



January 2018

### ***DuMore DuPage Tourism Partners,***

*On behalf of the DuPage Convention & Visitors Bureau team, we hope you enjoyed the holidays with family and friends and are thrilled to wish you a Happy New Year! We are hard at work growing awareness for the DuMore DuPage brand throughout our key leisure and business markets. Our social media strategy continues to deliver results. During the fourth quarter of 2017, engagement on Facebook increased 95% over the third quarter. And on LinkedIn, we saw an increase of more than 103% over the previous quarter.*

*We will continue to promote the DuMore DuPage brand utilizing new and engaging platforms starting this month. [National Plan for Vacation Day](#), celebrated on Tuesday, January 30, 2018 is a day to encourage Americans to plan their vacation days for the rest of the year at the start of the year. Launched by the U.S. Travel Association's Project: Time Off in 2017, National Plan for Vacation Day creates an opportunity to rally around the importance of planning for vacation. Every year more than half of Americans (54%) fail to use all their time off, creating a stock pile of 662 million unused vacation days. In Illinois, more than 50% of employees leave time unused, or nearly 23 million days.*

*We hope you will join us in creating awareness of this nationally recognized day to officially plan a vacation. A vacation can be one day or even a long weekend. Residents do not need to get on a plane especially since DuPage offers an incredible variety of experiences right here in their own backyard. Within the next week, we will promote a "toolkit" complete with sample social media posts, talking points, videos and logo to help advocate for your stakeholders to take part in this national industry day.*

*To all whom continue to support our organization: our board of directors, mayors and managers, the DuPage County Board, the Illinois Office of Tourism, and our members, we are proud to call you our partners and look forward to a prosperous 2018.*

*Warmest regards,*

## Sports Tourism Assessment

Sports tourism, one of the fastest growing sectors of the travel industry, has grown from 35 destinations vying to host sports tourism related events in 1989 to more than 450 communities in 2017. Here in DuPage over the last four years, the DuPage CVB has assisted in recruiting and booking more than 60 events and tournaments welcoming 60,000+ visitors, 74,000+ hotel overnight stays and an estimated \$12.5 million in direct spending.

As a result of our strategic plan, [GPS – A Tourism Roadmap](#), the DuPage CVB is actively exploring the viability of expanding our targeted sales and event development efforts in sports tourism to grow visitation, generate additional economic impact and positive exposure for the county. A multi-phase assessment of market potential is currently underway with *Huddle Up Group*, a leader in sports tourism and destination development. This assessment will consider the required resources to offer a comprehensive program that positions DuPage County to be a regionally competitive sports event and tournament destination.

On behalf of the DuPage CVB team, I invite you to join us on Thursday, January 25, 2018 beginning at 1:45pm through 4:00pm for a DuPage Sports Tourism presentation at the DoubleTree Chicago-Oak Brook. Representatives from *Huddle Up Group* will join us to highlight the trends and themes they identified during their initial market assessment. If you are interested and available to join us, please RSVP via the following link no later than January 22. [Click here to RSVP.](#)

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## Destination Capitol Hill, Washington, D.C., March 21-22, 2018

For two days in March, travel leaders from across the country will visit Washington, D.C. to educate policymakers about the power of travel. I will again join members from the Illinois Council of Convention and Visitor Bureaus (ICCVB) to represent the



state and DuPage County's travel and tourism industry. This important annual event provides us with the opportunity to learn about upcoming legislation that impacts travel, to network with our peers and, perhaps most important, meet with members of Congress to stress the importance of travel as an economic driver to our respective communities.

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## Springfield Lobby Day, May 15-16, 2018

The DuPage CVB will again join the Illinois Council of Convention and Visitor Bureaus (ICCVB), the Illinois Restaurant Association (IRA)



and the Illinois Hotel & Lodging Association (IHLA) for Springfield Lobby Day on Tuesday, May 15 and Wednesday, May 16. This year's program features a new format including an afternoon briefing followed by a reception on May 15, and will be capped off with a full day of meetings and lobbying efforts on May 16.

If you are interested in learning more about this important opportunity or would like to join me in

Springfield, please contact me at [beth@discoverdupage.com](mailto:beth@discoverdupage.com) or at 630.575.8070, x 219.

## DuMore in DuPage Branding News

Microbreweries are on the rise in DuPage County. We were thrilled to partner with a few of our member breweries, including Alter Brewing Co. (Downers Grove), Church Street Brewing (Itasca), More Brewing Co. (Villa Park), Red Arrow Tap Room (Elmhurst), and Two Brothers (Warrenville) to highlight craft beer and food pairings with our Goodwill Ambassador Judy Hsu of ABC7! **Click here** to watch the segment and consider sharing on your social channels.



Thank you to WLS-AM 890's Marianne Murciano and Bob Sirott for welcoming me in-studio on December 15, 2017 to chat about doing more in DuPage this winter. It was a real pleasure to speak about our partners who were essential to the 2017 Salvation Army's Red Kettle Week in Oakbrook Terrace, Holiday Magic at Brookfield Zoo, our growing microbrewery scene, our DuPage Forest Preserve partnership, PiYo at Lynfred Winery, and experiences available at The Morton Arboretum. **Click here** to listen to the full segment and consider sharing on your social channels.



December brought us out to one of the DuPage County Forest Preserve's gems, Kline Creek Farm, for a live segment on WGN TV's "Around Town" with Ana Belaval. The 1890's working farm was featured in seven live segments throughout the morning news program,

specifically highlighting what the farm offered to residents and visitors for the holiday/winter break. **Click here** to watch the segment and consider sharing on your social channels.



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## Sales Update

The DCVB team is off to an aggressive start in the new year as we work to attract more meetings and events for DuPage. Through April 2018, representatives from our sales team will represent DCVB at the following events. For more information or if you are interested in joining the sales trip to Milwaukee and Madison, please reach out to Justin Roach, Director of Business Development at [justin@discoverdupage.com](mailto:justin@discoverdupage.com) or via phone at 630.575.8070, x 207.

- Illinois Society of Association Executives Annual Convention - Springfield, IL, January 30-31
- RCMA Emerge Conference - Omaha, NE, January 30-February 1
- Annual Global Pharmaceutical and Medical Meetings Summit - Philadelphia, PA, February 26-28
- Sales blitz to Milwaukee and Madison - March 7-9
- National Association of Sports Commissions Symposium - Minneapolis, MN, April 23-26
- (inaugural) Arbor Day in DuPage Familiarization Tour - April 24-27
- HelmsBriscoe Annual Convention - Orlando, FL, April 20-May 2



## Welcome New Partners

Please join me in welcoming the City of Wheaton as our newest supporting community, effective January 1, 2018. We look forward to sharing news and initiatives related to Wheaton, including Cantigny Park, Billy Graham Center Museum, Wheaton College, numerous shopping districts, and other significant attractions and experiences.

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## Partners in the News

Congratulations to the Forest Preserve District of DuPage County and The Preserve at Oak Meadows upon receiving the 2017 Environmental Green Star Award from *Golf Digest* magazine. The Award recognizes, acknowledges and promotes environmental solutions by golf development. The Preserve at Oak Meadows, which opened in summer 2017, was developed to address a variety of benefits to surrounding communities while improving the flood resiliency of the golf course.



According to Money magazine, Villa Park is one of the [10 best places in America to raise a family](#). Citing quality public education, low crime, kid-friendly activities and affordability, Villa Park was ranked #8. Congratulations!

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DUPAGE COUNTY  
CONVENTION & VISITORS BUREAU

