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**For Immediate Release**

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## **DuPage County CVB Hosts Illinois Tourism Director at National Travel & Tourism Week Event**

Oak Brook, IL - The [DuPage Convention and Visitors Bureau's](#) annual hospitality industry event was held on Tuesday, May 5, at [The Morton Arboretum](#). This year's event was dubbed "Eat & Meet," because it combined a networking event featuring local culinary delights with a guest appearance by Illinois' Director of Tourism, Mr. Cory Jobe. This marks the thirteenth year that the DuPage CVB has hosted such an event during [National Travel and Tourism Week](#).

Great food, lively conversation and plenty of networking opportunities were just part of this popular annual event that showcased 35 restaurants, attractions and service providers to about 200 attendees.

After spending the afternoon touring DuPage County with DuPage CVB Executive Director Beth Marchetti, Jobe took the podium to state that "tourism is vital to DuPage County and Illinois," and to extol the many assets of DuPage County.

"We are thrilled to have Director Jobe join us for this event," stated Marchetti. "We are so pleased to be able to show off our members and highlight the great food and service they provide for our region."

"National Travel & Tourism Week provides awareness for the travel industry on a broad scale, while our Eat & Meet event promotes the strength our region has to deliver on a local level," according to the DuPage CVB's partner relations manager, Beth Gaucher, who organized this year's event. "We have the opportunity to bring together so many great venues, restaurants, attractions, communities, accommodations and more under one roof to showcase what they do best. It was a huge success and an honor to have Mr. Jobe here!"

Tourism is a powerful economic force in DuPage County, where the last reported revenue figures from the state were at an all-time high. DuPage County ranks second only to Cook County for overall tourism expenditures, tourism industry payrolls, employment figures, and state and local tax revenues.

According to the [U.S. Travel Association](#) and the [State of Illinois Office of Tourism \(IOT\)](#), visitors to DuPage County contributed \$2.316 billion to the state's economy in 2013, representing a 3.1% increase over the previous year's revenue.

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Payrolls for DuPage County tourism reached over \$584.18 million, an increase of 2.8%, while the number of tourism-related jobs increased to 21,300, up 1.1%.

Tourism in DuPage County was responsible for a 5% increase, to \$138.95 million, in state tax receipts over the previous year. Local tax receipts reached \$38.27 million, a 2.4% increase. This represents a tax savings of over \$1,200 for the average DuPage County family.

The DuPage CVB is a state-certified, not-for-profit destination marketing organization whose mission is to actively market DuPage County to individual travelers and meeting/event planners as an enticing destination for both business and leisure travel in order to enhance the economic fiber of the county. For more information, visit [DiscoverDuPage.com](http://DiscoverDuPage.com) or call 630.575.8070.

*IMAGE: Illinois Director of Tourism Cory Jobe (back row center) with DuPage CVB staff at "Eat & Meet" event at The Morton Arboretum.*

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### **About DuPage County**

DuPage County is the second most populous county in Illinois after Cook County, which borders it to the north and east. Together, the two counties account for half of the state's population. One of the nation's wealthiest counties, DuPage is rich in many types of commerce and is second only to Cook in tourism revenue. With its well-developed highway and mass transit system, DuPage County is easily accessible from O'Hare and Midway Airports, as well as the City of Chicago.

### **About DuPage Convention & Visitors Bureau**

The DuPage Convention & Visitors Bureau was established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, and was formally certified in 1989 by the State of Illinois. It remains the state's official agency for promoting the county's multibillion dollar tourism industry and market DuPage County as an enticing destination for leisure and business travelers, meeting planners, groups and conventions, in order to enhance the economic development of the area.

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