



CHOOSE CHICAGO

2023-2025 STRATEGIC PLAN

VISION

Elevate the brand of Chicago as a must-experience global destination

MISSION

Enrich our community by attracting meetings, events and leisure travelers to Chicago

TARGETS

Achieve by 2025

Total Visitation: 61.1M
Hotel Room Demand: 12.1M

Storytelling KEY INITIATIVES	Selling KEY INITIATIVES	Advocating KEY INITIATIVES	Engaging KEY INITIATIVES	Leading KEY INITIATIVES
<ul style="list-style-type: none"> a. Develop a comprehensive brand strategy b. Launch marketing/media strategy to grow leisure travel c. Launch a comprehensive marketing/media strategy for meetings & conventions d. Launch a comprehensive strategy for sports e. Ensure equity, inclusion and diversity play a leading role within all marketing f. Create marketing strategy to promote exploration of neighborhoods by locals and visitors g. Develop a compelling story for global visitors to make Chicago a bucket-list destination 	<ul style="list-style-type: none"> a. Build a sales strategy to establish Chicago as the premier destination for diverse meetings, conventions and events b. Leverage Chicago's vast network of intellectual capital to attract meetings and attendees c. Build a comprehensive strategy to attract more sporting events to Chicago d. Expand network of global tour operators, travel trade and media e. Leverage large scale events and new major attractions to maximize awareness and long-term impacts for the city (NASCAR, DNC, Obama Presidential Center) 	<ul style="list-style-type: none"> a. Work with city officials to address public safety b. Develop a comprehensive plan to improve international visitor experience c. Increase and stabilize funding through local, state and federal advocacy d. Advocate for accessibility options for visitors e. Explore developing a destination master plan f. Advocate for improved environmental sustain-ability at meetings/events g. Develop a comprehensive plan to advocate for careers in tourism with focus on ethnically diverse talent 	<ul style="list-style-type: none"> a. Establish a diverse, civic C-suite tourism advisory council to lead major advocacy initiatives b. Locally promote the importance of tourism and Choose Chicago's value for the city's economic vitality c. Establish a greater presence in downtown to better connect with the community d. Integrate neighborhoods as essential parts of the visitor experience e. Grow partnership through increased engagement and opportunities f. Prioritize diversity, equity, inclusion and accessibility in all internal initiatives g. Identify and advocate for issues that affect travel 	<ul style="list-style-type: none"> a. Identify and secure new sources of sustainable funding b. Promote a positive organizational culture to inspire excellence and recruit/retain talented staff c. Create an organization that reflects the diversity of Chicago d. Improve Choose Chicago and Chicago Sports Commission board governance and engagement e. Become a data driven organization f. Embrace technology to improve all aspects of our business
TARGETS	TARGETS	TARGETS	TARGETS	TARGETS
<ul style="list-style-type: none"> • In traveler survey, increase likelihood to visit Chicago by 10% • 20% increase in economic impact of leisure travel • 1.8M international visitors • 10% increase in global earned media/total articles 	<ul style="list-style-type: none"> • 2.25 million group room nights booked in 2025 • Double clients served by Connecting to Chicago • Secure 70 citywide events per year beginning in 2028 • Book 97 Impact Nights (5,000+ peak group rooms) per year beginning in 2028 • Host 8-10 sporting events per year 	<ul style="list-style-type: none"> • Improve DNext public safety perception ranking • Increase annual scholarships awarded by Choose Chicago Foundation by 50% • Increase revenue sources to be competitive with other markets 	<ul style="list-style-type: none"> • Five positive local media hits per month • Improve DNext score • Grow partnership to 1500 • Establish a resident sentiment survey and improve scores YOY • Create a benchmark to measure success across peer neighborhood sets • Improve diverse spending by 5% YOY 	<ul style="list-style-type: none"> • Increase satisfaction in employee survey to 80% across priority areas • Under 20% turnover rate • TID in place • Improve diversity of team to reflect demographics of Chicago • Implement a dashboard to integrate data across the organization