

FOR IMMEDIATE RELEASE

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JOHN HANCOCK OBSERVATORY AWARDED TOP PRIZES IN ILLINOIS TOURISM
*Illinois Bureau of Tourism presents John Hancock Observatory with three
Governor's Awards, including top award of Best-in-Show*

CHICAGO, IL – At the Illinois Bureau of Tourism's (IBOT) annual Governor's Conference on Tourism, John Hancock Observatory was honored with three coveted Governors Awards, including the top honor of Best-in-Show for its Tourism Marketing Campaign. The two other awards presented to the Chicago landmark include the Best Community-wide Campaign and best-in-division Tourism Marketing Campaign. This year sets a record for the Observatory with the most awards from a single annual Conference in history.

"We are privileged to receive such recognition from the State of Illinois for our work to promote not only ourselves, but the amazing things the Land of Lincoln has to offer its visitors" said Daniel Thomas, general manager, John Hancock Observatory. "The economy has made travel tougher and together with the Illinois Bureau of Tourism, we are celebrating the past year of our joint achievements and looking forward to creating engaging, ground-breaking ways to drive travelers here at home."

The Governor's Conference on Tourism brings together more than 400 tourism industry leaders every year to learn, discuss and utilize the innovative ideas driving the industry today. The Conference is used not only as a way to track the previous year's successes, but also to come together and plot, as this year's theme describes, "The Road Ahead." During the Governor's Awards luncheon every year, IBOT honors the pioneering tourism initiatives that are leading the way in marketing destinations, attractions and events throughout the state of Illinois.

This year's Best-in-Show and best-in-division Tourism Marketing Campaign awards reflect the Observatory's total top-to-bottom rebranding. The Observatory team thought tirelessly about how to revamp one of the world's most recognized landmarks and one of Chicago's top attractions. The result is an award-winning redesign that connects with consumers at every touch point, from the minute they see John Hancock Center on The Magnificent Mile® to when they are enjoying what *Chicago Tribune* calls "Chicago's Best Views."

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About John Hancock Observatory

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company. More information at www.hancockobservatory.com.

Learn the latest from Chicago's skies by becoming a fan of John Hancock Observatory on Facebook and following its updates on Twitter, [@aThousandFeetUp](https://twitter.com/aThousandFeetUp).

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