

DuPage Visitors Bureau works toward brighter business future

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Although business spirits generally are sagging as a result of a less-than-ideal economic climate, DuPage County is well on the way to a bright future. And we can thank the DuPage Convention and Visitors Bureau for its efforts.

The organization, spearheaded by the hotel and restaurant industry in DuPage County and certified by the state in 1989, is still in its infancy. But it already has done much to position DuPage County as a major center for business and tourist activity.

Because tourism is expected to be the No. 1 industry in the world by 2000, the bureau is dedicated to strengthening the economy of DuPage County by coordinating the marketing of its destinations and attractions. The bureau provides one-stop shopping for meeting planners, domestic and international tour operators and visitors seeking destination information about DuPage.

tions — a pop-up map and museum guide that currently are being distributed — will generate uncommon economic growth by pulling in outside dollars rather than recirculating local money, thus creating a demand and appreciation for the blend of cultural and business resources available within the county's boundaries.

"We have a lot to offer here," said Thomure, "a unique product, accessibility and reasonable prices. But if we don't convey this message to the public, they'll never know what we have to offer. By positioning ourselves in a leadership role, we can ensure stability for the county's continued economic development."

The bureau's first two publications effectively portray that message. They are designed to make it easy for visitors to visit local attractions, hotels and restaurants while conveying a futuristic sense of excitement.

The new pop-up map, in particular, promises to be a valuable marketing tool. It pinpoints 39 attractions and 58 hotels and motels to

forest preserves within the county. The compact map will easily fit in a pocket or purse. But, unlike most maps, it quickly and easily unfolds and re-folds, and can be consulted by the driver of a car.

The bureau has printed 20,000 of them and already is planning a second printing in the spring. The second publication, a museum and accommodation guide, provides more detailed information, including addresses, hours, fees and brief narrative descriptions.

Because DuPage still is a dynamic, growing area, these publications will require updating on a regular basis, Thomure said. But these are only a beginning of the promotional materials which will be developed by the DuPage Convention and Visitors Bureau.

All local industries and professionals dedicated to strengthening economic growth while positioning themselves and their community as a leaders are encouraged to investigate membership in the DuPage Convention and Visitors Bureau.



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