



DuMore Page

DiscoverDuPage.com

By the Numbers

GOAL:
\$650 MILLION IN NEW VISITOR SPEND BY 2025

DUPAGE COUNTY OVERVIEW



REVENUES
\$2.72 billion
(+4.6%)



PAYROLL
\$746 million
(+3.7%)



TOURISM RELATED JOBS
23,500
(+0.9%)



STATE TAX RECEIPTS
\$174 million
(+8.8%)



LOCAL TAX RECEIPTS
\$48 million
(+3.1%)

MARKETING



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

SALES



New Grants Funded through DCVB/Municipal Program
36



Booked rooms through DCVB/Municipal Program
18,217



Booked Room Nights
36,283



Tradeshows, FAMs, City Blitzes & Sales Missions
22



Leads Generated
113



Hosted Connect Chicago Planners
60

DEVELOPMENTS

Completed in 2019:

- New Website
- Launched Sports Commission
- New Videos
- Destination Marketing Accreditation Program (DMAP) Certified

\$1 Every \$1 dollar invested in tourism marketing generates **\$9** dollars in return.



DUPAGE COUNTY
CONVENTION & VISITORS BUREAU

