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DuPage Convention & Visitors Bureau Continues to Promote Health and Wellness Offerings to Attract New and Returning Visitors

2018 Study Ranks DuPage County as Healthiest County in Illinois

OAK BROOK, IL — The DuPage Convention & Visitors Bureau (DuPage CVB) continues to promote DuPage County as a business and leisure destination by strategically advancing the destination’s health and wellness offerings. 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. According to the [County Health Rankings 2018 report](#) developed by the Robert Wood Johnson Foundation, DuPage is ranked as the healthiest county in Illinois.

Beth Marchetti, executive director of the DuPage CVB believes that healthy lifestyles, social connections, community vitality, adventure recreation, and activities that provide emotional connection are important considerations for today’s traveler. “We are thrilled that DuPage County has once again been ranked highly in this annual report,” said Marchetti. “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 to DuPage County that allows our team to successfully market the destination in an increasingly competitive market place.”

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. Its efforts to rebrand and establish DuPage as a premier health/wellness and outdoor recreation destination include a partnership with The Forest Preserve District of DuPage County. The Forest Preserve is an essential part of the DuPage experience – its trails, amenities and programs offer unlimited opportunities to maximize the nature Rx (prescription) to improve mood, reduce stress and lead a healthier life.

Additionally, the DCVB’s new Product Development Committee is comprised of a diverse group of experts in their respective areas, including medical, 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 in July 2017.

The DCVB’s 2018-2019 Visitors Guide 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.

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The DuPage Convention & Visitors Bureau is the official sales and marketing organization for DuPage County. The DCVB was formed to attract business and leisure travelers to DuPage County’s 38 communities and is responsible for generating billions of dollars in revenue every year in the form of hotel nights, tourist attractions, meals and more. The DuPage CVB is the only Illinois State certified not-for-profit organization authorized to represent DuPage County’s tourism and convention business.

discoverdupage.com