



ANNUAL REPORT 2022

ARLINGTON HEIGHTS | ELK GROVE VILLAGE | ITASCA | ROLLING MEADOWS | ROSELLE | SCHAUMBURG | STREAMWOOD | WOOD DALE

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

WHERE
YOU ARE
THE CENTER
OF OUR
UNIVERSE.



Dear Stakeholders,

Thank you for your support of the hospitality community and Meet Chicago Northwest. We all understand how crucial destination promotion is to our eight Chicago Northwest communities, and the economic impact the hospitality industry brings to the communities we represent. We are pleased to share our calendar year 2022 achievements in our Annual Report.



Sincerest regards,

Heather Larson, CMP
President & CEO



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illinois

 Cook County
TOURISM ALIVE

MISSION

Making a positive economic impact by attracting visitors to the Chicago Northwest region

VISION

Connecting the experiences of Chicago Northwest where visitors get a competitive edge

VALUES

Respect | Responsibility | Excellence | Service |
Collaboration | Resourcefulness | Advocacy

MEET CHICAGO NORTHWEST STAFF

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 Ullo | Director of Marketing

Amy Walgren | Partnership & Service Manager

Anne Zavis, CPA | Accountant



CELEBRATION OF 40 YEARS



EXECUTIVE COMMITTEE

JANUARY 2022 - DECEMBER 2022

Shirlanne Lemm | GOA Regional Business Association | **CHAIR**

Christina Anderson-Heller | Lynfred Winery | **VICE-CHAIR**

Trustee Pat Feichter | Village of Elk Grove | **SECRETARY**

Dieter Heigl | Renaissance Hotel | **PAST-CHAIR**

Michael Larson | Schaumburg Boomers | **VICE-CHAIR**

Trustee John Scaletta | Village of Arlington Heights | **VICE-CHAIR**

Chuck Valenti | DoubleTree Hotel | **TREASURER**

Jerry Varghese | Country Inn & Suites | **VICE-CHAIR**

BOARD OF DIRECTORS

JANUARY 2022 - DECEMBER 2022

Hasan Ali | Westin Chicago Northwest

Steven Andrews | PACE

Carmie Antongiovanni | Aloft Hotel

Ted Boufis | Local Bar & Grille

Chip Brooks | Hey Nonny

Mayor Tom Dailly | Village of Schaumburg

Alex Hilton | Juice & Berry

Andy-John G. Kalkounos | Chicago Prime Restaurants |

DEVELOPMENT COMMITTEE

Adam Klos | Eaglewood Resort & Spa

Heather Lloyd | Woodfield Mall

Trustee Frank Madaras | Village of Itasca

Omar Naimi | Hyatt Regency Schaumburg

Dr. Avis Proctor | Harper College

Rob Sabo | City of Rolling Meadows

Janelle Silva | City of Wood Dale

Scott Stone | Daily Herald

Pratik Trivedi | Trivedi Hospitality

EX-OFFICIOS

JANUARY 2022 - DECEMBER 2022

Mayor Joe Gallo | City of Rolling Meadows

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

GROUP SALES

In 2022, our sales team brought over 450 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 2022 - December 2022

leads | 450

lead room nights | 218,359

definites | 98

definite attendees | 82,657

definite room nights | 34,844

total economic impact | \$17,422,968



GROUP SALES TRAVELS 2022

JANUARY

Connect Chicago
PCMA Convening Leaders
Religious Conference Management Association (RCMA) Emerge

FEBRAURY

MPI Wisconsin
MIC

MARCH

Cleveland Sales Mission

APRIL

DC Sales Mission
MPI Potomac
Indianapolis Sales Mission

MAY

Sports ETA
HelmsBriscoe ABC
MPI St. Louis EduCon

JUNE

FEA
MPI World Education Congress
ConferenceDirect APM

AUGUST

Connect Marketplace
Destination Midwest
Smart Meetings 3-Day

SEPTEMBER

PCMA Heearthland
PFA Annual Conference
S.P.O.R.T.S. The Relationship Show

OCTOBER

Connect Faith
TEAMS

NOVEMBER

American Express
National Coalition of Black Meeting Professionals
PCMA Bowl-a-thon
HPN Global Partner Meeting

DECEMBER

IAEE Expo Expo
Association Forum Holiday Showcase



MARKETING

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

by the numbers

January 2022 - December 2022

CHICAGONORTHWEST.COM

visits | 270,319

pageviews | 478,178

CHICAGO NORTHWEST EAT LOCAL WEEK 2022

impressions | 4,121,877

placements | 12+

participating restaurants | 62

CHICAGO NORTHWEST FAMILY DAY 2022

impressions | 2,929,936

placements | 26

participating attractions | 10

EXPEDIA CAMPAIGN

impressions | 3,064,334

room nights | 12,894

total gross bookings | \$1,518,400

FACEBOOK

impressions | 2,446,805

engagements | 138,348

link clicks | 43,330

INSTAGRAM

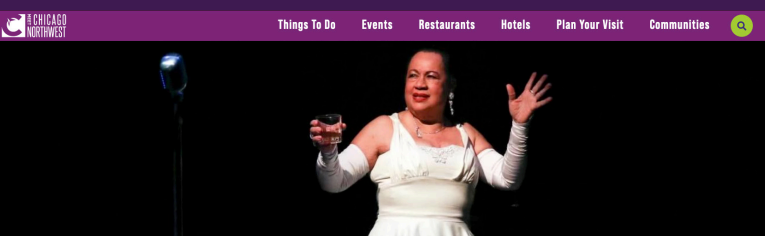
impressions | 169,307

engagements | 2,338

LINKEDIN

impressions | 58,012

engagements | 5,031



← Back

Billie Holiday: Metropolis' Lady Day at Emerson's Bar & Grill pays tribute to Black History icon

By Karina Parede on Feb. 24, 2022

CHICAGO NORTHWEST

Visitors Guide

COMMUNITIES
ARLINGTON HEIGHTS
ELK GROVE VILLAGE
ITASKA
ROLLING MEADOWS
ROSELLE
SCHAMBURG
STREAMWOOD
WOOD DALE

#CHICAGONORTHWEST
#CHICAGONORTHWESTVISITORS

illinois

CHICAGO NORTHWEST VISITORS GUIDES | 60,000 COMMUNITY MAPS | 240,000

ELK GROVE VILLAGE VISITORS MAP

Chicago O'Hare Intl. Airport

Meet Chicago Northwest

October 24, 2022 at 4:53 PM · 📍

Make sure to check out the Halloween-themed rooms at Selfie WRLD Schaumburg this spooky season! There are over a dozen more backdrops uniquely themed to take pictures in. Perfect for all ages 🎃👻

#ChicagoNW #VisitChicagoLand #ChicagoLand #Selfie #photography #Schaumburg #Halloween

Meet Chicago Northwest

October 17, 2022 at 5:51 PM · 📍

Feeling saucy? Choose from eight different pastas and over a dozen unique sauces at Marino's Pizzeria & Cafe. Be the master of your pasta on National Pasta Day!

Need a little help deciding? Try the... More

Meet Chicago Northwest

November 2, 2022 at 12:30 PM · 📍

Feliz Día de los Muertos 🇲🇽. Enjoy a special 4-course pairing dinner tonight, specially curated and inspired by the traditional Mexican celebration Día de los Muertos. Only at Mago Grill & Cantina Restaurants

meetchicagonw

Itasca Park District

October 23, 2022 at 2:21 PM · 📍

Not sure what to have for dinner? Check out Tata's Pierogi in Elk Grove Village. These Polish dumplings are sure to fill you with joy!

#ChicagoNW #EatChicagoNW #VisitChicagoLand #Polish #ElkGroveVillage #pierogi #EatLocal #ChicagoLand

meetchicagonw

CoCo and Bili Café

Like by thefeltlikeafoodie and 12 others

meetchicagonw Happy National Coffee Day! A holiday we love a latte ☕ @cocoadnbilicafe.in

CHICAGO NORTHWEST

illinois

IN THE MOOD FOR FOOD?

EAT LOCAL WEEK

CHICAGO NORTHWEST

FREE KIDS' EVENT

JUNE 18 NOON-3PM

CHICAGO NORTHWEST

GRAND COURT @ WOODFIELD MALL

CHICAGO NORTHWEST

13 likes

meetchicagonw Celebrate National Cheese Curd Day with our friends at @thefoxandturtle! Not to be cheesy, but these are the real deal... more

October 15, 2022

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, Hotel Coffees, Annual Hotel Summit, Quarterly Hotel Coffees, and our Holiday Open House.**





IT TAKES A VISIT

