



Press Release

Contact: Emily Olson, Media Relations
Email: Emily@kinshipcompany.com
Phone: (208) 310-1783

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DUPAGE SPORTS COMMISSION AND STARDUST BOWL HONORED AS A 2022 CHAMPION OF ECONOMIC IMPACT IN SPORTS TOURISM

After hosting one of the largest women's tournaments in the country, DuPage County continues to achieve premier status in sports tourism, recognized alongside other major destinations including Orlando, Palm Beach, and Tulsa.

OAK BROOK, IL — Recognized in the Large Market Category, DuPage Sports Commission (DSC) in partnership with Stardust Bowl, were yesterday awarded as a 2022 Champion of Economic Impact in Sports Tourism by *Sports Destination Management*, the leading publication with the largest circulation of sports event planners and tournament directors in the sports tourism market. The honor comes four months after the close of the 2022 United States Bowling Congress (USBC) Women's Championships, secured and hosted by DSC and Stardust Bowl, located in Addison, Illinois. The 71-day tournament took place from April 24 – July 3, 2022, driving visitation of 30,000 people and significant economic impact on the local economy.

"We want our residents and industry stakeholders to know — and be proud — that DuPage as a sporting destination is making headlines," said DSC Director of Sports Igor Bakovic. "Competing in the Large Market Category is a big feat. DSC is a smaller sports commission competing with peers with significantly larger budgets. But as we work in collaboration with partners such as Henry Barber and Jim Saffold at Stardust Bowl, we are able to make a real impact for area businesses and our supporting communities."

DSC and Stardust Bowl join six other winners in the Large Market Category, which is comprised of destinations with 500,000 or more residents: Palm Beach County Sports Commission for the 2022 Winter Equestrian Festival; Visit Orlando and Greater Orlando Sports Commission for the 49th AAU Junior National Volleyball Championships; Tulsa Sports Commission for the 2022 PGA Championship; Greater Orlando Sports Commission for the 2022 Special Olympics USA Games; Visit Harford! for The Ripken Experience™ Aberdeen – 2022 Season; and Sports Milwaukee for the 2022 Toyota USA Triathlon Age Group National Championships.

This year's winners are responsible for contributing a boost of more than \$2.42 billion to the national economy over the past year. Hosts and events were reviewed based on factors such as spectator fees, hotel room usage, restaurant business, and shopping in local stores — all of which support the local economy. All winners have been recognized in a special feature published in the November/December 2022 issue of *Sports Destination Management*. The entire article with full details on the winners can be [read here](#).

The 2022 USBC Women's Championships brought approximately 400 visitors each day to DuPage County over the tournament's 10 weeks. Its 3,155 teams encompassing 12,620 participants included representation from all 50 states, including Alaska, Hawaii, and Puerto Rico. International players hailed



Press Release

from Malaysia, Columbia, Bermuda, Canada, and Mexico. Also included was the PWBA's Queens Tournament, with Birgit Noreiks of Germany winning the coveted tiara. The final impact report showed 18,562 room nights attached to the event. With an average of only four hours competing per day, guests filled their off time with dining, shopping, and entertainment — a significant win for the local leisure and hospitality industry and DuPage's economy.

"I'd like to thank *Sports Destination Management* for this significant honor as well as Jim Saffold at Stardust Bowl for his longtime partnership in sports tourism," said Bakovic. "We always talk return on investment. I hope everyone who contributed to this event, including the Illinois Office of Tourism, DuPage County, and the Villages of Oak Brook, Downers Grove, Addison, and Lombard, celebrate this award and what has been accomplished."

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About the DuPage Sports Commission

Created by the not-for-profit organization DuPage Convention & Visitors Bureau (DCVB), the DuPage Sports Commission (DSC) was founded in 2019 to harness the power of sports tourism on behalf of the County's 38 communities and one million residents. The DSC is uniquely positioned to advocate for and actively impact the health of DuPage communities through strategic growth as an amateur, youth and professional sporting destination. For more information, visit www.DuPageSportsCommission.com.

About Stardust Bowl

Featuring 84 consecutive lanes, Stardust Bowl is one of the largest bowling centers in the U.S. and has hosted numerous national events. A staple in Addison for more than 50 years, the center also features four lounges, a video gaming lounge, a banquet facility, a Pro Shop, and a state-of-the-art sound and lighting system with bumper bowling perfect for young bowlers.

About Sports Destination Management

Sports Destination Management is written for the largest audience of sports event managers and tournament directors in the sports tourism market and maintains a focus on the important issues surrounding event location decisions and event management. With content from experts and thought leaders, *SDM* provides in-depth coverage of sports event planning and execution through incisive and relevant articles as well as insightful, real-world case studies showcasing best practices and successful event production.