

Tacoma Regional Convention + Visitor Bureau

[NEWS RELEASE]

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FOR IMMEDIATE RELEASE

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Four Professionals Honored at the Tourism Matters Symposium + Celebrity Awards

TACOMA, Wash. – Four individuals were honored with awards from the Tacoma Regional Convention + Visitor Bureau [TRCVB] recognizing each for their commitment to the Pierce County tourism industry. Community members nominated more than 30 individuals for four annual awards that were presented on Nov. 17 at the Tourism Matters Meeting + Celebrity Awards at the Summit Club at Cheney Stadium.

Community Unity award recognizes a STAR who continuously works to unite the Pierce County community through collaboration, innovation and regional projects. Erin Hunter of Sound Transit was recognized for her work with local business organizations to develop marketing tools, drive visitors into the Dome District businesses during construction and work to link Lakewood to fellow Pierce County communities by rail.

Tourism Professional of the Year award honors a STAR whose exceptional service and outstanding commitment to the tourism industry in Pierce County has contributed significantly to the success of the industry. Laureen Lund of the City of Gig Harbor was recognized for being the “voice of Gig Harbor” in her work earning national exposure for the city, creating new events, developing new marketing campaigns and strategies and working with elected officials to change regulations to allow events to draw overnight visitors.

Allen C. Mason Tourism Visionary award honors a STAR whose long-term effort, commitment and trail-blazing accomplishments as a pioneer have set the stage for regional tourism. David Nicandri, former director of the Washington State Historical Society, was recognized for his work in advocating for the preservation of our state’s history and for his successful efforts to promote Tacoma as the best location for the Washington State History Museum.

Sports Tourism award [sponsored by the Tacoma + Pierce County Sports Commission]—new this year—honors a STAR who has worked to improve the community through amateur sports tourism, giving their time, talents and generosity to help attract and promote sporting events to Pierce County. Karen Zediker of the Iron Cross Foundation received the award for her role in hosting a number of events that have led to hundreds of booked room nights in the community.

The Tourism Matters Meeting + Celebrity Awards is the TRCVB’s largest event of the year. It combines the organization’s annual meeting and recognition of the tourism industry’s champions.

For more images from the event, email emily@traveltacoma.com.

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, WA. Accredited by Destination Marketing Association International.

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