

DuMore FOR Page



DUPAGE CONVENTION
& VISITORS BUREAU
FY 2019 ANNUAL REPORT

\$650 Million

NEW VISITOR SPEND BY 2025

DuMore Page

MISSION

The DuPage Convention & Visitors Bureau (DCVB) is the official destination marketing organization for DuPage, Illinois' second largest county comprised of 38 communities. The DCVB works in partnership with community businesses, civic leaders and residents to maximize meetings, travel and tourism opportunities, a vital sector of DuPage's economy.

DESTINATION MARKETING ACCREDITATION PROGRAM (DMAP)

This globally recognized Destination Marketing Accreditation Program (DMAP) serves as a visible industry distinction that defines the highest quality performance standards in destination marketing and management.

After a rigorous certification process, DCVB was awarded with the Destination Marketing Accreditation Program (DMAP) certification by Destinations International (DI), a national trade association that helps CVBs better serve their communities. DCVB was the only Illinois destination to receive the award at DI's annual convention and was in company with highly distinguished destinations including: Chapel Hill/Orange County Visitors Bureau; Destination Cleveland; Sedona Chamber of Commerce & Tourism Bureau; Visit Buffalo Niagara; Hamilton County Tourism, Inc.; Visit San Antonio and others.

TODAY

Tourism is a major economic contributor to the health and vibrancy of communities throughout DuPage county, attracting \$2.72 billion in travel expenditures in 2018. Through the impact of travel, the DCVB helps strengthen the county by creating economic, cultural and personal opportunities for its nearly one million residents and thousands of businesses.

38
COMMUNITIES

DMAP
CERTIFICATION



\$2.72
Billion
TRAVEL
EXPENDITURES



A MESSAGE FROM THE CHAIRMAN

Dear Partners,

Quality of place sets the backdrop for a memorable experience for residents and visitors alike. It can take many forms, from improvements to infrastructure to diverse programming to shared points of pride. Collaborations with community organizations, local municipalities, and stakeholders have furthered the DuPage CVB's efforts in these areas to create a vibrant place to live, work and visit.

By ensuring quality of place, we ensure relevancy as we welcome our neighbors and those from afar to DuMore in DuPage. Partner with the DuPage CVB as we target and connect with prospective visitors to maximize the positive economic impact on DuPage. Be actively engaged in new product opportunities like the DuPage Sports Commission. Support the teamwork that connects our many industry partners in a highly coordinated and efficient manner to showcase all of DuPage County.

The DuPage CVB board and staff remain committed to advocating for the support of tourism to stimulate growth, a flourishing workforce and enhanced quality of life for residents. We have much of which we can be proud, with more on the horizon as we focus on what the future could hold for DuPage.

DuMore for DuPage,

Larry Forssberg
Executive Director, Westmont Chamber of Commerce
& Tourism Bureau
Chairman of the Board, DuPage Convention & Visitors Bureau



A LOOK INSIDE THE BUREAU

This past year has been significant for the DCVB and our industry. As you will see in this annual report, the DCVB continues to push forward on major initiatives, with a focus on success for the entire region. You will also see the industry forecast — that action is needed now to ensure the future of this important sector of our economy.

As executive director during a critical period for our industry, I find it important to emphasize that despite the complexities of what we face, we can create a stronger, better future. But we must face it head on. The path to doing so is through collaboration, a focus on sustainability and commitment to greater investment. Collectively, our voice is formidable and we can create opportunity, serve our neighbors, provide for the 23,000 people with jobs in our communities, elevate programs and support local needs in substantial ways — while reaching the goal of \$650 million in additional visitor spend by 2025.

I'd like to thank the 17 communities that have continually invested in tourism with the DCVB, as they have been stewards of regional economic strength — aside from the revenue generated from travelers' purchase of goods and services, the industry boasts significant indirect travel output, reaching manufacturing, wholesale trade, finance and insurance, health and social services and more. When tourism thrives, so does business.

As I stated earlier, protecting and advancing this industry and its tremendous impact on local and state economy must be an entirely collaborative effort. The time is now to unite together so that we can DuMore for DuPage.

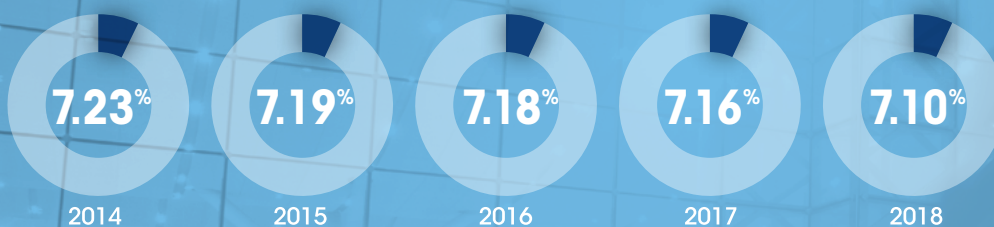
Beth Marchetti
Executive Director, DuPage Convention & Visitors Bureau

DuPage Coalition for Tourism

INDUSTRY CHALLENGES

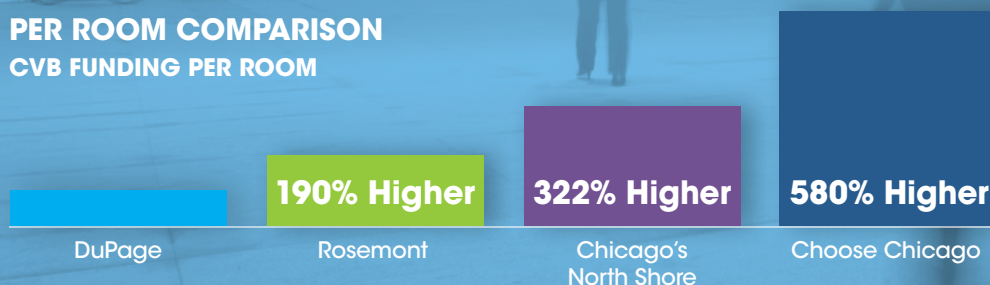
- Chicago's rapid expansion of hotel inventory: **a total of 8,000 new rooms**
- Chicago luring historical DuPage meetings due to dropped room rates; **DuPage must find a way to close the gap**
- Competitors with fully-funded incentive programs in the millions to secure **events of significant size and quality**
- **Competitors making gains through investment** in staffing, promotion and infrastructure
- **Major developments that are drawing visitation away:** sports tourism programs, new entertainment districts, enhancements to attractions and facilities, and more

DUPAGE'S SHARE OF ILLINOIS TOURISM



If DuPage had maintained its market share level of 2014, that would have resulted in \$53 million of additional spending in 2018.

PER ROOM COMPARISON CVB FUNDING PER ROOM



DuPage has one of the largest suburban hotel markets in the United States, yet does not invest at parity level.

PROTECT & GROW THIS IMPORTANT SECTOR OF THE ECONOMY

The DuPage Coalition for Tourism was formed to educate all stakeholders on the state of the industry and the critical need for proactive measures, calling for greater industry investment and active collaboration among business and community leaders in seeking sustainable solutions.

With support, the DuPage CVB can move on targeted initiatives to close the gap and ultimately achieve:

**AN ADDITIONAL
\$650
Million
NEW VISITOR
SPEND BY 2025**

Visit: DiscoverDuPage.com/CoalitionforTourism for more information.



NEW WEEKEND MARKET

Investing in sports tourism, one of the fastest growing sectors in the travel industry, is a key initiative of the DCVB's master plan for the future as it provides for greater opportunity to grow visitation to and secure new tax revenue for DuPage County.

At the launch of the commission, four new events were announced for the first time and are projected to deliver nearly \$2 million in new revenue for DuPage by 2022. New events booked by the DuPage Sports Commission and announced during the launch event include: **Intelligentsia Cup/DuPage Triple Crown, July 2019; USA Cycling Cyclocross National Championships, December 2020; United States Bowling Convention (USBC), April 2021, and the National Travelers Bowling League, June 2022.**

DUPAGE TRIPLE CROWN ELEVATES CYCLING COUNTYWIDE

In partnership with the Village of Lombard, the DuPage Sports Commission created the inaugural Lombard Cycling Classic. As part of the event inception, this all-day criterium cycling competition joined the Intelligentsia Cup — a 10-day cycling series, visiting and racing in a different Chicagoland destination each day. The addition of the Lombard Cycling Classic to the Intelligentsia Cup complemented two existing series events in DuPage, including the Ray Whalen Builders Tour of Lake Ellyn in Glen Ellyn, and the Superior Ambulance Elmhurst Cycling Classic.



LOMBARD CYCLING CLASSIC BY THE NUMBERS:

471
COMPETITORS FROM
40 STATES & 20 COUNTRIES

74%
OF COMPETITORS FROM
OUTSIDE ILLINOIS

1,000+
SPECTATORS

In collaboration, these three DuPage races formed the "DuPage Triple Crown" to further promote and showcase what DuPage has to offer as one of the healthiest destinations in Illinois, while bringing economic, social and community-based benefits to the area. **In 2019, the DuPage Triple Crown races welcomed a combined 1,597 competitors, and their guests, to DuPage over a ten-day period and supported the Intelligentsia Cup to become the largest series event type of its kind in the country.**



DuMore Partnering Page

COMMUNITY PARTNERS

- Addison
- Bensenville
- Bolingbrook
- Burr Ridge
- Downers Grove
- Elmhurst
- Glen Ellyn
- Itasca
- Lisle
- Lombard
- Oak Brook
- Oakbrook Terrace
- Villa Park
- Warrenville
- Westmont
- Wheaton
- Willowbrook

COUNTY PARTNERS

- DuPage County Board
- DuPage County Economic Development Committee
- Forest Preserve District of DuPage County
- Choose DuPage



STATE PARTNER

- Illinois Office of Tourism



NATIONAL TRAVEL & TOURISM WEEK

On May 8, 2019, the students of the Culinary Arts Program at the College of DuPage hosted DCVB members and industry guests at Waterleaf Restaurant to celebrate National Travel & Tourism Week. The students developed all event elements including the invitation, décor and menu. This year's theme was Frida Kahlo 2020, an exhibition coming to COD's Cleve Carney Art Gallery June 2020. DuPage County Board members and community leaders supported the celebration, speaking to the students on the importance and significant impact of the tourism industry.

CONVENTION SERVICES

DCVB has a robust program that serves up a variety of experiential opportunities:

- DuMore in DuPage Itineraries
- Meeting Planning Assistance
- Tailored Off-Site Events
- Transportation Sourcing
- Sponsorship Recruitment
- Registration Assistance
- Speaker Referral Program

MEMBERSHIP EQUALS PARTNERSHIPS

Membership leverages all resources and relationships so that DCVB can DuMore for visitors. This partnership and unified effort have been the foundation of success since 1987 and now is even more essential with our industry needing to collaborate internally to compete externally.

MEMBERSHIP FISCAL YEAR STATS:

22
NEW
MEMBERS

3
NEW
HOTELS

90%
MEMBER RETENTION
COMPARED TO 85% NATIONAL
CVB AVERAGE

DuMore Promoting Page

Communicating the unique strengths of DuPage as a destination, the brand personality of DuMore in DuPage continues to tell the unique story about the county and advances the engagement of professional meeting planners.



Media/PR Impressions
302,725,496



Facebook Users Reached
1,086,853



Twitter Impressions
110,308



User-Generated Images
20,000+



Instagram Impressions
145,212



LinkedIn Impressions
25,275

DUMORE DUPAGE 2019 VISITORS GUIDE

THEMED "CREATED FOR YOU BY YOU," DELIVERING A NEW CREATIVE TWIST FOR READERS!

The guide has a new contemporary design and unique approach to highlighting the gems of DuPage County. Readers will take a peek through the eyes of visitors and residents who shared their experiences through social media. Hence, the guide's theme "Created for You by You." The photos capture residents and visitors to the county quenching their thirst at local brewery tastings, feeling at home during a hotel stay, savoring delicious bites at local restaurants, discovering and exploring charming downtowns, horsing around, running along the Illinois Prairie Path and more.

The DCVB distributes annually:

50,000 FREE VISITORS GUIDES

throughout many destination channels. Guides are also available through the DuPage Convention & Visitors Bureau office.



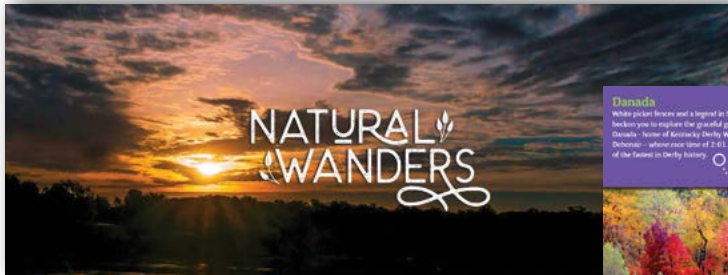


2019 ADDITIONS TO DUPAGE'S VIDEO LIBRARY

- DuMore Dining in DuPage
- Outdoor Adventures in DuPage County
- DuPage County's Natural Wanders
- DuMore DuPage

NATURAL WANDERS

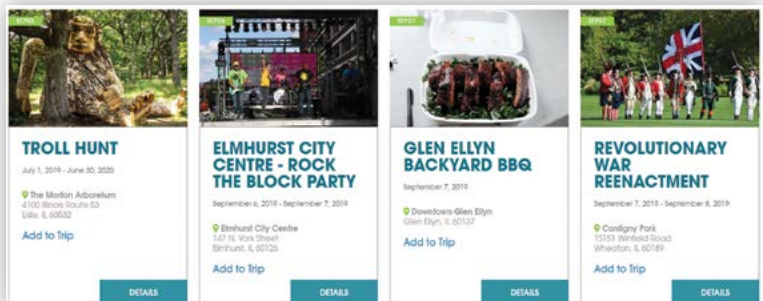
It was essential for DuPage to bring to market an easily identifiable and memorable nature product. **Natural Wanders** serves up 11 unique experiences featuring a range of recreations that deliver the healing power of nature and the outdoors, filling the need for beauty and serenity, and connecting the past to the present.



NEW WEBSITE DISCOVERDUPAGE.COM

- A major initiative to fully bring to life the DuMore DuPage brand
- A critical sales tool for the brand toolkit
- A platform to host and reveal videos showcasing DuPage County
- Vital for the DCVB as it is increasingly important to advance destination and brand awareness

Who better to tell the DuPage story than residents and visitors? With a focus on capturing and sharing visitor and resident user-generated content (UGC) of their own personal experiences, the website provides a stronger visual presentation and emotional connection, offering contemporary design, improved navigation and rich content.



20,000+ USER-GENERATED
IMAGES

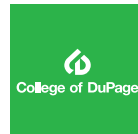


FRIDA KAHLO 2020

WORKS ON LOAN FROM THE DOLORES OLMEDO MUSEUM

With great anticipation, the works of one of the most iconic artists of the 20th century will make their way from the Dolores Olmedo Museum to DuPage the summer of 2020 — along with national attention and the deserved fanfare of arts and culture enthusiasts. The Cleve Carney Art Gallery and McAninch Arts Center (The MAC) at College of DuPage will open its doors to Frida Kahlo 2020, the largest Frida Kahlo exhibition in the Chicago area in the last forty years.

Given its prominence, the DuPage CVB is an official sponsor — dedicating resources to help elevate the presence and reach of this significant exhibition bringing the nation to our doorstep.



Funded in part by:



Pictured left to right: Beth Marchetti, Larry Forssberg, State Representative Deanne Mazzochi



BRAND AWARENESS CAMPAIGN



MORE MEETINGS, MORE SPORTS

The DCVB is committed to ensuring tourism remains an economic driver for DuPage County.

VISITOR EXPENDITURES IN MILLIONS OF DOLLARS



FY 2019 BY THE NUMBERS

REVENUES \$2.72 billion (+4.6%)	STATE TAX RECEIPTS \$174 million (+8.8%)	LOCAL TAX RECEIPTS \$48 million (+3.1%)	PAYROLL \$746 million (+3.7%)	JOBS IN OUR COMMUNITIES 23,500 (+1%)
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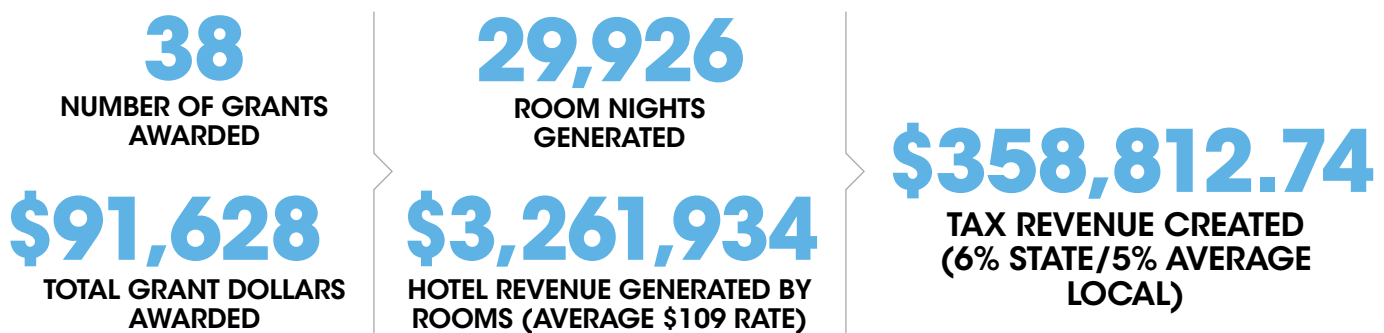
A thriving visitor economy reduces the tax burden of the average DuPage household by approximately

\$1,300 per year

MUNICIPAL GRANT PROGRAM

In its fifth year, the DCVB's Tourism Grant Program continues to be an essential tool in securing meetings and generating economic vitality. As other destinations invest more heavily in tourism, the growth and success of this program will become even more critical to securing DuPage's market share.

JULY 1, 2019 - JUNE 30, 2023



CONNECT CHICAGO HIGHLIGHT

2019 Connect Chicago Conference

- Host Venue: Itasca's Eaglewood Resort & Spa
- Audience: planners and vendors representing association, corporate and international meetings and events considering the Chicago region
- 62 Meeting Planners in attendance
 - 21 Joined the DCVB's Pre-Event Familiarization Tour

BUSINESS DEVELOPMENT INITIATIVES:

22

**TRADESHOWS, CITY BLITZES &
SALES MISSIONS ATTENDED**



STRATEGIC ALLIANCES GROW INTERNATIONAL MARKET SHARE

Because of a strong understanding of cultural influences and the importance of grassroots efforts, the DCVB continues to successfully advance relationships with individuals and organizations that have helped make DuPage a recognized name in targeted international markets.

2018: 1. DCVB visited by Zibo Art Delegation during Arts DuPage Month 2. China Mega FAM in partnership with Brand USA, Illinois Office of Tourism (IOT) and United Airlines 3. UK FAM in partnership with Brand USA, Illinois Office of Tourism and United Airlines **2019:** 4. China Sales Mission 5. Zurich-Germany Sales Mission in partnership with IOT and pictured with U.S. Germany Ambassador 6. Zibo City Government Delegations visited DuPage County to enter Memorandum of Understanding 7. WeChat Platform Sample Post



LEADERSHIP

FY 2020 BOARD OF DIRECTORS

EXECUTIVE OFFICERS

Chairman: Larry Forssberg, Westmont Chamber of Commerce & Tourism Bureau

Vice Chairman: Don Hill, Hilton Chicago/Oak Brook Suites

Treasurer: Scott Niehaus, Village of Lombard

Secretary: Linda Crouchelli, Brookfield Zoo/Chicago Zoological Society

PRESIDENTIAL ADVISORY COMMITTEE

Mike Feigenbaum, Westin Lombard Yorktown Center

Jonathan Stein, Inland Real Estate Group

BOARD MEMBERS

Greg Bedalov, Choose DuPage

Mayor David Brummel, City of Warrenville

Norm Canfield, Hyatt Lodge at McDonald's Campus

Michael Cassa, Downers Grove Economic Development Corporation

Tim Elliott, DuPage County Board

Jerry Evans, Hotel Arista

Rick Ginex, Village of Oak Brook

Nathan Karsten, Hilton Chicago Oak Brook Hills Resort & Conference Center

Kerry O'Brien, Wheaton Chamber of Commerce

Tonya Parravano, Andrew's Garden Wheaton

Village President Jeff Pruyn, Village of Itasca

Ellen Roberts, College of DuPage

Kassondra Schref, City of Elmhurst

Mark Stangle, Hampton Inn & Suites, Chicago Burr Ridge

Ed Stevenson, Forest Preserve District of DuPage County

Joseph Tota, Red Arrow Tap Room, Elmhurst & Naperville

Dick Turner, Le Méridien Chicago – Oakbrook Center

Mayor Richard Veenstra, Village of Addison

Evan Walter, Village of Burr Ridge

STAFF

OPERATIONS/ADMINISTRATION

Beth Marchetti, Executive Director

Kellene O'Connell, Project Coordinator

Kathy Sass, Office Coordinator

Barry Draper, Partnership Manager

DESTINATION MARKETING

Miriam Blumenthal, Director of Marketing & Bureau Partnerships

Dee Dee McDevitt, Content Marketing Manager

Tiffany Lutka, Marketing Coordinator

CONVENTION & TRAVEL TRADE

Justin Roach, Director of Business Development; Sports, Hobby

Sarah Nye, Market Manager; Government, Association, Weddings

Sonja Knowles, Senior Market Manager; Religious, Military, Professional, Fraternal

Ellen Klesta, Market & Services Manager, Tour & Travel, Convention Services