### Storytelling

**KEY INITIATIVES**

- 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 a 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

### Selling

**KEY INITIATIVES**

- 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)

### Advocating

**KEY INITIATIVES**

- 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 sustainability at meetings/events
- g. Develop a comprehensive plan to advocate for careers in tourism with focus on ethnically diverse talent

### Engaging

**KEY INITIATIVES**

- 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

### Leading

**KEY INITIATIVES**

- 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

#### Storytelling

- 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

#### Selling

- 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

#### Advocating

- Improve DNex public safety perception ranking
- Increase annual scholarships awarded by Choose Chicago Foundation by 50%
- Increase revenue sources to be competitive with other markets

#### Engaging

- Five positive local media hits per month
- Improve DNex 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

#### Leading

- 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

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**MISSION**

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

**VISION**

Achieve by 2025

- Total Visitation: 61.1M
- Hotel Room Demand: 12.1M

**TARGETS**

- Enrich our community by attracting meetings, events and leisure travelers to Chicago
- 2023-2025 Strategic Plan
- Elevate the brand of Chicago as a must-experience global destination

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**CHICAGO**

**CHOOSE CHICAGO**

2023-2025 Strategic Plan