

# Tacoma Regional Convention + Visitor Bureau

[NEWS RELEASE]

**FOR MORE INFORMATION CONTACT:**

Bridget Baeth  
Associate Director, Marketing + Communications  
[bridget@traveltacoma.com](mailto:bridget@traveltacoma.com)

[253] 284-3267 work  
[253] 882-9459 cell

**FOR IMMEDIATE RELEASE**

April 28, 2011

## **Tacoma Regional Convention + Visitor Bureau Receives City of Destiny Award**

TACOMA, Wash. – Tacoma Regional Convention + Visitor Bureau [TRCVB] has received the City of Destiny Award from the City of Tacoma. Mayor Marilyn Strickland and Tacoma City Council will recognize outstanding volunteers at the 25<sup>th</sup> annual awards event at 7 p.m. on May 10, 2011 at Stadium High School Auditorium in Tacoma.

The City of Destiny Award recognizes TRCVB's team of more than 30 volunteers at the Tacoma Visitor Information Center [VIC]. VIC volunteers provide front-line customer service to thousands of visitors in Tacoma + Pierce County and effectively increase the economic impact to the local economy by lengthening visitor stays and influencing visitor spending.

"Each volunteer has a strong commitment to our organization and the visitors they serve," said Tammy Blount, TRCVB President + CEO. In 2010 volunteers gave a total of 3,383 hours in staffing the VIC, providing onsite conference services throughout the county and completing special projects. The VIC team also gave more than 3,500 visitor referrals to Pierce County businesses.

"Our volunteers are a vital part of visitor services programs," Blount said.

Tourism remains the fourth largest industry in Washington generating over \$15.2 billion. Conventions and tourism brought an economic impact of \$900.4 million in spending and \$71 million in tax receipts to Tacoma + Pierce County along with 4.652 million visitors and supported 10,490 jobs in 2010\*.

Since 1987 the City of Tacoma has honored more than 200 exceptional volunteers through its City of Destiny Awards program, spearheaded by a City Council appointed Citizens Recognition Committee. To qualify, nominees must have volunteered time and energy, not money, for their work.

###

*The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, WA. For more info visit [www.traveltacoma.com](http://www.traveltacoma.com).*

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