

2019 By The Numbers: DuPage County Economic Impact of Visitors

DUPAGE COUNTY VISITOR OVERVIEW



TOURISM REVENUES
\$2.86 Billion
(+5.4%)



PAYROLL
\$797 Million
(+6.9%)



TOURISM RELATED JOBS
24,170
(+2.7%)



STATE TAX RECEIPTS
\$191 Million
(+10.3%)



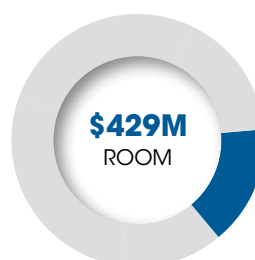
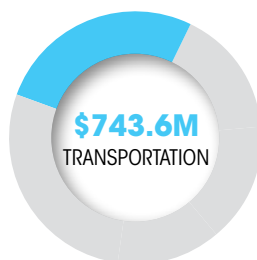
LOCAL TAX RECEIPTS
\$51 Million
(+6.5%)

THE COMMERCE & CONNECTIVITY OF DUPAGE TOURISM: One of the Largest Suburban Hotel Markets in the United States



4 MILLION GUESTS STAYED IN DUPAGE IN 2019

Far beyond their hotel stay, each person contributes significantly to the DuPage economy.



\$2.86B
TOURISM REVENUES

CURRENT DEVELOPMENTS

New framework that supports local recovery in alignment with forecasts on when and how business will return to the Chicago area:


- Expansion of leisure efforts
- Regional drive market initiatives
- Elevating the DuPage story: staying relevant in target markets while reaching residents to support local recovery
- DuPage Adventure marketing campaign


MARKETING


More frequent use of user-generated content lead to increased numbers across all platforms as residents and visitors alike connected with real and authentic experiences.

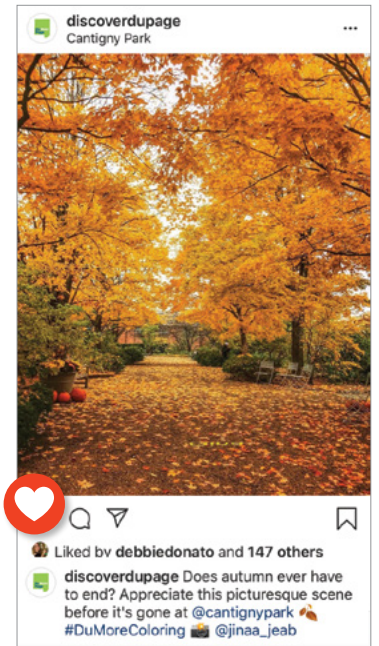
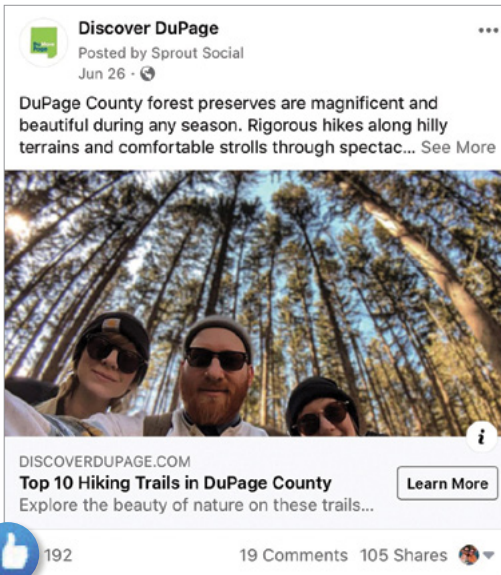
 MEDIA/PR IMPRESSIONS
15,053,598,194

 FACEBOOK USERS REACHED
3,417,925
(+214%)

 INSTAGRAM IMPRESSIONS
724,849
(+399%)

 TWITTER IMPRESSIONS
110,357
(+.04%)

 LINKEDIN IMPRESSIONS
26,836
(+6%)



WEBSITE SESSIONS
+81.41%
traffic from
all 50 states
and abroad

COMPETING FOR DUPAGE'S SHARE OF VISIBILITY & VISITORS



DuPage has a story to tell.

Sharing that story drives a powerful economic cycle of destination development.

76%

of employed Americans indicated that firsthand experience was instrumental in forming impressions of a community when assessing new job opportunities and relocation decisions.

Source: DCI Q Report, 'Talent Wars, What People Look for in Jobs and Locations,' Q1 2017