



### Visit Oak Park 2016 Highlights

- Domestic travelers spent \$563 million in the Western Cook Area, for a 5.8% increase; 5% increase in Oak Park over same period. (public transit, auto, lodging, foodservice, entertainment & recreation, general retail, travel planning). *Note: 2014 numbers are the most recent available at this time*
- In Western Cook County, tourist expenditures supported over 5,000 jobs.
- Travel spending generated \$61.6 million in taxes for Western Cook County in 2014. Total taxes grew 6.5% for the region.
- Visit Oak Park allotted over \$300,000 to marketing initiatives to date in 2016. Highlights include: CTA Rail Car and in-station banners, USA Today Travel Guide, Midwest Living's May/June issue, The Choose Chicago Official Summer Visitors Guide, Preservation Magazine, and AAA Living.
- 2016 marked a new partnership with Interfuse Marketing introducing Search Engine Optimized (SEO) original content to the VisitOakPark.com website. We have been creating lasting content that sets Visit Oak Park apart as the go-to source for inside information for visitors to the area. SEO optimized articles include: Top Places to Get Married in the Oak Park Area; Top Summer Activities; Top Places to Eat, Shop and Dine; and an Insider's Guide to Frank Lloyd Wright in the Oak Park Area. The partnership with Interfuse has also integrated our Visitors Guide, paid media, social strategy and PR. In early 2017 Visit Oak Park will begin advertising via paid content activations for the SEO articles about the area.
- In 2016, Visit Oak Park has welcomed five separate international journalist delegations with reporters from Japan, the United Kingdom, Ireland and Germany. The coverage in Japan included an estimated \$14,600 media value with a circulation of over 3 million readers. The UK journalists had a combined circulation of just under 400,000 and the German publication had a circulation of 120,000.
- The newly renovated Visitors Center opened in March, 2016. We have welcomed over 8,500 visitors from 67 countries to the area.
- TripAdvisor awarded the Oak Park Visitors Center with their Certificate of Excellence. The Certificate of Excellence accounts for the quality, quantity and timeliness of reviews submitted by travelers on TripAdvisor over a 12-month period.
- Visit Oak Park worked to secure Chicago Architecture Foundation's Open House Chicago in October, 2016, resulting in nearly 12,000 site visits to Oak Park attractions.
- Bimonthly eblast to 4,000 people; nearly a 50% increase in 2016
- 4000+ likes on Facebook  
Nearly 3,000 Twitter Followers  
Instagram, nearly 200 followers (new platform as of June)