

# Tacoma Regional Convention + Visitor Bureau

## Tacoma to Host Go West Summit: 2014

*International tour operators and travel buyers to experience Washington state*

**Sept. 7, 2012—Tacoma, Wash.**—More than 150 international and domestic tour operators, media and U.S. Embassy delegates along with 200 suppliers from the Western U.S. will spend four days in Tacoma experiencing the culture and adventure that is available for visiting groups. The Go West Summit (GWS) will meet at the Greater Tacoma Convention + Trade Center and Hotel Murano Feb. 24-27, 2014.

The GWS is a tradeshow where representatives from the 13 western states (Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Texas, Washington and Wyoming) meet with international travel buyers and tour operators from Latin America, Europe, the United Kingdom, Canada, Asia and the United States. These buyers and operators are interested in Washington state as a destination for international travelers.

The city will receive nearly \$414,000 in direct business sales and \$35,637 in local taxes from the GWS to boost the local economy. The Tacoma Regional Convention + Visitor Bureau (TRCVB) worked with tourism partners to secure the GWS, which just booked in late August.

"This is our chance to increase Tacoma's exposure to the tourism industry on an international level," said Shauna Stewart, TRCVB Vice President of Sales + Marketing. "In its 25 year history, this will be the first time the Go West Summit meets in Washington state."

The TRCVB is partnering with local attractions, restaurants and surrounding cities to develop evening receptions and experiential activities for GWS attendees. "Adventure Days" will introduce tour operators to Tacoma's top activities and excursions to Mount Rainier National Park. Attendees will also have the option to come early or stay late for additional tours to Seattle and around Washington state.

LeMay—America's Car Museum will host an evening reception for GWS attendees on Feb. 26 in the Showcase Gallery surrounded by exquisite automobiles.

"We know destinations within Washington state attract much interest from international tour operators, but experience has shown us that tour operators are more likely to offer a destination to their clients if they have experienced it first hand," Stewart said.

Earlier this year the GWS was held in Las Vegas, Nev. and in 2013 it will be in Fort Worth, Texas. For more information, visit [www.gowestsummit.com](http://www.gowestsummit.com).

### Media Files

- [Announcement video](#) by TRCVB and Hotel Murano, 29 sec.

### About TRCVB

TRCVB is the official destination marketing organization for Tacoma + Pierce County, WA. As a leader in tourism, the TRCVB promotes and packages the destination to attract and meet the needs of meetings and conventions, group tours, special interest groups and the leisure traveler. For more information, visit [www.traveltacoma.com](http://www.traveltacoma.com).

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