



KEY AREAS OF OPPORTUNITY

1. MEETINGS & EVENTS

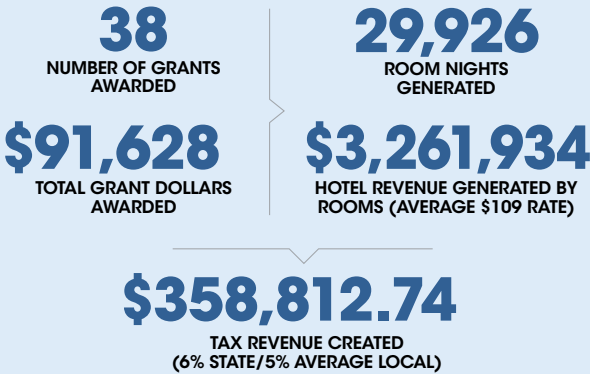
We need to bring more meetings and events to DuPage. Incentives is the name of the game.

DuPage's incentive fund consists of contributions from the DuPage CVB budget, DuPage County Board, and participating municipalities. It is a mere \$50,000 a year versus the millions of which our competitors have. This is where DuPage can easily move the needle. Let's invest at a greater level in the Grant Program and bigger and better pieces of business will come our way.

MUNICIPAL GRANT PROGRAM

In its fifth year, the DuPage CVB 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



2. SPORTS TOURISM

We need to tap into new markets. Expert consultants working with the DuPage CVB point to the fastest growing sector of the travel industry – sports tourism.

DuPage has played host to nationally recognized events for nearly 100 years. In May of 2019, the DuPage CVB launched the DuPage Sports Commission (DSC). With a strategic plan focused on long-term sustainability, economic impact and resident benefits, the DSC could provide additional value to stakeholders in a meaningful way year over year while driving consistent and increased overnight stays. With greater investment, the DSC can tackle challenges in facilities and development and command a strong presence in this lucrative market. For a complete overview, read the full sports tourism report.

3. PROMOTION

DuPage needs to be relevant and visible. That means more promotion with greater reach. There is power in promotion.

High-level promotion needs to be an everyday occurrence. Eb and flow of advertising has a direct and negative impact on a destination's visitation. Illinois for example, was the most visited Midwest state, dropping to #3 due to reduced marketing from the state budget impasse. In past years, it has been halfway through the fiscal year when the DuPage CVB has received its grant dollars from the state. DuPage deserves consistent, sustainable investment.

The 650 Challenge was put together by a team of expert consultants to serve our entire industry and with it elevate the DuPage economy.

To enact this new tourism plan and get to where we need to be, there must be greater investment in tourism.

