

FOR IMMEDIATE RELEASE:

April 14, 2022

CONTACT:

Beth Marchetti
Executive Director
(630) 575-8070
Beth@DiscoverDuPage.com

DUPAGE SPORTS COMMISSION TO HOST SECOND LARGEST USBC TOURNAMENT IN THE COUNTRY

DuPage County stands ready to welcome 3,400 teams and 13,000 athletes.

OAK BROOK, IL — DuPage Sports Commission (DSC) and DuPage Convention & Visitors Bureau (DCVB) are just weeks away from hosting one of the largest women's tournaments in the United States — the United States Bowling Congress Women's Championships. Larger than Chicago's NFL Draft, this 71-day tournament will take place from April 24 – July 3, 2022, at Stardust Bowl in Addison. Organizing officials have been working with DCVB since 2017 to bring this event to fruition — the welcome signs you may see throughout DuPage communities are just one final touch to numerous layers of coordination and collaboration by DCVB to deliver an event of this scale.

As one of only a few venues in the country with 84 lanes and the ability to host a tournament of this magnitude, Stardust Bowl Addison - DuPage County will welcome over 13,000 athletes plus families — approximately 400 visitors each day over the tournament's 10 weeks. With an average of only four hours competing per day, guests fill their off time with dining, shopping, and entertainment. The governing body reports USBC members as affluent, educated consumers with a strong lifestyle profile and demographics on par with other popular sports including golf and baseball. Early numbers indicate the event will generate significant impact county-wide, with more than \$12 million in estimated economic impact.

As long-time partners in sports tourism, DCVB Executive Director Beth Marchetti and Stardust Bowl Manager Jim Saffold completed the bid process with officials with the national governing body in Arlington, Texas in December 2016, putting DuPage County on the short list to host the event. DCEO/Illinois Office of Tourism, DCVB, the Villages of Oak Brook, Downers Grove, Addison, Lombard and DuPage County all contributed resources to help provide a competitive bid. Stardust Addison was selected in 2017 as host, and preparations have been underway to welcome teams from all over the country despite a move from 2021 to 2022. Doubletree Suites by Hilton Downers Grove was selected by tournament organizers as the host hotel, with dozens of other hotels throughout DuPage County additionally allocating rooms for the tournament room block.

With overnight stays and visitation spread throughout the county, this tournament is a strong example of how DSC and DCVB play a role unmatched by any other organization. "When we hosted the Junior Gold Championships in 2015, the event generated such significant hotel compression that we saw an occupancy lift throughout DuPage on the Smith Travel Report," said Marchetti. "That is our goal as we pursue sporting events — and it requires work across multiple municipalities and a shared vision for outcomes. These types of wins are only possible with collaboration."

Village of Addison Mayor Richard Veenstra stated, "The Village of Addison is proud to support the vision of Stardust Bowl owner Henry Barber along with DuPage Sports Commission's vision for sports tourism. Our community team has worked diligently in partnership with Beth and Jim to stand ready to welcome guests to Addison. We look forward to welcoming the bowlers to our community and are excited to be a part of what we know will be a successful tournament for USBC athletes."

Second in size only to the USBC Open Championships in Las Vegas, the Women's Championships staff reports over 3,400 registered teams. Spectators are welcome and admission is free.

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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.