



CHICAGO'S NORTH SHORE

CONVENTION & VISITORS BUREAU



Year in Review 2005





GINA SPECKMAN

Letter from the Executive Director

Chicago's North Shore Convention and Visitors Bureau experienced a year of growth and progress in 2005, positioning our region as a viable and preferred choice for business and leisure visitors. We have also worked to strengthen the Bureau's status as the premier source for information on what there is to see and do on Chicago's North Shore. These efforts are important in maximizing the benefits of our regional bureau and packaging all the wealth of product we have in our area.

Thanks to the guidance and leadership of our Board of Directors—with special thanks to Michael Pauken, our Board Chair, we have been able to develop and expand our sales and marketing programs for Chicago's North Shore in collaboration with our Preferred Partners.

I'd also like to express my gratitude to the City of Evanston, and the Villages of Skokie, Northbrook and Wilmette. It's been a pleasure promoting your communities and showcasing your assets—the most important being the friendly and gracious people of your municipalities. Chicago's North Shore is like no other, and my staff and I are privileged to be selling such a spectacular region.

As you may know, 2005 was my first full-year as the Bureau's Executive Director. It's been an amazing time, and I couldn't be more proud of the strides that were made and the goals that were achieved. I'm looking forward to an even more exciting and productive 2006!

Sincerely,

A handwritten signature in blue ink, appearing to read "Gina Speckman".



CNSCVB Board of Directors

We'd like to extend special thanks to our Board of Directors. Their support, commitment and guidance are invaluable to the continued growth and success of our Bureau.

ED COPELAND	<i>Hotel Committee Chairperson General Manager— Comfort Inn Skokie/North Shore</i>
PAUL GIDDINGS	<i>Owner—FolkWorks Gallery</i>
DAN KELCH	<i>Owner—Lulu's Dim Sum and Then Sum</i>
LUCILE KRASNOW	<i>Community Relations Specialist— Northwestern University</i>
PAUL LEISNER	<i>General Manager— Holiday Inn Chicago/Skokie</i>
JOHN LOCKERBY	<i>Assistant Village Manager— Village of Skokie</i>
DENNIS MARINO	<i>Assistant Director of Planning— City of Evanston</i>
BROOKE MARLER	<i>Executive Director— Skokie Northshore Sculpture Park</i>
MICHAEL MCCURDY	<i>Chairman Elect General Manager— Renaissance Chicago North Shore Hotel</i>
ROY MYLES	<i>General Manager— Hampton Inn & Suites Chicago North Shore</i>
MICHAEL PAUKEN	<i>Chairman of the Board General Manager—North Shore Center for the Performing Arts in Skokie</i>
JONATHAN PERMAN	<i>Executive Director— Evanston Chamber of Commerce</i>
THOMAS POUPARD	<i>Treasurer/Financial Committee Chairperson Director, Community Planning—Village of Northbrook</i>
SHANNON RIDGEWAY	<i>Tourism Committee Chairperson Marketing Director— Westfield Old Orchard</i>
LUCAS SIVERSTEN	<i>Business Development Planner— Village of Wilmette</i>
ANN TENNES	<i>Secretary Marketing Director— Village of Skokie</i>

Meet the CNSCVB Staff



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CNSCVB Staff Additions



The CNSCVB appointed Jennifer Williams as the Bureau's Manager of Membership and advertising. Jennifer's responsibilities include the management of the Bureau's Preferred Partnership program, coordination of all networking events and selling advertising in Bureau publications. She also acts as a community liaison by attending and representing the CNSCVB at local Chamber of Commerce events and other community business functions.



Anandini Sekhar joined the staff as Tourism Marketing Manager. Anandini will be focusing her efforts on the sales and marketing programs for the Group Tour Market and also for the Bureau's new venture into the Sports Market. Anandini comes to the CNSCVB from the Museum of Science and Industry, where she focused on group tourism promotions.

Destination North Shore

A new marketing campaign was created in 2005 called Destination North Shore. This program, which was established specifically for Chicagoland advertising and promotions, touts the North Shore as the premier visitor destination for business and leisure travelers alike. A logo was created and a new website address was established (www.destinationnorthshore.com) that points the visitor to the CNSCVB website, which features information about hotel packages, upcoming area events and a diverse range of dining and retail options. Destination North Shore was featured in advertising campaigns with the Chicago Tribune and Metromix.com.



Photo Shoots



NORTH SHORE CENTER FOR THE PERFORMING ARTS

A picture is worth a thousand words. And, what better way to showcase the North Shore's charm and exquisite beauty than with photography! Several photo shoots took place during 2005 including downtown Evanston, Westfield Old Orchard, the North Shore Center for the Performing Arts in Skokie, Evanston beaches, and the Skokie North Shore Sculpture Park. These pictures are available to the media to accompany stories that are written about Chicago's North Shore. Additional shoots will be scheduled throughout 2006, including downtown Wilmette and Northbrook. 🌐



WESTFIELD OLD ORCHARD



OUTDOOR DINING IN EVANSTON

Improvements Made on Website



During 2005, the CNSCVB website was updated to add new features for the 20,000 unique visitors who access our site each month. The revamped site features everything that a business or leisure traveler needs to know when planning a visit to Chicago's North Shore, as well as interactivity on most pages. Visitors can order materials online, download photographs and detailed maps, send Request for Proposals, sign up for our e-newsletters or simply request information or ask a question. All inquiries receive a reply within 24 business hours.

The website now includes information on our region as well as specific communities, a searchable calendar of events, detailed listings on lodging, restaurants, stores, attractions, service and suppliers, as well as maps and sample itineraries for tour suggestions. Thanks to new enhancements and user friendly features specifically for meeting planners, suppliers, group tour operators, and leisure travelers, visitors to the site can find everything they need with a simple click of the mouse. Our latest enhancement allows

users to book hotel rooms online and view special seasonal hotel packages! 🌐

Two New E-newsletters Debut

In addition to our website, CNSCVB launched the two new electronic initiatives—our Monthly Partner e-newsletter and our Quarterly Client e-newsletter. Our Monthly Partner e-newsletter is distributed to 2,500 recipients and features information on upcoming events, area attractions, and pertinent North Shore news and activities. If you would like to receive our monthly e-newsletter, you can request it via e-mail at askme@cns cvb.com. Our Quarterly Client e-newsletter covers a three month planning period and is sent out to our proprietary client base of meeting planners, group tour operators and visitors who register on our website. It includes seasonal highlights for future events as well as special group-booking incentives. 🌐

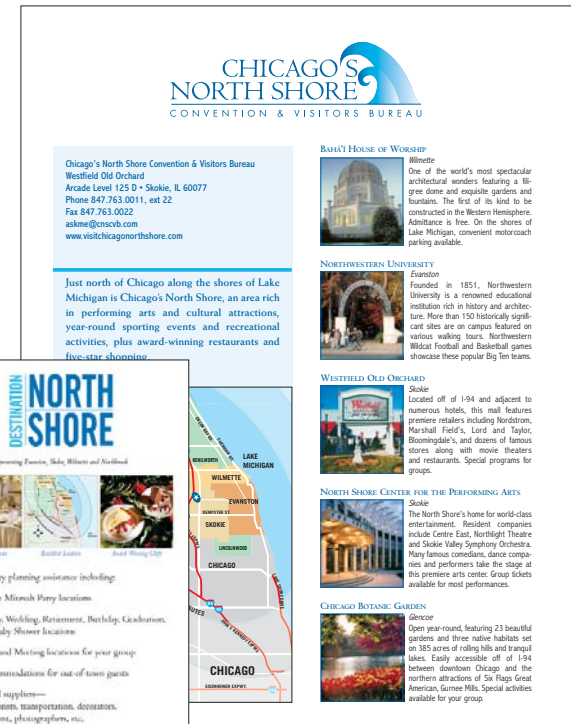


Advertising Campaigns



The CNSCVB promoted the region throughout 2005 with an aggressive advertising and marketing program that targeted both business and leisure travelers. New print ads were created to draw attention to the region's close proximity to Chicago, while showcasing all that the North Shore has to offer, including its enviable location on the shores of Lake Michigan, its variety of hotel accommodations, its diverse cultural attractions, and its world-class recreational activities. 2005 advertising placements included:

- Chicago Travel Professional Planners Guide
- Northwestern University's Alumni Magazine
- Illinois Meetings & Events Magazine
- The Wedding Resource Guide
- O. The Oprah Magazine Travel Section
- Pre-Print Spring/Summer and Holiday/Winter Getaway Guide
- Chicago Tribune Sunday Summer and Winter Magazines
- AAA Living Magazine
- Milwaukee Journal-Sentinel
- Illinois Hotel/Motel Association Directory
- Gay Games 2006 Destination Planning Guide
- Midwest Meetings Guidebook and Magazine
- Meetings MidAmerica
- Association News
- Group Tour Magazine
- Leisure Group Travel
- Package Travel Insider
- Online campaigns with Meeting Professional International and Chicago Tribune's Metromix, including banner ads, key word purchase, and ad-mail campaigns



Promotional and Collateral Materials

A variety of new promotional and collateral materials were introduced in 2005 to help support the Bureau's mission and objectives, including a regional map (in conjunction with Chicago Plus—the consortium of regional convention and visitor bureaus), promotional sales pieces for the social market, and Preferred Partner Benefit and Advertising information sheets. Also new in 2005 was a promotional piece for tour and travel trade shows. In addition, updated versions of the Bureau's annual Visitors Guide and the Northwestern Wildcats Map & Guide were published.

Networking Events

Networking amongst partners is a very important aspect of the CNSCVB experience. Hosted by the Bureau's Preferred Partners, these informal breakfast and lunch gatherings began in April and were wonderful opportunities for meeting industry peers, building alliances, exchanging business cards and discussing ways in which partners could work together to promote and market Chicago's North Shore. We hope you found them beneficial!

We'd like to thank the following Preferred Partners for hosting our 2005 networking events. We appreciate your generosity.

- Ayla's Originals—International Bead Bazaar
- Best Western University Plaza
- Janet's Place Bed & Breakfast
- Liberty Travel
- Ruby Tuesday
- Village of Wilmette

Representation at Industry Trade Shows

Throughout 2005, the CNSCVB staff participated in numerous industry trade shows and events to further promote Chicago's North Shore as a premier visitor destination. Preferred Partners joined our booth at many of these shows. Those that were most successful in terms of networking, prospects and leads included:

- American Bus Association
- Religious Conference Management Association
- Illinois Governor's Conference on Tourism
- Affordable Meetings
- Concierge Preferred Trade Show
- National Tour Association
- Illinois Society of Association Executives
- The Wedding & Home Show
- Sports 2005 Show
- Meeting Planners International—Wisconsin Chapter
- International Association of Convention & Visitors Bureau

Community Outreach

HOTELS SPREAD HOLIDAY CHEER

Continuing a holiday tradition, 10 CNSCVB hotel partners generously offered to donate overnight stays to the families of those visiting loved ones in area hospitals. The rooms were made available to Evanston Northwestern Healthcare, St. Francis Hospital and Rush North Shore Medical Center during the last two weeks of December. More than 20 families in need took part in the program, and the participating hotels kindly contributed over 50 complimentary room nights. The participating families, and the hospital personnel that assisted them, were extremely grateful for the kindness and hospitality shown toward them.



Partnership Growth

Building and nurturing partnerships are vital to the success of Chicago's North Shore Convention and Visitors Bureau. We'd like to acknowledge and thank our partners for their support throughout 2005.

Hotel Partners

- Best Western University Plaza
- Comfort Inn
- Extended Stay America
- Hampton Inn Suites Chicago North Shore
- Hilton Garden Inn
- Holiday Inn North Shore
- The Homestead
- Hotel Orrington
- Margarita European Inn
- North Shore Skokie Hotel
- Renaissance Chicago North Shore

Preferred Partners

- 303 Taxi
- About Tours
- Airport Express
- American Taxi
- Amm's Limo
- Ayla's Originals
- Bahai Temple of Worship
- BasketWorks
- Belgian Chocolatier Piron
- Blue Plate Catering
- Carmel Music
- Cassona Home Furnishing
- CATERED BY DESIGN
- Centre East
- Chalet Nursery
- Chicago Botanic Garden
- Chicago Dempster Merchants
- Clean Plate Club
- Concierge Preferred Magazine
- Creative Impact Group, Inc.
- Creating Printing Services, Inc.

- Crowded Closet
- Crown Theatres
- Davis Street Fish Market
- Deco Stitches
- Don's Fishmarket
- Duron Studio Photography
- EJ's Place
- Ethel's Chocolate Lounge
- Ethical Humanist Society
- Ev Mark
- Evanston Arts Depo
- Evanston Historical Society
- Eve J. Alfille
- Flat Top
- FedEx Kinkos
- Folkworks Gallery
- Forty-One North
- Francesca's North
- Hecky's Barbecue
- Holocaust Memorial Foundation
- HomesOnTheNorthShore.com
- I.H.O.P.
- Intelligent Lighting Creations
- Island Dreams Music
- IXIA
- J Rudny, LLC—"Dynamic Web Solutions"
- Janet's Place
- Liberty Travel
- Light Opera Works
- Lulu's Dim Sum & Then Sum
- Maggiano's Little Italy
- Maple Avenue Gallery
- MDJ & Associates
- Mary & Leigh Block Museum
- Merle's #1 Barbeque
- Miracles By Appointment
- Mitchell Museum of the American Indian
- MJ Catering
- Music Institute Chicago
- My Kind of Town
- Northbrook Court-General Growth Properties
- Northbrook Park District
- North Shore Center for the Performing Arts in Skokie
- Northlight Theatre
- Northwestern University
- O'Hare-Midway Limousine Service
- Palm Restaurant
- Pete Miller's Steakhouse
- Piven Theatre Workshop
- Prairie Moon
- Prestige Art Galleries
- Quartet Copies
- Robinson Coach
- Ruby Tuesday
- Ruth Chris Steakhouse
- Schaefer's Wines, Foods & Spirits
- Shallots Bistro
- Sign One
- Skokie North Shore Sculpture Park
- Skokie Park District
- Skokie Public Library
- Skokie Theatre
- Skokie Valley Symphony Orchestra
- Sky Harbor Club Restaurant
- Something Wicked Books & More
- Spice House
- Ten Thousand Villages
- Teresa Marie
- Tommy Nevin's Pub

- Tucker Gallery
- Urban Totem
- Va Pensiero
- Vogue Fabrics
- Walgreens
- Weaver Official Publications
- Westfield Old Orchard
- Wilmette Festival of Fine Arts
- Wilmette Park District
- Wilmette Village Merchants Group
- Windy City Visitors Magazine
- Women's Club of Evanston

2005 Facts & Figures

- The average daily rate for area hotels is up \$6.60 from the previous year.
- Hotel occupancy in 2005 was 65.5%, which is an increase from a low of 61.8% in 2002.
- Room revenues for CNSCVB hotels were up 16.6% in 2005 compared to 2004.
- Room reservations made on the CNSCVB website in 2005 were up 65% since the launch of the revamped site (July 2005).
- The Bureau increased its Preferred Partners ranks by 31%.
- Total unique page views on the CNSCVB website are up 23% from 2004.
- 100,000 copies of the 2005 Visitor Guide were printed. 32,500 were mailed in response to requests from groups and individuals and the remainder were distributed via major visitor centers throughout Chicago, at Illinois Visitor Information Centers, at Northwestern University and at 40 hotels on the North Shore (including those located on the I-94 and I-294 corridor).

The Mission of the CNSCVB

Chicago's North Shore Convention & Visitors Bureau (CNSCVB) is the official, state-certified, destination marketing organization charged with promoting travel and tourism to Chicago's North Shore. The CNSCVB is responsible for new business development throughout the area by packaging the North Shore as a preeminent business and leisure destination for regional, national and international travelers. The CNSCVB is the first point of contact for meeting professionals, event planners, tour operators and leisure travelers wishing to enjoy the natural beauty of the North Shore and wanting to experience its superior visitor amenities.



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ILLINOIS. MILE AFTER MAGNIFICENT MILE.