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Discover Peoria Announces Lifelong Peorian Hired as Director of Sales

Peoria, IL- The Peoria Area Convention and Visitors Bureau (Discover Peoria) is proud to announce the hire of **Beth Reusch, CHSP as Director of Sales** effective immediately.

Reusch joined Discover Peoria as the Convention Sales Manager in December 2018. In this position, she assisted hundreds of planners with venue selection, housing selection, catering needs and offsite activities. Now, Reusch will transition into her new role as Director of Sales; overseeing the development, implementation and management of sales strategies and performance. She will also be working to achieve the sales goals set to promote central Illinois as the premier destination for conventions and sporting events. In addition, Reusch will oversee the growth and development of the housing services.

“I am thoroughly excited for the path ahead for our bureau as Beth Reusch takes the helm of our sales department. Throughout her tenure so far her relationships with clients and local stakeholders have secured tens of thousands of rooms that directly translate into revenue for our municipalities. I look forward to her strategic, analytical approach to building strong business partnerships within our destination and expanding opportunities for those looking to experience Peoria and across the heart of Illinois,” said **J.D. Dalfonso, President/CEO of Discover Peoria**.

“I am honored to be appointed as Director of Sales. The hospitality scene has changed significantly over the past few years and Discover Peoria’s leadership team has done a phenomenal job adapting. I look forward to working alongside the team in their efforts to continue to rebuild tourism,” said **Beth Reusch, Director of Sales of Discover Peoria**.

More specifically, Reusch takes pride in curating unique experiences throughout greater Peoria. By promoting the region’s exceptional history and resources, the sales team plans to entice convention planners, conference attendees, and leisure travelers to the area.

“The excitement and authenticity of the region will bring visitors; the culture and quality of life will entice those visitors to stay and our midwestern hospitality will ensure they never want to leave,” said **Reusch**. “We should be proud of greater Peoria! Curiosity and learning ignite the entrepreneurial spirit, which is abundant in everything we do.”

With this mindset at the forefront, the sales team will use innovative strategies to captivate convention and sports planners to the area. As a result, the Discover Peoria team will increase the positive economic impact of the Peoria region.

Reusch is a life-long Peorian, graduating from Central High School and starting her family in the area. She is a Certified Hospitality Sales Professional and prior to joining the Discover Peoria team, Reusch has accrued years of experience in sales and development.

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