

# USBC Women's Championships, 2021

DuMore  
Page



## USBC Women's Championships 2021

The United States Bowling Congress Women's Championships, a national event open to all female USBC members, dates to 1916 when eight teams took to the lanes in St. Louis. The tournament, now the **largest annual participatory sporting event in the world for women**, offers bowlers of all ages and skills the chance to compete for a national title in an event filled with tradition as well as fun.

As the result of a competitive bid process led by the DuPage CVB and Stardust Bowl of Addison, **primarily against tier-1 destinations nationwide**, USBC announced the return of the Women's Championships to the Chicago region for the **first time since 1935**.

"Participants have asked us to take the Women's Championship to venues throughout the country, **particularly the Midwest**, and we will make that happen over the next four years," USBC Executive Director Chad Murphy said. "Stardust Bowl knows what it takes to deliver a successful and, along with the DuPage CVB will be gracious hosts when the Women's Championship hits the Chicago area."



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### Participant Profile

The Women's Championships features a multi-division scratch format based on average. Bowlers compete in team, doubles and singles events. Bowlers usually take part in the three game team event the first day and one round of three doubles and three singles games the next.

#### Demographics:

The USBC member is an affluent, educated consumer with a strong lifestyle profile. Bowler demographics are on par with other popular sport marketing target audiences including auto racing, baseball and golf.

#### Women's Championship:

- April 17, 2021 – July 5, 2021 (subject to change)
- Average stay per bowler = 4.0 days/3.5 nights
- Average daily spending per bowler = \$166
- \$646 per guest (\$10.3m to \$12.9m)
- 16,000 to 20,000+ participants, plus guests
- 60,000 room nights booked, expected

#### Participant Profile:

- 64 years of age – average
- 70% married
- \$58 average spending on gambling per person per day

# USBC Women's Championships

## Past & Future Hosts

	Host:		Host:	Number of Competitors:
2026	Las Vegas, NV		2017	Baton Rouge, LA 17,736
2025	Reno, NV		2016	Las Vegas, NV 24,492
2024	Cincinnati, OH		2015	Reno, NV 15,072
2023	Las Vegas, NV		2014	Reno, NV 16,836
2022	Reno, NV		2013	Reno, NV 17,236
2021	<b>Addison, IL</b>		2012	Reno, NV 23,716
2020	Las Vegas, NV		2011	Syracuse, NY 23,288
2019	Wichita, KS		2010	El Paso, TX 23,456
2018	Reno, NV		2009	Reno, NV 33,320
			2008	Detroit, MI 29,320
			2007	Charlotte, NC 34,840
			2006	Reno, NV 43,888
			2005	Tulsa, OK 31,780

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## Quick Facts:

- Event Date: April 17, 2021 – July 5, 2021 (subject to change)
- Estimated Economic Impact = \$26 million
- 400 (minimum) hotel rooms contracted per day in DuPage
- 16,000 - 20,000+ competitors
- 12+ weeks of competition
- 80+ days of overnight visitors
- Average of 400+ visitors per day
- Average number of days bowlers stay in area: 4 days (3.5 nights)
- Average spending per bowler (including lodging): \$646
- Temporary jobs: 40 and 65 local workers

# Host Community

## Room/Hotel Benefit Summary

<b>Hotel:</b>	<b>Address:</b>	<b>Number of Rooms Requested/Offered:</b>
WESTIN LOMBARD YORKTOWN CENTER	70 YORKTOWN CENTER LOMBARD, IL 60148	800
SONESTA ES SUITES CHICAGO/LOMBARD	2001 SOUTH HIGHLAND AVENUE LOMBARD, IL 60148	1600
LOMBARD TOWNEPLACE SUITES BY MARRIOTT	455 E. 22ND STREET LOMBARD, IL 60148	800
EMBASSY SUITES CHICAGO/LOMBARD/ OAK BROOK	707 EAST BUTTERFIELD ROAD LOMBARD, IL 60148	2000
SURESTAY PLUS HOTEL LOMBARD	222 E. 22ND ST. LOMBARD, IL 60148	3600

## Funding

### Bid Fee + Ancillary Host Costs

Installment Due to USBC:	10,000 (paid)	\$ 40,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 200,000
	2017	2018	2019	2020	2021	Total Commitment
DuPage CVB	\$10,000.00			\$ 37,500.00	\$ 35,000.00	\$ 82,500.00
DuPage County		\$ 10,000.00	\$ 20,000.00			\$ 30,000.00
Village of Addison		\$ 10,000.00	\$ 10,000.00			\$ 20,000.00
Village of Itasca		\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 20,000.00
Village of Downers Grove		\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 20,000.00
Village of Lombard		\$ 10,000.00	\$ 2,500.00	\$ 2,500.00	\$ 5,000.00	\$ 20,000.00
Village of Oak Brook		\$ 10,000.00	\$ 10,000.00			\$ 20,000.00
		\$ 50,000.00	\$ 52,500.00	\$ 50,000.00	\$ 50,000.00	\$ 212,500.00

\*Additional funds raised above the required \$200,000. bid fee will be dedicated to ancillary host costs & DuPage co-op event and attendee marketing program

\*Co-op marketing plan to be offered in 2021 for host communities and local businesses

## Early Promotion

Press Release, August 2017

- <https://www.bowl.com/News/NewsDetails.aspx?id=23622329848>
- <http://www.dailyherald.com/submitted/20170807/womens-bowling-championships-coming-to-addison>
- <http://www.midwestmeetings.com/cvbchamber-news/usbc-womens-championships-calling-stardust-bowl-of-addison-and-dupage-county-home-in-2021>
- <http://sportsplanningguide.com/usbc-womens-championships-calling-dupage-county-home-2021/>
- <http://sportstravelmagazine.com/chicago-area-to-host-2021-u-s-bowling-congress-womens-championships/>
- <https://www.11thframe.com/news/article/9598/Stardust-Bowl-in-suburban-Chicago-to-host-2021-USBC-Womens-Championships>
- [http://www.thebowlingnews.net/pdf/08-10-17\\_Bowling\\_news-WEB.pdf](http://www.thebowlingnews.net/pdf/08-10-17_Bowling_news-WEB.pdf)