2019 HOTEL SYMPOSIUM

CHOOSE CHICAGO





MICHAEL JACOBSON PRESIDENT AND CEO ILLINOIS HOTEL & LODGING ASSOCIATION CHOOSE CHICAGO®

ない



Join hotel leaders for a winning day!





IHLA Golf Classic Tuesday, August 20, 2019 12 Noon Shotgun Start Harborside International Golf Center

REGISTER

The premier golf outing for the hotel industry featuring an incredible day of golf, networking, gifts, all-day refreshments & crafted cocktails, BBQ lunch, premium cocktail reception & awards dinner, Grand Travel Raffle, prizes, live music & fun!



I.H.M.P.A.C. CHICAGO/COOK COUNTY DEDICATED FUND GOLF FUNDRAISER

SEPTEMBER 17, 2019

Tuckaway Golf Club 27641 S. Stoney Island Avenue Crete, Illinois 60417 708-946-2259

SCHEDULE OF EVENTS

Continental Breakfast will be provided at the golf course. Tee-off – 11:30 A.M. Lunch will be available on the course and beverage carts will be available throughout the day. Golf will conclude at 4:00 P.M. Immediately following Golf: Cocktail Reception, heavy hors d'oeuvres and full open bar Raffle prizes & door prizes for everyone; five auction items

> Tournament Sponsor - \$20,000 Breakfast, Lunch and Dinner Sponsor - \$15,000 Lunch and Dinner Sponsor - \$10,000 Dinner Sponsor or Beverage Sponsor - \$5,000 Golf Foursome - \$3,500 Beverage Cart or Breakfast Sponsor - \$2,500 Par 3 Sponsorship with Prize - \$1,000 Hole Sponsorship - \$500

All proceeds from this event will be used by the Illinois Hotel & Lodging Association Political Action Committee (I.H.M.P.A.C.) to support the hotel industry's political efforts exclusively in Chicago and Cook County. Our goal is to continue to have a strong political voice in Chicago and Cook County in the future.

Checks should be made out to I.H.M.P.A.C. with reference on memo/purpose line to "Chicago/Cook County Dedicated Fund Golf Fundraiser". Corporate checks are acceptable. I.H.M.P.A.C. reports are filed with The State Board of Elections and are available for purchase from The State Board of Elections. Contributions or gifts to I.H.M.P.A.C. are not deductible as charitable contributions for federal income tax purposes.





Chicago Golf Classic

Thursday, October 10, 2019 Harborside International Golf Club - Chicago 11001 S. Doty Avenue East Chicago, IL 60628

Come out and support the Choose Chicago Foundation for a great day of golf and networking. This fundraising event will be providing money to the Foundation and will be used to support our new **Choose Chicago Future Leader Award** which will be rolling out this year.

Schedule:

8:00am – Registration, Driving Range and Putting Green Open, Breakfast, Mobile Pro Shop 10:00am – Shotgun start 2:30pm – Reception in the clubhouse

KEY PERFORMANCE INDICATORS JUNE 2019

	2018	% CHANGE	2019	% CHANGE		
OCCUPANCY	90.3%	-0.7%	88.2%	-2.3%		
ADR	\$281.50	5.2%	\$262.20	-6.9%		
REVPAR	\$254.31	4.4%	\$231.38	-9.0%		
ROOMS SUPPLY	1,282,980	3.6%	1,347,840	5.1%		
ROOM DEMAND	1,159,045	2.8%	1,189,395	2.6%		
LEISURE	656,635	2.8%	758,658	15.5%		
GROUP	481,889	3.1%	409,115	-15.1%		
Source: STR, Inc.	Source: STR, Inc. CHOOSECHICAGO.COM					

Central Business District

KEY PERFORMANCE INDICATORS | JANUARY - JUNE 2019

5 CHANGE
-3.3%
-2.5%
-5.6%
4.1%
0.7%
4.5%
-6.5%
-

Source: STR, Inc. Central Business District

KEY PERFORMANCE INDICATORS | JULY 1 - 13, 2019

	2018	% CHANGE	2019	% CHANGE
OCCUPANCY	75.6%	-7.8%	75.6%	-0.1%
ADR	\$191.27	-0.2%	\$182.82	-4.4%
REVPAR	\$144.69	-8.0%	\$138.16	-4.5%
ROOMS SUPPLY	552,240	2.9%	581,620	5.3%
ROOM DEMAND	417,766	-5.1%	439,554	5.2%
LEISURE	311,807	1.5%	338,083	8.4%
GROUP	97,212	-21.5%	92,339	-5.0%
GROUP	97,212	-21.5%		-5.0%

Source: STR, Inc. Central Business District



FRIDAY NIGHT FLIGHTS



July 26 Ravenswood Corridor 6pm – 9pm August 9 **31st Street Beach** 6pm – 9pm August 23 Milwaukee Avenue Corridor

6pm – 9pm

CHOOSE CHICAGO JULY PARTNER EVENT

Tuesday, July 30, 2019



Time 8:00am – 9:00am Registration, Breakfast and Networking 9:00am – 10:00am Presentation

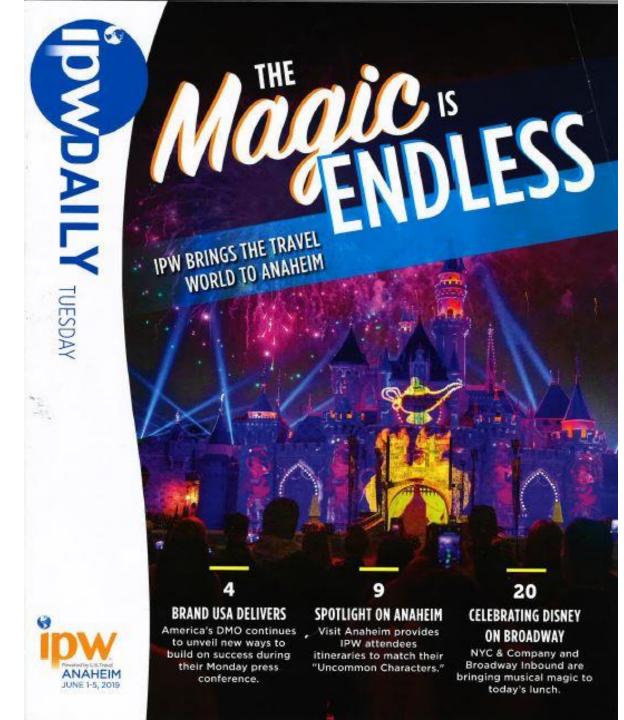
> Location Venue SIX10 610 South Michigan Avenue Chicago, IL 60605

Cost Complimentary

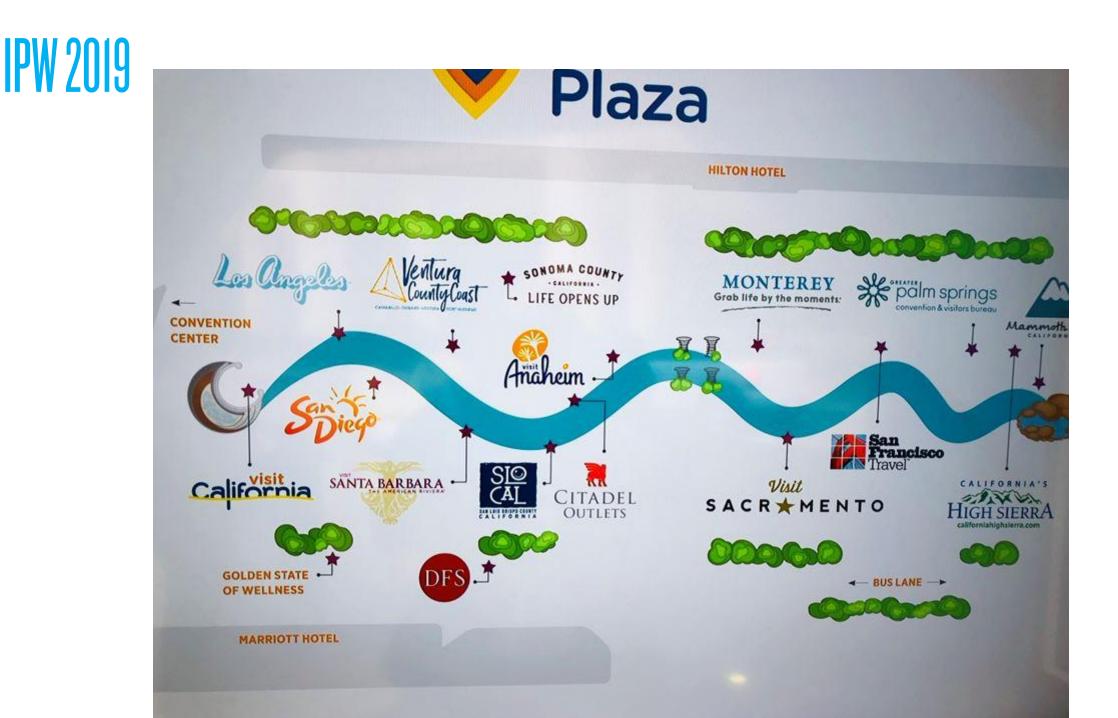




IPW 2019









IPW 2019

NEXT STOP:

Soar above Las Vegas for your chance to win a \$400 certificate from our wonderful shopping partners.

> Step 1) Take a photo with our hot-air balloon. Step 2) Share and tag #NextStopVegas2020

We will randomly draw three (3) winners each day during IPW (Sunday, June 2 - Wednesday, June 5).

























THE MAIN ATTRACTION

BATE OF THE MORPHONE FAMIly of Companies

ENTERTAINMENT CRUISES

-

DINING CRUISES . SIGHTSEEING . PRIVATE CHARTERS

















WELCOME HOME





MARZO 2011 LA NATURALEZA LOS MEJORES VIAJES ROAD TRIP POR LA CREATIVA DE SÍDNEY DE BIENESTAR ESCOCIA SALVAJE TRAVEL+ LEISURE TRAVEL+ LEISURE enario l mundo MEXICO MARCH 7, 2019 **MEDIA VALUÉ: \$17,307**



LONG STAY

No American city has upped its game in the last 20 years quite like Chicago. Suresh Doss goes beyond deep dish and Yeezy.



FIGHT CLUB There's no abortage of bar-meets-gaming experiences Chicago. Our pick is the British import that pairs dari

escapism

CANADA

May 2019 Media Value: \$8,875.40 Circulation: 50,000

escapism

Ar threader on your weller and silow you to enjoy the city's built of the set of silow you to enjoy the city's buy attractions in VP any, For 850, for any genera access to more handworks the the Pield Manuent, Buyels and the Art Institute, and is wald for an ideal for the set of the set of the set of the pield the ideal for every time. MARCH 2014 (FOR CHIMENS) Change's Milensian Park is a your croud hub for control to her softwore to 100 in the name.

Catagory 5 statement rear 6 a year course may need to statistic but ready corres to like the summer. Adventure-andress should built to the cliniding with, at demands contactor relates or our of the larger of its likelit the world. Difference replies of root cliniding ner available to suit lishidual experience. The 40-foot peaks have great views of Girnat Park.

A show with from the Magnificent Mile, the Januar Gwen Need pays homoge to the glanssor of spin Changa. Act does does just powerlow from the block to the spacious rates and the barel bar. The bar is prop later to get acquirities that Change's order coeffinit extrem. In the summer, the barth has a "glenging" with with endoes concentrationisms profile that with endoes concentrationisms or profile that with endoes concentrationisms.

Cose of Changely never therein, the art decoseryle Kingeton Greg is a signify approach to train the Loc with stays access to externizioner and shapping on Muhigan Averane. A Swely reaching longer, Follow, of parameters where of absences on Change, Rick of the entring with the costical har's alover can changing review. Round from State grapheted/singuram

If the 112 LOCATION T. Chicago Waterfront is often overlooked in lieu of alsystempers and are subbitions. The Wilsort offers atforded beamsy in a beaming-allow setting, and down a younger crowed to the area across from Ohio Streer Beach, All rooms are equipped with Wis signature plain bodding. At adjut, the lowage Dorne up with

e cocktails and bar snacks. Fight Club takes sperience of throwing darts and combines

> coring tech for an addictive experience menon is suited for all group sizes, too

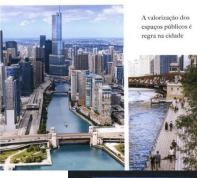


NE E IAZZ » O ia

enport's, FitzGerald's

TRENDY CITY » Os bairros "da

ESPAÇOS PARA TODOS » O excepcional projeto urbanistico que reconstruíu Chicago envolvé nomes como Faral Kulgol Wingti, Duaite Burnham e Miles van der. Rohe, com avalorização dos espaços públicos com regra na cidade. Das praias públicas as margens do Rio Chicago ao bucólico Navy Pier, a nova Rivenvali (que margela o rio en Downtown, repleta de cafés, bares e espaços de convidenciá puo o The 606 (o primeiro parque elevado de Chicago, construido à exemplo do High Line novai-orquino), Chicago è um constante convite à intersola social.





Traveller

BRAZIL

June 2019 Media Value: \$62,249.35 Circulation: 50,000 PARÃO ARQUITETÓNICA - Os observadorios da Wills Tower é da Nencol-Tower dividem o posto de melhor visi panzo âmica da cidade - com direito a chão de vidro e tudo imperável fambem é embarcar em um dos passeios de barco da cidaga pricitadar al Foundation no leido do Bio Chicago, que apresenta os principas edificios que fireram instoria da cidade, incluidon eminiscíncias pre-incénido d seculo 19 (quando a cidade foi pratomente destruisla). Va espair tambem o mejestos edifica da Chicago Ubrary e o prédio neogótico Tribune Tower, que exbe em sua fachada pedras orundas das mais cichaisa construições do planea do Kremlin, em Moscou, a Catedral de Notre-Dame de Pari



CHICAGO AND ALL THAT JAZZ

lylines dias Anné. Lago Michigan... Tudo parece combinar com perficida. Uma espècie de Nova York menos dura, eckés contempos, Umanar e charmos, Chicago é s poucos prédios composta por mais de 80 comunidades étnicas talo de 1371, as que he conferem uma atmosfera plural e extrela inconfinuídue, as teras de sub White Sox, de Barack Obama e do inesqueho do cinema), civel Ferris Bueller em *Curtuño a Vida Adaidado é* mesos utilas de foctess.





10:30 - 12:00

Corazón fluvial

Chicago con papá

La Ciudad de los vientos está en plena ebullición veraniega y es el destino perfecto para hacer feliz a papá en su día

Texto y Fotos: Jes Garbarino / bitacoraserrantes.com





urante los meses de calor, el Riverwalk, a orillas

del río Chicago, es un circuito sumamente agradable, donde se pueden observar los edificios

nas emblemáticos, tomar una cerveza local o una

copa de vino en alguna de sus terrazas o dar un paseo en el Water Taxi.

> Hence - 32-200 Led ge, White Sec del signate literación di spande liga del back de la costa literación di spande lisa del back des cuesta un dosc do seves regular bajoras, be avers regular bajoras, be uneres se delhora un gar

eco en este gran carou

12-30 - 15-06

Afinar la punteria

cadilos deliciosos

A la hora de la comida, una opció

es el Flight Club Darts, un restaurante donde ofrecen tableros electrónicos para probar la

ponteria con los dardos en diferentes variante



MEXICO

June 1, 2019 Media Value: \$6,022.34 Circulation: 180,000





BEIM SIGHTSEEING AUF NUMMER SICHER GEHEN

RUNNING

DAS SPORTLICHE LAUFMAGAZIN

GERMANY

MARCH 1, 2019 Media Value: \$30,000

CIRCULATION: 50,000

<text><text><text><text>







MEDIA RELATIONS - EUROPE

Chicago, la ville dont les hôtels s'imprègnent de l'architectur Chicago, la ville dont les hôtels s'imprègnent de

l'architecture Par Margot Guicheteau | Mis a jour le 14/05/2019 à 19:02 / Publié le 14/05/2019 à 13:23



Aussi loin que l'on se souvienne, la mégapole américaine de l'Illinois se distingue par ses différents styles Art déco, néogothique, Beaux-Arts. Une richesse mise en valeur par un centre d'architecture emblématique. Son agrandissement récent donne l'occasion de (re)découvrir les plus beaux hôtele de la ville

Sullivan et Frank Llovd Wright ont fait leurs armes. Une ville à leur merci puisque, partiellement ravagée par l'impressionnant incendie de 1871, il a failu nter. Un mal pour un bien qui donne à la ville un air avant-gardiste. Les tours se sont dressé les unes après les autres et la Windy City a nt collectionné les plus hauts gratte-ciel au monde. L'exposition universelle de 1893 est venue asseoir la légitimité de la métropoie sur la scène le et le plan de la cité, dessiné par Burnham en 1909, a tracé les prémices de ce qu'est la ville aujourd'hui. Comme le disait l'architecte: «Elle s ouverte, pure et libre.»



À partir de 85 € la nuit en chambre double hors petit-déjeuner et 700 € pour le Penthouse. Freeha (312) 940-3699 et https://freehandhotels.com/chicago (https://freehan







LE FIGARO

FRANCE

May 14, 2019 Media Value: \$58,000 **Circulation: 8.9 million UVM**



May 2019 Media Value: \$25,000 Circulation: 54,000



Cinema, teatri, music club, spazi per designer





CHICAGO



enti e street artist: la città è vivacissima









May 2019 Media Value: \$5,456 Circulation: 25,000





WELCOME HOME





NATIONAL GEOGRAPHIC

MEDIA RELATIONS - ASIA











NEW ZEALAND June 2019 Media Value: \$ **Circulation:**



and it's where Frank Lloyd Wright - arguably the greatest architect who ever lived - came from and left is finest logacies. And while you might know it for the Chicago deep-dish pizza - and hotdogs (with mustard, never ketchup), it's now America's top culinary city. I knew it as America's Second City (to New York), but I've been spending a lot of time lately in Chicago and

IN CHICAGO?



77 neighbourhoods. But then, if you like live music, this is the city, there's (free) blues festivals in the parks (there's 580 of those), and it's where Lollapalooza began - arguably the even that started the music festival scene in the modern era I take boat tours and like to stare up at the Chicago treetscape, or go where Al Capone went before me, to Prohibition era speakeasies such as Green Mill Cocktail Lounge. Visitors tend to blend into the streetscope - they don't stick out like they do in New York - probably because it's easy to go beyond the CBD, into neighbourhoods as diverse as these in LA. It's not hard to get here (there's two international states and the states an

airports) - but it's sure getting harder to leave

it's no longer the bridesmaid. It's easy to navigate and there's jazz clube, blues bars and live music across its



AUSTRALIA June 2019 Media Value: \$5,000 Circulation: 200,000



AND BLUES



SOUTH KOREA May 2019 Media Value: \$30,000

TRAVELER

Circulation: 35,000

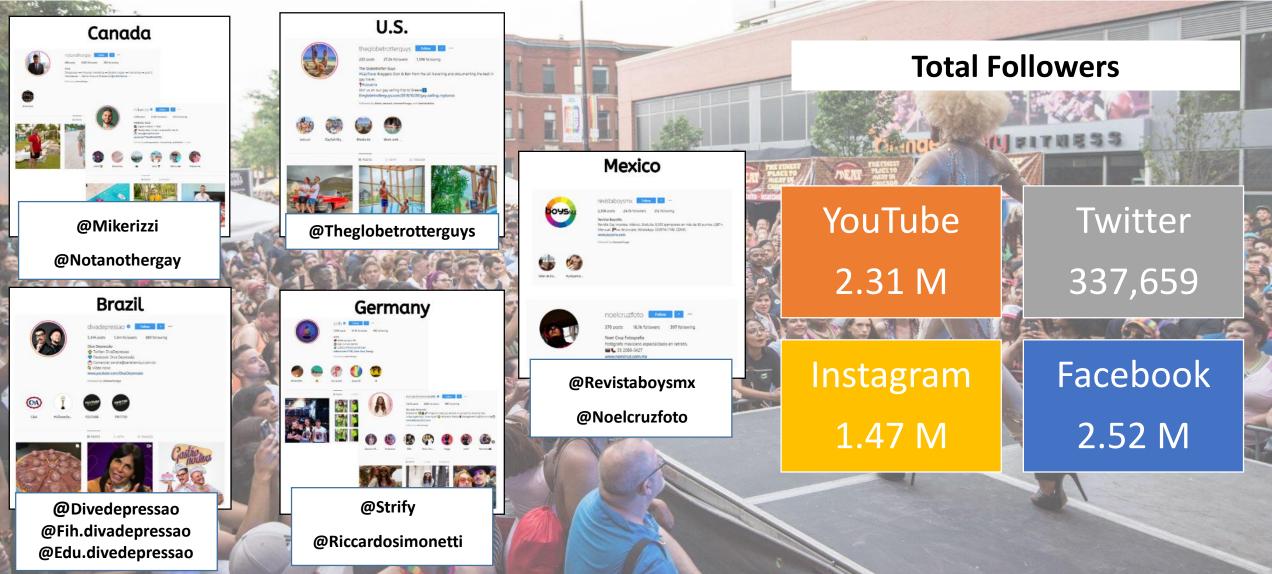






CHICAGO GLOBAL LGBTQ INFLUENCER TOUR | JUNE 26 — JULY I, 2019

WELCOME HOME





...





...

51,884 likes

1 DAY AGO

Log in to like or comment.





divadepressao 🧇 • Follow





liviaescocio @cyescocio

1h 1 like Reply



curatedio A gente pisca e eles já estão em terras internacionais!

35m Reply



henriqueforino Que medo!!! 🙀

9m Reply

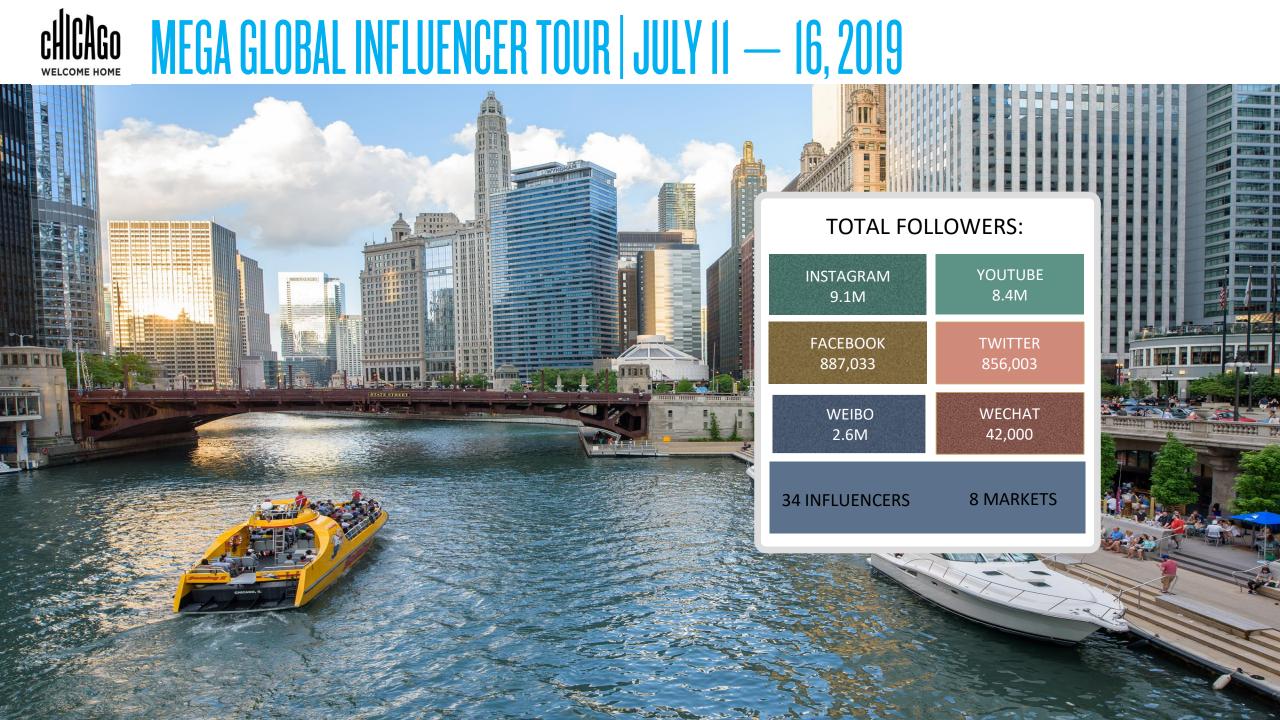


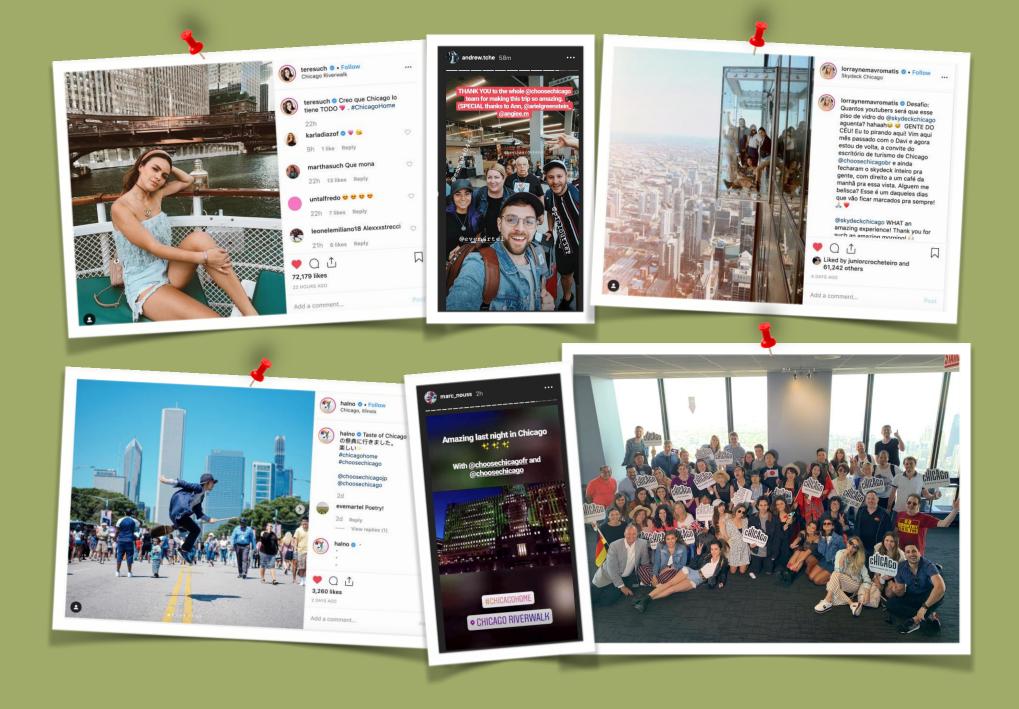


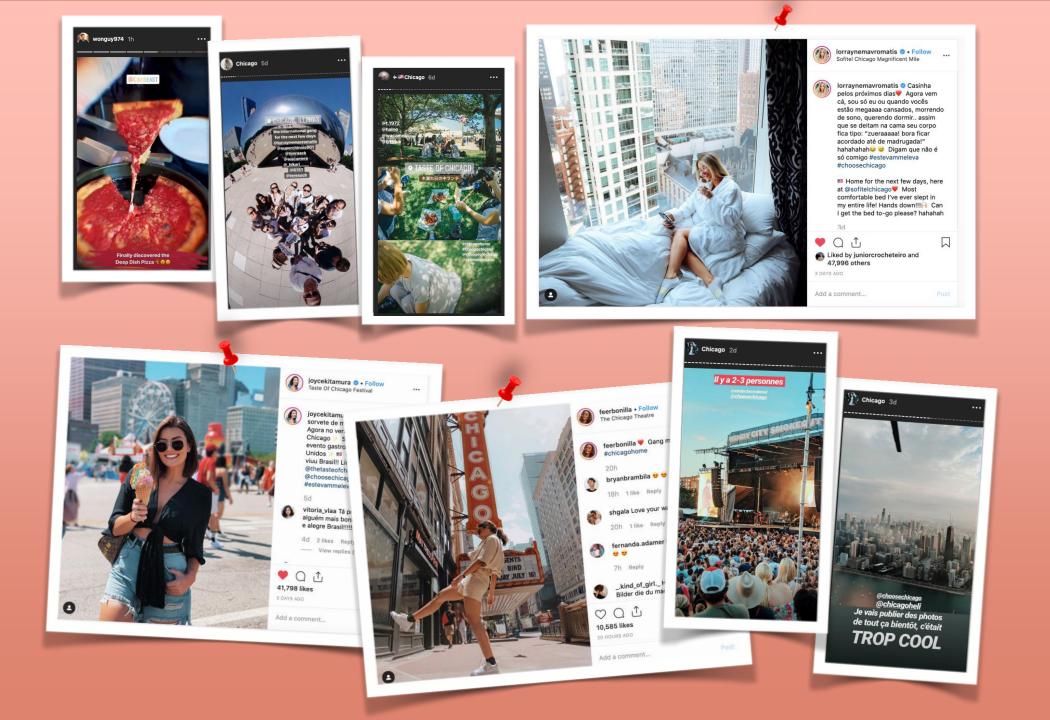
1 DAY AGO

Log in to like or comment.

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MARC ANDERSON Chief operating officer

CHOOSE CHICAGO

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2019 GOALS YTD

(through 6/30/19)

	2019 Goal	YTD Goal	YTD Production
Total Room Nights Booked	2,650,000	1,378,711	1,119,855 – 81%
Convention Team	1,610,000	932,800	681,136 – 73%
InHouse Team	1,000,000	425,911	429,833 – 101%
Sports Commission	40,000	20,000	8,886 – 44%

YTD LEADS AND LEAD ROOMNIGHTS

(through 7/15/19)

	2019 LEADS	2019 LEAD ROOMNIGHTS
Convention Team	213	3,121,019
In-HouseTeam	3,229	2,225,267
Total	3,442	5,346,286
	2018 LEADS	2018 LEAD ROOMNIGHTS
Convention Team	2018 LEADS 224	2018 LEAD ROOMNIGHTS 3,106,776
Convention Team In-HouseTeam		
	224	3,106,776

CITYWIDE PACE SUMMARY (AS OF JUNE 30, 2019)

		2018	2019		2020		2021		2022		2023	
	#	RNs	#	RNs	#	RNs	#	RNs	#	RNs	#	RNs
Q1	7	208,898	7	133,818	7	175,077	5	133,816	4	152,255	3	85,819
Q2	13	421,301	12	456,140	14	516,174	14	514,745	12	433,773	15	630,592
Q3	10	248,174	9	202,967	6	169,075	9	167,799	6	205,368	3	82,549
Q4	10	453,954	11	335,341	9	305,546	10	377,569	11	435,930	10	274,990
Totals	40	1,332,327	39	1,128,266	36	1,165,872	38	1,193,929	33	1,227,326	31	1,073,950
RNs = Room Nig					*37	1,245,783	CHOOSECHICAGO.CO				CAGO.COM	

3,000+ rooms on peak night

MCCORMICK PLACE NEW BUSINESS PRODUCTION AS OF JUNE 30, 2019

ARRIVAL	MEETING NAME	PEAK ROOM NIGHTS	ESTIMATED ATTENDEES	TOTAL ROOM NIGHTS
May 2019	Amazon (AWS) Summit - 2019	400	7,000	940
January 2020	Amazon (AWS) 2020 SKO	18,637	25,000	79,911
October 2020	Sitecore 2020 Symposium	2,676	3,300	9,890
August 2021	National Conference of State of Legislative Summit –2021	2,600	6,000	10,738
September 2021	Food Processing Suppliers Association 2021 Process Expo	3,000	4,500	11,935
June 2022	American Society of Safety Professionals -Safety Professional Development Conference & Exposition 2022	4,000	8,000	16,654
June 2023	Endocrine Society 2023 Annual Meeting & Exposition	3,850	8,000	17,718
April 2024	Informa Media 2024 Aviation Week Network	4,544	15,000	15,133
April 2026	Institute of Electrical and Electronics Engineers- Biannual Transmission and Distribution Conference and Exposition 2026	5,100	14,000	19,116
June 2026	American Library Association 2026 Annual Conference & Exhibits	7,985	25,000	32,049
June 2026	Endocrine Society 2026 Annual Meeting & Exposition	4,000	8,000	18,160
March 2028	Association for Supervision and Curriculum Development 2028 Annual Conference & Exhibit Show	6,000	15,000	24,605

TARGET LIST - TO CLOSE BY EOY

GROUP NAME	MONTH	YEAR	PEAK ROOM NIGHTS	TOTAL ROOM NIGHTS	ESTIMATED ATTENDEES
Nutanix 2020 NEXT Conference	July	2020	3,000	8,270	9,000
Palo Alto 2020 SKO FY2021	August	2020	4,570	17,297	4,500
AWS 2021 SKO Meeting	January	2021	22,926	100,378	29,000
AWS Inforce '21	July	2021	6,000	27,000	15,000
Palo Alto 2021	August	2021	4,570	17,297	4,900
AWS 2022 SKO Meeting	January	2022	30,271	131,613	31,000
Chipotle	March	2022	4,000	8,695	4,000
AWS Inforce '22	April	2022	6,000	27,000	15,000
American Nurses Credentialing Center	October	2023	6,500	28,000	10,000
Anita Borg '23	October	2023	9,000	36,000	22,000
Workday Rising	October	2023	9,280	34,519	10,000
HOSA International Leadership Conference	July	2024	4,000	17,000	40,000

TARGET LIST - TO CLOSE BY EOY

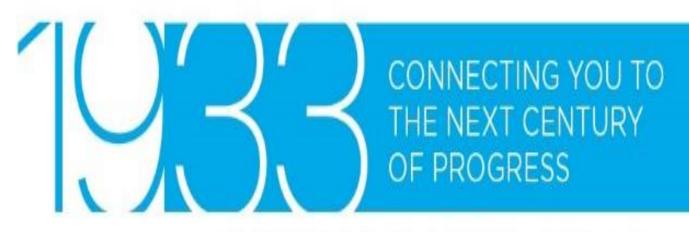
GROUP NAME	MONTH	YEAR	PEAK ROOM NIGHTS	TOTAL ROOM NIGHTS	ESTIMATED ATTENDEES
Anita Borg '25	October	2025	9,000	36,000	22,000
Brewers Association	April	2026	4,500	18,000	14,000
National Apartment Association	June	2026	4,400	18,000	7,000
American Statistical Association	August	2026	3,500	16,360	9,000
National Association of Realtors	November	2026	7,000	42,000	25,000
Anita Borg '27	October	2027	9,000	36,000	22,000
National School Boards Association	April	2028	5,500	23,845	7,000
American Geophysical Union	December	2028	8,500	46,000	9,500
Digestive Disease Week	May	2029	10,000	42,350	18,000
American Urological Association	April/May	2030	10,000	51,000	17,000
Heart Rhythm Society	April/May	2030	6,800	28,880	10,000
American Speech Language Hearing Association	November	2032	4,200	15,000	15,000

CLIENT SERVICES の日本の CHOOSE CHICAG9 CAGO.COM

Client Services – YTD

30 conventions met the 2,000 PRN+ criteria Jan – June, 2019

- 26% of the 2,000 PRN+ 2019 conventions broke some sort of record = (8) conventions
- 20% of the 2,000 PRN+ 2019 conventions broke attendance records = (6) conventions
- 10% of the 2,000 PRN+ 2019 conventions broke exhibit space sales records = (3) conventions*
- 7 First-time events in Chicago
 - * In addition, 1 convention under 2,000 PRN had record-breaking exhibit space sales



AN INITIATIVE OF CHOOSE CHICAGO

CHOOSECHICAGO.COM



- Serve as an attendance-building tool and educational resource for conventions and meetings
- Connect and collaborate with Chicago's civic and corporate communities to enhance and ensure the success of events in Chicago
- Assist clients in finding local, industry-expert keynote speakers and panelists
- Assist clients with branding activations and promotional opportunities around the city
- 1993 to serve as the conduit between clients and our partner organizations
- Grow student attendance



- Manufacturing
- Medical / Pharma / Bio
- Technology
- Food / Beverage / Culinary
- Increase charitable contributions to local organizations / positive footprint

CURRENT 1933 PARTNERS

1871 America's Urban Campus Chicago Council on Global Affairs Chicago Cubs Chicago Department of Aviation Chicago Innovation Chicago Sister Cities International Chicagoland Chamber of Commerce Chicagoland Food & Beverage Network Chicago Int'l Trade Commission Assn iBIO Illinois Science Council James Beard Foundation

MATTER mHUB Mag Mile Association MxD OEMC Shirley Ryan AbilityLab Special Olympics IL The Hatchery Union League Club of Chicago World Business Chicago

SUGGESTED 1933 PARTNERS

BioArt Lab Chicago Community Trust Chicago Park Districts Chicago Public Schools DePaul University Erikson Institute Executives Club of Chicago Northwestern University Obama Foundation P33 Roosevelt University S2G The Nerdery UIC Chicago University of Chicago

SUGGESTED PARTNER ORGANIZATIONS ARE WELCOME

1933 CLIENT PROJECTS

- ASCD: Objective: Increase student, teacher, principal and superintendent attendance Introduced to America's Urban Campus
- ASCO: Objective: Raise funds for their CCF Introduced ASCO to local retailers and artisans to participate in their pop-up shops, Percentage of proceeds donated to their Conquer Cancer Foundation
- ASIS: Objective: To increase student, security professionals and security related startups Also assisting client with recommendations for high-level keynote speaker
- AUVSI: Target audience: Students and security industry employees CPD, WBC, 1871, America's Urban Campus, Chicago Chamber of Commerce, OEMC
- IHA: Objective: Increase retailer attendance Introduced to Mag Mile Assn

1933 CLIENT PROJECTS

National Restaurant Show:

PMMI / ProFood Tech & Pack Expo:

Star Wars Celebration:

Objective: To feature two James Beard Award winning Chicago chefs in NRA's 100th Anniversary Video. Introduced chefs and asked for their assistance.

Objective: Increase F&B manufacturers attendance. Introduced to CFBN, The Hatchery, 1871.

Objective: Brainstorm on activations around the city. Introduced to the Mag Mile Assn.

KARA BACHMAN

EXECUTIVE DIRECTOR CHICAGO SPORTS COMMISSION

CHOOSE CHICAGO

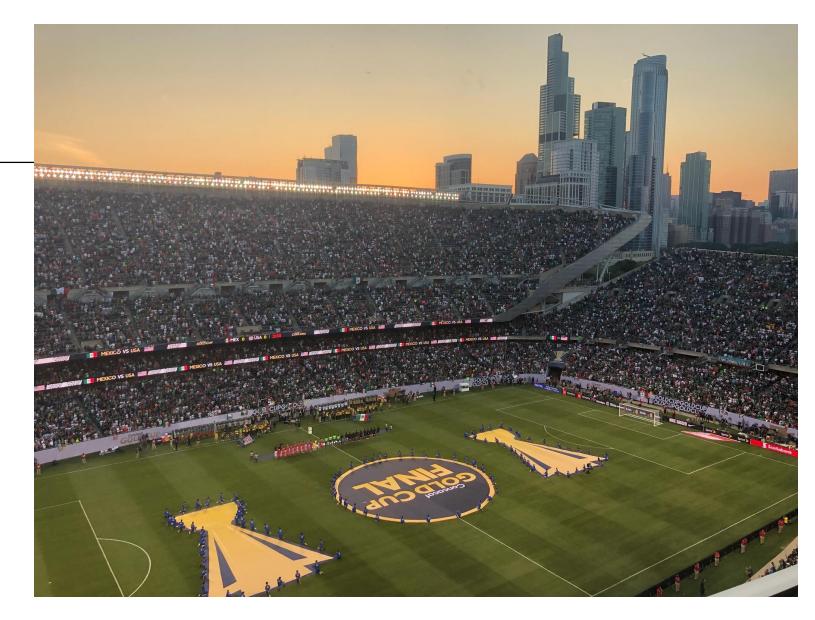
CHOOSECHICAGO.COM

2019 Concacaf Gold Cup Final

JULY 7 | SOLDIER FIELD

- Mexico 1, USA 0
- Sold Out: 62,000+
- Live broadcast: FOX Sports, Univision



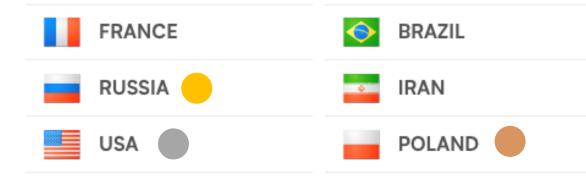




FIVB Volleyball Nations League Finals

JULY 10 - 14 | CREDIT UNION 1 ARENA

- 10 games over 5 days
- Total Attendance: 13,000+
- Live broadcast: Volleyball TV, FloVolleyball, NBC

















NFL Kickoff 2019

SEPTEMBER 5, 2019 | GRANT PARK & SOLDIER FIELD

- 100th Anniversary of the NFL celebrating in Chicago with a football festival in Grant Park and viewing party
- First game of the 100th season to be played at Soldier Field on Thursday the 5th between Bears and longtime rival GB Packers
- 2,000 contracted room nights for NFL staff and sponsors + additional 5000 room nights anticipated from leisure/fan travel

- Major financial commitment from NFL to 2 priority projects at Ogden and Dunbar Park
- Live Broadcast through NFL and TV affiliates; NFL promotion will market Chicago and encourage visitation for the 100th celebration



2020 NBA All-Star

FEBRUARY 13-16 | UNITED CENTER, WINTRUST ARENA, NAVY PIER



\$100M Economic Impact



760M+

Fans Social/Digital



166,000+ Fans in 2016



215+

Countries Broadcast To



25,000+ Contracted Room Nights



SCHEDULE HIGHLIGHTS

THURSDAY, FEBRUARY 13

NBA All-Star in the Community

Inside the NBA Broadcast

FRIDAY, FEBRUARY 14

NBA Cares All-Star Day of Service In the community 8:00am-4:00pm

21st Annual NBA All-Star Tech Summit 8:30am-10:30am

Jr. NBA Day presented by Under Armour 10:00am-5:00pm

> NBA All-Star Celebrity Game Wintrust Arena 6:00pm-8:00pm

> > Rising Stars United Center 8:00pm-10:00pm

SATURDAY, FEBRUARY 15

NBA All-Star Media Day Wintrust Arena 9:30am-12:00pm

NBA All-Star Practice Wintrust Arena 12:30pm-2:30pm

State Farm All-Star Saturday Night United Center 7:00pm-9:30pm

SUNDAY, FEBRUARY 16

20th Annual Legends Brunch Skyline Ballroom at McCormick Place 10:00am – 1:00pm

> Gatorade Jr. NBA All-Star Invitational

BWB Global All-Star Game 2:00pm

69th NBA All-Star Game United Center 7:00pm-10:00pm

NBA Fan Events & TNT Programming Thursday – Sunday



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TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY

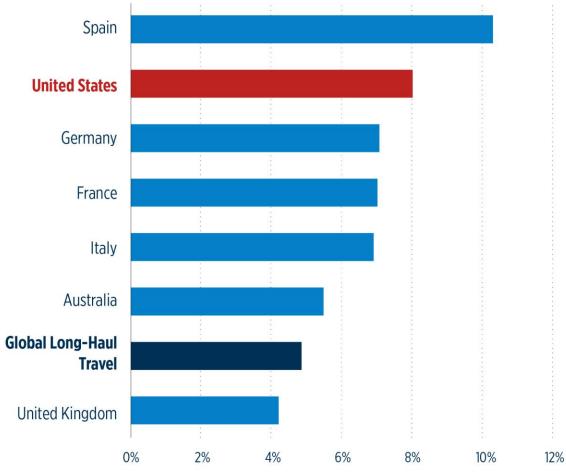
2018 Data



- 1. Out of 20 industries by 2-digit NAICS code
- Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians' fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.

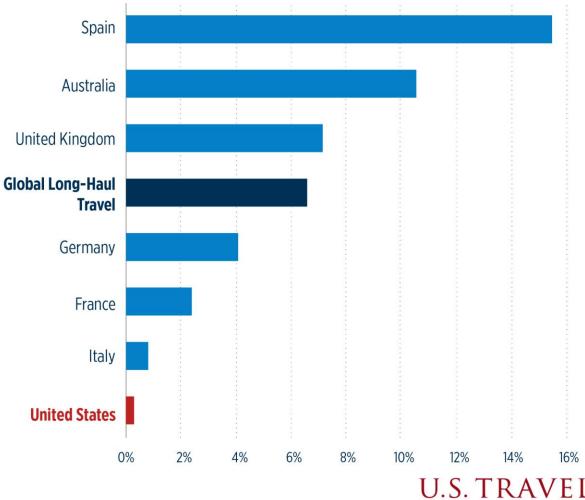
U.S. vs. Major Competitors

Average Annual Growth Rate, Long-Haul Inbound Visitation From 2010–2015

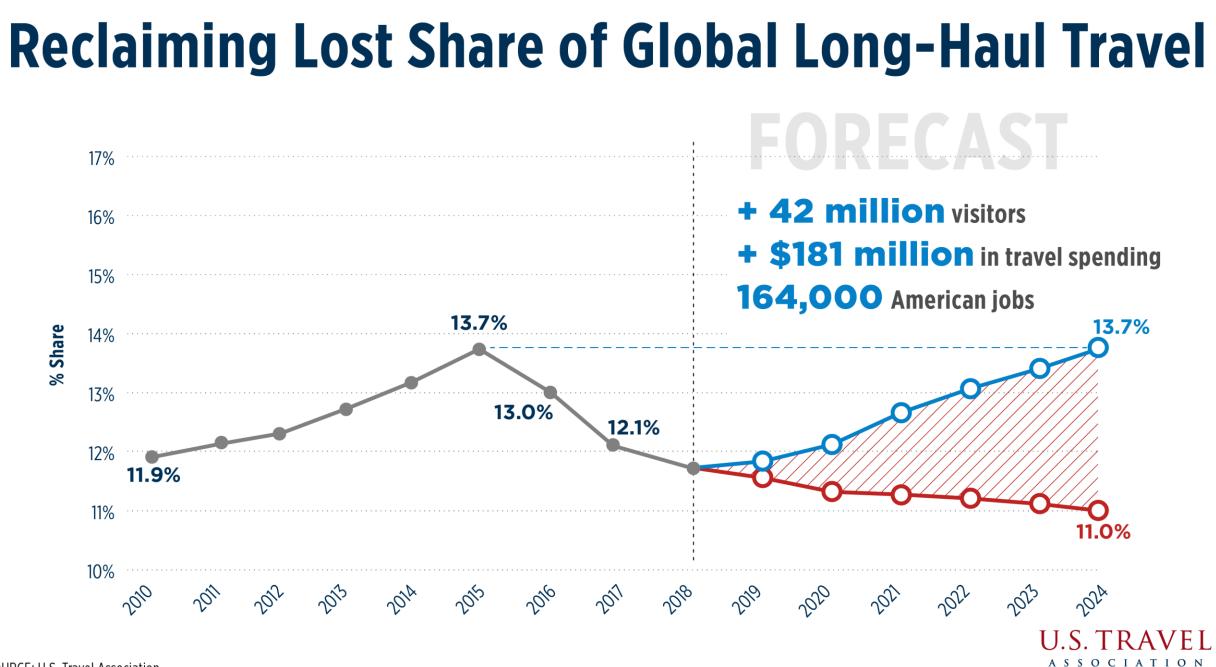


Average Annual Growth Rate, Long-Haul Inbound Visitation From 2015-2017

ASSOCIATION



SOURCE: U.S. Travel Association based on Oxford Economics data



TRAVEL INDUSTRY PRIORITIES FOR THE **116**TH **CONGRESS**

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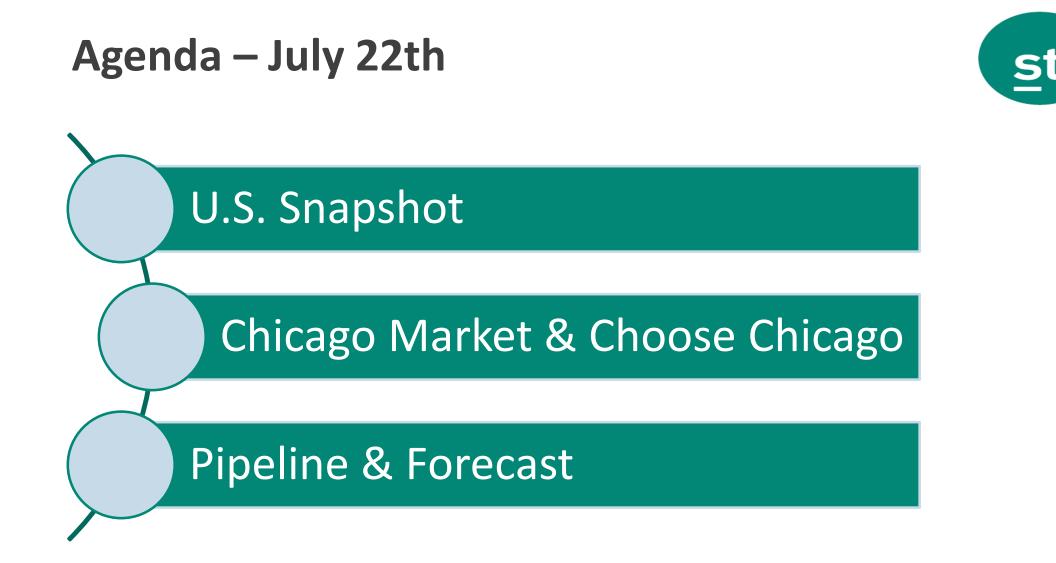


bbowers@str.com

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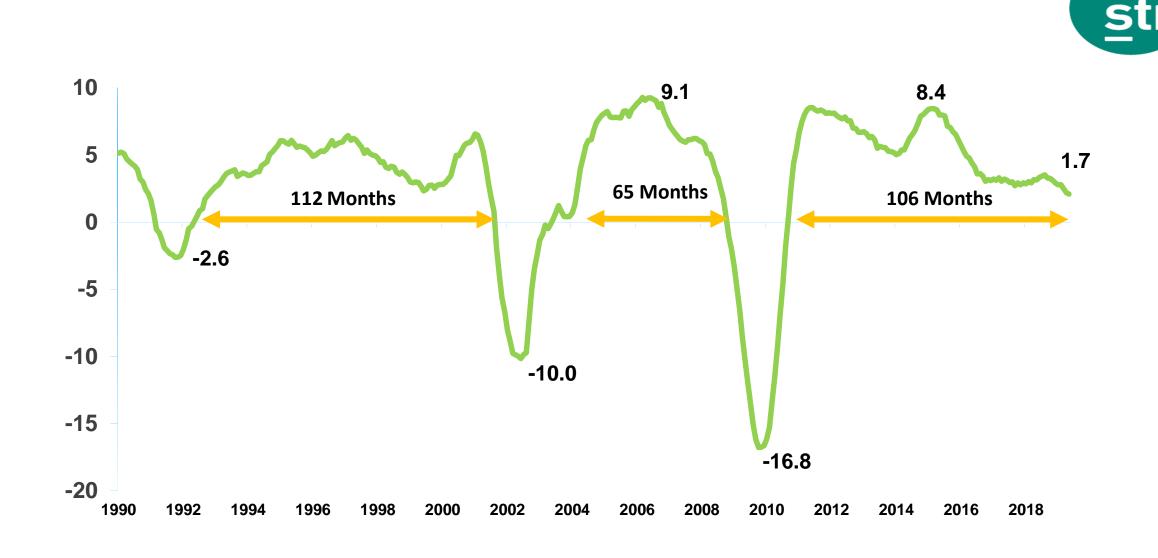
Total U.S. Review

June YTD 2019 . . . Sluggish, but Positive . . .



 Room Supply 		2.0%
 Room Demand 		2.1%
• Occupancy	65.9%	0.1%
• A.D.R.	\$131	1.1%
• RevPAR	\$87	1.2%
Room Revenue	\$83 billion	3.3%

Current RevPar Cycle now Over Eight Years



Total U.S., RevPAR % Change, 12 MMA 1/1990 – 6/2019



Chicago Market Performance



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Chicago June 2019 YTD: Negative RevPar 5 out of 6 Months



	Actual	% Change	
Room Supply		2.1%	
Room Demand		2.1%	
Occupancy	67.0%	Flat	
ADR	\$141	-1.6%	▼
RevPAR	\$94	-1.6%	
Room Revenue		0.5%	
	1		

Total Chicago Market, June 2019 YTD

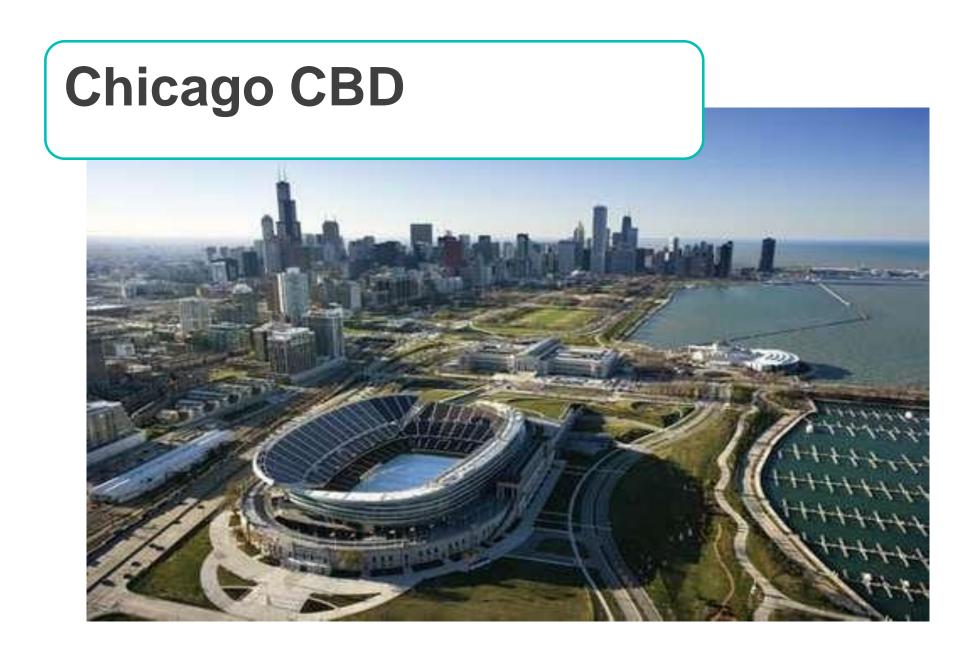
Key 15 U.S. Markets

RevPar Percent Change June YTD 2019



str

Excludes Las Vegas

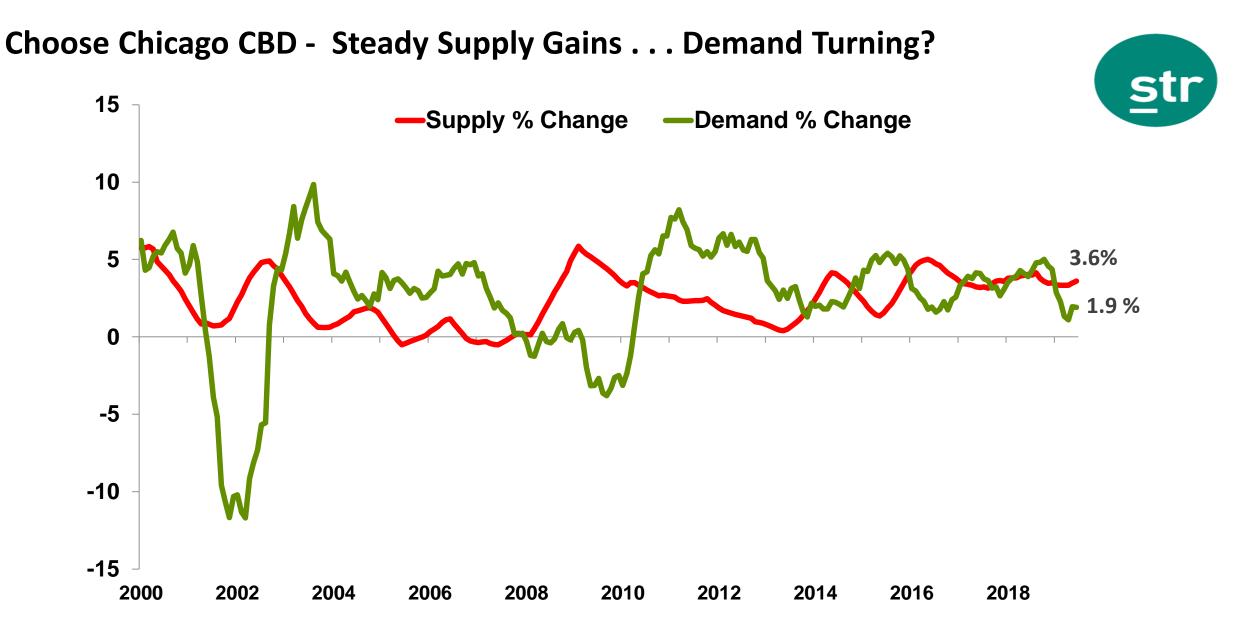




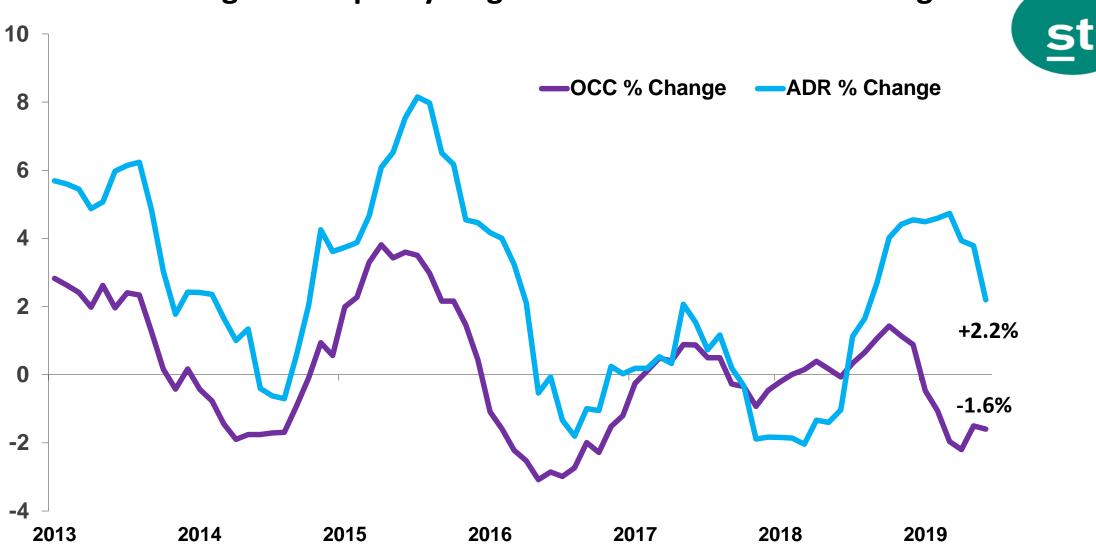


		Change
Room Supply		4.1%
Room Demand		0.8%
Occupancy	69.9%	-3.3%
• A.D.R.	\$198	-2.5%
• RevPAR	\$138	-5.6%
Room Revenue	\$1.1 Billion	-1.7 %

Choose Chicago CBD: June 2019 YTD / 140 hotels / 44,740 rooms

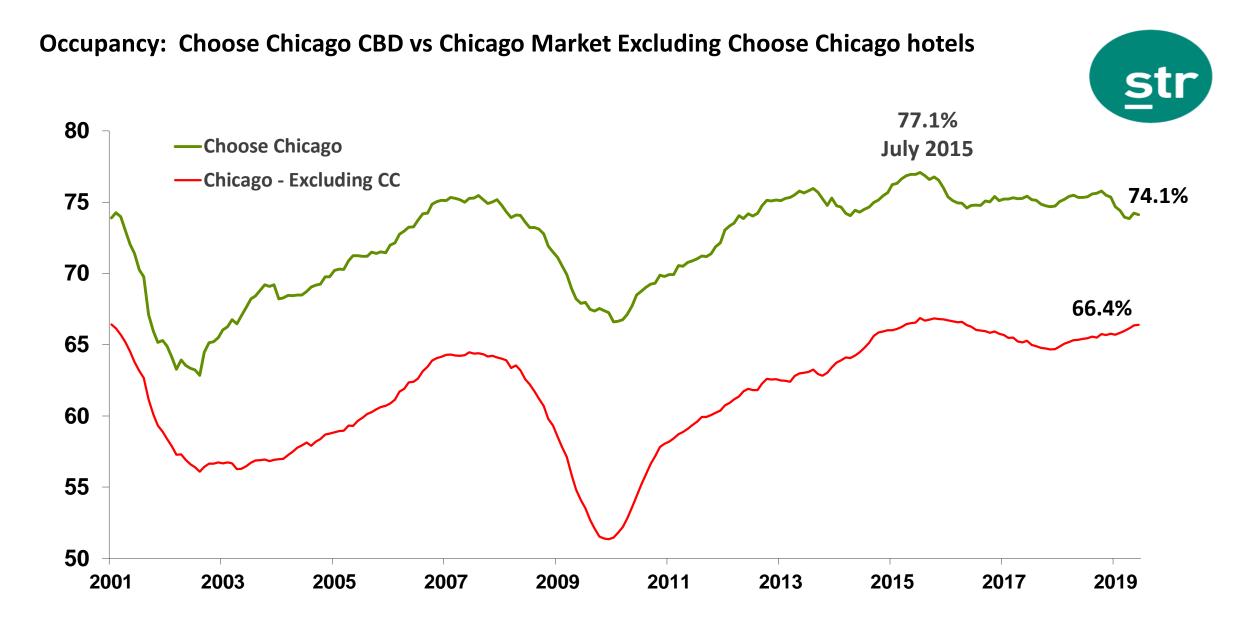


Choose Chicago Supply & Demand % Change, 12 MMA 1/2000 – 6/2019



Choose Chicago: Occupancy Negative ... ADR Growth Slowing

Choose Chicago ADR & OCC % Change, Trailing 12 Months 1/2013 – 6/2019

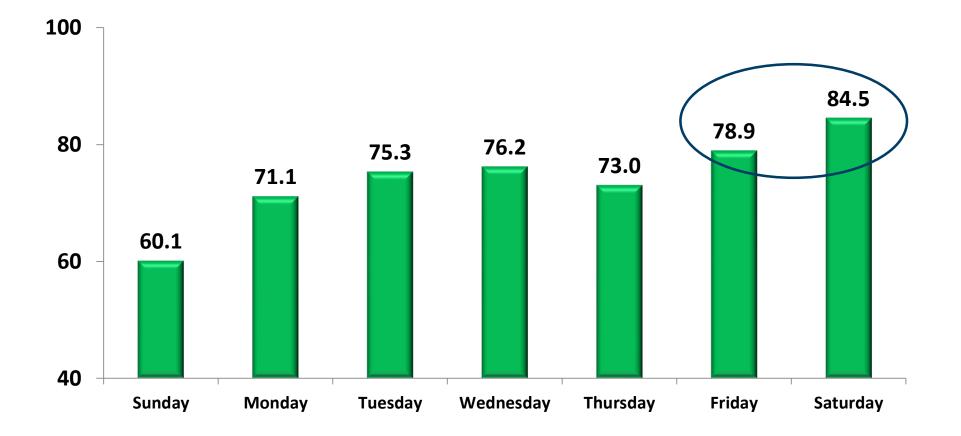


Choose Chicago vs Chicago 12 MMA 2001 – June 2019

Choose Chicago CBD

Daily Occupancy Percent Trailing 12 Months June 2019

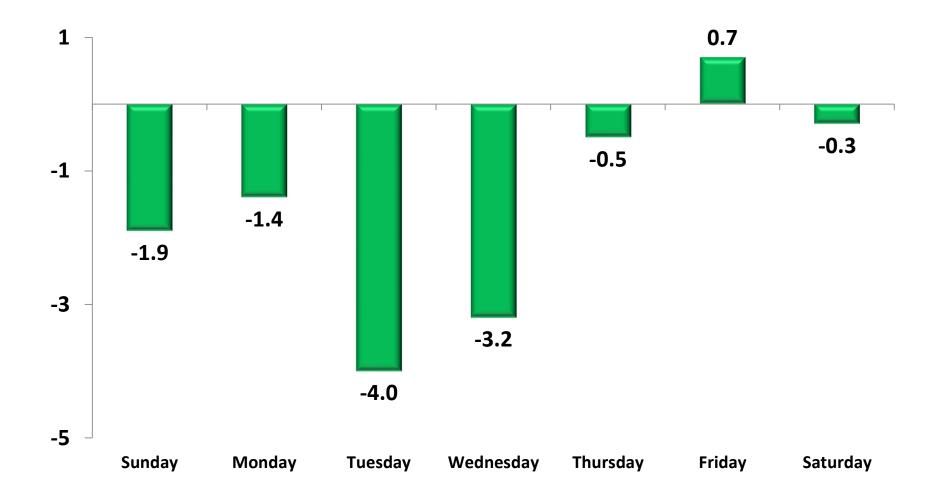




Choose Chicago CBD

Daily Occupancy Percent Change Trailing 12 Months June 2019 vs. Prior 12 Month Period

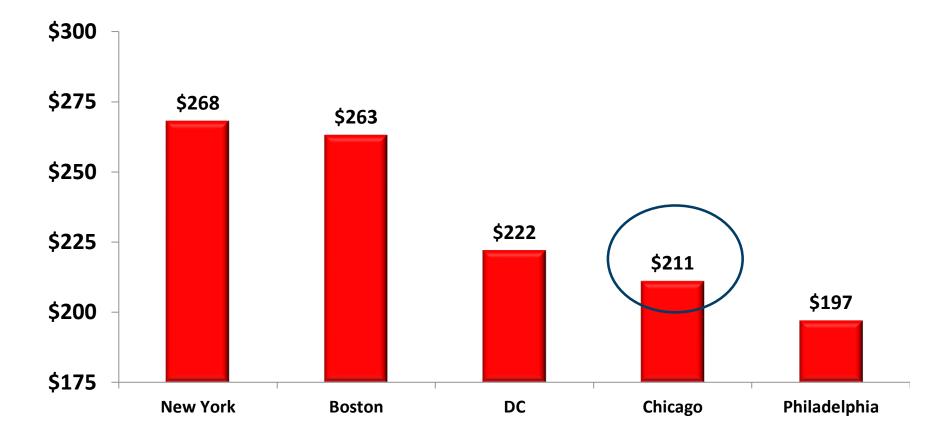




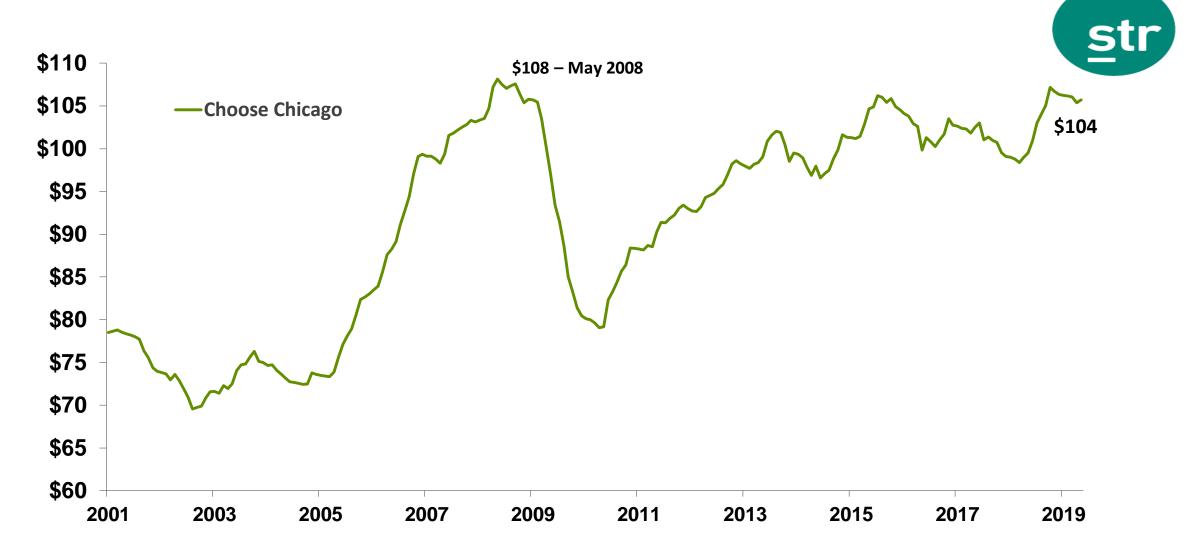
Choose Chicago CBD – Cold Weather Competitors

Daily Average Rate Trailing 12 Months June 2019





ADR Premium: Choose Chicago CBD vs Chicago Excluding Choose Chicago Hotels

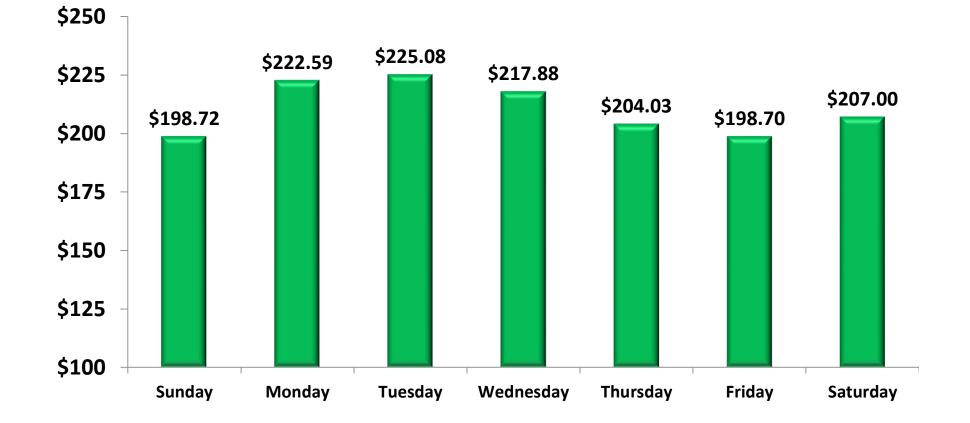


Choose Chicago vs Chicago Excluding Choose Chicago CBD ADR 12 MMA 2001 – June 2019

Choose Chicago CBD

Daily Average Rate Trailing 12 Months June 2019

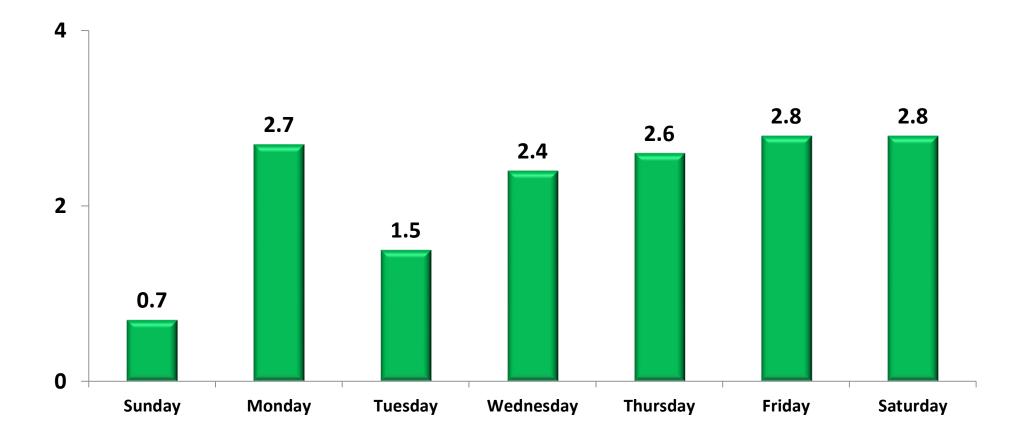




Choose Chicago CBD

Daily ADR Percent Change Trailing 12 Months June 2019 vs. Prior 12 Month Period

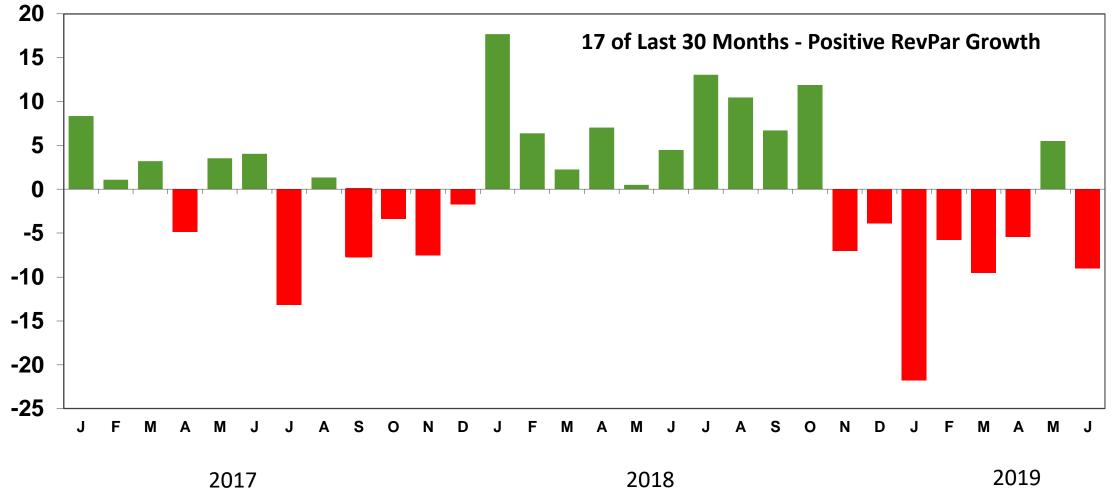




Choose Chicago - CBD

RevPAR - Monthly Percent Change January 2017 – June 2019





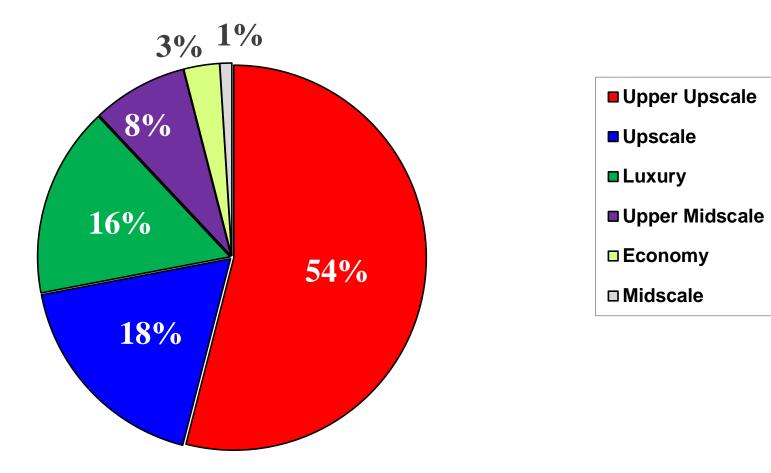


Choose Chicago Class Segments



Choose Chicago CBD - Class Room Supply Distribution

June 2019 – Percent Share Room Supply

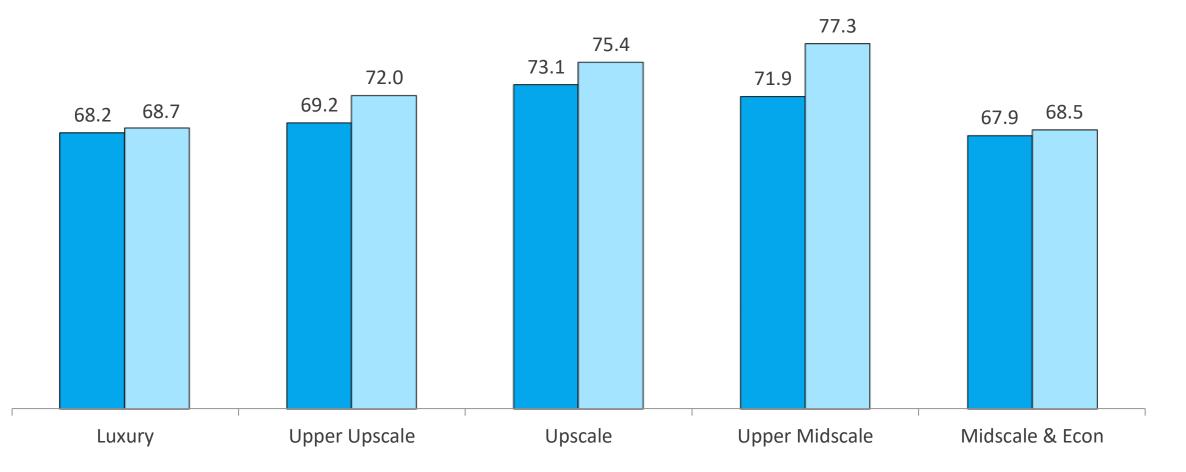




Total Choose Chicago CBD Room Supply = 44,740

Class: Occupancy Declines in all Segments ...

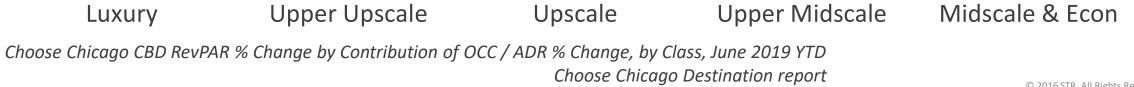




Choose Chicago CBD OCC %, by Class, June 2019 & 2018 YTD Choose Chicago Destination Report

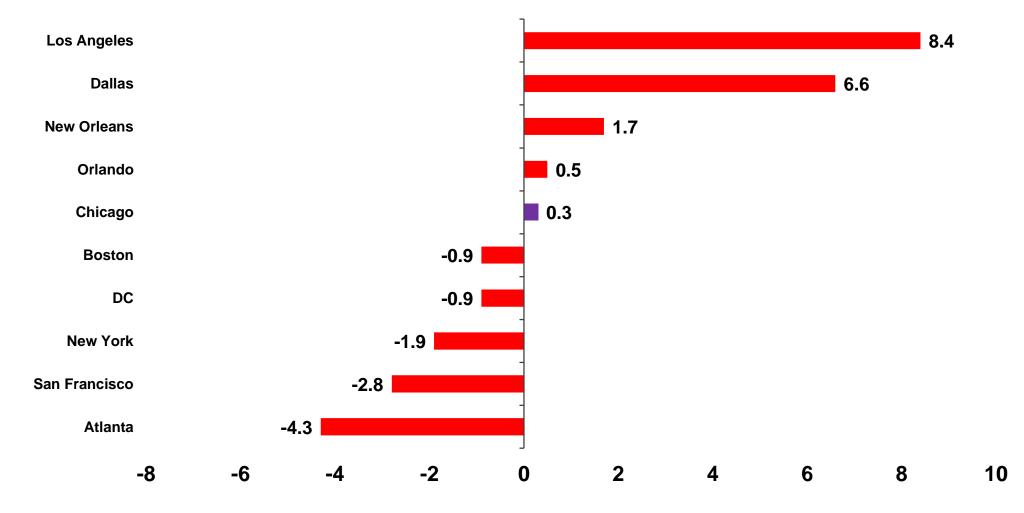






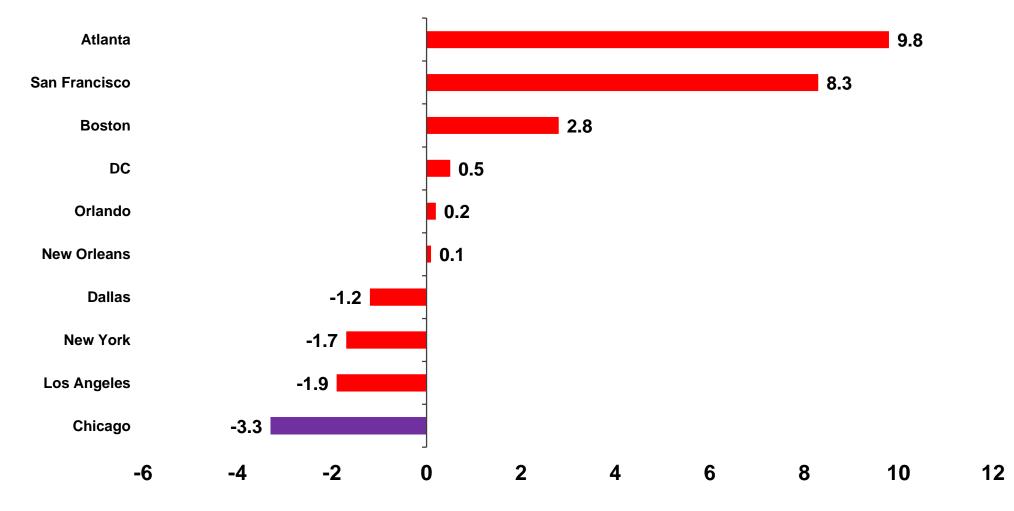
Transient Occupancy Change – June 2019 YTD





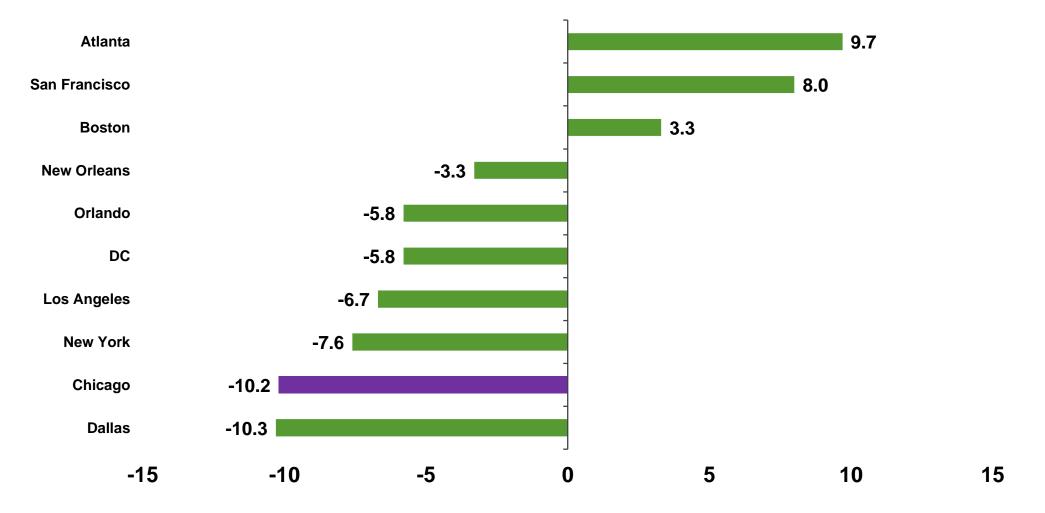
Transient ADR Change – June 2019 YTD





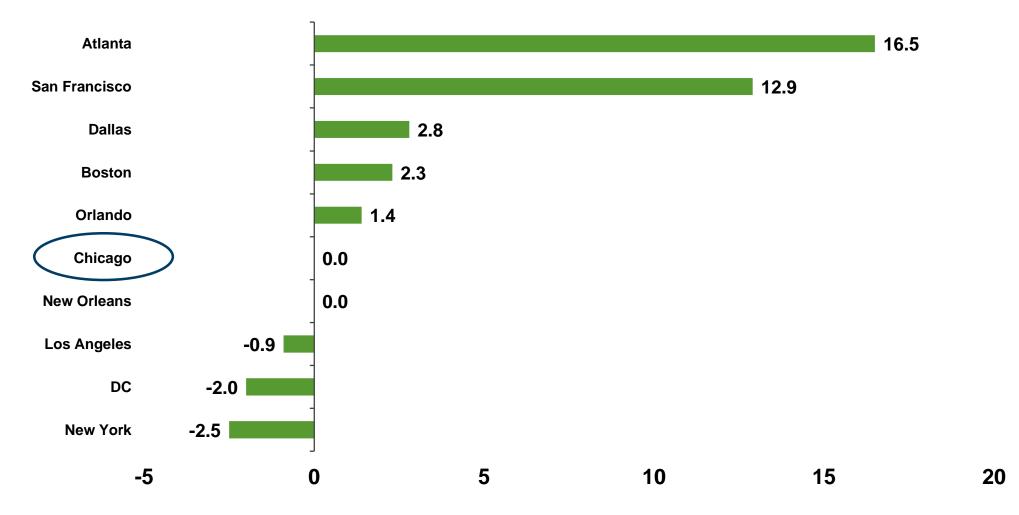
Group Occupancy Change – June 2019 YTD



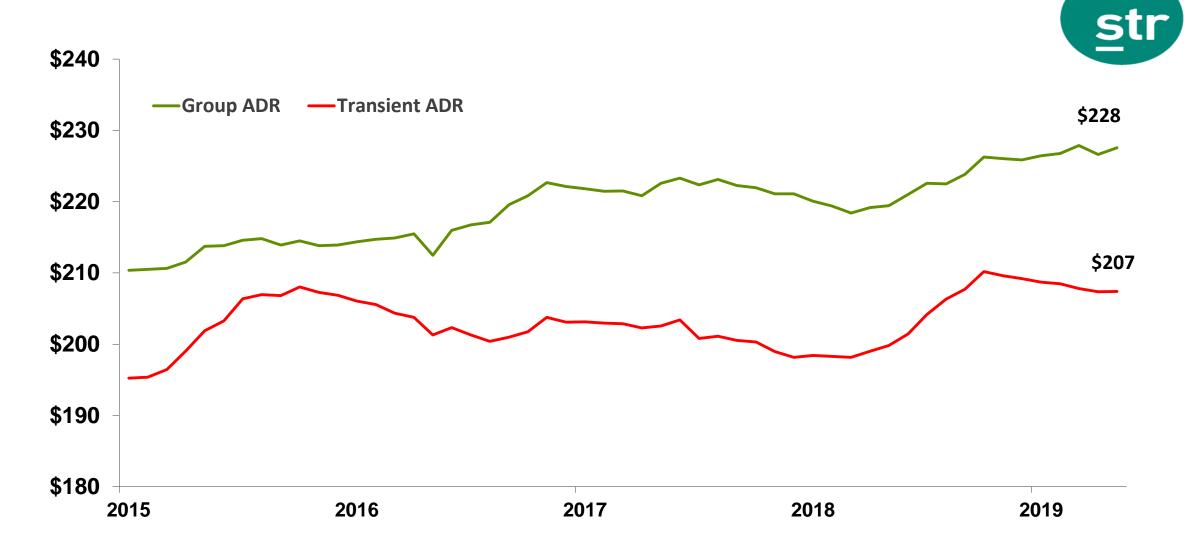


Group ADR Change – June 2019 YTD





ADR: Choose Chicago CBD - Transient vs Group . . .



Choose Chicago CBD Transient vs Group ADR 12 MMA 2015 – May 2019



US Pipeline: I/C Rooms Now 4% Below all time High

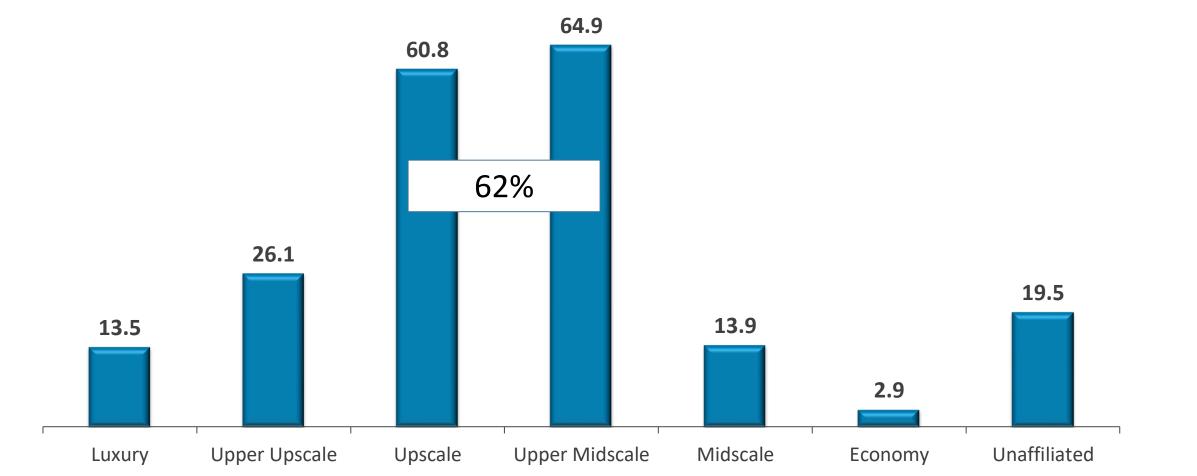


<u>Phase</u>	<u>2019</u>	<u>2018</u>	<u>% Change</u>
In Construction	202	187	7.8%
Final Planning	225	222	1.5%
Planning	229	195	17.5%
Under Contract	656	604	8.6%

*Total US Pipeline, by Phase, '000s Rooms, June 2019 and 2018

Limited Service Construction Is The Name Of The Game





*US Pipeline, Rooms In Construction, '000s Rooms, by Scale, June 2019



Chicago CBD - U/C Rooms

2019

864

2018

1,878

Chicago CBD U/C Pipeline, June 2019, 2018



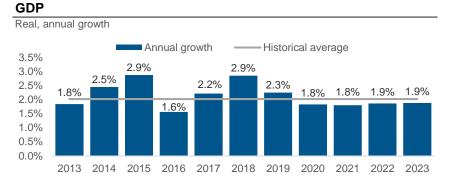




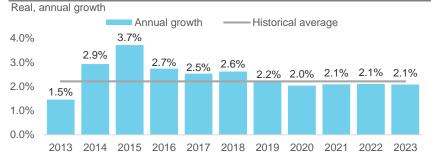
Keep Your Eye on the Economy

Economic outlook: Current forecast

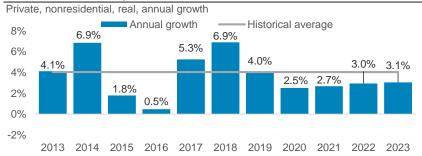




Consumer spending



Fixed investment, private, nonresidential



GDP growth of 2.9% last year and 2.3% this year, slowing notably in 2020 to 1.8%.

Source: Oxford Economics

Total United States

Key Performance Indicator Outlook (% Change vs. Prior Year) 2018A, 2019F – 2020F



Outlook			
	2018 Actual	2019 Forecast	2020 Forecast
Supply	2.0%	1.9%	1.9%
Demand	2.4%	2.0%	1.7%
Occupancy	0.5%	0.1%	-0.2%
ADR	2.4%	1.9%	2.2%
RevPAR	2.9%	2.0%	1.9%

Chicago CBD – Custom Forecast Key Performance Indicator Outlook (% Change vs. Prior Year) 2018 Actual – 2019 Forecast



Choose Chicago CBD		
	2018 Actual	2019 Forecast
Occupancy	75.4% 0.9	74.8% -0.7
ADR	\$213.20 4.5	\$213.79 0.3
RevPAR	\$160.72 5.5	\$160.00 -0.4

Key 15 U.S. Markets RevPar 2019 Forecast





Excludes Las Vegas

Top Of Mind Thoughts



- Tight Labor Market Wages Increasing
- Slower Economy Pinch on Demand?
- Significant Supply Growth More Coming
- New Hotel Ramp Up Flat or Declining Occupancy?
- Moderate RevPar Growth ADR Driven
- Late in U.S. Cycle How much Longer?

