



PIONEERING TRAVEL SERVICE BRINGS CHICAGO TO A LARGER AUDIENCE

Chicago widens its gates to UK travellers with the destination's continued success on Travel Uni, an interactive resource and travel training website with 21,000 registered users. This is the second year Chicago has been offered on the Travel Uni website and the training course provides users with an in-depth tutorial on the city's nightlife, newest additions to the Magnificent Mile, cutting-edge culinary experiences, as well as its architecture and diverse cultural events.

Created in 2003, Travel Uni helps travel consultants learn about destinations around the world in order to customise itineraries for the perfect holiday. On 26 September 2007, the travel website launched the Chicago programme, featuring a four module training course, focusing on the city's highlights and its surrounding areas.

The first module introduces the user to essential information on the destination, such as its climate, transportation and other facts about Chicago and the state of Illinois. The second module focuses on Chicago's green initiatives, its annual events and world renowned architecture, such as the city's spectacular skyline and the recently completed Millennium Park. The third module introduces users to the state capital, Springfield, the famous Route 66 and the Lincoln Library. The final module highlights areas of interest outside the city, such as golf courses, spas, gardens and wineries.

To ensure users can speak knowledgeably about its offerings, as well as earn their Chicago certification, they are required to answer 60 questions at the end of each module. The programme can be completed at the user's own pace and in the convenience of an office or at home.

"Travel Uni's dedicated Chicago programme reflects the growing popularity of our vibrant city," said Bill Schmitt, Chicago Tourism Project Manager. "The destination is becoming more popular with UK travellers and nearly 14 per cent more travel brochures are featuring Chicago, compared to last year. Travel Uni helps to create the perfect itinerary, as there is something in Chicago for everyone!"

In addition to Travel Uni, consultants and potential travellers can visit www.gochicago.com to get the latest information on Chicago happenings. They can also download podcasts from the city's ambassadors, Frankie Knuckles, Melissa Turner, and Rick Tramonto and Gale Gand, who give listeners the inside scoop on the best of Chicago's music, shopping, and dining.

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For more information or to obtain a brochure, call the Chicago & Illinois Tourist Office's Freephone Brochure Line on 08700 503410 or visit online www.gochicago.com.

For further information on the city of Chicago's ongoing initiatives, please contact Jackie Cooper PR:

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