

# Tacoma Regional Convention + Visitor Bureau

## Tacoma Regional Convention + Visitor Bureau Secures Major Convention for 2014

**July 9, 2012—Tacoma, Wash.**—The Tacoma Regional Convention + Visitor Bureau [TRCVB], in collaboration with industry and community partners, secured the 2014 Model A Ford Club of America [MAFCA] Convention in Puyallup.

MAFCA's National Convention will bring more than 800 attendees to the Puyallup Fair + Events Center and the surrounding cities over six days, generating more than 1,600 room nights in area hotels. The convention will directly support 170 jobs and generate more than \$1.3 million in total business sales.

"The timeliness of securing this convention is ideal, especially considering the recent opening of LeMay—America's Car Museum," said Bennish Brown, President + CEO of the TRCVB. "One of the biggest auto clubs in the world will get to meet one of the biggest auto museums in the world! We are pleased to have Tacoma + Pierce County seen as a top destination for car enthusiasts across the country."

Brown said this type of county-wide event is significant in helping our local businesses and attractions earn a healthy share of the visitor-spending market. "Clubs and hobby groups, which are often comprised of people with considerable discretionary income, are a perfect fit for our region," he added.

MAFCA is the largest club in the world dedicated to a single make of automobile. The club holds its National Convention every two years. In 2012, the event was held in Marquette, Mich. Over the course of the week, convention attendees celebrate the historic Model A while they attend seminars and swap meets and participate in scenic driving tours.

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*The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International. For more information, visit [www.TravelTacoma.com](http://www.TravelTacoma.com).*

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