



DuMore for DuPage



DuMore for DuPage

Mission

The DuPage Convention & Visitors Bureau (DCVB) is the official destination marketing organization for DuPage County, Illinois' second largest County comprised of 38 communities. The DCVB works in partnership with community business and civic leaders to maximize travel and tourism opportunities which ultimately contribute to the economic vitality of the County and its residents.



DuMore
Page



Message from the Chairman

During my inaugural year as Chairman of the Board, I witnessed firsthand the significant efforts and teamwork put forth by the DuPage CVB team and its partners to ensure that tourism remains economically competitive in DuPage.

In 2017, visitor travel to DuPage generated **\$2.6 billion** — an increase of three percent over 2016. A three percent increase was also seen in local tax receipts, totaling **\$46 million** for DuPage communities.

While the increases are noteworthy, DuPage's piece of the tourism pie is shrinking. DuPage lost two percent — equivalent to **\$7.3 million** — to other Illinois destinations in 2017. DuPage is losing critical market share, a trend we have underscored since our 2016 state of the industry report. We must work together to reverse this trend and increase revenues to DuPage.

Our neighboring communities are investing significant capital— in marketing, staffing and facilities—to ensure their piece of the tourism pie continues to grow to support their economy. By 2020, Chicago is slated to have more than **4,000 new hotel rooms** added to their inventory. This factor alone will hinder the growth of our hotel occupancy and rates along with the many economic benefits reaped from travel revenue.

The DuPage CVB has aggressively pursued research and industry expertise to guide strategy and review all potential opportunities for growth. But without question, DuPage is at a critical junction point where we must match our competitors' level of focus, efforts and investment. We must all commit to DuMore for DuPage.

Thank you for your support as the CVB team pushes forward on our collective behalf and for the success of DuPage.

Sincerely,

Larry Forsberg
Executive Director

*Westmont Chamber of Commerce & Tourism Bureau
Chairman of the Board, DuPage Convention & Visitors Bureau*

38

Communities

1,000,000

Residents

A Look Inside the Bureau



In my 19 years at the bureau, this past fiscal year marks a momentous shift in how the DuPage CVB moves forward on behalf of the **23,000 faces of tourism, DuPage's 38 communities**, and its **one million residents**. With so much at stake, our role is no longer cemented in sales and marketing alone, but rather a role as a critical economic development engine.

Throughout this report are examples of our collaborative work, partnering with leaders from sectors across DuPage to align efforts, maximize resources and determine the best solutions for economic advancement that support visitor and resident needs. As we closed out **Fiscal Year 2018** and embraced the hard work still ahead, know that your DuPage CVB is leading the way on our industry's critical and complex issues.

Thank you,

A handwritten signature in black ink that reads "Beth Marchetti".

Beth Marchetti
Executive Director
DuPage Convention & Visitors Bureau

23,000

Faces
of Tourism



DuMore Developing

■ Product Development

When authentic and supported by business and civic leaders, product development can help define **how a community evolves as a place to live, work, and of course visit**. The **Product Development Committee** is comprised of a diverse group of experts in their respective areas, including **medical, health and nature**, who provide guidance to the DCVB team as it works to stimulate new product offerings that attract visitors and **enhance the quality of life** for DuPage residents.



Product Development Committee

■ Cooperative Marketing

The newly created and data-driven **Marketing Committee** is focused on expanding reach to target audiences. The first phase will target meeting planners from five states that have the propensity to book in the Midwest, with **off-site meetings** or **team building outings** as part of the conference agenda. In its infancy, this committee's size and scope will be revisited as implementation of cooperating advertising campaigns prove successful and necessitate further development.

■ Government Affairs

The recently formed **Government Affairs Committee** is a group of **DuPage CVB Board Members** who play an important role in providing recommendations and direction as the DuPage CVB navigates legislative issues, policy decisions and the need for industry advocacy.

■ Sports Industry Assessment

The DuPage CVB engaged two industry leaders in sports tourism development — **Sports Facilities Advisory, LLC** and **Huddle Up Group** — to complete a market assessment and determine opportunities and challenges associated with growing sports tourism efforts in DuPage. Consideration was given to existing assets and the necessary resources to be regionally competitive. A **Sports Advisory Committee** comprised of community leaders and local sports experts are working with the DuPage CVB to oversee the assessment and final recommendations.



Sports Advisory Committee

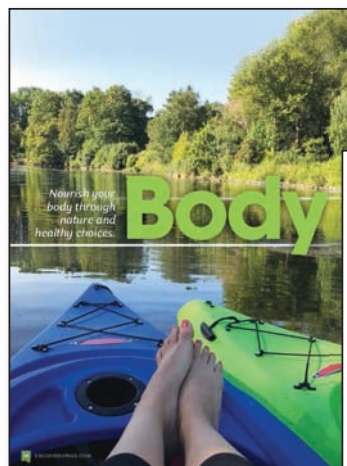
Forest Preserve District of DuPage County

On Saturday, June 2, 2018, DuPage CVB partners and local communities were invited to **Hidden Lake Forest Preserve to DuMore Hiking** in celebration of **National Trails Day** — and the more than **500 miles of trails** that help make DuPage County the **Healthiest Destination in Illinois**.



500 Miles of Trails

In 2017, DuPage CVB and the **Forest Preserve District of DuPage County** formalized a partnership to increase community vitality and promote awareness of DuPage County's identity as a steward of natural resources and partner in healthy lifestyles. **FY18 health and wellness initiatives** included thematic topics in the **2018 Visitors Guide** and social promotion.



Urban Escapes

It's well known that spending time outdoors has a positive effect on our health — physically and mentally. Whether seeking serenity or adventure, you will find your place of recreation in DuPage County, with nearly 500 miles of recreational trails, and a myriad of scenic views and resources. DuPage is your destination for a dose of nature — 365 days a year.

Come enjoy beautiful Glenview Forest as it connects to the best hiking resources near Chicago. This is one of the most beautiful metropolitan parks of green space in DuPage County. For nature lovers, in addition to fully developed trails, the preserve is known for Special Open Field areas and over 20 miles of hiking trails including gravel and dirt paths. The preserve is also the site of several scenic overlooks for hikers with a view of the Chicago Water Tower.

Michael Forest Preserve is a 400-acre facility encompassing 2,000 acres of gently rolling hills, known for its scenic views of the Wisconsin State Capitol building. It's a great spot for a picnic, a walk, or a jog. Spending of all the beautiful preserve makes it a great place to enjoy a day of recreation.

A 13,000-year-old glacial moraine was uncovered in 1977 by a forest Preserve employee. While these ancient remains are buried under the soil, the preserve also offers a variety of trails that are open on any given day. Plan a trip to Glenview to experience hiking, fishing, bird watching and more.

The Morton Arboretum is a 1,200-acre natural area open year-round and many activities throughout the preserve. It's a beautiful place to visit and the best of the best in DuPage County. When there's more than just a tree in DuPage, there's a reason to visit. Spend the day with family and friends taking part in the DuPage Hike.

Judy Hsu, ABC7 Anchor and DuPage Honorary Ambassador of Goodwill

ABC7 Anchor and DuPage resident Judy Hsu continues to spotlight ways to DuMore in DuPage.



Micro-breweries on rise in DuPage County (November 13, 2017)

90,000+ viewers



National Plan for Vacation Day (January 30, 2018)

93,000+ viewers

DuMore Partnerships

Community Partners

Addison
 Bensenville
 Bolingbrook
 Burr Ridge*
 Downers Grove*
 Elmhurst
 Glen Ellyn
 Itasca
 Lombard

Oak Brook
 Oakbrook Terrace
 Villa Park
 Warrenville
 Westmont
 Wheaton*
 Willowbrook

*Newly joined communities

County Partners

DuPage County Board
 DuPage County Economic
 Development Committee
 Forest Preserve District
 of DuPage County

State Partner

Illinois Office of Tourism



National Travel & Tourism Week

On May 9, 2018 the students enrolled in the **Culinary and Hospitality Program** at the **College of DuPage** hosted nearly **100 DCVB members** and industry guests at **Waterleaf Restaurant**. The students developed all elements for the event, including the invitation, décor and menu. DuPage County board members and community leaders supported the celebration, speaking to the students on the importance and significant impact of travel.



DCVB Staff with College of DuPage Students



Beth Marchetti with DuPage County Board Members Janice Anderson, District 5 and Amy Grant, District 4



Beth Marchetti with Jan Fiola, Village of Villa Park and Meredith Hannah, Village of Glen Ellyn

Member Partners

Membership leverages all resources and relationships in order for the CVB to DuMore for visitors.

45 new members

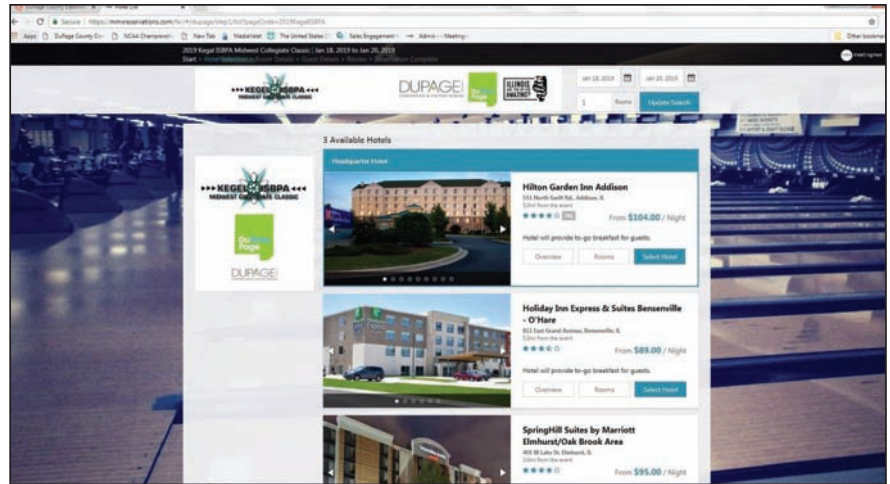
10 new hotel members

94% retention rate, compared to the industry average of

82%

Capturing Hotel Revenue with Meetingmax

This hotel booking engine will enable the DCVB to offer a truly regional approach to online reservation service for group visitors. Guests coming to DuPage for **events** and **sports tournaments** will be able to select from an **assortment of hotels in numerous communities**, rather than just one host hotel, capturing hotel revenue in and throughout the county. It's a seamless, one-stop shop for teams, coaches, event planners and more.



In recognition of the **makers, creators and artisans that contribute to a thriving Illinois**, the Illinois Office of Tourism acknowledged DuPage's **Church Street Brewing Company** and **Lynfred Winery** during the Illinois Governor's Conference. Both are highlighted in the Illinois Made section on the Enjoy Illinois website.



DuMorePromoting

Communicating the unique strengths of **DuPage as a destination**, the brand personality of **DuMore in DuPage** came to life in its first year of release, as efforts intensify to capture greater share of **Illinois' lucrative leisure market** and re-introduce planners to the fresh face of DuPage.

10,434,876	Billboard Impressions
470,933,189	Media/PR Impressions
342,000	Facebook Users Reached
15,192	Instagram Likes
120,100	Twitter Impressions
72,800	LinkedIn Impressions



Authentic Presentation through Social Channels

Inundated with options and communications, today's traveler increasingly relies on **themes and visuals** to validate a brand promise. Authentic representation of **DuMore in DuPage** and sharing of user-generated content increased followers across all platforms.



Visits to DuPage from WGN's Around Town with Ana Belaval



Marcel's Culinary Experience and Marché, Mother's Day ideas on May 7, 2018



702,532
Viewers Per Show

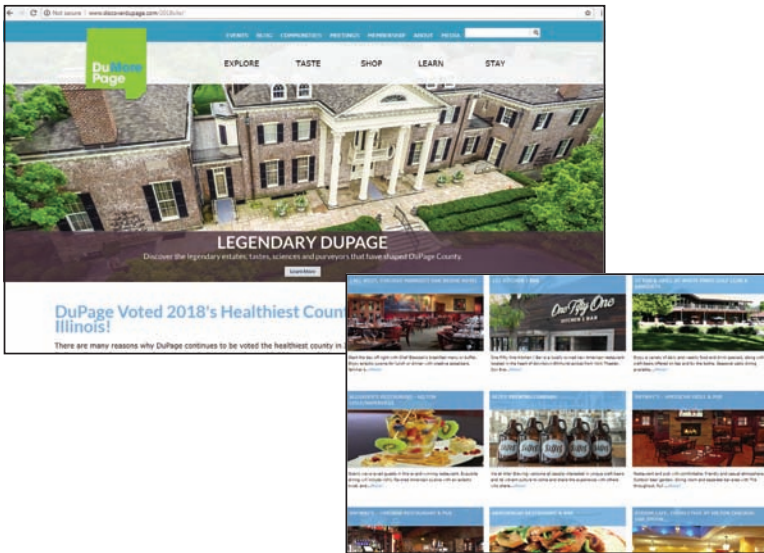
Kline Creek Farm, Holiday Season Activities on December 18, 2017



\$385,180
Earned Media

Refresh of DiscoverDuPage.com

With a focus on the **end user experience** and incorporation of the new brand, a revamp of the website allows for a **stronger visual representation** of the DuPage experience.



Social Influencer Program

A new influencer program — consisting of an annual **Influencer Networking Social, Brand Ambassador Partnerships** and **familiarization tour** — formalized our commitment to expanding brand reach.



#DuMoreDuPage Takeover

On March 12, 2018 the DuPage CVB took over the **Enjoy Illinois Facebook page** for the day, presenting the best of DuPage legendary estates, legendary tastes, legendary sciences, legendary purveyors and our brewery scene.

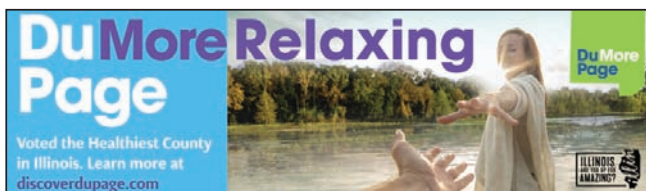


500
Reactions,
Comments,
Shares

Reached
49,000+
Users

Summer Brand Awareness Campaign

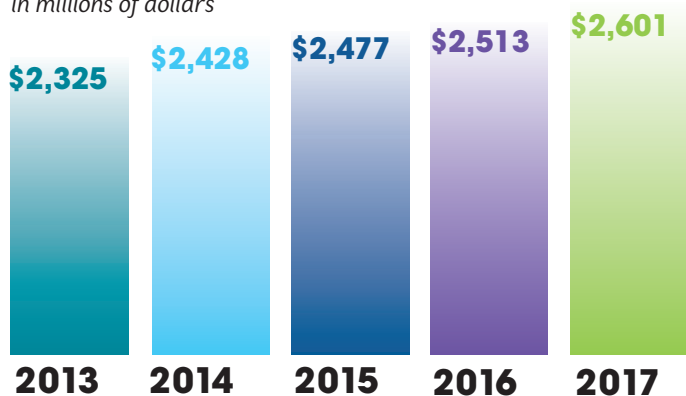
Billboard placements within the Chicago area and other Midwest locations.



DuMore Winning

Growth in Visitor Expenditures

in millions of dollars



DuPage Tourism in FY2017

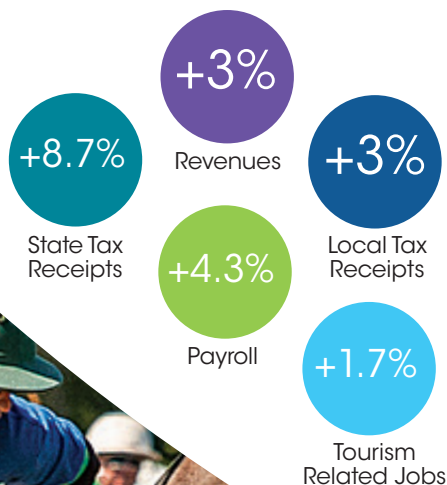
Revenues: \$2.6 billion

State Tax Receipts: \$160 million

Local Tax Receipts: \$46 million

Payroll: \$719 million

Tourism Related Jobs: 23,200



Municipal Program Success

The **DuPage CVB's Tourism Grant Program** continues to be an essential tool in securing business and generating economic vitality. As other destinations invest more heavily in their tourism programs, the growth and success of this program will become even more critical to securing DuPage's market share.

	FY18	TO DATE
New Meetings	11	33
Funds Distributed	\$15,167	\$61,467
Room Nights	4,409	19,035
Economic Impact	\$4.77 million	\$15,374,190

38

Tradeshows, city blitzes and sales missions attended

260
Leads

83%

More Booked Rooms than Previous Year

15%

More Events Booked than Previous Year

FY2018

2.2
Months
Receiving an RFP to booking (average)

47%
Conversion Rate for DCVB Sales Team

by the

Numbers

13%↓

Awarded Room Nights via Cvent (all DuPage Hotels)

49,909

Booked Room Nights

18%↓

Average Meeting & Convention Size vs. Previous Year

6.1 Months

Booking to Event Date (average)

DuMore Advocating

Executive Leadership

The DuPage CVB continues to work in partnership with the Illinois Council of Convention & Visitor Bureaus (ICCVB) and the Illinois Hotel and Lodging Association (IHLA) to advocate for or against bills that affect the tourism and hospitality industry in DuPage, to protect local tourism funding, and have an active voice if a capital bill is discussed. DuPage CVB Executive Director **Beth Marchetti** currently serves as treasurer on the executive board and on the legislative committee for ICCVB.

Beth Marchetti also serves as secretary on the executive committee for Chicago Plus, a marketing consortium of 15 Chicagoland bureaus that collectively encourage



Beth Marchetti with Senator **John F. Curran, 41st District** on April 3, 2018 to discuss protecting and increasing tourism investment in Illinois and DuPage County.

guests to Chicago to consider visiting the vast amount of attractions, museums and amenities in Chicago's suburban market. This regional approach offers a vast array of experiences that are sometimes overlooked, and creates more visitor spend, all leading to increased tax receipts for our communities.

Springfield Lobby Day and Testimony May 15-16, 2018

On May 15-16, 2018 Beth Marchetti joined the Illinois Hotel & Lodging Association, Illinois Restaurant Association, Illinois Council of Convention & Visitor Bureaus and other representatives of tourism bureaus to discuss key pieces of legislation and advocate for the protection of local tourism grant funding, expounding on the economic benefits of tourism within DuPage County and at the state level. Cumulative efforts to engage and inform legislators on the role tourism plays in advancing the state's economic position successfully led to the protection of funds, along with capturing the 13% growth in state hotel tax which was distributed to tourism activities.

Marchetti, along with **Kristin Duncan**, general manager at Chicago Marriott Oak Brook and **John Lampa**, general manager at Marriott Suites Downers Grove met with

House Republican Leader Jim Durkin (82nd Legislative District), **Senator Chris Nybo** (24th Legislative District), **Senator John Curran** (41st), **Senator Michael Connelly** (21st), **Senator Jim Oberweis** (25th), **Representative David Olsen** (81st), **Representative Ann Williams** (11th, Chair of Tourism, Hospitality and Craft Industries Committee), **Representative Patti Bellock** (47th), **Representative Peter Breen** (48th) and **State Treasurer Mike Frerichs**.

International Reach

Successful efforts continue to grow awareness of DuPage throughout the overseas market, having welcomed our first Chinese familiarization tour group in partnership with **Great Lakes USA**. The itinerary included dinner at Gibson's; an overnight stay at the DoubleTree Oak Brook; a farm-to-table breakfast experience sponsored by the City of Elmhurst, created by 151 Kitchen|Bar and hosted at Wilder Park; concluding with a visit to Lizzadro Museum which boasts the largest collection of jades outside of China. In October 2018, the DuPage CVB, in partnership with the Illinois Office of Tourism, will participate in **Brand USA's China MegaFAM**, showcasing the best of DuPage and Chicago to a group of 12-14 Chinese tour operators and travel agents.



Award-Winning Staff

Beth Marchetti, executive director, named as one of the Daily Herald Business Ledger's **Influential Women in Business**, presented to outstanding women executives who have demonstrated commitment to professional excellence and their communities.

"We are proud to have the leader of our organization recognized for her hard work and dedication to serving the 38 communities of DuPage County. Beth's voice has been a consistent and strong presence among industry and government leaders, educating about the importance of tourism at the state and local levels."

—Larry Forsberg,
Chairman of the Board



JUSTIN ROACH
Director of Business Development

Recognized as an industry leader in **Connect Sports magazine's "Game Changers"** feature in the fall 2018 issue honoring innovative leaders who have earned respect from industry professionals and media.



BARRY DRAPER
Partner Relations Manager

Named as one of **30 under 30** by **Destinations International** as an up and coming leader in the industry.

BOARD OF DIRECTORS

Executive Officers

Chairman: Larry Forssberg, Westmont Chamber of Commerce & Tourism Bureau

Vice Chairman: Don Hill, Hilton Chicago/Oak Brook Suites

Treasurer: Scott Niehaus, Village of Lombard

Secretary: Linda Crouchelli, Brookfield Zoo/Chicago Zoological Society

Presidential Advisory Committee

Mike Feigenbaum, Westin Lombard Yorktown Center

Jonathan Stein, Inland Real Estate Group

Board Members

Mayor David Brummel, City of Warrenville

Norm Canfield, Hyatt Lodge at McDonald's Campus

John Carpenter, Choose DuPage

Katie Davis, Le Méridien Chicago – Oakbrook Center

Kristin Duncan, Chicago Marriott Oak Brook Hotel

Jerry Evans, Hotel Arista

Rick Ginex, Village of Oak Brook

Todd Hiepler, Yorktown Center

Nathan Karsten, Hilton Chicago Oak Brook Hills Resort & Conference Center

Tonia Khouri, DuPage County Board

Mary Beth Leone, College of DuPage

Kerry O'Brien, Wheaton Chamber of Commerce

Village President Jeff Pruyn, Village of Itasca

Kassondra Schref, City of Elmhurst

Ed Stevenson, Forest Preserve District of DuPage County

Joseph Tota, Red Arrow Tap Room - Elmhurst

Mayor Martin Tully, Village of Downers Grove

Mayor Richard Veenstra, Village of Addison

Evan Walter, Village of Burr Ridge

STAFF

Operations/Administration

Beth Marchetti, Executive Director

Kellene O'Connell, Executive Assistant and Project Coordinator

Kathy Sass, Office Coordinator

Destination Marketing

Miriam Blumenthal, Director of Marketing and Bureau Partnerships

Tiffany Lutka, Marketing Coordinator

Convention and Travel Trade

Justin Roach, Director of Business Development

Barry Draper, Partner Relations Manager

Sarah Erker, Market Manager

Ellen Klesta, Market and Services Manager

Sonja Knowles, Market Manager

DuPage Convention & Visitors Bureau

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