



Congratulations Illinois River Road National Scenic Byway Best Tourism Website Award Winner!!!

The Illinois River Road National Scenic Byway was honored with the Best Tourism Website award from the 2008 Illinois Excellence in Tourism Awards. The award was handed out earlier this month at the Illinois Governor's Conference on Tourism.

Byway Director Anaise Berry says "We are thrilled to have been recognized by Illinois Bureau of Tourism for our comprehensive website, and expect the site will be utilized by those looking for an authentic getaway that brings them close to nature while exploring unique communities along the Illinois River."

The online world has changed the way people get information and it's imperative that we make it easy and all inclusive for potential visitors. The website, www.illinoisriverroad.org, showcases several interactive items and has detailed information on all the gateway communities and nature destinations along the byway. With more people using the web to plan their trips, there is an interactive site with which visitors can get a glimpse of their journey ahead of time and plan their itinerary to make the most of their trip. Visitors can share their memories "Tales from the Illinois River Road" by posting pictures and stories from their trip on the website.

All of the gateway communities along the Byway have unique histories and this website showcases them. There is detailed information about each town along the route and the more than 100 nature-based destinations throughout the Illinois River Valley, beginning in Ottawa and ending 140 miles south in Havana. There are opportunities for hunting, fishing, hiking, biking, canoeing, wetlands, gardens, bird and wildlife watching throughout this corridor. Visitors can learn all about them on our website.

The website was developed in partnership with J. Rudny, LLC from Batavia, IL. The award was for the category of organizations with budgets under \$500,000. There was also an award for organizations with budgets exceeding \$500,000.



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