

CHICAGO'S METRO WEST
DUPAGE COUNTY
CONVENTION & VISITORS BUREAU

RELEASE DATE:

March 6, 2017

CONTACT:

Sarah Kollmorgen or Andrew Mack
Mack Communications
info@mackcommunications.com
630-357-7552

DCVB Reps DuPage County in Capital
Executive director meets with legislators for Lobby Day

OAK BROOK— Suburban Chicago generates \$94 million in state hotel tax receipts for Illinois, providing nearly double the hotel rooms that Chicago does and returning \$7 for every \$1 invested. That's the message that the DuPage Convention & Visitors Bureau is taking to Springfield tomorrow as they lobby state legislators to provide robust tourism funding.

“Tourism is an important economic driver not only for DuPage and the collar counties, but for all of Illinois,” said Beth Marchetti, executive director of DCVB. “By funding tourism, state legislators are in turn investing in their local communities.”

Last year, DuPage received \$1 million in funding from the state, and in turn generated \$18 million in state hotel tax for the state's economy. [link to <https://youtu.be/qJ3dov41bFU>] Despite the state's budget impasse, DuPage's leading efforts also ensured that surrounding counties were able to secure funding for tourism. DCVB representatives will be lobbying with legislators to keep this revenue stream alive.

“Funding from the state is vitally important to tourism bureaus, like the DuPage Convention & Visitors Bureau, throughout Illinois,” said Tonia Khouri, chairwoman of the DuPage County Board's Economic Development Committee. “It provides us with more resources to attract conferences and meetings, which in turn brings visitors and more money for local governments.”

The metro Chicago area sees a large percentage of the tourism pie in Illinois. Almost 50 percent of hotel rooms in the state are in suburban Chicago, and 77 percent of visitors that stay in these hotel rooms in the suburbs are from out-of-market. DuPage itself—the second largest tourism market in the state after Chicago—generates \$42 million in tax revenues for local government and creates 22,000 jobs.

“Despite our successes, last year we left money on the table,” Marchetti said. “Imagine the impact we could have on our local economies if we weren’t losing market share, and could better compete with cities like St. Louis and Indianapolis. We need the continued support of the state, as well as other resources, to ensure further growth and draw more visitors to metro Chicago and Illinois.”

Members of the DCVB will join representatives of the Illinois Council of Convention & Visitors Bureaus (ICCVB), the Illinois Hotel & Lodging Association (IHLA), the Illinois Restaurant Association (IRA) and other CVBs to lobby state senators and representatives. Marchetti has meetings planned with leaders and other DuPage legislators. She will talk about the importance of tourism for economic development and about GPS: Roadmap, DuPage County’s new strategic plan for tourism.

###

The DuPage Convention & Visitors Bureau is the official sales and marketing organization for DuPage County. The DCVB was formed to attract business and leisure travelers to DuPage County’s 38 communities and is responsible for generating billions of dollars in revenue every year in the form of hotel nights, tourist attractions, meals and more. The DuPage CVB is the only Illinois State certified not-for-profit organization authorized to represent DuPage County’s tourism and convention business.