

FOR IMMEDIATE RELEASE:

November 30, 2022

CONTACT:

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

CELEBRATING A SUCCESSFUL SIX MONTHS WITH SPECIAL EVENTS SUPPORTING THE COMMUNITY

From cultural events to national championships, DuPage's robust summer and fall programming highlights the best of uplifting and impactful tourism.

OAK BROOK, IL — After five magical months, "[Alebrijes: Creatures of a Dream World](#)," the blockbuster exhibition at Cantigny Park, came to a triumphant end on November 2, 2022. Celebrating diversity through art, the exhibition made national headlines as visitors were enchanted by the alebrijes sculptures, the stories of the Mexican artists, and the unparalleled, historic setting of Cantigny Park. The exhibit contributed to a notable 43.3% year-over-year increase in park attendance, with more than 430,000 people visiting during its duration.

Behind the scenes were the event's four partners: [Cantigny Park](#), the [DuPage Convention & Visitors Bureau](#) (DCVB), [Mexican Cultural Center DuPage](#), and the [City of West Chicago](#). "Alebrijes: Creatures of a Dream World" resulted in 98 stories with an estimated publicity value of nearly \$1 million and 18 million media impressions.

"This exhibit is a true example of successful, community-driven tourism," said DCVB Executive Director Beth Marchetti. "It checks all the boxes: shared vision and collaboration; strategic use of resources; beautiful stories that encapsulate the DuPage experience and our value for nature, art, and culture; and of course, its economic impact from visitation. There are many people to acknowledge and thank. But first and foremost, thank you to the six artists for what they created — what a gift at an important time in recovery for DuPage County and the people who rely on a strong leisure and hospitality industry."

Marchetti emphasized that leisure isn't the only winner as meetings and events make their return. DCVB's FY22 report at their Annual Meeting highlighted 28,000 event referrals, 30,000 member referrals, and 28,000 room nights, resulting in \$32 million in estimated economic impact for DuPage communities — a number on par with highs prior to the pandemic.

"We aren't resting," said Marchetti. "DCVB just hosted three familiarization tours for 235 directors, planners, and guides to showcase the breadth of offerings here in DuPage. What's great about these events is that they are, in essence, a celebration of our communities — highlighting the people and places that make DuPage a special place to live, work, and visit. The events drive future business and are invaluable to uplifting our partners and communities."

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 last six months were not only eventful for the DCVB but also its sports division, the [DuPage Sports Commission](#) (DSC). Three years after its launch, DSC remains vital to the area's visitor economy, as the pandemic landscape required DuPage County to enter new markets. DSC successfully connected DuPage's quality of place with a quality athlete and visitor experience, helping to drive a full calendar of major events that have resulted in national notoriety.

Major recent events have included: the United States Bowling Congress 2022 Women's Championships, which brought in 18,562 room nights and an estimated 30,000 visitors, resulting in DSC and Stardust Bowl being honored as a [2022 Champions of Economic Impact in Sports Tourism](#); the DuPage Triple Crown omnium as part of the 10-day Intelligentsia Cup cycling series with riders hailing from 42 states and 16 foreign countries; and most recently USA Water Polo's 2022 Kap7 Champions Cup at FMC Natatorium at Ty Warner Park. These events followed a successful calendar year Q1 and Q2, which included USA Swimming's 2022 TYR Pro Swim Series and the 2022 USA Powerlifting High School and Collegiate Nationals.

"Our calendar shows the significant strides made in this market, with DuPage County now defined as a premier option in the Midwest for national-caliber events," said DSC Director of Sports Igor Bakovic. "The level of competition has become a point-of-pride for our communities."

Additionally, in October, DSC and former NBA player Nick Anderson teamed up on behalf of area youth with a program called [Owning Your Path](#), a several-day program led by Anderson that taught wellness, career pathways, and basketball fundamentals sponsored by LiftMaster, Leaders In Transformational Education (LITE Leaders), and Limitless LLC. The event aligned with DSC's release of its community vision statement titled "[GPS: Grow. Prosper. Share.](#)" which is comprised of four pillars: Wellness, Youth Pathways, Education, and Quality of Place. Each pillar is considered a natural extension of DSC's work alongside the values and resources within DuPage County.

"In our industry, we often quantify what we do with numbers," said Marchetti. "Sometimes the heart of what we do is unseen. Our work is about people, jobs, and supporting the pulse of our communities. We hope everyone joins us in celebrating a very strong, successful six months."

###

About DuPage Convention & Visitors Bureau (DCVB)

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.

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 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.