

# Tacoma Regional Convention + Visitor Bureau

## [NEWS RELEASE]

### FOR MORE INFORMATION CONTACT:

Bridget Baeth [253] 284-3267 work  
Associate Director, Marketing + Communications [253] 882-9459 cell  
[bridget@traveltacoma.com](mailto:bridget@traveltacoma.com)

### FOR IMMEDIATE RELEASE

May 5, 2011

## Tacoma Regional Convention + Visitor Bureau invites Pierce County residents to celebrate tourism during National Travel and Tourism Week: May 7-15

TACOMA, Wash.—Celebrate tourism by joining the Tacoma Regional Convention + Visitor Bureau [TRCVB] and elected officials at Pierce County Visitor Information Centers during the 28<sup>th</sup> Annual National Travel and Tourism Week, May 7-15. Take part in Washington’s newest tourism program – Share Your Washington – that encourages residents to invite friends and family to the State.

Travel and tourism is a **\$900.4 million** industry for Pierce County, providing **10,490** jobs and generating **\$71 million** in tax receipts.\* Travel is a broad and diverse industry employing a vast workforce, from attraction employees to restaurant, hotel and taxi workers.

Designated by Congress and established by presidential proclamation in 1983, National Travel and Tourism Week celebrates the value and scope of the nation’s \$759 billion travel and tourism industry, and the economic and social contributions it brings to our country.

“Tourism means jobs and revenue, but it doesn’t just happen,” said Tammy Blount, TRCVB President + CEO. “It takes diligence, leadership and cooperation. The communities and businesses of our region work together to develop tourism.”

The TRCVB urges the community to support National Travel and Tourism Week at local visitor information centers by taking photos with the Share Your Washington sign – the first step to invite loved ones to experience Pierce County. “Tourism supports the local economy and our quality of life,” said Blount.

**Who:** TRCVB invites Pierce County residents

**What:** Join the TRCVB at Pierce County Visitor Information Centers [VIC] to Share Your Washington

**When/Where:** May 9-13

- Monday, May 9, 2 p.m., Fife VIC, 2026 54<sup>th</sup> Ave., E.
- Tuesday, May 10, 11 a.m., Tacoma VIC, 1516 Pacific Ave.
- Tuesday, May 10, 1 p.m., Gig Harbor Fisherman Memorial at Jerisich Park, 3211 Harborview Dr.
- Wednesday, May 11, 11 a.m., Lakewood VIC, 4650 Steilacoom Blvd. S.W., Bldg. 19, Ste. 109
- Thursday, May 12, 10:30 a.m., Puyallup VIC, 323 N. Meridian St.
- Thursday, May 12, noon, Sumner VIC, 13608-A Valley Ave., E.
- Friday, May 13, 2 p.m., Ashford VIC at Whittaker Mountaineering, 30027 SR 706 E.

**Why:** Tourism Matters. Help elevate industry awareness and increase tourism business in Pierce County. Tourism is the fourth largest industry in Washington State.

- Total direct visitor spending in Washington was \$15.2 billion in 2010
- Visitors to Washington generated \$1 billion in state and local tax revenues in 2010
- Washington supports nearly 143,800 jobs in the tourism industry with \$4.3 billion in earnings

~more~

# Tacoma Regional Convention + Visitor Bureau

page two—National Travel and Tourism Week

National Travel and Tourism Week is sponsored annually by the United States Travel Association to strengthen and celebrate the benefits of travel and tourism. For more info visit [www.ustravel.org](http://www.ustravel.org). To learn more about the Share Your Washington campaign and how to **win in-state travel for two for an entire year**, courtesy of Alaska Airlines, visit [www.shareyourwashington.com](http://www.shareyourwashington.com).

###

## **About TRCVB**

The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, WA. The TRCVB's mission is to execute initiatives that deliver tourism. The TRCVB increases visitor expenditures and overnight stays through strategic sales, marketing and services to its customers, members and communities. 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 info visit [www.traveltacoma.com](http://www.traveltacoma.com).

*\*Dean Runyan Associates, Pierce County Travel Impacts 2010*



Photo: TRCVB and GTCTC staff invite residents to “Share Your Washington” at the Greater Tacoma Convention + Trade Center [GTCTC]. Please send request for high resolution.

where ART + NATURE meet

1119 Pacific Ave., Suite 1400  
Tacoma, WA 98402  
T [253] 627-2836  
F [253] 627-8783  
[traveltacoma.com](http://traveltacoma.com)

