

# CHICAGO NORTHWEST QUARTERLY REPORT

FY20 - Q1



MEET  
CHICAGO  
NORTHWEST

GIVE YOURSELF AN EDGE

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

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## Dear Stakeholders:

With the conclusion of the first quarter of **Fiscal Year 2020**, let me provide a quick overview of the activities and happenings around Meet Chicago Northwest.

### Sales Representation

Our sales team hit the ground running, this year. During the first quarter, the team has interacted with **over 1,100 customers** through events, trade shows and travel.

#### PROFESSIONAL TRADE EVENTS

Meetings & Incentives Worldwide - Schaumburg, IL  
Connect Marketplace - Louisville, KY  
Professional Fraternity Executives - Alexandria, VA  
IMEX America, Las Vegas, NV  
Small Market Meetings, Green Bay, WI

#### HOSTED CUSTOMER EVENTS

IAEE Women's Leadership Forum - Schaumburg, IL  
IL Society of Association Executives - Springfield, IL

#### SALES TRIPS & INDUSTRY EVENTS

Chicagoland Sales Mission  
Chicago Sales Mission  
IAEE Leadership Retreat - Miami, FL  
PCMA Midwest Chapter - Rosemont, IL  
PCMA Heartland Chapter - Kansas City, MO

### VIRTUAL MEETING TALKS

Our team is organizing monthly webinars for professional meeting planners to educate them on topics and to connect them with our hotel partners.

Touching **81 customers** so far, this year.



### SALES RESULTS SNAPSHOT

The team is achieving positive results with confirmed definite business for our region. I'm happy to see the uptick in groups using multiple hotels, convening on the weekend and being above pace for booked groups for the Convention Center.

	FY20 YTD	FY19 YTD
<b>Definite Groups Bookings</b>	45	26
<b>Definite Room Nights</b>	10,520	4,364
<b>Multi-Hotel Bookings</b>	4	3
<b>Weekend Peak Night Bookings</b>	17	5
<b>Convention Center Bookings</b>	3	1
<b>Total Definite Attendees</b>	19,480	9,635
<b>Definite Economic Impact</b>	\$2,580,208	\$1,074,544

### \$2.6 MILLION GROUP ECONOMIC IMPACT

Thirty groups, sourced by our team, convened during the first quarter. Occupied **11,621 guest rooms** providing **\$2.6 Million** in economic impact to Chicago Northwest.

### Hotel Performance

September 2019 - YTD			
	2017	2018	2019
<b>Occupancy</b>	63.8	65.2	66.8
% Change	-2.4	2.2	2.5
<b>ADR</b>	\$93.46	\$93.88	\$94.28
% Change	0.1	0.4	0.4
<b>RevPAR</b>	\$59.63	\$61.19	\$62.96
% Change	-2.3	2.6	2.9

	2017	2018	2019
<b>SUPPLY</b>			
% Change	4.0	0.6	-1.5
<b>DEMAND</b>			
% Change	1.5	2.8	0.9
<b>REVENUE</b>			
% Change	1.6	3.2	1.4

Source: STR — September 2019



# Marketing Promotion

## MARKETING PROMOTION INCREASES

Our year began with a marked increase in both placements and number of impressions gained in traditional and digital advertising.

	FY20 YTD	FY19 YTD
Marketing Placements	80	52
Digital Impressions	951,651	562,006
Traditional Impressions	988,805	217,179
Retargeting Impressions	2,281,030	1,263,182

## REACHING MEETING PLANNERS VIA LINKEDIN



We began a Sponsored Post advertising campaign in September focused on Meeting Organizers and delivered **38,790 impressions** on the business-focused platform.

## REACHING LEISURE VISITORS VIA FACEBOOK



To promote our region's Events and Dining, we turned to Facebook Retargeting advertising accompanied with a campaign to suggest contacting us for a Visitors Guide.

Event Ad Impressions	162,301
Dining Ad Impressions	609,340
Request a Visitors Guide Ad	68,506

## WEBSITE USAGE DOUBLES OVER FY2019

We are very excited about the two fold increase of traffic to our website by controlling **over 24,000 AdWords** to increase visits.

Visits	62,073
Unique Users	54,837

## DIRECT SALES EMAIL CAMPAIGN

Our team emailed 6,500 planners with three different promotions during the first quarter.

**Average open rate: 12.5%.**



## 2020 OFFICIAL VISITORS GUIDE



We are currently reviewing RFPs for design of our next magazine. Our guide will have an **18-month shelf life**, featuring multiple rotating cover stories. We will professional distribute **110,000** of our guides via display racks in Chicagoland, at both airports, in the Illinois Visitor Centers and along the visitor information centers along the

Indiana Tollway.

**Interested in providing advertising support?** [Find out more.](http://bit.ly/34X5EJj) (<http://bit.ly/34X5EJj>)

## COMMUNITY SPECIFIC MAPS



At the end of last year, we designed maps highlighting each of our communities promoting their dining and attraction businesses. These are being provided to the front desks in our **62 hotels** and to groups contacting us for service assistance.

Beginning in July, we are displaying the maps by community into professionally stocked visitor information racks located in several of our communities' hotels, providing another avenue for in community promotion.

## REACHING TRAVELERS VIA EXPEDIA



During July, we piloted an online travel promotion with Expedia. Our goal was to highlight the proximity of our hotels to travelers using I-90 and O'Hare International Airport during summer travel. Our promotion netted **972,368 online impressions**. Online visitors that saw our ads continued to reserve

**5,763 guest rooms** in our hotels over July 1 – August 30, 2019.

## VIDEO PRODUCTION

During Fiscal Year 2020, we are expanding our promotional video library.

Our video production team has completed a set of Welcome videos focused on Adult and Family groups. Plus, a Schaumburg Convention Center promotional video is in final editing process.

Next on the production schedule is a Meeting Organizer's informational video highlighting our large group hotels.



[Watch a sample welcome video now.](http://bit.ly/2Czo1Yv)  
(<http://bit.ly/2Czo1Yv>)

## Working With Partners

Our Partnership Manager hit the streets making **59 partner visits** and representing our bureau at **18 community events**.

We also convened our Full Service Director of Sales Meeting, Chicago Northwest Hotel Coffee and a planning committee of micro-brewers to discuss a new promotion called Cork & Tap.

## HOTEL SUMMIT



Of note, we extend our thanks to the Westin Chicago Northwest for hosting our Annual Hotel Summit. With **45+ partners** attending, the Illinois Hotel &

Lodging Association, Community Economic Development Directors and a trends overview from JLL – Hotel Division were presented.

The materials from the presentation are available under our partner portal. [Login to the partner portal now.](http://bit.ly/2rx4vtj)  
(<http://bit.ly/2rx4vtj>)

## PARTNER TRAINING

In September, we partnered with the IL Hotel and Lodging Association to provide a training for our hotel partners and law enforcement partners on the new **Panic Alert System** mandate that goes into effect July 1, 2020. [Learn more.](http://bit.ly/2Q87fHT) (<http://bit.ly/2Q87fHT>)

## DRAGON BOAT FESTIVAL



To have a little fun In July 2019, we welcomed back the **Chicago International Dragon Boat Festival**, which gave our team and many of partners a chance to dip their oars into the lake at Busse Woods.

## Destination Services



Year to date, we have worked with **35 groups** convening in our region to assist them with materials for their groups, connecting their planners to our partners for assistance, and giving them tools to aid them with attendance building for their meetings.

In July, we traveled to the **Optimist International Convention** in Louisville, KY to extend our welcome for their upcoming July 2020 convention in Schaumburg.

To welcome such groups, we have developed group landing pages that provide links to hotel reservations, welcome videos and information about things to do and see.

## 2019 Annual Report

To gain a visual experience of the bureau's **Fiscal Year 2019** accomplishments, I invite you to watch our 2019 report video that we shared during our Spring Annual Meeting.



[Watch our Annual Report video.](http://bit.ly/2p4t2oG)  
(<http://bit.ly/2p4t2oG>)

We look forward to continued success in Fiscal Year 2020.

Sincerely,

**Dave Parulo**  
**President**  
**Meet Chicago Northwest**



## Board of Directors

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*Trivedi Hospitality*  
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## Staff

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**Heather Larson**, Director of Sales  
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**Alyssa Ullo**, Marketing Manager  
**Anne Zavis**, Accountant  
**Bren Zuschlag**, Destination Services Manager



# How Visitors Benefit A Community

