



New Tourism Plan for DuPage

We Can DuMore:

- ✓ Increase Room Occupancy
- ✓ Protect and Create Jobs
- ✓ Expand Weekend Business
- ✓ Increase Municipal Sales Tax
- ✓ Support Local Businesses
- ✓ Drive Economic Growth

We can no longer expect the travel sector of our economy to remain healthy without a plan for the future.

It's time to accept the 650 Challenge.



650 CHALLENGE

**\$650
MILLION**

IN ADDITIONAL
VISITOR SPEND
BY 2025

**1
MILLION**

NEW HOTEL
ROOM NIGHTS

**\$11.5
MILLION**

IN LOCAL TAXES TO
SUPPORT DUPAGE
COMMUNITIES

NOW

GOAL*

Growth rate: 2.3%
Occupancy: 65%

3%
72%

*This assumes about a 15% increase in hotel room supply. That is not an aggressive number. We already know of 10 new hotels on the docket for DuPage.

Chicago Central Business District operates at a 75% occupancy rate. We believe DuPage can up its game and get to a 72% occupancy rate - and be better aligned with national norms.

Key Areas of Opportunity to Close the Gap:

- ➔ Secure more meetings and events
- ➔ Grow sports tourism
- ➔ Greater level of promotion