

FOR IMMEDIATE RELEASE:

August 15, 2017

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RECORD INCREASE IN DUPAGE COUNTY TOURISM REVENUES

DCVB making strides to ensure collaboration keeps tourism growing

OAK BROOK, IL —The DuPage Convention & Visitors Bureau (DCVB) today announced good news for the DuPage County tourism industry: local tax revenues continue to rise, reaching \$44.65 million in 2016 — a 6.1 percent increase from 2015. Travel expenditures also saw a notable increase of 1.5 percent, reaching \$2.513 billion.

DuPage has seen consistent growth, a trend the DCVB forecasts can continue with successful implementation of “GPS: A Tourism Roadmap”—the recently ratified long-term plan to advance the county’s comprehensive tourism industry, which includes 38 diverse communities and hundreds of businesses employing nearly 23,000 individuals. The Tourism Roadmap was more than a year in the making, involving extensive research, outreach and review of the increasingly competitive landscape that threatens DuPage’s hold on market share.

Executive Director Beth Marchetti explains that increasing market share will continue to be a driving element of the DCVB’s strategy, saying that greater collaboration among the 38 communities is vital if DuPage is going to grow into the future. “Visitors don’t understand community or county lines. It is in our hands to create and serve up the wholistic DuPage experience, and that is where unification and product development become critical. This requires partnerships with municipal officials, businesses and other local organizations, along with an understanding that when we collaborate internally, we can compete externally.”

In addition to local outreach, the organization has taken swift steps to increase engagement with target audiences by launching a new brand—DuMore DuPage—that aims to differentiate DuPage and speak to the needs of today’s traveler. Central to its messaging is showcasing what unites DuPage such as special amenities, key themes, and shared values while still paying tribute to the different personalities of its many communities.

The brand was recently revealed at an event for which the guest list was extensive. “We wanted to involve as many industry stakeholders as possible, so they could see the concept in action, and how together we can showcase the people, places and experiences that make DuPage special.” The brand’s launch is supported by a new Visitors Guide and a comprehensive ad campaign that includes digital, transit, billboard components and more.

Significant progress has already been made on other tactics identified within the Tourism Roadmap. Underway is the formation of both a Product Development Committee and Sports Committee. The first phase of a sports tourism study will be completed later this month. And as the healthiest destination in the state, a formal partnership was solidified with the Forest Preserve District of DuPage County to further efforts to highlight DuPage’s extensive opportunities to inspire both mind and body.

“We will continue to reach out to all communities and key influencers to ensure tourism remains an economic driver for DuPage,” said Marchetti.

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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.

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