



NEWS RELEASE

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FOR IMMEDIATE RELEASE –

ILLINOISouth Tourism Releases Fall 2021 Tourism Times Featuring Events in Southern Illinois

SWANSEA, IL – ILLINOISouth Tourism is releasing their seasonal Tourism Times for the fall of 2021, highlighting events happening across southern Illinois. After many communities took a hiatus from events in 2020, those events are making a strong comeback. To promote each and every event to the fullest, ILLINOISouth has integrated all the information for events in each of the 21 counties they cover, in their Tourism Times publication.

“We have seen a lot of folks wanting to travel and get outdoors now that the state is opening back up and more folks are vaccinated, and so far this year our publications have gone off the shelves faster than we have ever seen,” says Andy Waterman, Communications Director for ILLINOISouth. In just two weeks, ILLINOISouth distributed 50,000 copies of their spring Tourism Times, and prior to that received over 800 requests for their Visitors Guide in less than a month. “We’ve seen the demand, people want our information and to see what’s going on in their own backyard,” explains Waterman. “That is really exciting to us, and we think this publication for the Fall Tourism Times centering around events will be just as popular, if not even more so.”

This edition of the Tourism Times is unique from past editions in several ways, including its strong focus on events. “While people have been interested in getting out, events are not one of the things that they have been able to do a lot of,” says Waterman. “Now that events are a possibility, people are chomping at the bit to go to them.” This publication also prioritizes convenience for the reader by including in-depth articles focusing on the details of several events and by separating the events into the regions of ILLINOISouth for increased readability.

Hard copies of the ILLINOISouth Fall 2021 Tourism Times have been distributed to many different locations throughout Illinois and Missouri, including tourist information centers along several different interstates. The Tourism Times is free to the public, so those interested in the publication can also visit illinoisouth.org to request a copy [here](#). For those who would like to view a digital version of Fall 2021 Tourism Times online, it can be found [here](#).

ILLINOISouth Tourism currently covers the following counties: Bond, Clark, Clay, Clinton, Crawford, Cumberland, Edwards, Fayette, Hamilton, Jasper, Lawrence, Marion, Monroe, Perry, Randolph, Richland, St. Clair, Wabash, Washington, Wayne, White

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