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DuPage tourist office fosters ties with China

Says tourism & economic development in lockstep

OAKBROOK, Illinois – As part of ongoing efforts to foster international tourism and economic development in DuPage County, the DuPage Convention and Visitor’s Bureau (DCVB) in partnership with The Morton Arboretum and the City of Naperville hosted the People’s Republic of China Consul General to the Midwest Mr. Hong Lei on Friday.

“ DuPage County attracts businesses and visitors from around the world and we are delighted to welcome Mr. Hong Lei and his delegation from China,” said DCVB Executive Director Beth Marchetti. “Bringing more international tourists here shows the world that DuPage County is not only a great place to visit but also a great location to put down roots and plant businesses.”

The PRC Consulate General Chicago District covers nine states in the Midwest and represents over 300,000 Chinese nationals and 50,000 students. With one of the highest quality of life ratings in the country, a strong business climate, low tax rates and unique tourist attractions like the Morton Arboretum, the DCVB hopes to work with the Chinese government to develop a relationship between the thousands of Chinese visitors who come to the Midwest for business and recreation each year.

Visitors coming to DuPage, whether for business or leisure help bolster local economies by spending millions of dollars in hotels, restaurants, shops and for entertainment. The efforts of the DuPage Convention and Visitors Bureau generate thousands of jobs and garner millions of dollars for county and municipal government through increased sales tax, and lodging taxes paid by visitors.

The DuPage CVB also maintains a close working relationship with Choose DuPage, the county’s economic development arm. Collaboration between the two groups works to not only to grow tourism but help identify prospects for businesses in DuPage County.

“This is an opportunity that we absolutely have to seize,” said Marchetti. “Our goal is to capture a strong market share coming out of China and hopefully convert some of those short term visitors into long term investors in DuPage County, our people and our economy.”

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