



Tourism Collaboration Task Force

Tourism and its associated industry has been recognized as both a current asset of the One Shawnee region - with its stunning natural beauty and attractions - and an opportunity for tremendous growth. The natural scenery and terrain of the Shawnee National Forest and surrounding countryside, its prime hunting spots, unique wine industry, and historical monuments should make southernmost Illinois a true destination for tourists and adventurers throughout the midwest.

The Issue Identified by Community Input

Despite its natural beauty, recreation and tourism is not being fully utilized as an economic driver for the region. It can and should be taken to the next level. An obstacle to enhancing tourism in the region is the piece-meal and siloed tourism marketing and development approach throughout the area. There are several individual tourism boards/entities throughout the region that need to coordinate with one another and increase the reach they have collectively outside of the region itself.

Purpose

The Tourism Collaboration Task Force is charged with carrying out the following objectives:

- Create a plan and method for developing a regional tourism brand “identity” that can be marketed to those outside of the region as a destination for travel.
- Create a plan and method for informal or formal collaboration among tourism stakeholders for the purposes of:
 - Properly marketing a new regional tourism brand identity.
 - Continually developing an enhanced tourism industry in the region such as new lodging, attractions, partnerships, signage, etc.