



VISIT KANKAKEE COUNTY

March & April 2024 Report

Prepared by

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planning for the future

VISIT KANKAKEE COUNTY

Revised bylaws and a restructuring of an Intergovernmental Agreement (IGA) for the Promotion of Tourism was proposed and adopted during the March 2024 Visit Kankakee County Board of Directors meeting.

The changes come as the current IGA is set to expire on June 30, 2024. Following this expiration, a new structure will be implemented to facilitate the regional promotion of tourism for Kankakee County.

However, it should be noted that the operating budget for Visit Kankakee County will be reduced by approximately 65%. This adjustment reflects the evolving participation and resource allocation.



Significant changes based upon this restructure include:

- **Reduction of board members from 11 to 4** (solely including a representative from each of the participating municipalities/county)
- **Participating members include:**
 - **Village of Bourbonnais** (IGA approved on 4/15/24)
 - **Village of Manteno** (IGA approved on 4/15/24)
 - **City of Kankakee**
 - **Kankakee County**
- **Each member will now pay \$60,000/year plus \$5,000 for each hotel within their boundaries.**

PARTICIPATING MEMBERS RECEIVE:

PREMIER MARKETING
for business, attractions & events

LEAD OPPORTUNITIES
for hotels & businesses

1 VOTING DIRECTOR
for Visit Kankakee County Board of Directors

NON-PARTICIPATING ENTITIES RECEIVE:

BASIC WEBSITE LISTING

Come
for the
Blooms.



Stay
for the
Tunes.

Think Kankakee! County

→ visitkankakeecounty.com

We are THRILLED to kick off our brand new spring and summer campaign for 2024, featuring many outdoor attractions. PLUS, we are serving up stay and play packages to encourage the overnight visitors.

[CLICK HERE TO VIEW A COMPILATION OF 15-SECOND ADS!](#)



Come for the Links.



Stay for the Drinks.



Think Kankakee! County → visitkankakeecounty.com



Come for the Streams.



Stay for the Dreams.



Think Kankakee! County → visitkankakeecounty.com



march 15 - april 15

CAMPAIGN STATS

The second flight of the “*Farm to Farm Table*” campaign highlighting agritourism, which serves as a gateway to the unique attractions throughout Kankakee County, continues.

Other Key Metrics:

- Campaign achieved significant increase in clicks, going from 793 to 1,090 in just 30 days! Can be attributed to effective targeting & audience engagement.
- Exceptionally high performance on Facebook with 1.45% CTR, more than 50% above the industry average.

93.74%

audio completion rate for programmatic audio!

68.8%

video completion rate for YouTube content!

*Video completion rate avg is 51%

Our team proudly attended the kickoff of Locavore’s 2024 Saturday Night “Dine on the Land” season on March 23, and enjoyed a screening of the first two videos of the “Farm to Farm Table” series with their guests from Missouri, Indiana, Wisconsin and Chicagoland.



marketing initiatives

TELLING OUR STORY

agritourism



- Farmland comprises approximately 70% of the land in Kankakee County, so Agritourism has the opportunity to shine! We've curated a **3-day itinerary** introducing visitors to mushroom farming, horseback riding, farm tours, museums, craft beverages and farm to farm table dining, plus more.
- This itinerary was also distributed at the Salt Kettle Tourist Information Center during Agriculture Week.
- Kankakee County proudly hosted a 3-day Singles in Agriculture event that included overnight accommodations at the Comfort Inn and visits to Van Drunen Farms, the Earl D. Schoeffner Farm Museum, Locavore Farm, Connect Roasters Coffee, Thrive Mushrooms and Brickstone Brewery

night life

We've built a **new website segment** highlighting our abundant nightlife options. From creative cocktails to craft beer, bars with escape rooms and axe throwing, live music venues and live theater performances, Kankakee County's night life has an array of venues that will continue to spark adventure on your visit!





cannatourism

Three fresh recreational dispensaries opened their doors in Kankakee County recently, following the legalization of recreational marijuana use on January 1, 2020. The burgeoning trend of cannatourism, observed in areas where cannabis is permitted, has swiftly become a noteworthy element of the tourism sector. In our [April blog](#) post, we delved into the nuances of cannabis consumption in Kankakee County.



solar eclipse

Though Kankakee County was not in the path of totality for the Solar Eclipse on April 8, we still experienced nearly 95% coverage! We capitalized on this nearly once-in-a-lifetime opportunity by inviting visitors and locals into the office to grab their pair of official eclipse viewing glasses. 500 glasses were distributed.



tourist information center visit

Agriculture Week March 17-24, 2024: Angelina visited the Salt Kettle Tourist Information Center, situated on I-74 near Danville. The TIC welcomes scores of visitors each day and Angelina enthusiastically shared all-things KaCo with travelers; including our 3-day Agriculture itinerary, Visitor Guides and of course some fun swag.



**120 Enrolled
as of
4/30/2024**

CRAFT BEVERAGE TRAIL



If you haven't had a chance to jump aboard the Kankakee County Craft Beverage Trail, the time is NOW! Simply scan the QR code to access the free app. Create your profile and embark on this treasure hunt throughout the county!

BY THE NUMBERS

...an “at-a-glance” glimpse of March & April

500

ECLIPSE GLASSES

28,899

WEBPAGE VIEWS

9,129

FACEBOOK FOLLOWERS

1,517

INSTAGRAM FOLLOWERS

1,008

TIKTOK FOLLOWERS

4,858

VISITOR GUIDES, SWAG,
PROMOTIONAL ITEMS DISTRIBUTED





Come for the Show.

Stay for the Flow.

There is no better place to embrace Autumn's spectacular beauty than along the shores of the pristine Kankakee River in Kankakee County. Envision your visit today at

→ visitkankakeecounty.com

Think County **Kankakee!**

enjoy **illinois**

discover fun

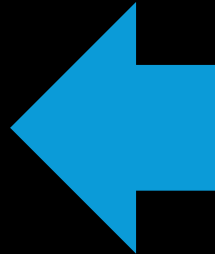
Oh hi! We're Kankakee County, we're just South of Chicago, and when it comes to fun and uniqueness, we've got a lot of both! From our picturesque river, perfect for outdoor activities like biking, hiking, kayaking, and world-class fishing, to our festivals and downtowns, you'll be shocked you didn't discover us sooner. Come discover what you've been missing at VisitKankakeeCounty.com

and unique

enjoy **illinois**



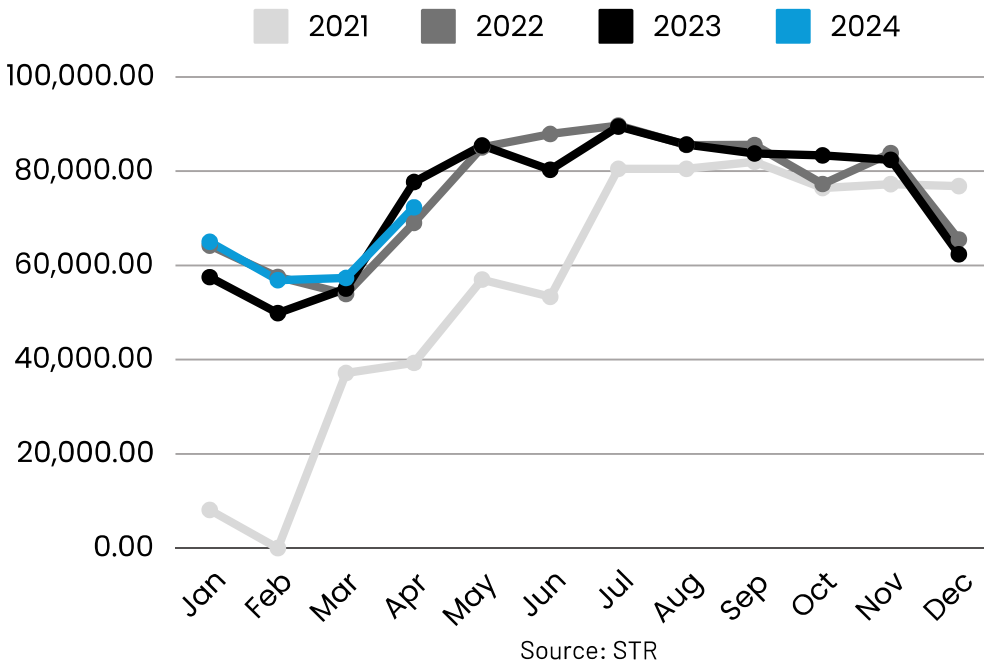
**ENJOY ILLINOIS AD
FALL/WINTER 2024/2025**



**TRAVEL, TASTE &
TOUR
SUMMER 2024**

**PRINT ADVERTISING
PLACEMENTS**

KANKAKEE COUNTY HOTEL OCCUPANCY TAX



Consistent with Tourism Economics report in early 2024, this update remains very similar.

US hotel demand for 2023 was supported by growth in “Upscale” and “Luxury” hotels.

Economy and Mid-Scale hotel demand fell, in step with declining leisure travel plans for lower-income earners. (Source: MMGY). Rising inflation, as well as stabilization in the “allure” of business travel following the pandemic also contributed to the slight decline in nationwide occupancy.

Kankakee County is witnessing a rebound in early 2024 and momentum is building.

SALES HIGHLIGHTS



105 ROOM NIGHTS

Kankakee Community College hosted the 2024 ICCTA meetings March 6-9.



74 ROOM NIGHTS

Men’s Xcalibur Gymnastic meets hosted at Adventure Commons, March 2024



12 ROOM NIGHTS

Singles in Agriculture 3-day visit to Kankakee County April 18-20.

SUPPORTING OUR COMMUNITY

Visit Kankakee County continues to support our community partners and their events.

Financial Sponsorships:

- Village of Bradley 315 Music Fest
- Juneteenth Celebration
- Tyjuan Hagler Foundation Football Camp
- Manteno Chamber of Commerce Golf Outing

In-Kind Donations:

- Majestically Yours Wedding Expo
- Women United Breakfast
- KCC ICC Meetings
- KVPD Wedding Expo
- YMCA Golf Outing
- Unity International Festival

OUT & ABOUT

Destinations International Marketing & Communications Summit • Ricky Rockets Ribbon Cutting • Cranky Mike's Illinois Made Maker award presentation • Village of Bradley Board Meeting • KDC Board Meeting • Salt Kettle Tourist Information Center Ag Week Promotion • IL Governor's Conference on Travel & Tourism • United Way Board meetings • B. Harley Bradley House Marketing & Communications Initiative • Locavore Farm Spring Fling • 79th District Economic Opportunity & Development Advisory Council Meeting • River Edge Redevelopment Zone Meeting • April Groove's Day volunteer • Village of Bourbonnais C & Ed Meeting and Village Board Meeting • Destinations International Sales & Services Summit • Riverside Heart Ball Planning Committee recap meeting • Economic Alliance of Kankakee County board meeting • Village of Manteno board meeting • Illinois Destinations Association Advocacy Day at the Capitol in Springfield • Wright in Kankakee Marketing & Communications Committee Meeting • Kankakee County Executive Board meeting • Illinois Destinations Association Spring Meetings • Representative Haas meeting • Toyota of Bourbonnais ribbon cutting • Kankakee County Chamber of Commerce Ambassador and YPN meetings/events • BBCHS INcubator Presentation • Various locations for social media content



CTAP GRANT PROGRESS

Visit Kankakee County is thrilled to invest in Destination Development Projects and has awarded over \$900,000 in grants to bring 18 tourism-related projects to the finish line.

Completed Projects:

- Locavore Farm: season expansion + marketing support
- Village of Bourbonnais: mobile synthetic ice rink
- Connect Roasters: storefront coffee shop, marketing support and special class/event support
- Knack Brewing and Fermentations: outdoor patio expansion
- CIRKA: Estival Festival marketing support
- Hedgeapple Arts: studio expansion
- Miracle on 8th: event support and marketing

Projects in the Works:

- Adventure Commons: tournament booking reimbursement
- Deer Ridge Barn: expansion
- Village of Bradley: Bradley Sports Complex
- Currents of Kankakee: Riverwalk Phase 1
- Kankakee Development Corporation: outdoor dining, murals and entertainment
- City of Kankakee: Kankakee River Valley Regatta event support
- Momence Park District: Skate Dot
- Kankakee Valley Theater Association: 2024 season enhancements
- Little Me Learn and Play: mobile art studio



CAN'T STOP, WON'T STOP!

With summer approaching and the busy travel season upon us, our team is rolling out the red carpet for visitors. Here's a {VERY} short list of what's to come in the next month or so:

- Adventure Tour to kickoff National Travel & Tourism Week 2024
- Spring/Summer and Agritourism Campaigns continue
- Launch of the Kankakee County Taco Trail

Of course, we are at the ready to help support you, your organization and your community. Stop in our office, give us a call or email, we're happy to help.