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THREE DUPAGE COMMUNITIES PUT WEIGHT BEHIND TOURISM RECOVERY

West Chicago, Roselle and Winfield join DCVB to grow tourism programs proving to have staying power.

OAK BROOK, IL — The DuPage Convention & Visitors Bureau (DCVB) and the DuPage Sports Commission (DSC) are pleased to announce new municipal partnerships with the City of West Chicago, Village of Roselle and Village of Winfield in an ongoing effort to bolster tourism markets that will serve recovery across a number of economic sectors. DuPage County's visitor economy was a \$2.9 billion industry in 2019, and efforts remain focused on closing — and surpassing — the recovery gap to achieve stability in employment, business operations, and tax generation.

"I couldn't be happier to officially announce these new partnerships during National Travel & Tourism Week," said DCVB Executive Director Beth Marchetti. "These community leaders recognize the value of our visitor economy and its connection to a stronger tomorrow for residents and businesses. This is a great step forward for DuPage."

Marchetti further highlighted the role each community can play to drive visitation, including arts & culture, amenities to support sports tourism, and developments that are mutually beneficial to the resident and visitor experience.

"In their work to deliver DuPage as a premiere destination, DCVB has showcased how successful collaboration can turn an event into an economic generator for a community and its businesses," said West Chicago Mayor Ruben Pineda. "Now is an important time to partner with DCVB to ensure West Chicago optimizes opportunity as we prepare to welcome visitors this summer to *Alebrijes: Creatures of a Dream World* at Cantigny Park." With a shared vision, West Chicago, DCVB, the Mexican Cultural Center DuPage, and Cantigny Park will deliver Alebrijes — an exhibition of authentic Mexican artwork — to the greater arts & culture community, with hopes the outcomes will mimic the success of last year's Frida Kahlo: Timeless exhibition that took place in Glen Ellyn.

The Village of Roselle has long been a destination for day trippers seeking tasting experiences at Lynfred Winery — notably known as Illinois' first winery and weekend getaway spot in their adjacent four-suite bed & breakfast. Now, Roselle, which is celebrating its centennial in 2022, will also put itself on the map in the sports tourism market. Roselle is proud to welcome tournament participants and their families at its Holiday Inn Express & Suites Chicago West-Roselle, as DSC gains momentum booking more championship events nearby. "The overnight stays will generate important tax revenues for our community," said Roselle Mayor David Pileski. "Moving forward with DCVB and DSC was an easy decision, opening new doors for economic development."

For the Village of Winfield, enthusiasm stemmed from cycling. As hosts to the annual Winfield Criterium, 2021 marked the first year the cycling race joined Intelligentsia Cup, a 10-day series of racing throughout Chicagoland with three of its 10 days hosted in DuPage. In 2022, through its partnership with DSC, Winfield will join with the Village of Lombard and Village of Glen Ellyn to relaunch the DuPage Triple Crown, a championship event within the series that is expected to draw in more than 1,600 competitors and their guests to DuPage. "Winfield's partnership with DCVB / DSC is a natural fit for our community even beyond sports," said Winfield Village President Carl Sorgatz. "As we expand our downtown offerings with new retail, dining and attractions, while maintaining our small-town charm and nature offerings, Winfield aligns strongly with DCVB's presentation of the DuPage brand."

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ABOUT THE DUPAGE CONVENTION & VISITORS BUREAU

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. For more information, visit www.DiscoverDuPage.com.

The new partnerships draw attention to the significance of sales and marketing efforts at the county level. “No other organization can do what we do,” said Marchetti. “Securing a large event can require several different organizations at the table, with DCVB orchestrating. When we secure a large event, we can track visitation throughout DuPage, and we’re able to see its impact on dining, retail, transportation, and entertainment. Visitation casts a large net and DCVB is able to harness that power on behalf of our partner communities and businesses.”

Even prior to the pandemic, DCVB and DSC were working on new sports and group event opportunities that would help expand tourism countywide. As DuPage suffered from the loss of in-person meetings during COVID-19, sports and micro-groups continued to thrive. As other communities gain traction in recovery, Marchetti emphasized collaboration will remain crucial for DuPage’s industry.

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