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DCVB GROWS TEAM FOR COUNTY BUSINESSES

As a wave of investment infuses other destinations with resources, DCVB bolsters its team to answer the mounting competition in destination sales.

OAK BROOK, IL — DuPage Convention & Visitors Bureau (DCVB) today announced two new hires as it positions DuPage County to compete for its share of visitors in the increasingly frenzied travel and tourism landscape. Angela Tormey joins the DCVB as a market manager alongside Marcus Lopez who will help elevate promotional efforts in his work as a marketing coordinator.

“We saw summer’s boom from leisure travel as forecasted, with pent up demand filling hotels, restaurants and attractions in many destinations across the country,” said DCVB Executive Director Beth Marchetti. “From here, the work is uphill, and the battle has begun. As funding from the American Rescue Plan funnels to local levels, aggressive sales and marketing efforts to attract visitors are already saturating the marketplace. The time to act is now.”

Tormey brings to DuPage more than thirty years of experience in sales and hospitality, 25 of which with Marriott Hotels. With a resume that also includes sales for private venues and corporate sales account manager for Ritz Carlton, she is a strong match for selling DuPage’s two million square feet of meeting space, group venues and over 100 hotels. A well-respected sales executive, Tormey is a winner of the Malcolm Bridge National Quality Award and member of the team which won the Sales Team of the Year award. With a career emphasizing customer relationships, customer service, and sales growth, Tormey will be a valuable asset to DCVB and its partners.

Lopez, a recent graduate from Clarke University, brings versatility to the marketing department, with experience in multimedia content creation. Notable accomplishments include his work with the Dubuque Fighting Saints of the USHL, the nation’s top junior hockey league, and various web-based companies. Lopez offers a fresh perspective on DuPage County, creating a new lens on what it means to discover DuPage. Lopez’s collegiate athletic background — men’s lacrosse at Clarke University and football — will also assist the DuPage Sports Commission as it grows its presence across sales and marketing platforms.

The additional staff will allow DCVB to bolster major programming, with a comprehensive plan in place that optimizes market reach and key tools such as geotargeting. Marchetti further commented on the role DCVB plays for its 300+ member partners, stating, “With decreased resources and staff, businesses are relying on us, and in many cases, we represent the only sales and marketing efforts taking place. DCVB is committed to keeping DuPage on the map to ensure businesses throughout the county do not fall behind on the recovery curve.”

DCVB uses data-driven research and planning to help expand DuPage’s market share and grow visitor expenditures to DuPage, which had reached \$2.9 billion in 2019. The sales team, led by Director of Sales Noonie Aguilar, has a full fall schedule of tradeshow attendance, working to generate a strong sales pipeline to fortify near- and long-term economic recovery.

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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.