



## INDUSTRY INVESTMENT

To infuse investment in order to achieve the 650 Challenge, the Coalition for Tourism has identified a county-wide hotel tax — to be reinvested in tourism and economic development. This is a proven and common tactic used by 67% of county destinations across the U.S.

Industry Average Total Budget	\$6.5 - \$8.2M
DuPage CVB Budget	approximately \$2M

COMPETITOR BUDGET RANGE:	
Grand Rapids	\$5 million
Hamilton County, IN	\$8 million
St. Louis	\$12 million

The chart below shows that the CVB's closest competitors, Rosemont, Chicago's North Shore and Choose Chicago all receive a greater amount of funding per room than DuPage CVB.

### PER ROOM COMPARISON CVB FUNDING PER ROOM

