

CHICAGO DEPARTMENT OF CULTURAL AFFAIRS
NEWS RELEASE
CHICAGO OFFICE OF TOURISM

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**CHICAGO OFFICE OF TOURISM (@EXPLORECHICAGO) SERVES AS “OFFICIAL TWITTER
CONCIERGE” FOR BLOGHER 2009 CONFERENCE, JULY 23 – 25**

Part of Ongoing Seven Day a Week Twitter Concierge Service for Visitors and Locals

The Chicago Office of Tourism successfully served an innovative role as the official twitter concierge for the annual BlogHer 2009 conference held in Chicago from July 23 - 25. BlogHer, a conference that focuses on female bloggers, hosted over 1,400 people over three days of networking and seminars at the Sheraton Hotel and Towers.

With a team of staff working a total of 18 hours each day, the Office of Tourism (@[explorechicago](https://twitter.com/explorechicago)) fielded 200 questions from BlogHer attendees over the conference weekend offering a wide variety of advice and suggestions on the city. A custom google map (<http://bit.ly/BlogHerMap>) with landmarks of use and interest to attendees was created, tweeted, and retweeted to make the city easy to navigate. Additionally, as an ongoing service throughout the weekend @[explorechicago](https://twitter.com/explorechicago) partnered with local attractions such as the Art Institute of Chicago, the Adler Planetarium, and the Museum of Contemporary Art to create and tweet deals (<http://bit.ly/blogherdeals>) available to bloggers and twitter feed followers.

“This is a unique and innovative service that we are proud to offer to locals, visitors, and conference attendees,” said Dorothy Coyle, Director, Chicago Office of Tourism. “Twitter has become an important travel tool as we continue to use new technologies to make the city as accessible as possible.”

The concierge service for BlogHer is part of an ongoing twitter concierge service for visitors and locals that takes questions seven days a week. The service focuses on free and discounted activities that happen throughout the city.

A listing of BlogHer concierge highlights are as follows

Total Number of Tweets:	676
Total Number of Inquiries Answered:	201
Total Number of ReTweets:	55 tweets retweeted a total of 140 times
Total Number of Map Views:	3,931 views
Total Number of Followers Gained:	319 followers
Total Number of Clickthroughs:	4,143 clickthroughs

The Chicago Office of Tourism, a division of the Department of Cultural Affairs, is the official City agency dedicated to promoting Chicago to domestic and international visitors and to providing innovative visitor programs and services. For more information, please visit www.explorechicago.org.

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