



WHY THE 650 CHALLENGE?

1. DuPage has fallen behind.

Illinois just celebrated its 8th consecutive year of record tourism growth. Yet DuPage has been experiencing a downward trend year after year in its share of Illinois visitors: from 7.23% down to 7.1% over five years. That loss in 2018 represented \$53 million that went to other Illinois destinations. Without proactive measures, DuPage cannot effectively compete, and our important economic sector could very well be left behind.

2. Chicago's rapid expansion of hotel inventory — 2.2 million additional room nights a year that Chicago needs to fill — is putting DuPage at risk.

"Chicago needs to find new sources of demand for these new rooms, coming at the expense of other suburban destinations. DuPage is a very likely target for Chicago to steal market share. If just 15% of demand for the new rooms coming online between now and 2021 were captured from DuPage, occupancy rates could drop by 3%."

— Mitch Nichols, Nichols Tourism Group

3. Opportunity exists for DuPage.

There is potential for growth. The 650 Challenge was put together by a team of expert consultants to serve our entire industry and with it elevate the DuPage economy. With a 9:1 ROI for tourism in the state, DuPage could reap significant gains with greater investment.