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DuPage CVB Executive Director To Receive Influential Women in Business Award

Beth Marchetti Among 21 Female Executives To Be Recognized by Daily Herald Business Ledger

DuPage Convention & Tourism Bureau (DuPage CVB) Chair Larry Forssberg today announced Beth Marchetti, Executive Director of the DuPage CVB has been named as one of the Daily Herald Business Ledger's Influential Women in Business. The annual award is presented to outstanding women executives who have demonstrated commitment to professional excellence and their communities. The awards will be presented at a November 3 luncheon at Belvedere Banquets in Elk Grove Village.

As a county-wide CVB, Marchetti's efforts impact hundreds of businesses, contribute to resident quality of life, and to the county's economy. During her 18 years in various roles with the DuPage CVB, Marchetti has cultivated and nurtured relationships with 38 communities, individual businesses, and industry partners. The result is a collaborative network that allows her to successfully advance the interests of the tourism industry's 30,000+ employees. Tourism in DuPage produces over \$2.5 billion in visitor expenditures, including \$45 million in local tax receipts for DuPage municipalities and the county.

"We are proud to have the leader of our organization recognized for her hard work and dedication to serving the 38 communities of DuPage County," said Forssberg. "Beth's voice has been a consistent and strong presence among industry and government leaders, educating about the importance of tourism at the state and local levels."

During her tenure, Marchetti's efforts to advance the DuPage tourism industry have been extensive, from facing funding challenges, to an increasingly competitive tourism landscape, to the changing demands of meeting planners and travelers. Earlier this year she unveiled a new strategic plan. Created in partnership with many of the organization's stakeholders to guide its growth and success, the plan aims to fulfill three goals—to grow, prosper, and share tourism in DuPage County. As a result of this plan, Marchetti led the development and launch of a new brand - the most significant rebrand in 16 years - in an effort to further unify the tourism and hospitality industry and differentiate DuPage County from its competitors. The tagline, "DuMore in DuPage" reflects the County's long-term sustainable competitive advantages, and focuses on the unique benefits of the DuPage experience.

Marchetti serves on the Board of Directors for Choose DuPage, the executive board for the Illinois Council of Convention & Visitors Bureaus and its legislative committee, and the executive board of the Chicago Plus Tourism Organization. Additionally, Marchetti has been a guest instructor for the Hospitality Management Program at the College of DuPage, which also recognized her service to the industry with their Women in Travel and Tourism award.

She is a member of the American Marketing Association (AMA), and Destinations International, where she is completing her coursework for her Certified Destination Management Executive (CDME) accreditation.

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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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