

**For Immediate Release**

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**4<sup>th</sup> ANNUAL MAGNIFICENT DAY IN DUPAGE HELD  
DURING NATIONAL TRAVEL & TOURISM WEEK**

Oak Brook, IL – The [DuPage Convention and Visitors Bureau](#) hosted its annual “One Magnificent Day in DuPage” FAM event for meeting planners in conjunction with [National Travel & Tourism Week](#). Thirty-one association and corporate meeting planners attended.

The event began with a welcome reception at [Louis Vuitton in Oakbrook Center](#) on the evening of Wednesday, May 13, and resumed the next morning with a breakfast presented by [Maggiano's Oak Brook](#) at [Tiffany & Co.](#)

Attendees spent the rest of their day being shuttled to various hotels, resorts and attractions in the area via luxury motorcoach provided by [Windy City Limousine](#). Each location showcased a standout feature, such as a golf course, spa, or dinner theatre, while providing tours of their guest rooms and meeting space.

“The purpose of the event is to introduce meeting planners to the area in a unique and exciting way,” according to Lisa Landers, CMP, DuPage CVB Director of Sales. “We had a great mix of planners this year, mostly from Illinois and surrounding states, but a couple from as far away as Florida and California.”

Participating hotels and resorts this year included the [Crowne Plaza Hotel Glen Ellyn-Lombard](#), [Doubletree Hotel Chicago Oak Brook](#), [Doubletree Guest Suites & Conference Center Downers Grove](#), [Eaglewood Resort & Spa](#), [Oak Brook Hills Marriott Resort](#), [Westin Chicago Northwest](#), and [Westin Lombard Yorktown Center](#). Guests were also treated to a tour of the [Lynfred Winery](#) in Roselle.

An end-of-day reception hosted by [Hilton Chicago Indian Lakes Resort](#) was held with representatives from other member hotels at [The Morton Arboretum](#) in Lisle. This was followed by a visit to the CVB's annual "Hospitality Showcase," also being held at the arboretum, to sample a wide area of delicious delicacies from area restaurants.

"It was tremendous! To be able to see so many venues in one day was great," stated Barbara Hale, President & CEO of Event Management Professionals in Springfield. "Now we know so much more about what is available in DuPage. There are several properties I think would work great for one of our upcoming events."

This event is held in May each year. Meeting planners interested in attending next year's event should contact the DuPage CVB Sales Department at 800.232.0502 or [meetings@discoverdupage.com](mailto:meetings@discoverdupage.com).

### **About DuPage County and the DuPage Convention & Visitors Bureau**

DuPage County is the second most populous county in Illinois after Cook County, which borders it to the north and east. Together, the two counties account for half of the state's population. One of the nation's wealthiest counties, DuPage is rich in many types of commerce and is second only to Cook in tourism revenue. With its well-developed highway and mass transit system, DuPage is easily accessible from O'Hare and Midway Airports, as well as the City of Chicago.

Established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, the DuPage Convention & Visitors Bureau was formally certified in 1989 by the State of Illinois as the official agency to promote the county's multi-billion dollar tourism industry and market DuPage County as an enticing destination for leisure and business travelers, meeting planners, groups and conventions, in order to enhance the economic development of the area.

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