

CHICAGO NORTHWEST

QUARTERLY REPORT

FY20 - Q2



MEET CHICAGO NORTHWEST

GIVE YOURSELF AN EDGE

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

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illinois

THANK YOU

Dear Stakeholders,

I am grateful for the continued support and value you provide Meet Chicago Northwest. We all understand how crucial destination promotion is to our eight local communities, and how it improves the lives of the families within them. I am pleased to share the achievements and strides our team has made throughout the second quarter of fiscal year 2020.

Sincerest regards,



Dave Parulo



President
Dave Parulo

MEET CHICAGO NORTHWEST STAFF

Stewart Arp

Marketing Coordinator

Sarah Bessler

Account Executive

Roz Dixon

Account Executive

Melinda Garritano

Senior Account Executive

Heather Larson

Director of Sales

Christina Nied

Partnership Manager

Dave Parulo

President

Alyssa Ullo

Marketing Manager

Anne Zavis

Accountant

Bren Zuschlag

Destination Services

CONGRATULATIONS ANNE ZAVIS

Our accountant, **Anne Zavis**, marked 26 years of service to our organization in December.



BOARD OF DIRECTORS

Dieter Heigl (Chair)

Renaissance Schaumburg Convention Center Hotel

Shirlanne Lemm (Secretary)

GOA Regional Business Association

Heather Lloyd (Treasurer)

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Patton Feichter (Vice-Chair)

Village of Elk Grove

Brett Hintz (Vice-Chair)

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Joe Keefe (Vice-Chair)

Metropolis Performing Arts Centre

Andy-John Kalkounos (Past-Chair)

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Suzie Bassi

City of Rolling Meadows

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Eaglewood Resort & Spa

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Sonia Hagopian

Morton's The Steakhouse

Mike Larson

Schaumburg Boomers

Frank Madaras

Village of Itasca

Dr. Avis Proctor

Harper College

Jamil Rathore

Holiday Inn Chicago - Elk Grove

John Scaletta

Village of Arlington Heights

Jeremy Schaeffer

Westin Chicago Northwest

Pratib Trivedi

Trivedi Hospitality

Chuck Valenti

DoubleTree by Hilton Chicago-Arlington Heights

SALES

30,700 ATTENDEES CONTRIBUTE \$3.6 MILLION IN ECONOMIC IMPACT

54 groups sourced by our team convened during the first six months of fiscal year 2020. **Over 15,000 guest rooms** occupied by **30,368 group attendees**. We are very proud that 14 additional groups convened over the same period, last year.

Groups Held FY 2019

40

Groups Held FY 2020

54

Attendees 2019 17,100

Room Nights 2019 12,479

Attendees 2020 30,768

Room Nights 2020 15,149

\$6 MILLION IN GROUP ECONOMIC IMPACT

Meet Chicago Northwest continues to provide new booking results above pace for our year-end plan. I'm excited that we are an additional **\$2 million in direct economic impact** over 2018.

SALES RESULTS SNAPSHOT		
	FY 2020 YTD	FY 2019 YTD
Definite Groups Bookings	81	64
Definite Room Nights	16,705	14,860
Multi-Hotel Bookings	7	7
Weekend Peak Night Bookings	35	26
Convention Center Bookings	4	3
Total Definite Attendees	56,529	54,177
Definite Economic Impact	\$6,197,306	\$4,718,582

2,000+ CUSTOMERS CONTACTED YTD

The sales team kept the promotional momentum going by sharing our Chicago Northwest story with **1,100 customers** during second quarter.



MEETING CUSTOMERS VIRTUALLY

We continued our monthly webinar series and brought partners and professional meeting planners together. Year-to-date, our team has virtually met **157 customers**.



PROFESSIONAL MEETING PLANNER WEBINARS

OCTOBER: Introducing a Renovated Chicago Marriott Schaumburg

NOVEMBER: Meet Chicago Northwest Bureau Services

SALES

Where We've Been!

The sales team has traveled all over the country this quarter including Illinois, Texas, Minnesota, Ohio, and Nevada!



HOTEL PERFORMANCE

December 2019 - 12 Months			
	2017	2018	2019
Occupancy	62.4	63.7	65.0
% Change	-1.8	2.1	2.1
ADR	\$92.86	\$93.14	\$93.37
% Change	0.1	0.3	0.2
RevPAR	57.94	59.33	60.70
% Change	-1.7	2.4	2.3

	2017	2018	2019
Supply			
% Change	3.6	0.4	-2.1
Demand			
% Change	1.7	2.5	-0.1
Revenue			
% Change	1.8	2.9	0.2

Source: STR - December 2019

PROFESSIONAL TRADE SHOWS

- Connect Texas - Grapevine, TX
- IAAE Expo Expo - Las Vegas, NV
- IL Society of Association Executives - Springfield, IL
- Association Forum's Holiday Showcase - Chicago IL

LEISURE TRADE EVENTS

- DuPage Hospitality Expo - Glen Ellyn, IL
- Chicago Northwest Hospitality Expo - Schaumburg, IL

SALES TRIPS & INDUSTRY EVENTS

- IAEE Midwest Chapter Annual Meeting - Chicago, IL
- PCMA Midwest Education - Chicago, IL
- RCMA Chicago - Skokie, IL
- Sales Mission - Cleveland, OH
- Sales Mission - Minneapolis, MN

PROJECT LINUS OUR PARTNERS GIVE BACK

On November 14, 2019, the sales team and **35 clients** spent the evening making fleece blankets for children who are seeking medical treatment in various Chicago hospitals. **40 blankets** were made to keep children warm.

Special thanks to the **Hyatt Refency Schaumburg** for hosting this wonderful event.



MARKETING

Mid-year, we continue to deliver higher marketing impressions through both our traditional and digital advertising.

Promotion Comparison		
	FY 2020	FY 2019
Marketing Placements	177	176
Digital Impressions	4,152,874	1,868,769
Traditional Impressions	2,462,182	1,079,072
Leisure Retargeting Impressions	2,624,816	2,217,214

LINKEDIN: REACHING MEETING PLANNERS

We are promoting our destination to meetings professionals via a sponsored posts on LinkedIn.



Over **276,000 impressions** have been delivered to on the business based platform YTD.

FACEBOOK: REACHING LEISURE VISITORS



Our campaign continued to promote our region's **Shopping, Dining, and Events** via Facebook retargeting ads accompanied with a call to action campaign to "request a visitor guide".

Facebook Visitors	
Event Ad Impressions	281,053
Dining Ad Impressions	852,298
Request a Visitors Guide	179,557

Email campaigns reached **38,300 Meeting Planners** to build awareness!



OVER 108,000 WEBSITE VISITORS

We are thrilled with the **two-fold increase in website traffic** over last year. We received over **43,000 clicks to our AdWord campaign since July**. New content stories will begin in the third quarter to also assist in increasing visits.



Website Visits



Unique Visitors

VISITORS GUIDES AND COMMUNITY MAPS

CHICAGO NORTHWEST
Visitors Guide

Our visitor publications are flying off the shelves! During the past six months, we have distributed **26,000 Visitor Guides** and **18,900 community maps**.

Watch for our 2020-21 visitor's guide to hit the shelves in February!

ARLINGTON HEIGHTS // ELK GLEN VILLAGE // ITALY // HOLLAND MEADOWS // ROSSELLE // SCHAUMBURG // STEELDALE // WOOD DALE

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45 RESTAURANTS SLATED FOR RESTAURANT WEEK



'Let's Not Cook' is the theme for our multi-media promotion of the Chicago Northwest's vibrant dining scene. Returning March 6-15.

Join the fun at dinechicago.com

MARKETING

HOLIDAY PROMOTION NETS 3,636 GUEST ROOMS

During November and December, we partnered with **Expedia** to promote our hotels to travelers driving through our region during holiday travel.



Our promotion netted **882,847** online impressions. Visitors that saw our ads continue to reserve **3,636** guest rooms in our hotels.

LIGHTS, CAMERA, ACTION!

New 14 video palette to promote our region.

- Welcome to Chicago Northwest Series
(Featuring sophisticated things to do and family-friendly attractions)

- Schaumburg Convention Center

- Chicago Northwest Meeting Hotels



WORKING WITH PARTNERS

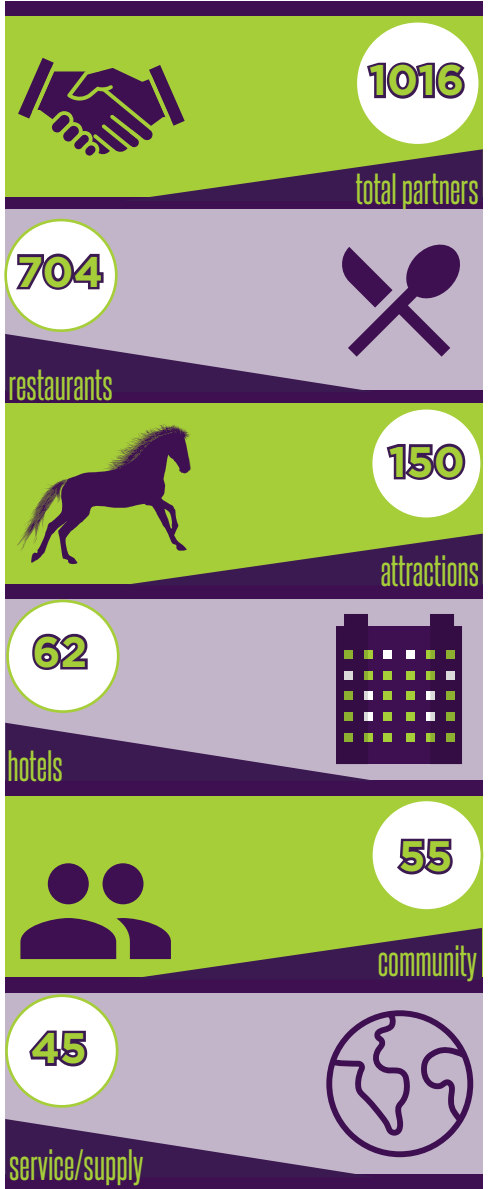
Our Partnership Manager hit the streets making **74** partner visits and representing our bureau at **14** community events.

We convened our **Sports, Restaurant, and Attraction Advisory Committees**. We conducted coffee briefings for our Schaumburg and Northwest Hotel Groups.

New in 2019 was “Meet and Mingle”, a networking opportunity for our partners to meet our supply partners.



Our Annual Holiday Open House was a tremendous hit with approximately **150** partners visiting!



DESTINATION SERVICES

MAJOR INCREASE IN GROUPS ASSISTED

Year to date, we have assisted 62 groups convening in our region. Providing them with important materials, partner connections, and tools for building meeting attendance.

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

Groups FY 2019



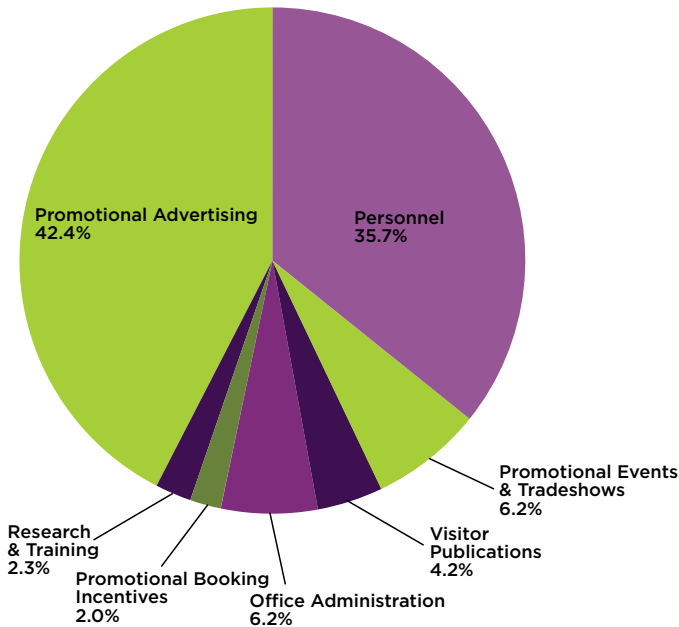
Groups FY 2020



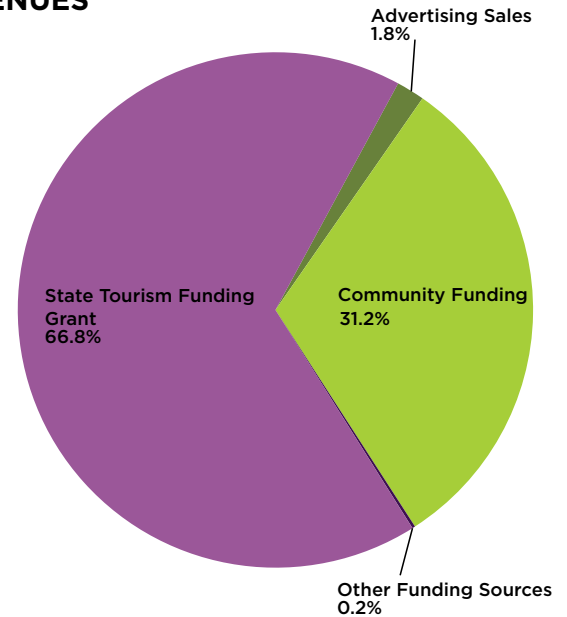
Welcome Materials
Event Planning
Event Promotion
Attendance Building
Customer Feedback

BUDGET

EXPENSES



REVENUES



WHY TOURISM MATTERS

