



**Tacoma Regional Convention + Visitor Bureau and the Greater Tacoma Convention and Trade Center Welcome Nationwide Meeting Planners, Positioned to Bring Visitors and Business to Tacoma and Pierce County**

**June 12, 2014—Tacoma, Wash.** — A hand-selected group of 13 leading meeting planners are about to experience Tacoma and Pierce County like never before. The planners come from major national companies such as HarperCollins Publishers, Under Armour and TESSCO Technologies. Combined, the 13 planners will organize more than 184 meetings next year.

"These are key decision makers, who will be driving conferences to our area. Having them see, touch and taste what our area offers will go a long way in bringing more travelers to our doorsteps," said CEO and President of the Tacoma Regional Convention + Visitor Bureau, Bennish Brown.

With a nationwide meeting planner conference put on by Collinson Media happening in Portland, Ore. this week, the TRCVB and Convention Center seized the opportunity to show off Tacoma and Pierce County while attendees are in the Northwest. Through a variety of hands-on experiences, the TRCVB and Convention Center can demonstrate Pierce County's ability to wow conference attendees with first-class attractions, fine dining, artisan brews, and knock-out views.

"It's one thing to talk about our destination and show photos," said TRCVB Board Chair and General Manager of Silver Cloud Inn - Tacoma, Dan O'Leary. "But to really understand the draw of Tacoma and Pierce County, you have to experience it for yourself."

In addition to touring several hotels and conference centers, the group experienced the Greater Tacoma Convention and Trade Center, the Museum of Glass, the Washington State Fairgrounds, Lakewold Gardens, Point Defiance Zoo + Aquarium, and wrapped up the evening with a tasting at Heritage Distilling.

**The facts about local conferences and our economy:**

- A one-day conference for 150 people brings in more than \$23,850 in visitor spending.
- Last year travelers spent \$981.3 million in Pierce County.

*Source: "Pierce County Travel Impacts, 1991-2013p" March 2014, prepared by Dean Runyan and Associates*

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*The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International. For more information, visit [www.TravelTacoma.com](http://www.TravelTacoma.com).*

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