



OFFICE OF THE MAYOR
CITY OF CHICAGO



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**MAYOR EMANUEL AND CHOOSE CHICAGO ANNOUNCE AMERICAN LIBRARY
ASSOCIATION TO EXTEND RUN IN CHICAGO**

*Show Signs on for 2020, 2023 and 2026 in Addition to Existing Plans for 2013 and 2017;
Projects to Bring More than \$50 Million in Estimated Direct Expenditures Per Year*

Mayor Rahm Emanuel today announced the Chicago-based American Library Association (ALA) has signed an agreement confirming Chicago will host its show in 2020, 2023, and 2026.

"This is great news for our convention industry and shows that Chicago is the place for large, national organizations to come and do business," said Mayor Emanuel. "The reforms at McCormick Place and Navy Pier have attracted more than \$3.25 billion in committed shows and this number continues to grow."

The ALA traditionally meets the week prior to the Fourth of July. ALA has previously met in Chicago in 2009. Three years ago ALA relocated its 2013 annual convention from New York and selected Chicago. ALA is scheduled to return again to Chicago in 2017. The ALA annual convention attracts 25,000 attendees and generates over 34,000 room nights and is expected to generate estimated direct expenditures of \$50 Million.

"We are delighted to host ALA's Annual Conference in Chicago with greater frequency with our new, multi-year commitment covering 2020, 2023 and 2026. The recent legislative changes and cooperation from Chicago's labor unions have made this agreement possible," said Maureen Sullivan, President of the American Library Association. "Chicago is our hometown and such a fabulous city. We enjoy working with our partners at Choose Chicago



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and McCormick Place and are excited that our attendees and exhibitors will now have the opportunity to experience this city's great amenities more often."

"The Labor reforms enacted continue to generate positive results for our customers and resonate well with current and potential customers," said Don Welsh, Choose Chicago President and CEO. "ALA's decision to include Chicago in its annual convention rotation is a perfect example of a major customer returning to Chicago as a direct result of these reforms. We are pleased to see positive progress and our team will continue to aggressively pursue all potential customers, who will benefit from Chicago's impressive convention platform, vibrant city and the significant cost savings resulting from the labor reforms."

The good news about ALA comes on the heels of other great news for Chicago's tourism industry. Year to date, the city has shown a 6.8 percent increase in occupancy rate for its hotel rooms, from 62.0 percent in 2011 to 66.2 percent in 2012. The average daily rate per room is \$166.09 this year, up nearly \$10 per night from 2011. And, the important revenue per available room figure is up 13.1 percent, from \$97.14 in 2011 to \$109.89 in 2012. June was one of the most outstanding months the city has had in recent history, with hotel occupancy rates over 90 percent.

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