

Route 66 Program Grant Update

Illinois Destinations Association

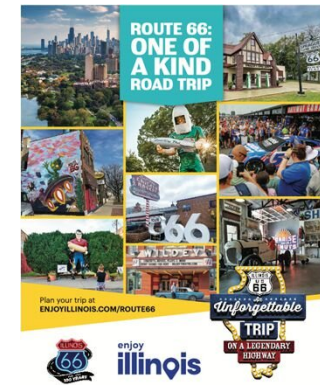
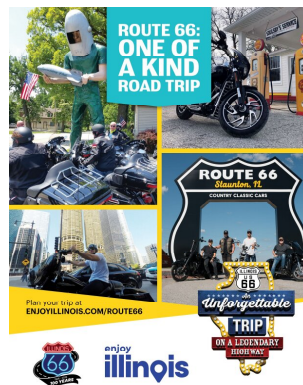
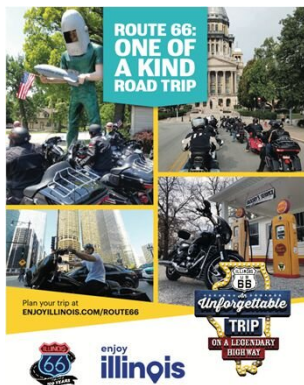


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Route 66 Magazine Single & Double Page Adverts



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Route 66 Digital Adverts



Route 66: One of a Kind Road Trip



PLAN YOUR ILLINOIS
ROUTE 66 VISIT

Route 66: One of a Kind Road Trip



PLAN YOUR ILLINOIS
ROUTE 66 VISIT

Route 66: One of a Kind Road Trip



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**Route 66:
One of a Kind
Road Trip**

Plan Your Visit

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Plan Your Visit



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Road Trip**

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Plan Your Visit

**Route 66:
One of a Kind
Road Trip**



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Route 66 Pin Cards - Japanese & English



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イリノイ ルート66

ルート66は
シカゴを起点に、
イリノイ州を301マイルにわたって
南西へと伸び、
クラシックなダイナーや
歴史的なランドマークなど、
100以上の見どころが点在しています。
2026年に100周年を迎える
この伝説的なハイウェイは、
ノスタルジアと冒険に満ちた
究極のロードトリップ体験を提供します。



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2026年にイリノイでお会いしましょう!

Illinois Route 66

Route 66 stretches 301 miles
through Illinois, beginning in
Chicago and winding southwest
past over 100 attractions - from
classic diners to historic landmarks.
Celebrating its 100th anniversary
in 2026, this legendary highway
offers nostalgia, adventure, and the
ultimate road trip experience.



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See you in Illinois in 2026

R66 Profile Sheet



Experience the iconic stops and photo ops that make Route 66 America's unforgettable road trip

WHAT'S NEW ON ROUTE 66 ILLINOIS

New additions, updates, and useful information from the communities that call Route 66 home.

Chicago Route 66 Bus Tours | Chicago

Chicago will be conducting bus tours of Chicago neighborhoods and landmarks along Route 66.

Wanderverse | Oak Brook

Guests enter imaginative worlds from popular film, television series, and video games.

Illinois Rock & Roll Museum | Joliet

Exhibits showcase music industry legends across all genres of music who are linked to the Illinois music scene, complete with the world's largest hand-sculpted guitar.

The First Hundred Miles Welcome Center, An Illinois Made Gift Shoppe | Joliet

A brand-new welcome center and gift shoppe featuring Route 66 merch and unique gifts made in Illinois.

American Giants Museum | Atlanta

Learn about the largest on-display collection of roadside giants in the world.

Legends Neon Sign Park at the Illinois Route 66 Experience | Springfield

Recreations of neon signs that glow over the Route 66 arch, which highlights all 82 communities on Illinois Route 66.

The Metaverse at Route History | Springfield

A virtual reality experience depicting the roles of Black businesses, the Negro Motorist Green Book, the Great Migration, and southern towns along the Illinois leg of Route 66 during the Civil Rights and Jim Crow eras.

Historic Macoupin County Cannoball Jail | Carlinville

Tour the Quilts Revival store just when Civil War cannons were embedded into the stones and walls making an escape nearly impossible.

West End Service Station | Edwardsville

Having found new life as a museum and welcome center, this is the last original Route 66 service stations in nearly sixty miles.

Urban Collective Boutique Hotel | Edwardsville

This boutique hotel features eight distinct suites, each with its own unique ambiance, colors, themes, styles, and decor.

World Wide Technology Raceway | Madison

A jet-packed weekend with world-class drag racing, jet car demonstrations, a car show, music/entertainment and a fireworks display not to be missed.

Murals & Monuments

Throughout Illinois Route 66 stunning murals and monuments have been installed for visitors to enjoy any time of day.



Blues Brothers Can August 2024 | Joliet

A celebration of the classic masterpiece film, which begins in the Old Joliet Prison.

Annual Berryen Route 66 Car Show August | Berryen

Annual car show, where hundreds of antique and classic cars line Berryen's stretch of Route 66 | Ogden Avenue.

Get Your 66 on Route 66 August | Lincoln

August 1 | Lincoln | Over 25 beautiful hot air balloons will grace the skies, and stick around to enjoy the BBQ competition, deck dogs, art fair, vendor show, live music, and more!

Balloons Over 66 August | Lincoln

Over 25 beautiful hot air balloons will grace the skies, and stick around to enjoy the BBQ competition, deck dogs, art fair, vendor show, live music, and more!

Illinois State Fair August | Springfield

Enjoy 10 days of thrills and excitement at this family-friendly fair featuring world-class entertainment, food, and activities.

NTT INDYCAR Series Bommarito Automotive Group 500 August | Madison

Watch as drivers range the track in open-wheel cars just inches away from their competitors, reaching speeds of more than 200 mph.

International Route 66 Mother Road Festival September | Springfield

Celebrate the Golden Age of Route 66. From classic cars to live music & food the festival features over 1,000 cars and over 80,000 spectators.

16th Presidents Cup at the Medinah Country Club September | Joliet

PGA Tour excitement as the world's best golfers from USA battle the International Team.

Crucial to Lincoln's Memory Lane, a one-mile stretch of original Route 66 with vintage billboard and Burnie Shaw signs.

Stop at **Burnie's Super Service Station** an information center and gift shop that originally opened in 1961 to serve travelers of Route 66 and is on the National Register of Historic Places. **The Cruiser** with



THE ULTIMATE ROUTE 66 ITINERARY

It's the things you see along the way that make a trip truly unforgettable... like a giant Paul Bunyon holding a hot dog, or a one-of-a-kind drive-in that brings you back to 1955. Legendary Route 66 begins in Illinois and offers road trippers 300 miles of vintage, quirky, and larger-than-life roadside attractions. Let's kick off America's most Instagram-worthy road trip!

Day 1: Chicago

Book an **architecture boat tour** and enjoy the city from a new perspective. Then, visit a **Billy Goat Tavern**. Spend a relaxing afternoon visiting world-class attractions like the **Chicago History Museum** or the **Museum of Science and Industry**.

Day 2: The Heart of Route 66 in Illinois

Downtown Atlanta is filled with wonderful Route 66 sites and attractions, including the **Route 66 Park** and **Atlanta's Burnie Shaw**. There's not all that big things in this area, add a stop at the **World's Largest Covered Wagon** in Lincoln.

As Illinois road trip wouldn't be complete without a dose of Illinois' most famous residents... **Abraham Lincoln**. Get ready to step into the past and the life of the 16th President's family. Visit **Lincoln's Home**, the **Presidential Museum**, the **Old State Capitol**, and the **Lincoln Tomb**.

Day 3: The First Hundred Miles

As you combine you on your Route 66 journey, drive the location of the famous comedy troupe, **The Marx Brothers**, family film, **Harmonia** Park in Burr Ridge, a Route 66-themed playground where kids can "travel" from Chicago to Santa Monica while playing with replicas of famous sites along the Mother Road.

Tour the **Old Jail House**, where history meets Hollywood. Just a little further down the road is **Williamsville**, and over for a pit with the **Genius Giant**, a 30-foot tall statue that's one of the most iconic photo ops along Route 66. Continuing to Pontiac, pull up in front of the famous **Route 66 Shield Motel** for a group picture or explore the Route 66 Hall of Fame and Museum or the **Pontiac Oakland Automotive Museum**.

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Day 4: The Last 100

Celebrate the final stretch with photo ops galore along the way, including a ranch filled with rabbits, a giant pink elephant (next to a charming retro antique mall), the world's tallest soap bottle and neon signs leading to classic roadside diners, shops and theaters.

Be sure to visit **Cahokia Mounds State Historic Site** for a great view or take in the sights from a lofty perch atop the **DaVinci Sky Tower** for spectacular aerial views with the added bonus of the thrilling **Avatar's Alpine Coaster** exiting at the top for a ride down the shaft. Time your trip right and catch a race at the **World Wide Technology Raceway**. Top off your epic Illinois Route 66 road trip by visiting the historic **Chain of Rocks Bridge** before continuing onward.

Day 5: Ready to Get Your Kicks on Route 66?

Start planning your Illinois trip today! Visit enjoyillinois.com/travel66



enjoy illinois

READY TO GET YOUR KICKS ON ROUTE 66?

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9 REGIONAL GEMS ON ILLINOIS 66

Los Mitchell's | Chicago
A Chicago landmark since 1923, the friendly crew at Los Mitchell's serves up great food including a true homemade dough hole as you wait.

Huffer Man with Chicken Wing | Berryen
Featuring atop the Capers and Triples BBQ Lounge, the Berryen, Illinois Huffer Man includes a smoking uger and he holds a fried chicken wing and a bottle of hot sauce.

Old Shaw Chicken Basket | Willowbrook
The Shaw family has seasoned travelers since the 1940s when it was a Blue Bird bus stop. Today, they serve some of the Route 66's best fried chicken!

Midwestern National Tallgrass Prairie Preserve | Wilmington
Get up close and personal with buffaloes, 275 native Illinois prairie plants and more than 300 bird species in the largest island in the prairie of protected areas, just south of Joliet.

Funko Grove | Elmhurst
Since 1964, the Funko Family has been producing its special brand of dune made soap (beefed that way or preserved from more than 4,000 logs).

The Mill | Lincoln
Originally opened as The Blue Mill in 1970, and known for being the "Home of the Softies", The Mill is a museum, featuring businesses that have served travelers along the Logan County stretch of Route 66.

Dana Thomas House | Springfield
Experience one of the greatest and best structures designed by Frank Lloyd Wright in this early 20th century home, featuring over 100 pieces of original furniture, art, glass fixtures and lamps.

Worldwide Technology Raceway | Madison
From 1960 to 1972 part of Route 66 ran past World Wide Technology Raceway's back gate. Worldwide Technology Raceway features includes a 1.5-mile drag strip, 1.25-mile open-wheel, 2.5-mile road course, the Gateway Complex, and the Gateway National Golf Links.

Artemis Café | Litchfield
Celebrating its 100th anniversary in 2024, the Artemis Café is the oldest continuously operated restaurant on Route 66 in America.

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Worldwide Technology Raceway | Madison</

Route 66 Map



Handheld Fan



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Advertising



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Print Media Placements



Print and online advertising in several high-profile locations, including:

- America Journal
- Essentially American / Mein Amerika Magazine
- GLUSA Guide
- Route Magazine
- Road Runner Magazine
- Rider Magazine

Media Campaigns



Tour Operator Campaigns

- Bike the Best (DE)
- America Unlimited (DE)
- Dial-A-Flight (UK)
- BonVoyage (UK)
- ATI (Global)
- Hotelbeds (Global)

Digital Campaigns

- Expedia
- Sojern
- Spearfish

Route 66 Themed Festivals



Statewide Projects



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Statewide Projects

Illinois is celebrating Route 66 with statewide initiatives to engage travelers and highlight its history. These efforts include:

- Illinois Route 66 Scenic Byway Visitor Guide
- Illinois Route 66 Centennial Passport
- Statewide Influencer Program
- PBS Route 66 Project
- Route 66 Inspiration Guide – with Dot Dash Meredith
- Wayside Totem Poles





Route 66 and the spirit of the American Road Trip

ALL ROADS LEAD TO ILLINOIS



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MOAE. SEDIPSAE
OPTA CONSEQUIDIT
QUAM REM QUAMUS
ET, NAM ANTIBUS.
UT UT PLIBUS.

NURDAE VELESCI
DOLLAM, OMMOLUM
ONVERPUS
QUO EATIAE, DUNT
VOLEBITATEM



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THE MAIN STREET OF AMERICA

A NEW FILM COMMEMORATING THE CENTENNIAL OF THE WORLD'S MOST HISTORIC HIGHWAY

Totem Waysides



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ILLINOIS ROUTE 66: AN UNFORGETTABLE TRIP ON A LEGENDARY HIGHWAY

Where We've Been



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Tradeshows



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Brand USA Travel Week - London



American Bus Association – Philadelphia









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