

Tacoma Regional Convention + Visitor Bureau

Tacoma Visitor Information Center Volunteers Honored at Annual Event

April 17, 2012—Tacoma, Wash.—The Tacoma Regional Convention + Visitor Bureau [TRCVB] recognized its team of more than 30 volunteers from the Tacoma Visitor Information Center [VIC] yesterday, April 16, for their contributions in 2011 and so-far in 2012. This is a timely celebration as April signifies National Volunteer Month.

The dedicated team of Visitor Specialists, which was recognized at the 2011 City of Destiny Awards, provides resources to enhance visitor experiences in Tacoma + Pierce County. The VIC is often the first stop visitors make on their trip to the area, and the work done by the Visitor Specialists helps to increase a visitor's length of stay, create return visits and increase spending in the county.

The TRCVB volunteers contribute an average of 2,800 hours every year, resulting in an average annual in-kind value of more than \$60,000. Each year, the TRCVB recognizes the volunteers' commitment to the organization and the community at the annual Volunteer Appreciation Event. This year, Tacoma's Mayor Strickland thanked the VIC volunteers for their tourism contributions at Tacoma's Landmark Convention Center.

In 2012, the VIC has already handled more than 1,200 inquiries from visitors and booked 55 room nights in Pierce County hotels. In 2011, the VIC responded to more than 8,400 visitor inquiries and booked 127 room nights.

The VIC and TRCVB also honor the volunteers by recognizing a Visitor Specialist through the Volunteer of the Month and Volunteer of the Year programs. To follow the volunteer of the month, visit www.traveltacoma.com/contact/volunteer.

###

*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.

For More Information Contact:

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

Bridget Baeth
Director of Marketing + Communications
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

