



**FOR IMMEDIATE RELEASE**  
**August 6, 2009**

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### **SOUTHWEST WASHINGTON CVB PARTNERS WITH ALASKA AIRLINES AND ENTERPRISE RENT-A-CAR TO OFFER GROUP DISCOUNTS**

**VANCOUVER, Wash.** – The Southwest Washington Convention & Visitors Bureau, the destination marketing organization that promotes Vancouver and Clark County as a premier meetings and leisure travel destination, has partnered with Alaska Airlines and Enterprise Rent-A-Car to offer group discounts for its clients traveling into Portland International Airport (PDX).

The newly formed partnerships will benefit meeting planners who are looking for ways to cut their expenses in tough economic times in order to continue having face-to-face meetings.

“Attracting group business to our area is our main goal and being able to offer group discounts reducing the cost for transportation only enhances our appeal,” said Rosemary Cooke, Director of Sales for the Southwest Washington Convention & Visitors Bureau. “If we can help meeting planners keep their costs down and have a great meeting experience in Vancouver, they are likely to return.”

The group discounts through Alaska Airlines and Enterprise Rent-A-Car make individual travel more affordable for convention goers and thereby has a direct impact on overall attendance. In addition, eligible travel dates for the airline and car rental discounts include several days before and after the meeting or convention to allow visitors the chance to arrive early or stay afterwards to see more of the destination.

The discounts can be applied to all types of group travel and the Bureau expects to promote the benefit to its group tour clients as well as its association groups. Other groups, such as reunions or sporting groups for instance, who work with the Bureau to book their overnight hotel accommodations are also eligible for the discount.

Alaska Airlines along with its sister carrier Horizon Air, serve more cities in and out of Portland International Airport than any other carrier. Alaska Airlines currently has 97 flights daily into PDX and services 10 destinations with non-stop service to and from PDX, the regional airport for the Portland/Vancouver metro area.

Enterprise Rent-A-Car is located at Portland International Airport and in several satellite offices in Vancouver and will customize ground transportation packages based on a groups needs, including the pick-up and drop off of cars onsite at the event, and/or facilitating the rental of large passenger vans, trucks, or cargo vans.

**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 8<sup>th</sup> Street, Suite 240, Vancouver, WA 98660. You can reach the Bureau at 360-750-1553, or via e-mail at [info@southwestwashington.com](mailto:info@southwestwashington.com). You can also visit them on their web site at [www.SouthwestWashington.com](http://www.SouthwestWashington.com).

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