



April 2018

DuMore DuPage Tourism Partners,

We are thrilled to share that DuPage County has been ranked as the healthiest county in Illinois, according to a recent [report](#) developed by the Robert Wood Johnson Foundation. The DuPage CVB continues to promote DuPage County as a business and leisure destination by strategically advancing the destination's health and wellness offerings. From a travel and tourism perspective, we are incredibly fortunate to partner with and market the County's tremendous assets, including the DuPage Health Department, outstanding medical facilities, and superior outdoor spaces. It is their collective commitment that allows our team to successfully market the destination in an increasingly competitive market place.

During the past year, the DuPage CVB has expanded its role to that of a destination architect and, in doing so, is focused on developing new initiatives that are critical to the growth and prosperity of the DuPage visitor industry. As a County-wide CVB, the organization's sales and marketing strategies impact hundreds of businesses, contribute to resident quality of life, and to the County's economy. Tourism in DuPage represents more than 23,000 employees, and produces over \$2.5 billion in visitor expenditures, including \$45 million in local tax receipts for DuPage municipalities and the County.

Additionally, the DCVB's new Product Development Committee is comprised of a diverse group of experts in their respective areas, including medical, arts, health and nature, to provide guidance and advocate on behalf of the DCVB team as it works to stimulate new product offerings that attract visitors and enhance the quality of life for DuPage residents. The creation of the committee follows the launch of "DuMore in DuPage," the new brand which was unveiled last year.

The DCVB's 2018-2019 Visitors Guide, available in early June, will include editorial on how visitors can find health and happiness for the mind, body and soul across DuPage. Available online at discoverdupage.com, the print issue is also included in welcome packets through the convention services program, and is available at hotels, attractions, visitor centers, airports, Chicagoland events, toll roads and expressways through Illinois and Indiana.

Ben Marsletti

National Travel and Tourism Week, May 6-12

National Travel and Tourism Week (NTTW) is an annual tradition for the U.S. travel community. It's a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal well-being.

Please join us Wednesday, May 9 at the Waterleaf Restaurant, College of DuPage from 4:30pm – 7:00pm for a reception to celebrate NTTW with culinary delights and beverages prepared by the students of the College of DuPage Hospitality School. Tickets are available for \$20 per person. Proceeds will benefit the College of DuPage Hospitality Student Scholarships. [RSVP by Tuesday, May 1, 2018](#)



Government Affairs Update

Photo caption: Proud to have met with State Senator John F. Curran, 41st District on April 3, 2018 to discuss protecting and increasing tourism investment in Illinois and DuPage County.

Thank you to the DuPage County Board for approving the DuPage CVB's annual certification as the designated convention bureau for DuPage County, and also for approving the \$50,000 grant as we continue to market the 38 communities to business and leisure travelers. I had the pleasure of meeting with the County's Economic Development Committee during which time I shared the DCVB's recent successes, as well as new and potential initiatives.

The DuPage CVB continues to work in partnership with the Illinois Council of Convention & Visitor Bureaus (ICCVB) and the Illinois Hotel and Lodging Association (IHLA) to advocate for or against bills that affect the tourism and hospitality industry in DuPage, to protect local tourism funding, and ultimately to have a seat at the table" if a capital bill is discussed. We are monitoring several bills that are currently being heard in committees, including: local tourism grant funding; eliminating the 10% administration fee hold-back for local tourism (i.e. protect the integrity of state hotel/motel funds); full funding for Illinois Office of Tourism promotion programs, including grants to local bureaus.

Springfield Lobby Day, May 15-16, 2018

The DuPage CVB will again join the Illinois Council of Convention and Visitors Bureau (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 or at

630.575.8070 x219.

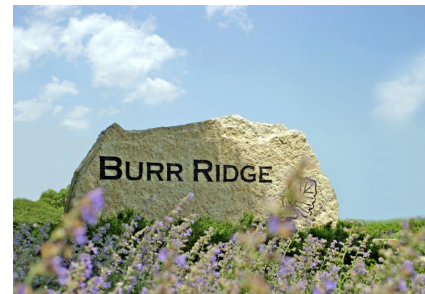
Sales Update

The DCVB sales team continues to actively recruit new meetings and events for DuPage County. Since January, the team has been busy representing DuPage at key industry events in Springfield, IL; Omaha, NE; Philadelphia, PA and Madison and Milwaukee, WI. DCVB will represent DuPage County at the National Association of Sports Commissions Symposium in Minneapolis, MN next week.

In honor of Arbor Day, the DCVB sales team will welcome regional meeting planners for an Arbor Day-themed Familiarization Tour (FAM) April 25-27. The two-day FAM includes site tours of partner hotels and attractions, including The Morton Arboretum.

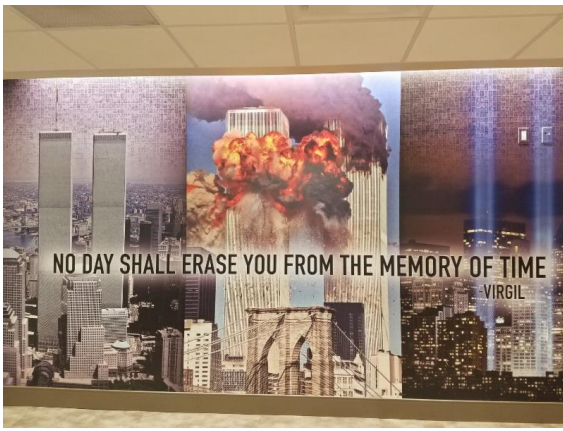
Welcome New Partners

Please join me in welcoming our two newest supporting communities – [Burr Ridge](#) and [Wheaton](#). We look forward to sharing news and initiatives related to new hotels, premier shopping and spas, including Kohler on behalf of Burr Ridge, and on behalf of Wheaton, its beautiful downtown shopping district, along with its expansive park and recreational spaces, all of which are within a 10-minute walk from anywhere in the community.



Community Spotlight – Willowbrook

The Village of Willowbrook introduced its newly renovated police station in September 2017. Equally as important to the multi-million-dollar renovation is the poignant 9/11 Memorial that is attracting residents and media attention. An elevator floor platform and support framing system from Tower One of the World Trade Center is on permanent display in the lobby. Mayor Frank Trilla personally transported the important artifact via a rental truck back to Willowbrook in April 2016. A deputy police official assisted with the design of the wall, which includes a photograph of the World Trade Center site before and after the 9/11 terrorist attacks. The image of the blue sky behind the buildings includes tiny images of all those who perished. Mirrors were added to the wall to assist the public in viewing the elevator structural steel framing on the underside of the artifact. The Willowbrook Police Department is located at 7760 Quincy Street.



Illinois Makers

Congratulations to two of DuPage CVB's partners for being honored as Illinois Makers by Enjoy Illinois! [Church Street Brewery](#) (Itasca) and [Lynfred Winery](#) (Roselle) are among a select group of 31 Illinois artisans, makers and doers who are impacting Illinois culture and helping to attract visitors to the state.



Enjoy Illinois Facebook Takover

The DuPage CVB enjoyed a one-day “takeover” on the Enjoy Illinois Facebook account. This one-day opportunity allowed our team to share our regional gems, upcoming events and our regional personality, overall.

Enjoy Illinois
March 12 · 🌐

#DuMoreDuPageTakeover: DuPage County is proud to honor one of our Illinois Made Makers - Lynfred Winery, the first winery in Illinois, founded by Fred Koehler - father of the Illinois wine industry. Stop by for a tasting and winery tour, or even stay at Lynfred Winery Bed & Breakfast Suites. #DuMoreEnjoying

<http://www.discoverdupage.com/.../lynfred-winery-legendary-p.../>



4.4K Views

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👍 Cory Jobe, Don Welch and 87 others · Most Relevant

31 Shares

Enjoy Illinois is at 📍 DuPage County, Illinois.
March 12 · 🌐

#DuMoreDuPageTakeover: Hello! We are DuPage Convention & Visitors Bureau, taking over Enjoy Illinois for the day! We are here for the pre-spring festivities and all things DuPage County! Did you know DuPage County is the healthiest and greenest county in Illinois? Find out more fun facts throughout the day.

www.discoverdupage.com/LegendaryDuPage



1.4K Views

Love Comment Share

👍 DuPage Convention & Visitors Bureau, Cory Jobe, Daniel Thomas and 36 others

10 Shares

DUPAGE COUNTY
CONVENTION & VISITORS BUREAU

