



# DeKalb County's Destination Marketing Organization

- As the county's sole DMO, the DCCVB works on behalf of DeKalb County Government and other county stakeholders to attract leisure travelers and overnight visitors to the area's diverse attractions, destinations, events and amenities.
- The bureau serves as a primary point of contact for meeting planners, sports tournament directors, tour operators, special event planners and travelers.
- Bureau marketing initiatives are primarily focused on markets and regions outside of DeKalb County to attract guests and visitor spending to the area.

# Illinois Tourism is BIG Business

## \$41.7 Billion

Visitor expenditures in 2018  
(Up 5.1% from 2017)

- **117 million visitors** to the state (+ 3 million from previous year)
- **\$3.3 billion in Local Tax Revenue** due to visitor spending (Up 7.1%)
- **342,300 Jobs** Supported from Tourism in 2018

Visitor Economic Impact Source: US Travel Association; D.K. Shiffet & Associates; Office of Tourism Industries; Illinois Dept. of Revenue & the Illinois Office of Tourism

# Illinois Tourism is BIG Business

## \$41.7 Billion

Visitor expenditures in 2018  
(Up 5.1% from 2017)

- Tourism contributed an additional **\$220.8 million** to **state and local communities** in 2018
- Visitor expenditures saves average Illinois household more than **\$1,300** in taxes per year

Visitor Economic Impact Source: US Travel Association; D.K. Shiffet & Associates;  
Office of Tourism Industries; Illinois Dept. of Revenue & the Illinois Office of Tourism

# Travel and Tourism Impact on DeKalb County

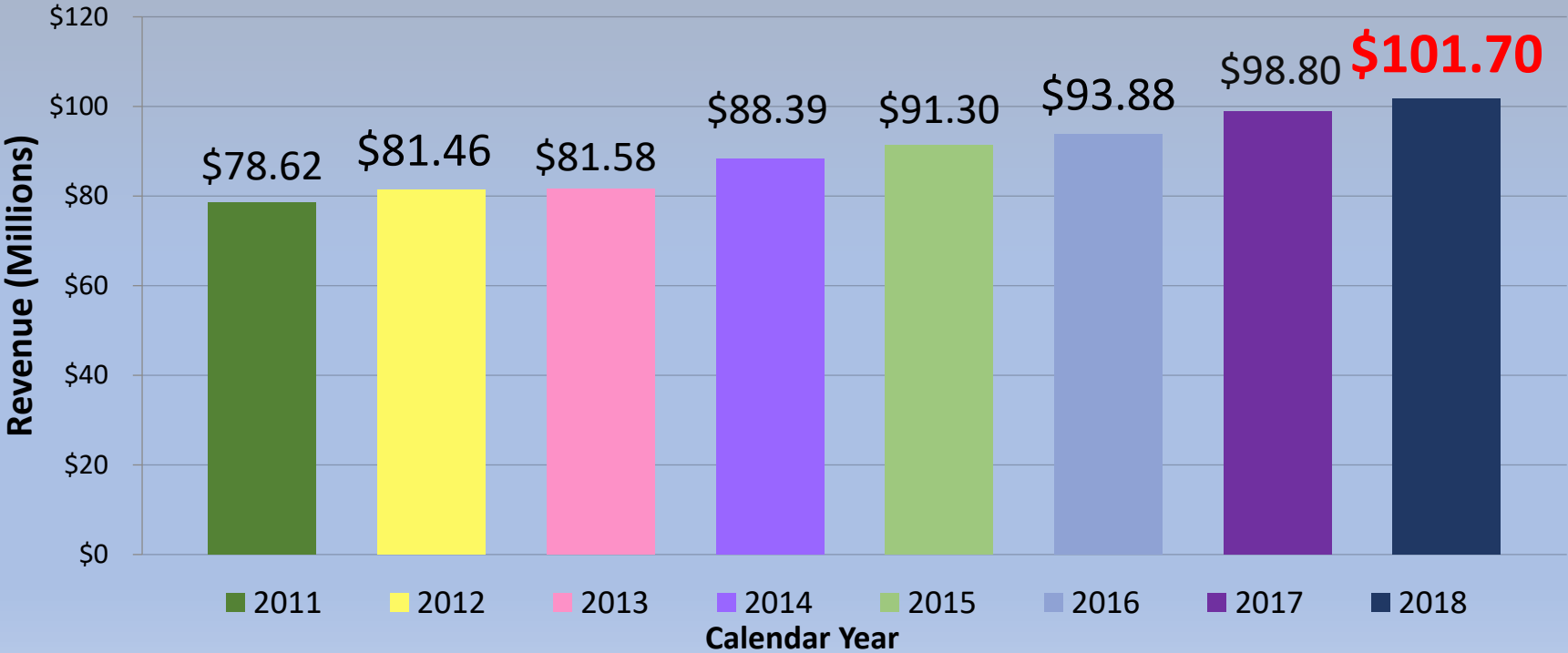
## \$101.7 million

Visitor expenditures in DeKalb County in 2018  
(Up 2.9% from 2017)

- **\$1.69 million** in Local Tax Revenue due to visitor spending (Up 1.5%)
- **5,200 Jobs Created** from Tourism in Illinois
- **590 Jobs Created in DeKalb County**

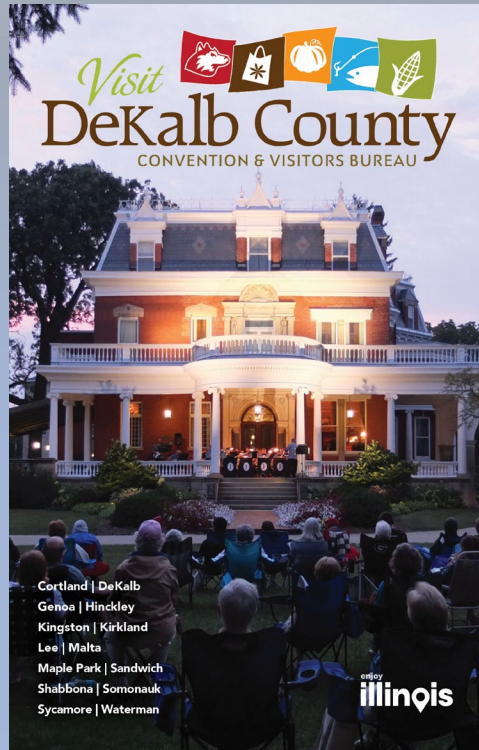
Visitor Economic Impact Source: US Travel Association; D.K. Shiffet & Associates;  
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# DeKalb County Visitor Spending Continues to Grow



Visitor Spending Source: US Travel Association; D.K. Shiffet & Associates; Office of Tourism Industries; Illinois Dept. of Revenue & the Illinois Office of Tourism

# Targeted Marketing to Chicagoland and Beyond



30,000 Visitors Guides

- 7 Tourist Information Centers
- Illinois Tollway Oases: Belvidere, DeKalb, Hinsdale, O'Hare, Lake Forest and Chicago Southland Lincoln
- CTM Kiosk Program (Multi-State)
- Northern Illinois University (distributed among HSC, Convocation Center, BAVC and other campus locations)
- Union Station Chicago

# CTM Kiosk Program



- 62 Hotel displays in Northwest Illinois Hotels (Hampshire, Joliet, Oregon, DeKalb, Kewanee, Peru, Dixon, Ottawa, and more...)
- 138 Chicago Southwest Hotels (Naperville, Downers Grove, Aurora, St. Charles, Bloomingdale, Addison, Lombard, etc.)



# CTM Kiosk Program



- 22 Brochure Displays at Chicagoland attractions (Navy Pier, City Segway Tours, Wendella Boats and Water Taxi, Donald E. Stephens Convention Center, Midway Airport Rental Car Facility, Second City, DuSable Museum, etc.)

# CTM Kiosk Program



**Northwest Illinois Hotels | Visitor Program**  
62 Locations | Estimated Audience: **2,519,000**



# CTM Kiosk Program



**Chicago Southwest Hotels | Visitor Program**  
138 Locations | Estimated Audience: **8,589,233**

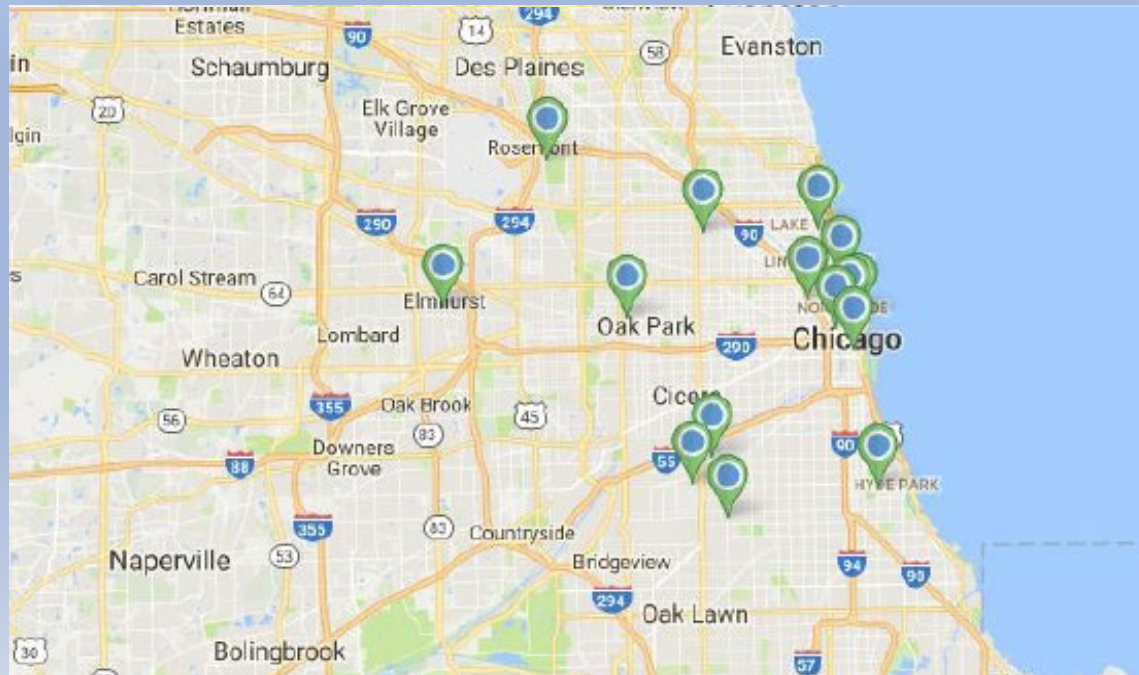




# CTM Kiosk Program



**Chicago Attractions | Visitor Program**  
23 Locations | Estimated Audience: 4,309,264





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**illinois**