



FOR IMMEDIATE RELEASE
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CLARK COUNTY HOSPITALITY PARTNERS TRAVEL TO OLYMPIA IN SUPPORT OF TOURISM

Vancouver, Wash. – The Southwest Washington Convention & Visitors Bureau along with partners from Clark County’s hospitality industry joined fellow tourism industry representatives from across Washington State in Olympia yesterday, Tuesday February 9th, to show how critical tourism is to the states economy. Tourism is ranked as the 4th largest industry behind software, aerospace and agriculture & food in the state of Washington.

Hundreds of hoteliers, waiters, chefs, artists, clerks, porters, adventure guides, tour operators etc., helped to illustrate how far-reaching the tourism industry is in Washington State and to show our state government “Why Tourism Matters,” the slogan for the state wide campaign and website www.whytourismmatters.com. The campaign features “Tourism Ambassadors” from all over the state including Vancouver’s Gerry Link, General Manager of the Vancouver Convention Center.

Clark County’s tourism industry is an important part of the area’s economy generating nearly \$421 million in visitor spending each year and providing over 4,000 jobs and over \$105 million in job earnings. Visitor spending also generates nearly \$30 million in state and local taxes helping our economy even more. On the state level, tourism in 2009 generated \$14.2 billion in direct travel spending. The impact to the state was \$1 billion in state and local taxes with 147,600 jobs and \$4.2 billion worth of job earnings.

About the SWCVB:

The Southwest Washington Convention & Visitors Bureau is an economic development organization responsible for competitively marketing Vancouver and the surrounding area as a destination for meetings, conventions, and group and leisure travelers. The SWCVB is located at 101 E 8th Street, Suite 240, Vancouver, WA 98660. You can reach the Bureau at 360-750-1553, or via e-mail at info@southwestwashington.com. You can also visit them on their web site at www.SouthwestWashington.com.

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