

# EXPLORE MORE ILLINOIS: ONLINE CULTURAL AND RECREATIONAL PASS PROGRAM



## WHAT IS EXPLORE MORE ILLINOIS?



- An online cultural and recreational pass open to Illinois public libraries. In 2024, 352 RAILS libraries and 94 IHLS libraries in addition to all CPL locations participated.
- Users make online reservations from their personal devices.
- Attractions include museums, historical societies, performing arts centers, sporting events, botanical gardens, and park districts.
- Attraction offers include discounts on admission, parking, gift stores, and annual memberships.
- RAILS covers the licensing cost for the Explore More Illinois software. There is no additional cost for libraries or attractions to participate.

## CURRENT ATTRACTIONS

- In 2024, 83 permanent and seasonal attractions across Illinois, Wisconsin, and Iowa participated in Explore More Illinois.
- Popular attractions include the following locations:
  - Griffin Museum of Science and Industry (Chicago)
  - Peggy Notebaert Nature Museum (Chicago)
  - Chicago Botanic Garden (Glencoe)
  - Chicago Children's Museum
  - DuPage Children's Museum (Naperville)



## THREE SYSTEMS, ONE PASS PROGRAM

In 2024, all three Illinois library systems participated in Explore More Illinois for the entire calendar year. Moving forward, 2024 will be our baseline year for statistical usage.



## LOOKING AHEAD TO 2025



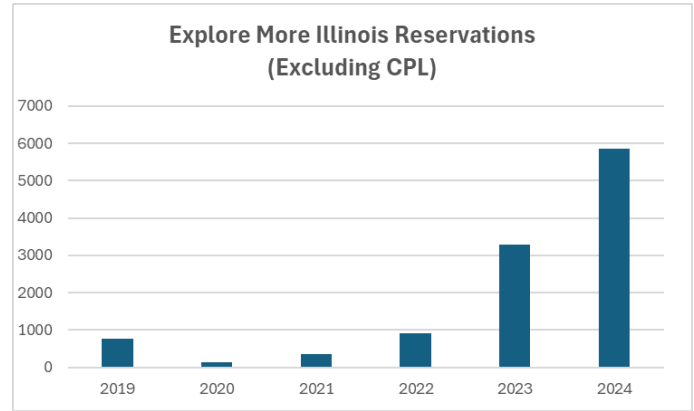
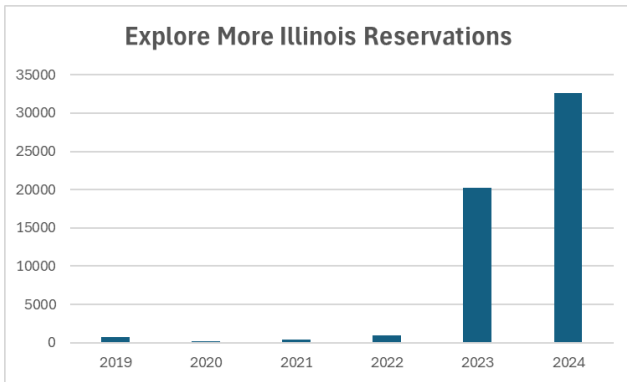
- Explore More Illinois will launch its new logo and marketing campaign in May 2025.
- "Explore More Illinois with Jessica" social media campaign
- We plan on focusing our outreach to park districts.

## Contact the Explore More Illinois Team

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 Updated February 18, 2025



## RESERVATIONS



## TOP OVERALL ATTRACTIONS IN 2024

1. Griffin Museum of Science and Industry (Chicago)
2. Art Institute of Chicago\*
3. Chicago Academy of Sciences Peggy Notebaert Museum (Chicago)
4. Brookfield Zoo Chicago\*
5. Field Museum\*
6. Chicago Botanical Garden (Glencoe)
7. Chicago Children’s Museum
8. DuPage Children’s Museum (Naperville)
9. Museum of Contemporary Art (Chicago)
10. Lincoln Park Zoo (Chicago)

## TOP OVERALL ATTRACTIONS IN 2024 OUTSIDE OF COOK COUNTY

1. DuPage Children’s Museum (Naperville)
2. Volo Museum
3. Peoria Riverfront Museum\*
4. Abraham Lincoln Presidential Library and Museum (Springfield)
5. Anderson Japanese Gardens (Rockford)
6. Discovery Center Museum (Rockford)
7. Peoria Park District PlayHouse Children’s Museum
8. Children’s Discovery Museum (Normal)
9. Dinosaur Discovery Museum (Kenosha, WI)
10. Exploration Station (Bourbonnais)

## TOP ELEVEN LIBRARIES IN 2024 BY RESERVATIONS

1. Chicago Public Library (26,717)
2. Arlington Heights Memorial Library (235)
3. Barrington Area Public Library District (151)
4. Oak Park Public Library (149)
5. Evanston Public Library (136)
6. Skokie Public Library (129)
7. Vernon Area Public Library District (124)
8. Palatine Public Library District (119)
9. Highland Park Public Library (115)
10. Indian Trails Public Library District (108)
11. Glenview Public Library (105)