

# SUCCESS STORIES

Oakbrook Center • Oak Brook, Illinois

## Tourism

While one may not immediately recognize Oakbrook Center and DuPage County as dominant tourist destinations, DuPage County contributes more than \$1.5 billion to Illinois' total sales tax revenue in domestic leisure travel expenditures and hosts more than nine million visitors annually. With its shrinking marketing budget, Oakbrook Center's lofty goal of increasing tourist traffic included:

- Forging an alliance with an organization titled "Hotels of Oak Brook"
- Convincing the hotels that Oakbrook Center was a driving force in visitors' decision to visit the Oak Brook area
- Using Oakbrook Center as the "call to action" centerpiece of a direct mail campaign, funded by the Hotels of Oak Brook's campaign

## Overview

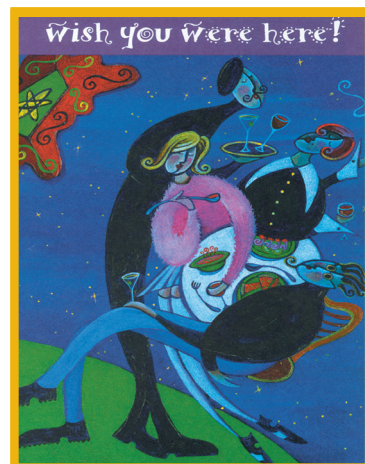
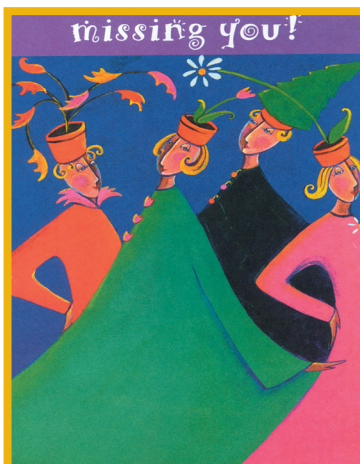
Oakbrook Center's marketing team armed themselves with the simple statistic that shopping is a tourist's number one activity. The next step was to convince the hotels they needed the cache of Oakbrook Center's shopping message to motivate the visiting consumer to stay overnight rather than depart at the end of the day. Direct mail

postcards were sent bi-monthly to Oakbrook Center's key constituencies in neighboring states. Oakbrook Center secured incentives from retailers to motivate shoppers to redeem the postcards, and the postcards provided Oakbrook Center with a tracking system to measure the program's success. Other tracking systems included a toll-free telephone number and website response.

## Results

The Hotels of Oak Brook utilized Oakbrook Center in its direct mail campaign for two concurrent years. Oakbrook Center was able to reach 120,000 potential shoppers, at no cost to the property. Oakbrook Center also approved all creative, production, and mailing lists used in the campaign.

- Inquiries to the toll-free number increased by 37%
- Total value of the program listed at \$380,000
- Participating Oakbrook Center retailers covered their own costs of providing a gift with purchase or gift with visit
- Visitation to the website increased 53%
- All participating hotels reported increased bookings from the prior year



Direct Mail Collateral