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DuPage Tourism Bureau Hires Sales Manager

Brings two decades of hospitality industry experience

OAK BROOK, IL— DuPage Convention & Visitors Bureau (DCVB) has hired a hospitality expert to spearhead its corporate sales efforts. As corporate sales manager, Sonja Knowles will work with the corporate market and third party organizations in an effort to build new relationships and increase revenue and production for DuPage County.

“We’re thrilled to have Sonja join our team. Her experience in the hospitality industry and charismatic personality really stood out to us during the interview process,” said DCVB Director of Sales, Justin Roach. “We believe that she will be a great fit and will help the DCVB reach new levels of success in attracting more meetings and visitors to the area.”

Knowles is a seasoned hotel professional with more than 20 years of experience in the hospitality industry. Most recently, she served as senior group sales manager at Hyatt Regency Schaumburg, where she achieved 114% of her year-end goal within her first two months.

Earlier this year the DCVB unveiled its new strategic plan for tourism in DuPage County, called GPS: A Tourism Roadmap. The strategic plan aims to expand and further strengthen the \$2.5 billion tourism industry in DuPage County through a range of tactics, including increasing the leisure tourism market, developing the county as an amateur sports destination fix, and promoting DuPage's nature and outdoor assets.

“Corporate sales and third party organizations are key segments of our sales portfolio,” says Executive Director, Beth Marchetti. “We’re confident Sonja will charge forward and successfully penetrate these markets.”

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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