

Record-breaking Year for DuPage

2016 DuPage County Overview

\$2.513 billion Revenues (+1.5%)	\$688 million Payroll (+6.2%)
\$142.23 million State Tax Receipts (+3.7%)	\$45 million Local Tax Receipts (+6.1%)
23,000 Tourism Related Jobs (+3%)	







DuMore for DuPage – DCVB Accomplishments

- State of the Industry analysis
- Tourism Roadmap adoption
- Launch of new DuPage County brand
- Formalized partnership with the Forest Preserve District of DuPage County
- Visitor profile research to guide long-term direction
- Sports tourism assessment underway
- Product development initiatives

Grant Program Success

- Over 20,000 room nights generated through incentive program
- Economic impact of over **\$21,816,358**

Public Relations Efforts: Impressions

 4,631,135 Television, Print, Online	 87 million Brand launch, PR Newswire Impressions	 256,031 Facebook Users Reached
 2,662 Instagram Likes	 512,136 Twitter Impressions	 31,024 LinkedIn Impressions

DCVB Members mentioned: **278**
Leisure eblast recipients: **44,497**

FY2017 by the Numbers

Total Leads Generated by Source Code:
325
leads generated

Booked Room Nights:
29,203

Estimated Economic Impact:
\$34,462,990

INTERNATIONAL MARKET

Total Rooms Booked:
1,193
11% increase over 2016

Economic Impact:
\$1.3 Million
16% increase over 2016

Illinois Industry Overview

- In 2016, visitor's length of stay increased by 3%, **higher than** the US average of 2.4%
- In 2016, Illinois welcomed nearly **110 million domestic visitors**, an increase of more than one million visitors
- Of those 110 million domestic visitors, 17% of visitors were for business and 83% for leisure purposes
- Domestic travelers spent nearly **\$35.1 billion** in Illinois during 2016, a **1.8% increase** from 2015
- **302,000** tourism related jobs
- Hotel revenue increased by **4%** and **7%** in Chicago area
- Every \$1 invested in tourism marketing, generates \$9 in return

National Industry Overview

(US Travel Association data)

- 1 in 9 American jobs (private sector) are supported by travel
- From 2010-2016 travel jobs increased 17% compared to 13% in the rest of the private sector

U.S. Travel Industry Direct Impact (2016)	Spending (\$ billions)
Domestic Total	\$836.6
Annual growth rate	2.8%
Leisure	\$573.5
Annual growth rate	3.2%
Business	\$263.2
Annual growth rate	1.9%
General Business	\$145.8
Meetings/Conventions	\$117.3

Source: U.S. Travel Association, 2016

