

# **SIM Partners Launches “Enjoy Illinois” iPhone App**

## **Leading DMO Mobile App Developer Partners with JWT and Illinois Office of Tourism**

**Chicago, IL, August 15, 2011**-- SIM Partners, a full-service digital marketing agency and leading developer of mobile apps for destination marketing organizations (DMOs), today announced the launch of “Enjoy Illinois,” the official travel app of the Illinois Office of Tourism.

Enjoy Illinois, available for free download from the Apple iTunes App Store, is a comprehensive tour and lifestyle guide for Illinois visitors and residents. It enables users to plan trips and activities with more than 10,000 attractions at their fingertips. They can use the app as a pocket tour guide to find local discoveries and make the most out of their trips. With its robust content and GPS-driven features, the app offers an easy way to experience Illinois, while making sure visitors don't miss a thing along the way.

“More than 10 billion total iPhone applications have been downloaded to date,” said Jon Schepke, President, SIM Partners, developer of the app. “We congratulate Illinois tourism officials in recognizing that mobile is a critical marketing channel that helps cost-effectively connect with travelers before during and after their trips, drawing tourists to the state and making their travel experiences easy and more fun.”

The app, which is being demonstrated at the Illinois State Fair through Aug. 21, may be downloaded at <http://enjoyillinois.com/apps/>. An Android version of the app is under development and will be available in the early fall.

“JWT had a vision for taking a statewide app to the next level. We selected SIM Partners as our mobile partner because of the company's deep understanding of mobile and the travel industry,” said Erin Clark, senior partner and group management director at JWT Chicago. “The end result is a best-in-class pocket tour guide for the Illinois Office of Tourism that will serve as an invaluable tool for exploring the state “mile after magnificent mile.”

Utilizing robust GPS technology, Enjoy Illinois is designed to guide users through a comprehensive list of over 10,000 points of interest located throughout the entire state, providing business details, maps, descriptions, images and video. Also available throughout the app are “Top Spots,” which highlight the best of what Illinois has to offer.

The mobile app is the essential pocket tour guide and trip planning tool containing everything from Attractions, Dining, Accommodations, Events, Deals and more within the palm of your hand. There are multiple ways to explore all that is available throughout the state:

- **NEAR ME:** Tap this option to see attractions nearby your location that can be filtered by interest to reveal popular hot spots or hidden gems worth a visit.
- **BROWSE BY INTEREST:** Filter more than 10,000 attractions in seconds for travel inspirations categorized by dining, shopping, nightlife and other special interest categories.

- **BROWSE BY REGION:** Explore the regions of Illinois by tapping a map to discover each area's top cities and attractions, allowing easy exploration of every "mile after magnificent mile."
- **MY TRIPS:** Create a detailed, custom trip itinerary that can be accessed later, even without a data connection.
- **EVENTS:** Discover festivals and events happening around you.
- **DEALS:** Find money-saving deals throughout Illinois on everything from hotels to dining.
- **SHARE:** Connect with Facebook, Twitter or e-mail to share your itinerary and post info on the attractions you're visiting.

SIM Partners has extensive roots in the travel industry and more than a decade of experience helping leading companies in travel, financial services, retail, restaurant, home services and other industries increase their marketing ROI through mobile marketing, search engine marketing and social media strategies. The agency specializes in apps that engage users with relevant content and rich functionality and provide real-time tracking and reporting features for better decision-making and results. Capabilities include exclusive mobile offers and online/offline advertising support.

<http://simpartners.com/products/mobile-applications.asp>

#### **About SIM Partners**

SIM Partners, based in Chicago, IL, is a full service, interactive marketing agency specializing in innovative, ROI-driven solutions that help companies cost-efficiently acquire customers through the use of mobile marketing, search engine marketing and social media strategies. The integrated and comprehensive marketing solutions are used by leading companies in travel, home services, retail, insurance, B2B, real estate, financial services and restaurant industries. The proprietary technology platforms are designed to help clients achieve their digital marketing goals with minimal internal resources. SIM Partners' offerings include a Local Search Platform, Text Messaging and Mobile Marketing Platform, mobile application development for smart phones and tablets (iPhone/iPad, Android etc.), share for rewards, and Ask-an-Expert social media application. For more information, visit <http://www.simpartners.com>.

#### **About IOT**

The Illinois Department of Commerce and Economic opportunity, office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

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