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Input Sought on Future of Tourism in DuPage

Public Workshops to be held on July 25 and 26

OAK BROOK-The DuPage Convention and Visitors Bureau (DCVB) today announced a series of public workshops to aid in the development of a strategic plan that maps out a future of sustained growth in the multi-billion dollar travel and hospitality industry in DuPage County. Called "DuPage GPS: A Tourism Roadmap", the bureau will look for ways to "Grow, Prosper and Share" in the economic bounty of tourist revenue flowing to the county.

"As the second largest county in Illinois, with a population approaching one million, DuPage cannot afford to rest on its laurels and expect tourism to grow here without sustained effort," said Beth Marchetti, Executive Director of the DCVB. "We all benefit from a vibrant tourism industry and "DuPage GPS" is our way of getting the valuable public input we need to ensure that conventions and tourist dollars remain a cornerstone of our economy."

To that end the DCVB will hold a series of three identical public workshops aimed at brainstorming new and creative ways to maximize the benefits of the hospitality industry. Input and ideas that help DuPage County host more conventions and meetings, fill more hotels and restaurants and increase attendance at entertainment venues will be discussed and debated. The public at large is invited to attend and the DCVB especially hopes that community leaders, business owners and hospitality industry leaders will participate in the workshops.

"For the vision to be truly successful, we need to gather those people who have a direct stake in tourism and use their collective experience and ideas to chart a roadmap that keeps us on the cutting cusp of new and innovative ideas. With more than 17,000 hotel rooms, 20,000 jobs, a \$600 million payroll, we cannot afford to do otherwise."

DCVB has retained the nationally renowned consulting team Nichols Tourism Group to lead the public workshops and help craft the DuPage GPS tourism roadmap.

Marchetti said the workshops provide an opportunity for tourism stakeholders to offer their experiences and discuss their challenges with a goal of sharpening the vision to optimize tourist benefits and prospects.

The three locations and times for the public input workshops are:

Monday, July 25th from 1-4pm NIU conference center 1120 E Diehl Rd, Naperville

Monday, July 25th from 6-8:30pm Wilder Mansion, 211 S Prospect Ave, Elmhurst

Tuesday, July 26th from 9am-noon College of DuPage 425 Fawell Blvd., Glen Ellyn

Refreshments will be served.

"We urge everyone to attend one of these valuable workshops and to lend their voice to help guide the DuPage visitor industry for the decades to come," Marchetti said.

For more information and details about the public input sessions visit

<http://www.discoverdupage.com/>

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