

A wide-angle photograph of the Chicago skyline at dusk. The Cloud Gate sculpture, also known as 'The Bean', is in the foreground, reflecting the surrounding buildings and the colorful sky. The sky is a mix of purple, pink, and blue. The buildings are lit up with warm yellow and orange lights. The text 'CHICAGO' is written in large, white, stylized letters across the upper middle of the image, and 'CHOOSE CHICAGO' is written in smaller, white, sans-serif letters below it.

CHICAGO

CHOOSE CHICAGO

BECOME A PARTNER

★ partnership@choosechicago.com ★ choosechicago.com/partners

A MESSAGE FROM THE CHOOSE CHICAGO PARTNERSHIP TEAM

We are eager to work with our partners to provide them a platform to generate awareness for their business and provide opportunities to further their engagement with Choose Chicago and the industry.

We are here to serve our valued partners, customers, and visitors to ensure a vibrant and sustained visitor industry for all. We hope that you consider joining us and become a partner!



Jordan Engerman
Vice President of Partnership



Mayela Hobbs
Partner Relations and Outreach Manager

MEET CHOOSE CHICAGO

Our mission:
Enrich our community by attracting
meetings, events and leisure travelers
to Chicago.



THE POWER OF TOURISM

★ **48.8M**
annual visitors

★ **\$16.9B**
economic impact

★ **\$2.11B**
total tax revenue
generated

★ **119.6K**
jobs across 77
neighborhoods

OUR PARTNERSHIP PROGRAM

Choose Chicago is a nonprofit (501c 6), partnership-based organization representing the entire visitor industry - leisure and meetings/events-focused businesses.

1500 PARTNERS



PERFORMING ARTS



EVENT SUPPLIERS



EVENT VENUES



MUSIC & NIGHTLIFE



MUSEUMS



SHOPPING



SPORTS & RECREATION



ACCOMMODATIONS



VISITOR SERVICES



DINING



TOURS & ATTRACTIONS



ASSOCIATIONS



JOIN US

Your investment in partnership supports your business and our city.

★ YOUR BUSINESS

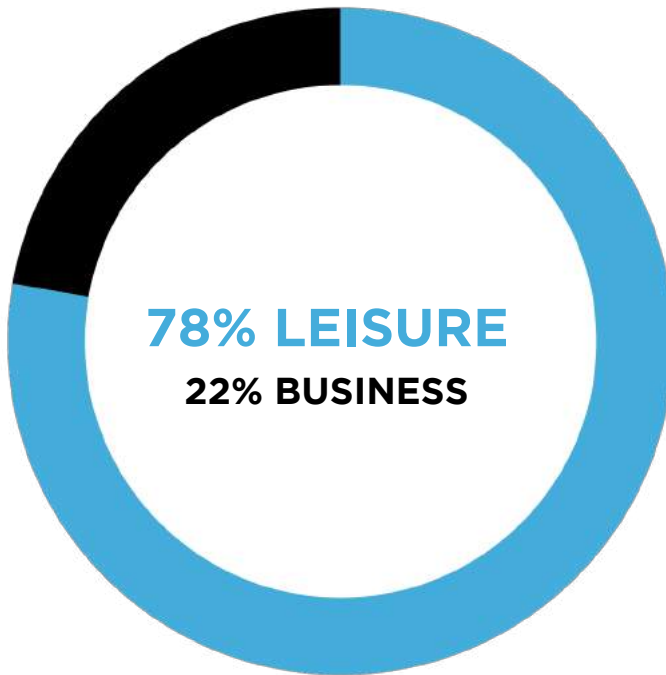
Gain exposure, access resources, and make connections to build your business.

★ OUR CITY

Your partnership investment directly supports Choose Chicago's efforts to inspire travel to our amazing city.

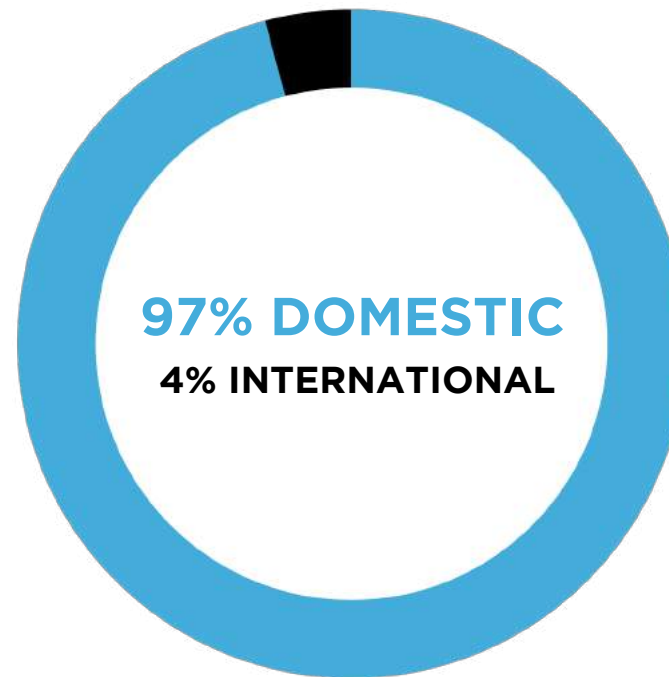
OUR VISITORS

TRIP PURPOSE



Domestic Visitors account for
\$17B in direct spending

ORIGIN



Overseas Visitors account for
\$2B of direct spending

DOMESTIC TRAVELER PROFILE



Overnight Paid Accommodations
Business – **22%**
Leisure – **78%**

MEETING AND CONVENTION SALES

Choose Chicago's Sales Team is responsible for promoting and securing conventions and events at Chicago's McCormick Place and over 150 hotel partners throughout the city. They serve as destination experts and work with all our partners to promote Chicago as the premier meetings destination.



★ CONVENTION TEAM

Dedicated sales professionals focus on attracting and booking large meetings and events into McCormick Place, the western hemisphere's largest convention center. They collaborate with city, state, and industry leaders to ensure the delivery of well-executed events on behalf of our clients.

★ IN-HOUSE TEAM

Through direct sales, prospecting, and industry involvement these sales representatives work to bring smaller conferences and meetings to Chicago primarily held at Chicagoland hotels and unique meeting and conference facilities.

MARKETING

The Choose Chicago Marketing team promotes awareness of Chicago throughout the world, inspiring business and leisure visitors to plan and book a trip to Chicago, and ultimately encouraging visitors to be the city's brand ambassadors.

★ ADVERTISING

In 2022, Choose Chicago launched the When You Go You Know campaign to promote Chicago as a world-class, immersive, and inclusive tourism destination and drive overnight hotel visits. Capitalizing on consumer's strong desire to travel again and take "the greatest of all trips," the campaign is founded on the insight that Chicago is a city that is always transforming itself – and offers visitors rich experiences that will transform them. The campaign, which is designed to run for multiple years, targets key audiences regionally and nationally.

★ CHOOSECHICAGO.COM

With inspirational content, planning tools, special offers, and more, [our website](#) offers a seamless user experience that helps website visitors explore all that Chicago has to offer.



8M Visitors in 2022



10.7M Sessions in 2022

★ SOCIAL MEDIA

With an ever-expanding community of Chicago fans, the Choose Chicago social media channels generate online buzz for things to do and see in the city.



More than
340K
Followers



More than
445K
Likes



More than
100K
Followers

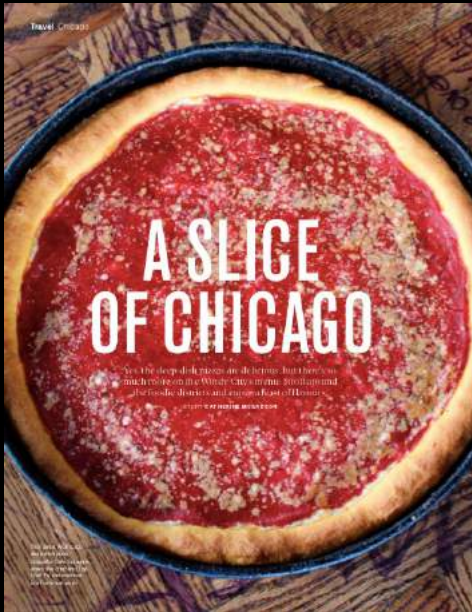


More than
26.2K
Followers

MEDIA RELATIONS

Media relations generates valuable domestic and international print, online, and broadcast media coverage of Chicago and our partners. The team shares the story of our city with media from around the globe and invites them to come experience Chicago and our partners - creating buzz and resulting in millions of dollars of earned media value.

In 2022 the team generated...



\$27.5M

Earned Media Value

1.5K

Articles & Broadcasts
Highlighting Travel to Chicago

3.6B

Readers, Listeners & Viewers

CHICAGO VOTED BEST BIG CITY IN THE U.S. 6 YEARS IN A ROW



INFLUENCERS:

The Choose Chicago Media Relations Team hosted and/or worked with **over 100 local, regional, national, and international influencers** from seven key markets.

TOURISM AND GLOBAL DEVELOPMENT

Our Global Development team helps establish Chicago as a top tourism destination with international individual and group travelers, who tend to stay longer and spend more in our city.

MAJOR INITIATIVES INCLUDE:

- ★ Travel to over 30 countries to promote Chicago to travel trade professionals (such as travel agents, tour operators, airlines)
- ★ Direct outreach through sales missions and calls as well as destination trainings
- ★ Exhibit and sales appointments at international & domestic trade shows

WHERE VISITORS ARE COMING FROM AROUND THE WORLD



CANADA



BRAZIL



MEXICO



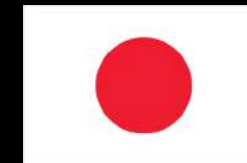
INDIA



GERMANY



CHINA



JAPAN



SOUTH KOREA



UNITED KINGDOM



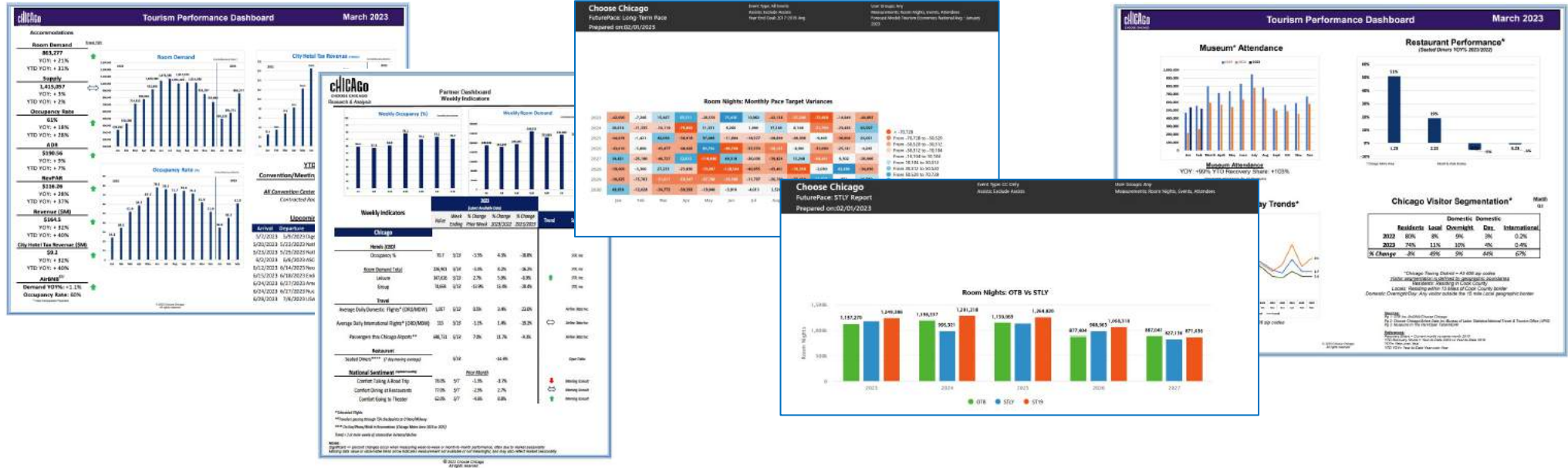
FRANCE

CHICAGO SPORTS COMMISSION

The Chicago Sports Commission recruits and supports high-profile sporting events that drive significant economic impact and positive exposure for the city of Chicago and our partners.

SAIL GP
POWERED BY NATURE.™





AN INTELLIGENT PARTNERSHIP

WE PROVIDE PARTNERS ON-DEMAND ACCESS TO TOURISM INDUSTRY INTEL:

- ★ Weekly/Monthly Tourism performance dashboards
- ★ Domestic Visitor profiles
- ★ Hotel performance and development updates
- ★ International visitor traffic and outlook
- ★ B2B resources: bookings pace reports, convention calendar, customizable event bookings reports
- ★ Annual Report
- ★ Partner Directory



PARTNER ENGAGEMENT OPPORTUNITIES

★ NETWORKING EVENTS

Build and nurture key industry relationships with like-minded organizations and have fun in the process at our unique events.

★ EDUCATIONAL EVENTS

Enhance your professional skill set with valuable information about industry trends and developments, as well as Choose Chicago initiatives.

★ PARTNER SHOWCASE

This bi-annual tradeshow-style partner event provides the opportunity to both promote your product or service as well as network with influential industry leaders.

★ ANNUAL MEETING OF PARTNERSHIP

This highly attended event provides an overview of Choose Chicago's accomplishments, features upcoming goals and objectives from key leaders, and the ability to network with over 1,200 industry colleagues.

CUSTOMIZABLE ONLINE PARTNER LISTING

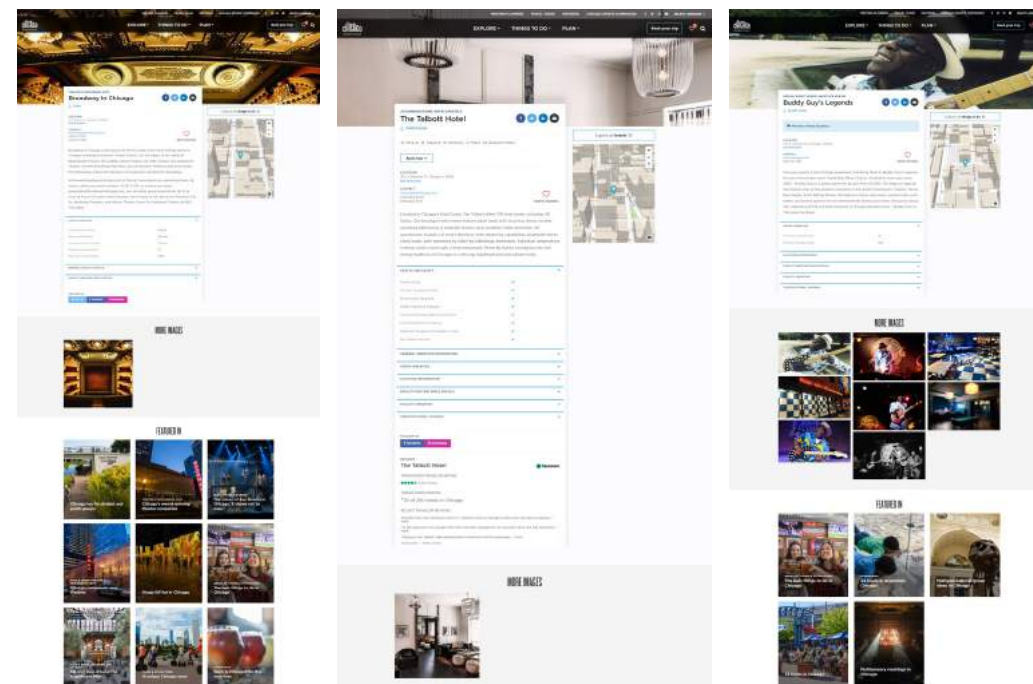
This dedicated page is the most powerful tool your organization has for connecting with the millions of annual visitors to choosechicago.com. Your listing will be featured throughout the site on neighborhood pages, blogs, events, and more.

Your listing features:

- ★ A direct link to your website
- ★ Unlimited images and videos
- ★ A description of your business and amenities you offer
- ★ Opportunity for links to social media channels and review platforms
- ★ Special offers for visitors
- ★ Articles you've been featured in on choosechicago.com

ADVERTISING OPPORTUNITIES

Our custom advertising program offers a wide range of online, print, and digital platforms designed to meet any budget. For more information, contact Miles Partnership at chicagosales@milespartnership.com.



VALUABLE EXPOSURE FOR YOUR BUSINESS

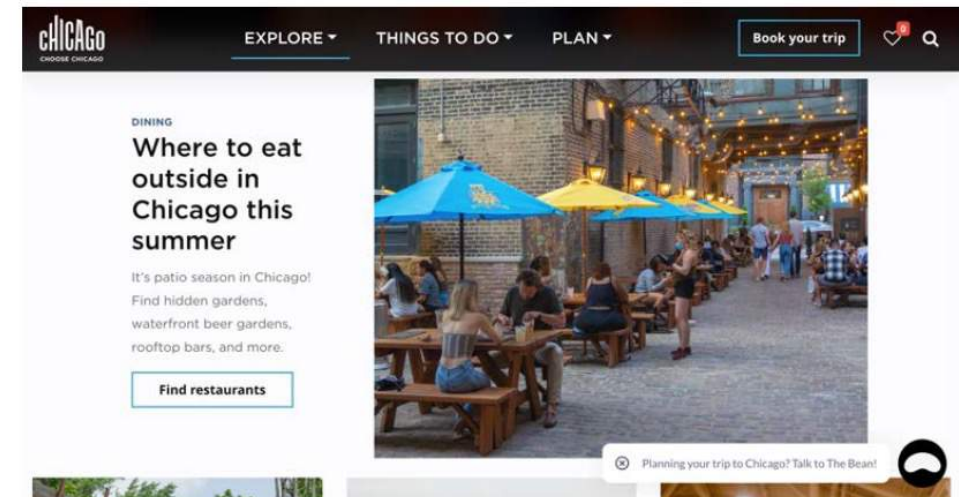
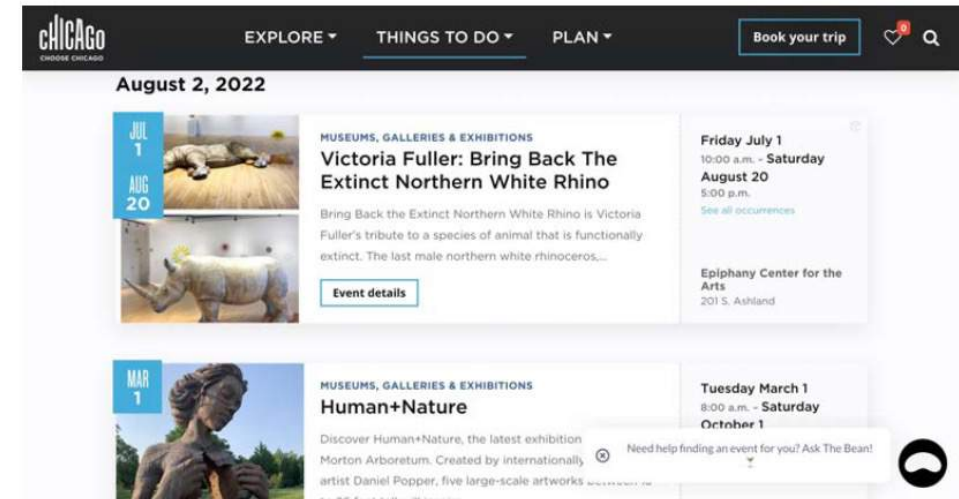
[Choosechicago.com](https://choosechicago.com) provides partners the opportunity to reach millions of annual visitors with quality content through the following website features:

EVENTS CALENDAR

Generate buzz for your organization's events by submitting them to our popular Chicago events calendar. Each month, over 11 thousand people use the Choose Chicago events calendar to discover upcoming shows, exhibits, festivals, and more all around the city.

CHICAGO LIKE A LOCAL BLOG

Our partners receive priority coverage in Choose Chicago blogs, showcasing your organization on one of Choose Chicago's most popular platforms for seasonal and year-round content. Partners also have the opportunity to purchase sponsored blogs dedicated to the topic of their choice.



VALUABLE EXPOSURE FOR YOUR BUSINESS

Additional opportunities to increase your organization's visibility include:

E-NEWSLETTERS

Enjoy the chance to be featured in our monthly leisure, travel trade, and meeting planner emails that highlight what's new in Chicago as well as major initiatives and events.

SOCIAL MEDIA

Leverage the opportunity to be highlighted in Choose Chicago's leisure social media content. These channels position our city as a top travel destination and showcase the many iconic sights and partner organizations that make Chicago an ideal place to visit and live.

PRINT & DIGITAL

Take advantage of Choose Chicago's annual publications that strategically target leisure visitors and meeting professionals with trip planning information.



PARTICIPATION IN CITYWIDE PROGRAMS

★ CHICAGO RESTAURANT WEEK

This program offers value priced menus for consumers to enjoy during a typically slow time of year and promote Chicago's acclaimed culinary scene.

★ FIRST BITES BASH

The official kickoff event for Chicago Restaurant Week, features bites from more than 70 Chicago Restaurant Week participants, along with beer, wine and cocktail pairings to a consumer audience of over 2,000 people.

★ CHICAGO FRIDAY NIGHT FLIGHTS

This event series showcases the city's dynamic craft brewing scene through tasting events in different Chicago neighborhoods.

★ CHICAGO THEATRE WEEK

Presented in partnership with the League of Chicago Theatres, this program features value-priced tickets from theatres across Chicago.



FIRST BITES
BASH

CHICAGO
THEATRE
WEEK

PARTNERSHIP PACKAGES

Choose the package that works for your business based on your budget and marketing goals.

[Packages & Benefits Breakdown](#) →

★ CHOICE

\$99
ANNUALLY

★ PREMIER

\$399
ANNUALLY

★ ULTIMATE

\$699
ANNUALLY



JOIN US

Ready to become a partner?

BECOME A PARTNER

If you have further questions about a Choose Chicago partnership:

★ partnership@choosechicago.com



Jordan Engerman
Vice President of Partnership



Mayela Hobbs
Partner Relations and Outreach Manager