## 2019 By The Numbers: DuPage County Economic Impact of Visitors

### DUPAGE COUNTY VISITOR OVERVIEW

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue/Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Revenues</td>
<td>$2.86 Billion</td>
<td>(+5.4%)</td>
</tr>
<tr>
<td>Payroll</td>
<td>$797 Million</td>
<td>(+6.9%)</td>
</tr>
<tr>
<td>Tourism Related Jobs</td>
<td>24,170</td>
<td>(+2.7%)</td>
</tr>
<tr>
<td>State Tax Receipts</td>
<td>$191 Million</td>
<td>(+10.3%)</td>
</tr>
<tr>
<td>Local Tax Receipts</td>
<td>$51 Million</td>
<td>(+6.5%)</td>
</tr>
</tbody>
</table>

### THE COMMERCE & CONNECTIVITY OF DUPAGE TOURISM:

One of the Largest Suburban Hotel Markets in the United States

- 16,000 Hotel Rooms
- 2 Million Sq. Ft. Combined Meeting Space
- 40,000 Sq. Ft. in Largest Hotel
- 115 Hotels & Resorts

4 MILLION GUESTS STAYED IN DUPAGE IN 2019

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

- $800.8M Eating & Drinking
- $743.6M Transportation
- $457.6M Retail
- $429M Room
- $371.8M Entertainment

$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.

<table>
<thead>
<tr>
<th>MEDIA/PR IMPRESSIONS</th>
<th>15,053,598,194</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK USERS REACHED</td>
<td>3,417,925 (+214%)</td>
</tr>
<tr>
<td>INSTAGRAM IMPRESSIONS</td>
<td>724,849 (+399%)</td>
</tr>
<tr>
<td>TWITTER IMPRESSIONS</td>
<td>110,357 (+0.04%)</td>
</tr>
<tr>
<td>LINKEDIN IMPRESSIONS</td>
<td>26,836 (+6%)</td>
</tr>
</tbody>
</table>

WEBEBSITE 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.