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MARKET ILLINOIS LEADERSHIP TEAM

Chair—Jonathon Jones, Visit Lake County

Vice Chair – Matthew Lenox, Visit Northwest Illinois

Board Liaison—Nicole Gavin, Visit Kankakee County

NICHE OVERVIEW

Market Illinois is a Niche Committee of Illinois Destinations Association (IDA) developed to strengthen the relationships between the communications, public relations and marketing professionals statewide.

Recognizing that destination marketing is a specific and unique type of marketing in which limited expertise can be found in each of the DMOs own individual communities, the opportunity to meet in person two times a year and discuss best practices in travel and tourism promotion is extremely valuable to each committee member.

Market Illinois will continue to be an education-focused group, looking to strengthen our individual marketing plans through collaborative discussion, education and promotions that further benefit the State of Illinois as a whole.

Through regular gatherings at the IDA Fall and Spring meetings, Market Illinois will invite relevant speakers to educate our attendees on new technologies, marketing best-practices and applicable services that further promote our destinations.

FY26 BUDGET

As in previous years, Market Illinois will not be pursuing grant funds and requires no state support in FY26.

FY26 GOALS

IL250 COLLABORATION & PROMOTION

- a. Deliverables: Create an IL250 Toolkit for members

SOCIAL MEDIA CALENDAR & CONTENT CREATION

- a. Utilize content submitted by DMOs via google doc.
- b. Implement Sub Committees to help with content drafting & rotate throughout the year.
- c. Content Topics
 - a. Advocacy & Legislative Updates
 - i. Breakdown of wins/losses
 - ii. What this means for tourism explanation posts
 - iii. Amplify state agency alerts
 - b. Grant Announcements
 - i. Promote available grants
 - ii. Feature successful grant-funded projects with partner quotes
 - c. IL250 Content
 - d. Trade Show/Conference Highlights
 - i. Pre and Post Event features, who's attending, takeaways, photos
 - ii. "Why I attend" mini-interviews with members
 - e. Campaign Spotlights
 - i. DMO collaborations
 - f. Economic Impact Stats
 - i. Digestible visuals
 - ii. Tie back to legislative advocacy when applicable
 - g. Visitor Sentiment & Trends

PODCAST OPPORTUNITY EXPLORATION

Gives voice to lesser-known, quirky or unexpected travel stories in IL. Collaboration among DMOs.

MARKET IL LANDING PAGE BUILDOUT