

# Tacoma Regional Convention + Visitor Bureau

## Tacoma Regional CVB Brings 300 Influential Meeting Professionals to Downtown Tacoma, March 4-6

**Feb. 29, 2012—Tacoma, Wash.**—The Tacoma Regional Convention + Visitor Bureau [TRCVB] in collaboration with the Greater Tacoma Convention + Trade Center [GTCTC] and Hotel Murano brings nearly 300 meeting professionals to downtown Tacoma next week for Meeting Professionals International [MPI] Cascadia Conference.

The MPI Cascadia Conference held March 4-6 at the GTCTC draws meeting professionals from MPI Washington and Oregon chapters to experience Tacoma + Pierce County as a meetings destination. The conference boasts professional development, meeting and event design resources, tradeshow booths and a hosted buyer program with one-on-one appointments to secure bookable business.

This year's conference theme is 'heART of your meeting' fitting nicely with Tacoma's glass-infused downtown. The boutique, glass-themed Hotel Murano is the headquarter hotel providing attendees rich, cultural experiences just footsteps away which may explain this year's record-breaking attendance.

"It's a very important conference for the region," said Shauna Lunde-Stewart, TRCVB Vice President of Sales + Marketing. "This is an opportunity for our local community and businesses to get in front of decision-makers and greatly impact the future of booked meetings business that brings important revenues and tax dollars to Pierce County."

The TRCVB and its members are holding a MPI After Party for conference attendees at LeMay—America's Car Museum highlighting the best of the region's meeting venues and services; giving a sneak peak of the new LeMay museum; providing attendees with local connections; and featuring excellent food, wine and brew. TRCVB member After Party sponsors include AA Party Rental, Adam's DJ Service, Celebrity Cake Studio, Clowns Unlimited, Courtyard by Marriott, Flipped Out Productions, The Harmon Pub + Brewery, Hotel Murano, LeMay—America's Car Museum, Pacific Grill Events + Catering, PJ Hummel + Co. and Starline Luxury Coaches.

"We look forward to showcasing Tacoma + Pierce County to this influential group of meeting professionals," Lunde-Stewart said. "It's not every day we get to host hundreds of people who schedule and organize conventions for organizations that meeting annually."

Tourism is the fourth largest industry in Washington generating more than \$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\*.

For more information about the MPI Cascadia Conference visit [www.mpicascadia.com](http://www.mpicascadia.com).

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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](http://www.TravelTacoma.com).*

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

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