

FACT SHEET

What is the DuPage Convention & Visitors Bureau?

The DuPage Convention & Visitors Bureau (DuPage CVB) is the official destination marketing organization for DuPage, Illinois' second largest county comprised of 38 communities. The DuPage CVB works to bring meetings, events, sporting tournaments, and leisure travelers to DuPage. In addition to municipal partners, its over 300 member businesses and organizations include hotels, attractions, museums, nature and recreation amenities, restaurants and breweries, shopping destinations and more.

The DuPage CVB is the 2nd largest tourism bureau of the state's 39 certified bureaus, representing one of the largest suburban hotel markets **in the United States** with over 110 hotels and 16,000 hotel rooms.

More than 23,000 people are employed in the hospitality industry in DuPage County.

What is the Economic Impact of the DuPage CVB?

In 2017, visitation throughout DuPage generated (noting increase from prior year):

- 23,000+ jobs (+1.7%)
- \$2.6 billion in revenues (+3%)
- \$160 million in state tax receipts (+8.7%)
- \$46 million in local tax receipts (+3%)

The growth represents a savings of approximately \$1,300/year in taxes for the average DuPage County household, according to the Illinois Office of Tourism.

In addition to generating jobs and tax revenues, the DuPage CVB contributes to broader economic growth by creating awareness of the county's 38 communities, attracting decision makers, and improving the quality of place for DuPage County's one million residents.

What is the DuPage CVB's annual budget and how is it funded?

The DuPage CVB's annual budget is approximately \$2 million consisting of state and local hotel tax dollars, a county contribution and membership dues. The county also contributes to bid fees for larger county meetings and events.

The \$1 million local tourism grant from the Illinois Office of Tourism must be matched, is capped at \$1 million no matter how well the county produces and how much the state hotel tax grows, and is restricted in use.

What is a competitive funding level for a destination the size of DuPage?

As a base industry that brings new spending into the county, a healthy and growing tourism industry is an asset and powerful tool; however, the DuPage CVB's current funding is at less than 1/3rd of the funding levels of the typical destination marketing organization with a similar industry base.

The necessity of having resources to effectively compete is becoming increasingly important. The industry average for total operating budget is \$6.5 - \$8.2 million. The industry average for programmatic efforts (advertising, sales/marketing) is \$3 - \$4 million (compared to DuPage CVB's overall operating budget of \$2 million).

DUPAGE COALITION FOR TOURISM

What is the DuPage Tourism Coalition?

Consisting of hoteliers, economic development leaders, mayors and managers, recreation organizations, attractions and more, the coalition is representative of DuPage's collective tourism industry's diverse assets and active collaboration throughout the county to ensure economic prosperity for all industry sectors.

What is the goal of the Coalition?

The purpose of the Coalition is to educate all stakeholders on the state of the industry and the critical need for proactive measures, calling for greater industry investment and active collaboration amongst business and community leaders in seeking sustainable solutions. Working in partnership with the DuPage CVB, the Coalition works to convey the tremendous opportunity to bring more visitors to DuPage — resulting in increased revenues for businesses, the state, county and municipalities, as well as industry jobs.

Why is greater investment in tourism needed?

DuPage's growth is slowing. Other destinations — local and regional — are investing significant resources to generate greater visitation. The results are seen in market share: the competition is surpassing DuPage and continues to gain momentum. We are at a critical crossroads in an increasingly competitive industry.

Peer competitors include destinations such as Columbus, Grand Rapids, Indianapolis, Milwaukee and St. Louis.

There is a substantial increase in hotel room inventory in the Chicago metro region, affecting competitive rate. With rate no longer a competitive advantage for DuPage, new strategies are needed to support hotel occupancy.

Chicago and Rosemont benefit from sizeable incentive funds to secure meetings and events fed through the state-approved Airport Departure Tax. The DuPage CVB's self-funded incentive program — while successful — can't compete.

Other competitive bureaus, even smaller than DuPage, have been able to create large sports destinations, entertainment offerings, and mixed-use complexes with additional funding.

What are immediate steps the DuPage CVB can take with greater funding?

Additional funding can address areas of critical resource shortages, and ultimately:

- Attract more meetings/events; secure quality pieces of business with access to incentive funds;
- Elevate promotional efforts to be reflective of a county the size of DuPage; promotional efforts have the largest impact on the success of a campaign to lure visitors;
- Establish a sports tourism program and begin efforts for a county-wide master plan for venue enhancement that supports all municipal assets, and new facility development to serve both tourism and local usage.

Investment priorities reflect research, collaboration and data-driven economic development opportunities for DuPage County. For further details, see the **Investment Priorities Report** and **Sports Tourism Report** at www.discoverdupage.com/coalitionfortourism.