

## Woodfield Chicago Northwest Convention Bureau

### TALKING POINTS RELEVANT TO Woodfield Chicago Northwest Region (Illinois)

**Communities within the Northwest metropolitan area of Chicago:  
Arlington Heights, Elk Grove Village, Rolling Meadows, Roselle, Schaumburg,  
Streamwood, and Wood Dale**

- The Woodfield Chicago Northwest region is comprised of over 48 hotels and 9,000 rooms available daily.
- Our region represents travel expenditures of over **\$1 Billion annually**; Annual room revenue of **\$186 Million**. The region attracts business and group travel including conventions, meetings, conferences and group events.

#### **Bureau Performance Highlights**

- Group Sales ROI: \$1 invested of our total budget returned \$9.46 in economic activity.
- Group Sales ROI: \$1 invested of local grants returned \$26.18 in economic activity.
- Leisure inquiries fulfilled over 20,000 annually.
- After visiting our web site, 74% of all visitors took a trip to the area.
- For Holiday 2008, 25% of the consumers who received our information visited the area and another 50% plan on visiting in the future.
- 75% of our conversion study respondents indicated that the promotional material influenced their decision to visit the area.
- The WCNCB secured \$850,000 in total State grants in FY08, or 50.8% of our annual budget; 18% increase TY/LY.

#### **Tourism Product/Capital Investment Data**

- The communities within the Woodfield Chicago Northwest region have invested considerably in its tourism product with the opening of the Renaissance Schaumburg Hotel and Convention Center, The CoCo Key Water Resort within the Sheraton Chicago Northwest, The Sears Centre, as well as several hotel and attraction investments and renovations. In summer of 2008, the LEGOLAND Discovery Center opened as the first of its kind in North America.
- Over the last three years, the area has new product investment of more that \$350 Million with an additional \$70 million in hotel renovations.
- Of that \$350 Million, \$224 Million was a public/municipally funded Convention Center and Headquarters hotel