

**FOR IMMEDIATE RELEASE:**

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## **DUPAGE CONVENTION & VISITORS BUREAU LAUNCHES NEW WEBSITE**

*DISCOVERDUPAGE.COM...YOUR DESTINATION FOR EVERYTHING DUPAGE!*

**OAK BROOK, IL** —The DuPage Convention & Visitors Bureau (DCVB) is committed to providing the best tools and resources to visitors, as well as stakeholders, members, residents and civic leaders to unite and celebrate the value travel holds for the entire County, economy, businesses and personal well-being. Today, after months in development, DCVB is thrilled to announce the launch of a new website, DiscoverDuPage.com.

The site has a new contemporary design and delivers an appealing approach to showcasing DuPage County. Visitors to the site will notice a sleeker, faster and more intuitive website that is just a click, swipe or tap away. Like the theme and content found in the 2019 DCVB Visitor's Guide, "Created for You by You," the new website allows visitors to take a peek through the eyes of residents who shared their experiences through social media and it optimizes authentic user-generated content (UGC) alongside branded assets to create personalized experiences at every touchpoint. "The dynamic content-rich galleries increase user engagement and overall time spent on the site," said Tiffany Lutka, Marketing Coordinator, DCVB.

"DuPage CVB continues to develop new initiatives critical to the growth and prosperity of DuPage's economy. The investment we made in this product resulted in an entirely new contemporary, efficient and spectacularly beautiful website that will create economic, cultural and personal opportunities for its nearly one million residents, visitors and hundreds of businesses," said Beth Marchetti, DCVB's Executive Director.

DiscoverDupage.com is your destination for everything DuPage. Be inspired. Get connected. Experience the unexpected! Log on now and DuMore DuPage – discover why it is a wonderful place to live, work, meet and visit.

### **ABOUT THE DUPAGE CONVENTION & VISITORS BUREAU**

The DuPage Convention & Visitors Bureau (DCVB) is the official destination marketing organization for DuPage County, Illinois' second largest County comprised of 38 communities. The DCVB works in partnership with community business and civic leaders to maximize travel and tourism opportunities which ultimately contribute to the economic vitality of the County and its residents. For more information, visit [www.discoverdupage.com](http://www.discoverdupage.com).