



For Immediate Release

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NATIONAL TRAVEL & TOURISM WEEK IN DUPAGE COUNTY

Oak Brook, IL - The [DuPage Convention & Visitors Bureau](http://www.discoverdupage.com) encourages you to celebrate National Travel & Tourism Week with the over 22,000 people who work in DuPage County's travel industry which generates \$1.8 billion in visitor expenditures annually. This year's theme is "Tourism Matters!" and the celebration runs May 7 – 15, 2011.

National Travel & Tourism Week was first established in 1984 to champion the power of travel through localized events in cities, states and travel businesses nationwide. The week-long celebration draws attention to travel workers from all sectors, and highlights the value of travel as an economic force and job creator.

National Travel & Tourism Week not only unites the tourism community, but also serves to remind our lawmakers and media how powerful the travel industry is in destinations across the country.

DuPage Convention & Visitors Bureau is celebrating National Travel & Tourism Week with their annual Hospitality Showcase, which will be held on Thursday, May 12 at The Morton Arboretum in Lisle. The event offers local restaurants and attractions an opportunity to showcase their cuisine and entertainment offerings.

An estimated 250 people will attend the event, including members of DuPage CVB who work in the hospitality industry, officials from many of the 36 municipalities within DuPage County, state and local legislators, members of the media, and local meeting planners. The private event provides invited guests with a chance to experience the finest of DuPage Hospitality.

Visit www.discoverdupage.com for more information about DuPage County tourism.

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About DuPage County

DuPage County is the second most populous county in Illinois after Cook County, which borders it to the north and east. Together, the two counties account for half of the state's population. One of the nation's wealthiest counties, DuPage is rich in many types of commerce and is second only to Cook in tourism revenue. With its well-developed highway and mass transit system, DuPage is easily accessible from O'Hare and Midway Airports, as well as the City of Chicago.

About The DuPage Convention & Visitors Bureau

The DuPage Convention & Visitors Bureau was established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, and was formally certified in 1989 by the State of Illinois. It remains the official agency for promoting the county's multi-billion dollar tourism industry and market DuPage County as an enticing destination for leisure and business travelers, meeting planners, groups and conventions, in order to enhance the economic development of the area.

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