

# Tacoma Regional Convention + Visitor Bureau

## Tacoma Regional Convention + Visitor Bureau Launches “Invent Your Journey” Campaign

**March 12, 2012—Tacoma, Wash.**—The Tacoma Regional Convention + Visitor Bureau [TRCVB] launched “Invent Your Journey” this week, a marketing campaign in the 2012 Washington State Visitors’ Guide. The campaign invites visitors to [www.traveltacoma.com/journey](http://www.traveltacoma.com/journey) to enter to win a custom-made overnight journey to Tacoma + Pierce County.

The TRCVB encourages visitors to discover and share their travel style by inventing their own journey. Journey options range from museum passes, to railroad excursions, to hotel accommodations and free meals. Four winners will be chosen throughout 2012, with the first winner selected in April.

Members of the TRCVB, including restaurants, hoteliers and attractions, partnered with the TRCVB in this co-op campaign. Participating local businesses include: Adriatic Grill—Italian Cuisine + Wine Bar, Best Western Park Plaza, Courtyard by Marriott, Emerald Queen Casino Restaurant, City of Fife and the Fife Indoor Swim Center, Hotel Murano, LeMay Marymount Family Car Collection, Mount Rainier Scenic Railroad, Museum of Glass, Tacoma Art Museum, TWOKOI Japanese Restaurant and Washington State History Museum.

The 2012 Washington State Visitors’ Guide boasts a print circulation of 375,000 and is distributed in visitor centers and outlets in Arizona, California, Colorado, Idaho, Nevada, Oregon, Texas, Washington and Vancouver BC, as well as to Seattle Met and Portland Monthly Magazine readers. To order a guide visit [www.experiencewa.com](http://www.experiencewa.com).

For more information about the journey campaign and to invent your journey today visit [www.traveltacoma.com/journey](http://www.traveltacoma.com/journey).

###

*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).*

### For More Information Contact:

Emily Boone  
Communications Coordinator  
[emily@traveltacoma.com](mailto:emily@traveltacoma.com)  
[253] 284-3263 work  
[253] 882-9459 cell

Bridget Baeth  
Director of Marketing + Communications  
[bridget@traveltacoma.com](mailto:bridget@traveltacoma.com)  
[253] 284-3267 work

[Facebook.com/TravelTacoma](https://www.facebook.com/TravelTacoma)  
[Twitter.com/TravelTacoma](https://twitter.com/TravelTacoma)  
[YouTube.com/TravelTacoma](https://www.youtube.com/TravelTacoma)  
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)

