

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

FOR IMMEDIATE RELEASE

April 8, 2011

Tacoma Regional Convention + Visitor Bureau Achieves Destination Marketing Accreditation

TACOMA, Wash. – Tacoma Regional Convention + Visitor Bureau [TRCVB] is happy to announce that it has been awarded accreditation from the Destination Marketing Accreditation Program [DMAP]. DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International [DMAI].

DMAP accreditation signifies to Pierce County buyers and potential visitors that the TRCVB has attained a significant measure of excellence as a destination marketing organization [DMO]. "The TRCVB is very proud to have earned the Destination Marketing Accreditation from DMAP," said Tammy Blount, TRCVB President + CEO. "We are pleased to be recognized for providing outstanding services and operations in accordance with international standards and benchmarks in this field."

The TRCVB is responsible for marketing the assets of Tacoma + Pierce County as a destination of choice to increase the benefits of tourism for the community. As the official DMO for Tacoma + Pierce County, the TRCVB develops and executes a flexible, measurable marketing plan designed to attract and deliver both business and leisure travelers throughout the county. The TRCVB is responsible for economic development through tourism.

Tacoma + Pierce County is one of two Washington CVBs or DMOs that have received DMAP accreditation and now joins a select group of 125 DMOs worldwide to have been accredited.

"The DMAP process is a comprehensive review of DMOs business procedures and accountability," said James T. Wood, Incoming Chair of DMAP and President + CEO of the Louisville CVB. "The TRCVB's commitment to accreditation clearly demonstrates the type of leadership they possess in their community and for their stakeholders."

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*.

###

The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, WA. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. For more info visit www.destinationmarketing.org.

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

where ART + NATURE meet

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

