

Tacoma Regional Convention + Visitor Bureau

[NEWS RELEASE]

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FOR IMMEDIATE RELEASE

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The Tacoma Regional Convention + Visitor Bureau Launches Voluntourism Program

Tacoma, Wash. – The Tacoma Regional Convention + Visitor Bureau [TRCVB] introduces a new voluntourism program. The program can be used as a tool for meeting planners to enhance their events while being socially responsible.

Voluntourism is the act of volunteering while visiting an area and can include a variety of activities that range from cleaning up local trails to helping with children's organizations.

"Meeting planners who include voluntourism in their conference agenda add an additional level of care and sophistication to the event by working with the local community and responsible businesses," said Shauna Lunde, Director of Sales + Marketing for the TRCVB.

Voluntourism can benefit events by maximizing attendance and ROI, boosting morale, engaging attendees and enhancing organizational reputation. Meeting planners can also offer delegates the opportunity to make a difference, immerse in local culture, build camaraderie and have an educational experience.

"Voluntourism is a meaningful way to travel that benefits not just the voluntourist but also the destination. Voluntourists are able to see the area in a whole new light and get much more out of their travel experience," said Lunde.

Some of the voluntourism activities available in Tacoma + Pierce County include area cleanup work, maintaining community parks and properties, working with students and restoring historical artifacts. The TRCVB also works with local socially responsible companies that offer services for conferences to maximize the positive affects of their events.

For more information on the TRCVB's voluntourism program, visit www.traveltacoma.com/voluntourism.

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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. For more information, visit www.TravelTacoma.com.