

FOR IMMEDIATE RELEASE:

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DuPage Convention & Visitors Bureau Announces Next Phase of Strategic Plan

Product Development and Sports Advisory Committees to Work with DuPage CVB, the Destination Architect, to Develop New Initiatives That Spur Growth and Prosperity for DuPage County

OAK BROOK, IL — Beth Marchetti, executive director of the DuPage Convention & Visitors Bureau today announced the next phase of the organization's strategic plan, [GPS: A Tourism Roadmap](#). Two newly established committees – Product Development and Sports Advisory - will work in partnership with the DuPage CVB to further strengthen its position within the business travel market, and grow awareness of the destination throughout the leisure visitor market. The creation of the committees follows the launch of "DuMore in DuPage," the new brand which was unveiled in July 2017.

The DuPage CVB continues to develop new initiatives that are critical to the growth and prosperity of the DuPage visitor industry. Members of the Product Development and Sports Advisory Committees will provide guidance and advocate on behalf of the DuPage CVB team as it works to stimulate new product offerings that attract visitors and enhance the quality of life for DuPage residents. Each committee is comprised of a diverse group of experts in their respective areas, including medical, health, nature, hotels, sports, government leaders, and more working in a volunteer capacity.

"Over the last year, the DuPage CVB has expanded its role to that of a destination architect," said Marchetti. "Working with our Board of Directors, our members, and our partners, we continue to move forward on an aggressive trajectory now that we have the research, a comprehensive strategic plan, and a new brand. These committees are going to be essential in helping to guide and advise us as we work to enhance the visitor experience, and ultimately make DuPage County more competitive in the travel and tourism space."

"Our work around the county has demonstrated that truly strategic convention and visitor bureaus must proactively work to stimulate the 'right kind' of new product opportunities, and speak to prospective visitors' interests, while enhancing residents' quality of life," said Mitch Nichols, president of Nichols Tourism Group who worked in partnership with the DuPage CVB to develop its strategic plan. "That is exactly the charge of the new Tourism Product Development Committee."

The Sports Advisory Committee will work in partnership with the DuPage CVB and the Huddle Up Group, a leader in sports tourism and destination development, as it explores the viability of expanding its targeted sales and event development efforts in sports tourism. Sports tourism is one of the fastest growing sectors of the travel industry. Over the last four years, the DuPage CVB has booked more than 60 events and tournaments which represents more than 60,000 visitors who generated more than 74,000 hotel overnight stays and an estimated \$12.5 million in direct spending.

"We are excited to work with the entire team at the DuPage CVB," said Jon Schmieder, Founder & CEO, Huddle Up Group, LLC. "With the right plan in place, their expanded focus on the hyper competitive sports market should help drive increased overnight stays to the county."

The DuPage Convention & Visitors Bureau is the official sales and marketing organization for DuPage County. The DCVB was formed to attract business and leisure travelers to DuPage County's 38 communities and is responsible for generating billions of dollars in revenue every year in the form of hotel nights, tourist attractions, meals and more. The DuPage CVB is the only Illinois State certified not-for-profit organization authorized to represent DuPage County's tourism and convention business.

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The following industry leaders sit on the [Product Development Committee](#):

Karen Ayala, Executive Director, DuPage County Health Department
John Carpenter, Executive Director, Choose DuPage
Mike Feigenbaum, General Manager, Westin Lombard Yorktown Center
State Representative Michael Fortner, 49th District
Brook McDonald, President & CEO, The Conservation Foundation
Mary Ann Millush, Director, Legislative Relations, Special Assistant to the President, College of DuPage
Tammy Pressley, Director of Community and Government Affairs, Northwestern Memorial Healthcare (DuPage)
Debbie Venezia, Director of Arts, DuPage Foundation

The following industry leaders sit on the [Sports Advisory Committee](#):

Mike Benard, Executive Director, Wheaton Park District
Michael Cassa, CEO, Downers Grove Economic Development Corporation
Gerald Cassioppi, Attorney, Momkus McCluskey, LLC
Jerry Evans, General Manager, Embassy Suites by Hilton Chicago Naperville
Todd Finner, Director of Recreation, Village of Bensenville
Matt Foster, Assistant Athletic Director/Head Football Coach, College of DuPage
Rich Janor, President & CEO, Game Day USA
Walter Johnson, College of DuPage
Karen Krohn, FMC Natatorium of Westmont at Hilton Oak Brook Hills
Mike Moyzis, Vice President, Special Events, Game Day USA
Jeff Pruy, Mayor, Village of Itasca
Evan Summers, City Manager, Village of Bensenville
Dave Thommes, CPRE, Director of Recreation & Facilities, Oak Brook Park District
James Zay, DuPage County Board Member, District 6

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