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FOR IMMEDIATE RELEASE

Heritage Corridor Destinations Receives Bureau Innovation Award for The Landing Pad on Route 66

Joliet, IL – Heritage Corridor Destinations is proud to announce it has been honored with the Bureau Innovation Award from the Upper Midwest Conference and Visitors Bureau (UMCVB). The award was voted on by leading tourism professionals and presented at the UMCVB Fall Conference held this past week in Appleton, Wisconsin.

The UMCVB Bureau Innovation Award recognizes destination marketing organizations and tourism bureaus that implement creative and original ideas to promote tourism and enhance visitor experiences. Honorees are selected for projects that demonstrate innovation, community impact, and measurable success in attracting and engaging travelers across the Upper Midwest.

Heritage Corridor Destinations was selected for The Landing Pad, a Route 66 souvenir shop located just steps away from the iconic Gemini Giant in Wilmington, Illinois. Opened in partnership with the Joliet Area Historical Museum and the Wilmington Park District, The Landing Pad has quickly become a must-stop destination, offering visitors and residents alike the chance to shop for unique gifts that celebrate the Gemini Giant as well as photo ops that channel the spirit of the Mother Road.

"The Landing Pad has become more than just a souvenir shop – it's an experience that connects visitors with the history, culture, and nostalgia of Route 66 in Wilmington," said Robert Navarro, President & CEO of Heritage Corridor Destinations. "We are honored to receive this award, and we share it with the entire community of Wilmington and the Joliet Area Historical Museum for helping us create a place where community pride and iconic Route 66 history intersect."

About the UMCVB Fall Conference

Founded in 1997 by tourism titans Bill Geist, Cole Carley, and Bruce McDaniel, the UMCVB Fall Conference aims to provide professional education and networking opportunities for tourism professionals tirelessly working to promote destinations located in the great states of Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin.

About Heritage Corridor Destinations

The Heritage Corridor is a destination of six Illinois counties (Will, Grundy, Livingston, LaSalle, Bureau, and Putnam) southwest of Chicago including The First Hundred Miles of Route 66, the I&M Canal towns, and Starved Rock Country. Experience heritage with a modern twist in dining, culture, shopping, and outdoor activities. Visiting the Heritage Corridor is time well spent; the essence of midwestern hospitality, outdoor rejuvenation, and vintage flair.