



MEDIA CONTACTS

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FOR IMMEDIATE RELEASE

VISIT BELOIT CEO NAMED AS AN OFFICER OF DESTINATIONS WISCONSIN

BELOIT, Wis. – Destinations Wisconsin has named new officers for 2023 and 2024. Visit Beloit CEO Celestino Ruffini was recently elected as the organization’s treasurer for the two-year term by the Destinations Wisconsin Board of Directors. Other elected officers are Fox Cities Convention and Visitors Bureau Executive Director Pam Seidl as Chair, Explore La Crosse Executive Director A.J. Frels as Vice Chair, and Let’s Minocqua Chamber Executive Director Krystal Westfahl as Secretary. Stevens Point Area Convention and Visitors Bureau Executive Director Sara Brish will serve as the past chair.

“It is an honor to serve our state’s trade association. The association closely supports the work that we accomplish in our destination. The leadership team assembled bring decades of industry experience to the table and is excited to continue the forward momentum of tourism throughout the state of Wisconsin,” stated Celestino Ruffini, CEO at Visit Beloit.

Formed in 1993, Destinations Wisconsin strengthens and supports Wisconsin destination marketing organizations by providing educational, marketing, and advocacy opportunities. The organization currently has 43 members, representing more than \$55 million in tourism promotional budgets to drive tourism growth in Wisconsin and contribute to improving the state’s quality of life.

Destinations Wisconsin additionally partners with the Wisconsin Department of Tourism to promote the state as a meetings and convention and sports events destination through Meet in Wisconsin and Sports Wisconsin. The association also operates a website focusing on its members – www.destinationswisconsin.com, hosts the Wisconsin Fall Tourism Conference, advocates to local, state, and federally-elected officials for member destinations, and serves as a member of the Tourism Federation of Wisconsin.

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Visit Beloit is Greater Beloit’s tourism champion using their expertise to generate positive economic impact and to create a vibrant community for residents and visitors.