

2023 ANNUAL REPORT



We are #ChicagoNW

Dear Friends,

Reflecting on our 40th-anniversary year fills us with gratitude and pride. It was a time of celebration, growth, and resilience, marking four decades of promoting our community as a premier destination.

We are pleased to announce the completion of our strategic plan, a collaborative effort that will guide our future endeavors. This plan sets a clear vision for our continued commitment to showcasing the best of our community to visitors from near and far.

We thank you for your continued support as we embark on this exciting new chapter. Together, we are #ChicagoNW.

Warm Regards,

A handwritten signature in black ink that reads 'Heather Larson'.

HEATHER LARSON, CMP
PRESIDENT & CEO



PARTNERSHIP

We love our partners! Our team attended many community events, collaborated at trade shows and met with partners one-on-one throughout the year. Additionally, we hosted our **Annual Meeting, Annual Hotel Summit, Quarterly Hotel Coffees, Meet & Mingle, and Holiday Open House.**



MISSION

Create economic growth by promoting the Chicago Northwest Region

VISION

Place Chicago Northwest and its exceptional communities on the national map as a premier destination



MEET THE CHICAGO NORTHWEST STAFF

Mario Farfan | Account Executive
Melinda Garritano | Senior Account Executive
Pam Hailey | Director of Sales
Heather Larson, CMP | President & CEO
Christina Nied | Account Executive
Karina Parada | Creative Content Manager
Alyssa Uilo | Director of Marketing
Anne Zavis, CPA | Accountant
Michele Zurlo | Partnership & Service Manager



EXECUTIVE COMMITTEE

JANUARY 2023 - DECEMBER 2023

Shirlanne Lemm | GOA Regional Business Association | **CHAIRMAN**
Christina Anderson-Heller | Lynfred Winery | **VICE-CHAIR**
Dieter Heigl | Renaissance Hotel | **PAST-CHAIR**
Michael Larson | Schaumburg Boomers | **SECRETARY**
John Scaletta | Village of Arlington Heights Trustee | **VICE-CHAIR**
Chuck Valenti | DoubleTree Hotel | **TREASURER**
Jerry Varghese | Country Inn & Suites | **VICE-CHAIR**

BOARD OF DIRECTORS

JANUARY 2023 - DECEMBER 2023

Steven Andrews | PACE
Carmie Antongiovanni | Aloft Hotel
Ted Boufis | Local Bar and Grill
Chip Brooks | Hey Nonny
Jodi Curry | Belvedere Events
Tom Dailly | Village of Schaumburg Mayor
Jeff Franke | Village of Elk Grove Trustee
Andy-John G. Kalkounos | Chicago Prime Restaurants
Lisa Gregor | Church Street Brewing Company
Alex Hilton | Juice and Berry
Michael Jacobson | Illinois Hotel & Motel Lodging
Karyn Kraske | Daily Herald
Heather Lloyd | Woodfield Mall
Frank Madaras | Village of Itasca Trustee
Rick Marsh | Westin Chicago Northwest
Adolf Mondaca | Marriott
John Moorhead | Eaglewood Resort & Spa
Dr. Avis Proctor | Harper College
Randy Recklaus | Village of Arlington Heights
Rob Sabo | City of Rolling Meadows
Janelle Silva | City of Wood Dale
Pratik Trivedi | Trivedi Hospitality Group

EX-OFFICOS

JANUARY 2023 - DECEMBER 2023

Mayor Thomas Hayes | Village of Arlington Heights
Mayor Craig Johnson | Village of Elk Grove
Mayor David Pileski | Village of Roselle
Mayor Jeffrey Pruyn | Village of Itasca
Mayor Nunzio Pulice | City of Wood Dale
Mayor Billie Roth | Village of Streamwood
Mayor Lara Sanoica | City of Rolling Meadows

**ON THE EDGE
OF O'HARE AND
IN THE MIDDLE
OF EVERYTHING**

GROUP SALES

In 2023, our sales team brought in over 400 potential meetings and events to our hotels and venues. This translated into over \$17 million in definite group economic impact for the Chicago Northwest region.

BY THE NUMBERS

January 2023 - December 2023

Leads | 416

Lead Room Nights | 299,983

Definites | 94

Definite Attendees | 81,495

Definite Room Nights | 42,413

Total Economic Impact | \$17,752,335



GROUP SALES TRAVELS 2023

JANUARY

PCMA Convening Leaders Conference
Northstar Meetings

FEBRUARY

PCMA Greater Midwest
IAEE Education

MARCH

Meeting Industry Council of Colorado
Smart Meetings 3-Day Conference
MPI Education Event
St. Louis Sales Mission
ConferenceDirect APM
Diversity Express Conference
MPI Industry Xchange

APRIL

MPI Minnesota We Connect
Illinois Sport Huddle
Smart Meetings 3-Day Conference

MAY

Helms Briscoe Annual Business Conference
Christian Meeting Conference Association

JUNE

IAEE/PCMA Education Summit
Lamont Co and Associates AXS Conference
Smith Bucklin Exchange

JULY

eSports Travel Summit

AUGUST

Meetings and Incentives Worldwide
Connect Marketplace Annual Conference

SEPTEMBER

HPN Annual Conference
Small Market Meetings Fall Conference
Small Marketing Meeting Conference
S.P.O.R.T.S. The Relationship Show

OCTOBER

Destination Celebration

NOVEMBER

Great Lakes Education Summit
Connect Faith
Association Forum Holiday Showcase

DECEMBER

American Express Global Business Travel Conference
National Coalition of Black Meeting Professionals 40th ANNUAL CONFERENCE
IAEE Expo! Expo!



MARKETING

The marketing team has been focused on promoting Chicago Northwest through various platforms and advertising purchases.

BY THE NUMBERS

January 2023 - December 2023

CHICAGONORTHWEST.COM

Visits | 329,992
 Pageviews | 1,033,771
 Engagement Rate | 59,92%

CHICAGO NORTHWEST RESTAURANT WEEK

Impressions | 5,489,393
 Placements | 65
 Participating Restaurants | 66

CHICAGO NORTHWEST FAMILY DAY

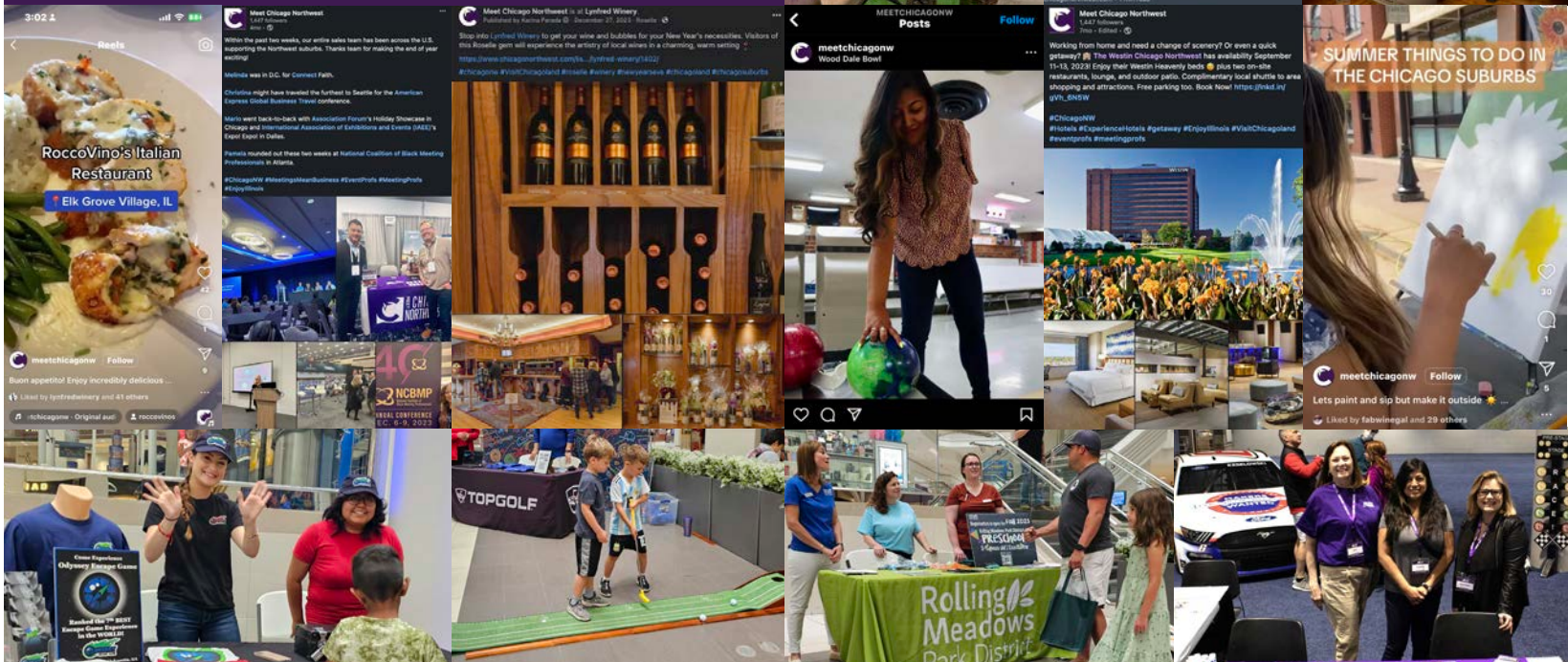
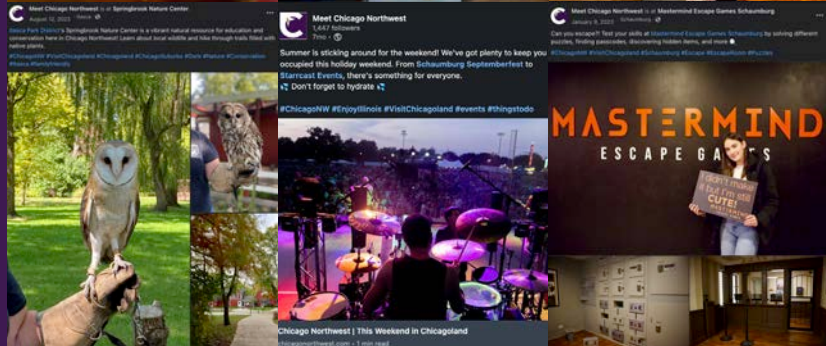
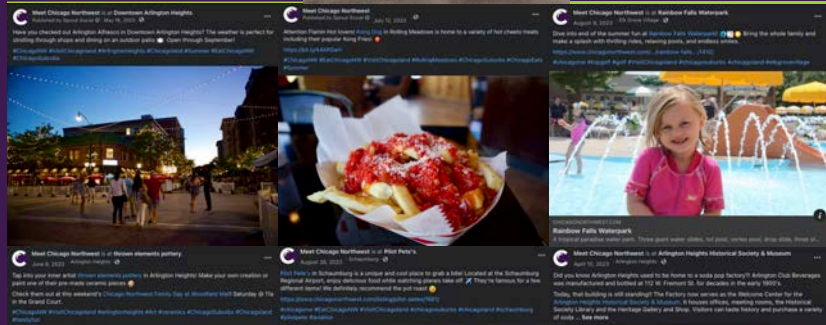
Impressions | 444,338
 Placements | 3
 Participating Attractions | 13

EXPEDIA CAMPAIGN

Impressions | 2,085,768
 Room Nights | 6,987
 Total Gross Bookings | \$817,504

FACEBOOK, INSTAGRAM, TIKTOK, LINKEDIN

Impressions | 3,467,573
 Engagements | 398,576



THANK YOU, PARTNERS!

