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## DuPage Convention & Visitors Bureau's Tiffany Lutka Named Among 30 Future Leaders of Destination Marketing

**OAK BROOK, IL** – Beth Marchetti, Executive Director of the DuPage Convention & Visitors Bureau (DuPage CVB) today announced Tiffany Lutka, DuPage CVB's Marketing Coordinator has been named to Destination International's 2020 30 Under 30 class.

The 30 individuals, 30 years of age and under, will have the opportunity to engage in year-round professional development opportunities, including interactive webinars and an online community to share ideas through 2020 and beyond. The honorees originate from a variety of destination organizations across the globe, including Travel Alberta, Destination DC, Discover Puerto Rico, Dublin Convention & Visitors Bureau, VISIT FLORIDA and more.

Since joining the DuPage CVB as an intern three years ago, Lutka progressed to Marketing Assistant and now to her current Marketing Coordinator role all while enthusiastically supporting the team across a variety of strategic initiatives, including the DuMore DuPage brand and DuPage Sports Commission launches. Under Lutka's management, the organization unveiled a new website that optimizes authentic user-generated content (UGC) alongside branded assets to create personalized experiences at every touchpoint. All digital elements of the DuPage CVB's strategic plan fall under Lutka's leadership.

"On behalf of the DuPage CVB Board of Directors and our team, I am thrilled Tiffany has been named to this prestigious group of future industry leaders," said Marchetti. "Our team is fortunate to have such an engaging and results-oriented young professional who will undoubtedly further her career with the unique experience of our current global situation."

"The 30 Under 30 program remains critical to our organization's vision and mission," said Don Welsh, president and CEO of Destinations International. "Especially in these uncertain times, we are especially excited to announce these young professionals as they are the future of the travel and tourism industry."

Now in its 10<sup>th</sup> year, the 30 Under 30 program is supported by founding program partner, SearchWide Global and sponsored by Fired Up! Culture, MMGY Global, Northstar Meetings Group and Pandora.

For more information on the 30 Under 30 Program and the 2020 30 Under 30 class, please visit [destinationsinternational.org/general-information/30-under-30](http://destinationsinternational.org/general-information/30-under-30).

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**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).