



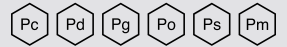
AMERICA'S BEST CITIES

A Ranking of U.S. Place Equity



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New Construction Liaison



CHICAGO

An abundance of programming and experiential options—museums, dining and nightlife—keeps residents and tourists hopping, while robust infrastructure keeps them moving seamlessly.

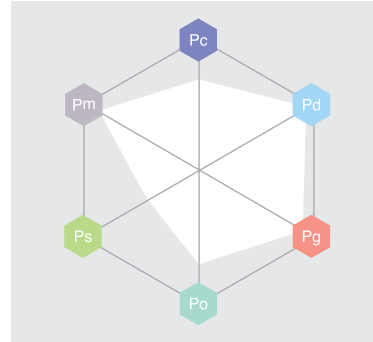
POPULATION

CITY: 2,717,534 | METRO: 9,534,008

Chicago may have missed out on first overall, but the City of Neighborhoods (or is it Big Shoulders?—either way, local pride and looking out for others rule here) was Top 3 in the key categories.

According to Resonance research, Chicago offers visitors and residents the same diversity of experience as traditionally larger tourism centers like New York and Paris. The city ranks #1 in the nation in the Product category, comprising such sub-categories as Museums (#5 in the U.S.), Sports Teams (#3) and Airport Connectivity (#2).

The Product category—an index that evaluates the “hardware” of a city—is one of the most difficult metrics to get



right. Museums, airports and public transit take years to build and are expensive to maintain, but they are vital for urban exploration and empowering a city’s visitors.

Chicago finished second only to New York for Programming, one of the largest indicators of a city’s magnetism and appeal to both residents and visitors. Chicago performs exceptionally well in this experiential category, which measures positive traveler and resident social media sentiment across the sub-categories of Culinary, Entertainment, Shopping, Culture and Nightlife. The relentless and distinctive restaurant scene in this vibrant, fearless city is catching up to its celebrated nightlife and music scene. Chicago ranked #3 in the Culinary category overall and second-



EVERYONE LOVES THE CUBBIES

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best in Nightlife, behind New York. Daring new rooms like Kitsune Restaurant and Pub by Michelin-starred chef Iliana Regan mash up Japanese-inspired pub food with Midwestern ingredients, while the brilliantly named Bad Hunter has Midwestern appetites queuing for inventive vegetarian fare.

The city also performs well in its #4 overall ranking in Promotion, a vital “top of funnel” traveler consideration when choosing a place to visit. Chicago’s destination marketers excel in ensuring that curious visitors searching for ideas are served with mobile-first guides, apps and maps—free, easy to access and updated frequently.



THE WINDY CITY’S NIGHTLIFE BLOWS AWAY THE REST OF THE COUNTRY

- Pc Place
- Pd Product
- Pg Programming
- Po People
- Ps Prosperity
- Pm Promotion



Top 10 Large Cities for Product

- 1. CHICAGO

- 2. NEW YORK

- 3. LAS VEGAS

- 4. LOS ANGELES

- 5. HOUSTON

- 6. PHILADELPHIA

- 7. ORLANDO

- 8. WASHINGTON

- 9. DETROIT

- 10. ATLANTA

Top 10 Small Cities for Product

- 1. TUCSON

- 2. ALBUQUERQUE

- 3. HONOLULU

- 4. RENO

- 5. TULSA

- 6. HARRISBURG

- 7. MYRTLE BEACH

- 8. OMAHA

- 9. CHARLESTON

- 10. GREENVILLE

Factors considered in each destination's overall Product ranking are...

- Housing affordability¹
- Number of direct destinations served by airport²
- Number of major league sports teams (MLB, NFL, NBA, NHL, MLS)³
- Number of quality entertainment experiences recommended by locals and visitors⁴
- Number of quality museums and fine arts institutions recommended by locals and visitors⁵
- Ranking of top local university⁶
- Size of convention center⁷

1. American Community Survey 2011-15
 2. Openflights.org
 3. Major League Baseball, National Football League, National Basketball Association, National Hockey League, Major League Soccer
 4. TripAdvisor.com
 5. TripAdvisor.com
 6. U.S. News & World Report
 7. Official Convention Center Website