Although we can't be together this year, the Chicago Southland CVB is pleased to announce that we will still be hosting our 2020 Annual Meeting...via Zoom!

This year's theme is "**Resilience, Reinvention, Restoration.**"

In times of adversity, resilience is an essential quality to possess. This year, many of our Chicago Southland partners have been negatively affected. As we strive towards restoring our region, it is important now more than ever before to remain resilient and reinvent our approach to marketing the region.

We are looking forward to connecting with you all virtually. Keep an eye on your inbox for more information, coming soon!

