

# Tacoma Regional Convention + Visitor Bureau

## [NEWS RELEASE]

### FOR MORE INFORMATION CONTACT:

Emily Boone  
Communications Coordinator  
[emily@traveltacoma.com](mailto:emily@traveltacoma.com)

[253] 284-3263 work  
[253] 882-9459 cell

### FOR IMMEDIATE RELEASE

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### **Tacoma Regional Convention + Visitor Bureau Releases New Destination Video**

*introducing visitors to unique experiences in Tacoma + Pierce County*

Tacoma, Wash. – Today, Tacoma Regional Convention + Visitor Bureau [TRCVB] releases a new destination video showcasing Tacoma + Pierce County attractions and experiences. Local residents are encouraged to share the video with friends and family as a way to show-off what the region offers and invite loved ones to the area. The video is made in partnership with JayRay Ads of Tacoma and Hand Crank Films of Bellingham.

The three-minute destination video captures Tacoma + Pierce County as a diverse product that offers a variety of visitor experiences—from relaxing and luxurious to rugged and adventurous. TRCVB will utilize the video in presentations to clients and share it with the leisure market across the globe.

“The destination video is a valuable marketing tool for our organization,” said Shauna Lunde, Director of Sales + Marketing for TRCVB. “Trends in the hospitality industry show that consumers today are making their travel decisions based on the videos they watch about a specific hotel, resort or destination shared online. Our destination video is designed to compel both business and leisure travelers to choose Tacoma + Pierce County for their next event, conference or vacation.”

In July, TRCVB and Hand Crank Films spent nearly three days filming at different locations and businesses across the region. Footage for the video was captured in Tacoma, Puyallup, Fife, Lakewood, Mount Rainier, Gig Harbor and Sumner.

Some locations featured in the video include: Museum of Glass, Tacoma Art Museum, Hotel Murano, hello cupcake, the Bite Restaurant, Chambers Bay Golf Course, Lakewold Gardens, Dacca Barn and Fife’s rare train engine, Crystal Mountain, Mount Rainier, University of Puget Sound and many more local landmarks. JayRay Ads helped plan, coordinate and execute all of the filming for the destination video.

“JayRay calls Tacoma home! We live and work here—and we were thrilled to partner creatively and visually with the TRCVB and Hand Crank Films to show the rest of the world what’s special about our community,” said Shari Campbell, Vice President of JayRay Ads.

The Tacoma + Pierce County destination video is available online at [www.traveltacoma.com](http://www.traveltacoma.com) and on TRCVB’s YouTube Channel [[www.youtube.com/traveltacoma](http://www.youtube.com/traveltacoma)], Twitter [[www.twitter.com/traveltacoma](http://www.twitter.com/traveltacoma)] and Facebook page [[www.facebook.com/traveltacoma](http://www.facebook.com/traveltacoma)].

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*The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, WA.*