

FOR IMMEDIATE RELEASE:

August 28, 2018

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DuPage CVB Announces Addition to Sales Team

Ellen Klesta Joins DCVB in Newly Created Role of Market and Services Manager

OAK BROOK, IL — Justin Roach, DuPage CVB's (DCVB) Director of Business Development today announced Ellen Klesta has joined the organization as Market and Services Manager, a newly created position to help bolster DCVB's efforts to identify and secure new and recurring meetings, conferences and events for DuPage County. The DCVB continues to work in the ever-growing competitive industry of destination marketing by promoting its new brand, "Du More in DuPage," and ultimately increasing demand for overnight stays at DuPage hotel properties.

In this role Klesta will work in partnership with the sales and marketing teams to develop and implement strategic initiatives targeted at the group tour market, including campaigns, outbound sales initiatives and conference and event services, that ultimately support the growth of meetings, events and tourism in DuPage.

"We are excited to welcome Ellen to the team as we aggressively work to secure new and recurring events, as well as tour groups to help fill hotel room demand," said Roach. "Meetings mean business. As a County-wide CVB, our efforts impact hundreds of businesses, contribute to resident quality of life, and to the County's economy. Tourism in DuPage represents more than 23,000 employees, and produces over \$2.6 billion in visitor expenditures, including \$46 million in local tax receipts for DuPage municipalities and the County annually."

Klesta joins the team with more than 20 years of hospitality sales and marketing experience. Most recently, she served as Corporate Sales Manager for The Clubhouse Restaurant in Oak Brook. Prior to The Clubhouse, Klesta was the leading revenue producer and instrumental in new business development during her 13 years with Premier Travel Media (PTM), a publisher serving the group travel market.

"I am extremely energized about the opportunity to join the DCVB, and work alongside the team as we collectively implement new initiatives to grow visitation throughout the DuPage County's 38 communities," said Klesta.

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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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