

for Everyone

PEORIA, ILLINOIS

 *enjoy peoria*
Peoria Area CVB



2018 MARKETING



2018 Marketing Value

\$400K



2018 LEADS SENT



Events

176

PCC Usage Days

438

Room Nights

150K

Attendees

431K

2018 PEORIA CIVIC CENTER SALES



Usage Days

108

*Future Contracted
Usage Days*

179

BUSINESS IN THE PIPELINE FOR PEORIA



Events

80

Attendance

292K

Room Nights

93K

PCC Days

259

2018 ESTIMATED ECONOMIC IMPACT



2018 Events

\$29M

Future Year Bookings

\$20M

Estimated Local Taxes Generated

\$600K

WE MAKE CLIENT VISITS BETTER...



*Events serviced in
Peoria in 2018*

98

...TO ENCOURAGE THEIR RETURN

KEEPING IT LOCAL



*Enjoy Peoria purchases from
Peoria businesses in 2018*

\$160K

BIG PLANS AHEAD



- Restaurant Week** (TBD)
- Mobile Passport** (2nd Quarter)
- Travel Writers** (2nd/3rd Quarter)
- Community Pride** (3rd/4th Quarter)
- HR Recruiting Toolkit** (1st Quarter)
- New Commercial Creation** (3rd Quarter)
- New Website Design** (3rd/4th Quarter)