



DuMore Page

DiscoverDuPage.com

By the Numbers

DuPage County Overview



Revenues
\$2.6 billion
(+3%)



Payroll
\$719 million
(+4.3%)



Tourism Related Jobs
23,300
(+1.7%)



State Tax Receipts
\$160 million
(+8.7%)



Local Tax Receipts
\$46 million
(+3.2%)

MARKETING



Media/PR Impressions
470,933,189



Facebook Users Reached
342,000



Twitter Impressions
120,100



Out of Home
(Billboard) Impressions
10,434,876



Instagram Likes
15,192



LinkedIn Impressions
72,800

SALES



Tradeshows, FAMs,
City Blitzes & Sales Missions
38



Booked Room Nights
49,909



New meetings
through
DCVB/
Municipal
Program
33



Leads Generated
260



Booked rooms through
DCVB/Municipal Program
19,035

DEVELOPMENTS

4 new committees formed

- Legislative Committee
- Marketing Committee
- Product Development Committee
- Sports Advisory Committee

Every \$1 invested
in tourism marketing,
generates
\$9 in return.



DUPAGE COUNTY
CONVENTION & VISITORS BUREAU