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Six Major Conventions, Conferences and Events to be Held in Central Illinois this Fall

The upcoming events generate more than \$5 million in economic impact

Peoria, IL- The Peoria Area Convention and Visitors Bureau (Discover Peoria) is excited to promote a robust line-up of annual conventions, conferences and events that are taking place in Central Illinois this fall.

By offering some of the best facilities and hotels in the Midwest, greater Peoria will host **six major conventions, conferences and events** that will bring in an estimated **\$5,461,560 in Direct Economic Impact*** which will create **\$277,861 in local taxes** between September through November that Discover Peoria assists in bringing to the region.

“Central Illinois is known for hospitality and it’s something we (Discover Peoria), our facilities and hoteliers take a lot of pride in offering to our clients and visitors,” **said Beth Reusch, Director of Sales of Discover Peoria.** “By offering top tier hospitality, our clients keep coming back year after year and trust our area to host their events that will in return bring in direct economic benefits to our communities.”

Fall 2021 Conventions, Conferences and Events:

- **2021 Illinois Elementary School Association Boys Golf State** at Metamora Fields (September 16 -17) - \$29,044 in Direct Economic Impact which creates \$1,738 in local taxes.
- **Annual Illinois Communication and Theater Association Convention** at Embassy Suites (September 23 - 25) - \$49,055 in Direct Economic Impact which creates \$1,992 in local taxes.

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- **2021 Annual Illinois Fire Chiefs Association Conference** at the Peoria Civic Center and the Pere Marquette (October 16 - 19) - \$1,161,959 in Direct Economic Impact which creates \$63,441 in local taxes.
- **2021 Conference Geothermal Alliance of Illinois** at Par-A-Dice Hotel and Casino (October 18 - 20) - \$89,707 in Direct Economic Impact which creates \$4,154 in local taxes.
- **2021 Illinois Principals Association Professional Conference** at the Peoria Civic Center (October 23 - 27) - \$534,187 in Direct Economic Impact which creates \$32,196 in local taxes.
- **2021 Illinois High School Association State Cross Country Meet** at Detweiller Park (November 6) - \$3,597,608 in Direct Economic Impact which creates \$174,340 in local taxes.

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***Direct Economic Impact Number**

The defined estimated economic impact number is provided by the Event Impact Calculator through Destinations International. This calculator was developed by Tourism Economics, an Oxford Economic Company and has been established as the hospitality and tourism industry standard by more than 300 Destination Management Associations globally. This calculator uses 10 different data sources to provide an industry wind standard.

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