

Tacoma Regional Convention + Visitor Bureau

Tacoma Regional Convention + Visitor Bureau to Receive Visitor Guide Award

Jan. 31, 2013—Tacoma, Wash.—The Tacoma Regional Convention + Visitor Bureau's [TRCVB] *2012 Tacoma + Pierce County Visitor Guide* won a bronze medal in the annual North American Travel Journalists Association [NATJA] Awards Competition.

This awards competition, now in its 21st year, honors the "best of the best" in travel writing, photography and promotion. The TRCVB's visitor guide placed in the category: visitors' guide with a marketing budget less than \$400,000.

NATJA received more than 500 submissions from around the world. "This year's entries were outstanding, both in quality of journalism, excellence and range of coverage," said Helen Hernandez, NATJA CEO.

"Our in-house marketing and communications team wrote and designed the visitor guide and worked with local photographers to capture the destination," said Bridget Baeth, TRCVB Director of Marketing + Communications. "It feels good to be recognized for our creativity and hard work."

The TRCVB worked with Evergreen Media Group to publish 75,000 copies of the 2012 visitor guide, distributed to more than 350 key visitor locations throughout Washington and Oregon. The visitor guide is also available in an e-book format at www.traveltacoma.com.

The TRCVB has partnered with SagaCity Media Inc. to publish the 2013 visitor guide, available in March. "We are excited for a new partnership and a new visitor guide concept that will inspire visitors using a city magazine style and storytelling approach," Baeth said. SagaCity publishes *Seattle Met*, *Portland Monthly*, *Seattle Met Bride & Groom*, *Portland Monthly Bride & Groom* as well as other destination visitor guides.

NATJA is the second largest travel media association in North America. Members include travel media professionals, convention and visitor bureaus, social media, hotels, attractions and other travel marketing agencies. For more information about NATJA or a complete list of 2012 award winners, visit www.natja.org/awards.

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About TRCVB

TRCVB is the official destination marketing organization for Tacoma + Pierce County, WA. As a leader in tourism, the TRCVB promotes and packages the destination to attract and meet the needs of meetings and conventions, group tours, special interest groups and the leisure traveler. For more information, visit www.traveltacoma.com.

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