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Naper Settlement's CEO & President joins the DuPage Convention & Visitors Bureau Board

Naperville, IL — Naper Settlement is pleased to announce that Macarena Tamayo-Calabrese, the museum's CEO & President, has joined the DuPage Convention & Visitors Bureau Board. As a Board Member, Tamayo-Calabrese will work actively to promote businesses in DuPage County and bring people to the County for both business and leisure travel in order to enhance the economic fiber of the area. The DuPage Convention & Visitors Bureau have also added Downers Grove's Mayor Martin Tully, Yorktown Center's General Manager, Todd Hiepler, and Village of Addison's Director of Community Relations, Don Weiss, to the board this year.

In 1987, a group of DuPage area hotel executives and business representatives created a not-for-profit bureau to support the billion-dollar tourism industry within the county. By 1989, the DuPage Convention & Visitors Bureau was officially certified by the State of Illinois. The DuPage CVB represents 38 communities, as well as hundreds of individual businesses that make up its membership.

"Statistics show that cultural tourism has a 7:1 return on investment, and tourists are willing to travel 70 miles further to cities with cultural attractions, like Naperville," said Tamayo-Calabrese. "As a cultural amenity to the city and to the county, we want to help grow the cultural market, and I'm incredibly happy to join the talented and knowledgeable group where this conversation is being had."

Throughout her professional career, Tamayo-Calabrese gained experience working in the tourism industry, in both recreational and business sectors, that has prepared her to join the DCVB board. She saw first-hand the positive impact tourism has on enhancing the quality of life and the wealth it can bring as an economic engine for communities. As a cultural amenity, Naper Settlement tells the story of Illinois and strives to serve all people living in and visiting DuPage.

"As we move forward with our strategic plan, we're constantly trying to explore new audiences to increase visitation and promote DuPage as a brand," said DuPage CVB's Executive Director, Beth Marchetti. "Naper Settlement is one of our main attractions, so we're always happy to include industry partners to the board."

About Naper Settlement

Naper Settlement is a nationally accredited, award-winning outdoor museum with the Martin Mitchell Mansion (Pine Craig) on the National Register of Historic places. The museum is set on 12 magnificent acres in the heart of Naperville, where history comes to play and community comes to connect. For more information, visit www.napersettlement.org or call (630) 420-6010.

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