

Tacoma Regional Convention + Visitor Bureau

Washington Society of Association Executives [WSAE] to Meet in Tacoma: 2014 *City will showcase hotels, meeting facilities and attractions*

Aug. 30, 2012—Tacoma, Wash.—Tacoma's tourism industry will have the opportunity to show what makes the city a prime destination for meetings and events during a four-day conference of association executives from across the state. The Washington Society of Association Executives [WSAE] Annual Convention will meet in Tacoma May 31-June 3, 2014.

With 200 conference attendees, the city and its residents will receive nearly \$20,000 in economic impact from WSAE. The conference will present Tacoma to leaders that select locations in Washington state for their own association's meetings and events. "Once they see all that our city has to offer they'll be more likely to return," said Shauna Stewart, Tacoma Regional Convention + Visitor Bureau [TRCVB] Vice President of Sales + Marketing. And that means bringing back future business to boost the local economy.

TRCVB worked with community partners to book the conference earlier this month. The conference will take place at the Greater Tacoma Convention + Trade Center and Hotel Murano.

"We're excited about going to Tacoma in 2014," said Patty Anderson, WSAE Executive Director. "Each city has its own attributes, and Tacoma will surely be a huge success with our members."

Attendees can come a few days prior to the conference or stay after to explore Tacoma's culture. TRCVB is developing optional itineraries for attendees during the conference at nearby attractions. This will help make the attendee's stay memorable. And this will bring visitors to local businesses' doorsteps.

TRCVB makes significant contributions to Pierce County's economy. Last year TRCVB secured business equating to 41,052 meeting attendees with an estimated economic impact of more than \$6.6 million. In 2010 TRCVB secured business equating to 35,661 meeting attendees with an estimated economic impact of more than \$6.2 million.

About WSAE

WSAE is comprised of more than 200 association professionals from Washington state. Its members manage leading trade associations, individual membership societies and voluntary organizations. The WSAE Annual Convention is the flagship educational event for associations and nonprofit organizations. For more info visit www.wsaenet.org.

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 info visit www.traveltacoma.com.

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For More Information Contact:

Bridget Baeth, Director of Marketing + Communications

bridget@traveltacoma.com

[253] 284-3267

1119 Pacific Ave., Suite 1400
Tacoma, WA 98402
T [253] 627-2836
F [253] 627-8783
traveltacoma.com

