

**For Immediate Release**

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## **Newly Released DuPage County Tourism Figures Show Promising Trend for Near Future**

*DuPage County is again second only to Cook as county posts second highest annual tourism revenues since 9/11/01.*

Oak Brook, IL – The DuPage Convention & Visitors Bureau is pleased to announce that DuPage County tourism expenditures continue to rise despite a shaky national economy.

According to the U.S. Travel Association and the State of Illinois Office of Tourism (IOT), visitors to DuPage County contributed just under \$2 billion to the state's economy in 2010. This was an increase of 7.67% over 2009's approximately \$1.84 billion.

DuPage County again ranked second only to Cook County for overall tourism expenditures in the state. DuPage also ranked second behind Cook County in tourism industry payrolls and state and local tax revenues.

Payroll for DuPage County was up 0.91% to just over \$529 million dollars, while employment was down by 0.45% — from 20,683 to 20,589. Tourism in DuPage County was responsible for \$106.65 million in state tax receipts (up 6.4%), and \$33.51 million in local tax receipts (up 3.85%).

“It is gratifying to see these figures support the resiliency of the DuPage County tourism industry,” states Skip Strittmatter, Executive Director of the DuPage Convention & Visitors Bureau. “Just a stone's throw from Chicago, with over 16,000 hotel rooms and nearly 2 million square feet of meeting space, easy accessibility to O'Hare and Midway, major interstates and commuter rail lines, we offer an attractive and affordable alternative to staying in the city. Shopping, dining, top-drawer entertainment. It's all here in DuPage County, making it a great destination for both business and leisure travelers.”

For more information about DuPage County tourism, contact the DuPage Convention & Visitors Bureau at 800.232.0502 or visit [DiscoverDuPage.com](http://DiscoverDuPage.com).

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## **About DuPage County & DuPage Convention & Visitors Bureau**

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.

Established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, the DuPage Convention & Visitors Bureau was formally certified in 1989 by the State of Illinois. It remains the official agency to promote the county's multi-billion dollar tourism industry and market DuPage County as a destination for visitors, conventions and economic development.

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