



FOR IMMEDIATE RELEASE

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For more information, contact:

Krista Hildebrand

503-467-4686

khildebrand@frause.com

**CLARK COUNTY EXPERIENCES SIGNIFICANT INCREASE
IN CONVENTION AND GROUP TOUR BOOKINGS**

VANCOUVER, Wash. – February 15, 2011 – Although the economy in Clark County continues to struggle, a recent report issued by the Vancouver USA Regional Tourism Office provides reasons for optimism when it comes to attracting visitors to the region. According to the Tourism Office's annual report, Clark County experienced a 46 percent increase in convention and group tour bookings in 2010 representing an economic impact to the region of more than \$15 million.

"In spite of the slow economic recovery in Southwest Washington, our sales team has been extremely successful in booking significant conferences and conventions during the past year," said Kim Bennett, president and CEO of the Tourism Office. "Tourism provides huge economic benefits to our local economy and pays dividends for the community in ways that are often not evident to local residents."

During 2010, the Tourism Office booked 95 conventions compared to 65 the prior year. These meetings generated nearly 25,000 room nights, a 39 percent increase over 2009. Additionally, 17,079 future room nights were booked extending into 2015. Tourism also provides thousands of jobs and much needed tax revenues. During 2009, tourism in Clark County contributed \$99.3 million in job earnings, \$5.3 million in local taxes, and \$22.1 million in state taxes.

A few of the major conventions booked during 2010 by the Tourism Office include:

- 2011 & 2012 Kumoricon Anime Conventions - 1,986 estimated room nights
- 2011 NAIA Cross Country Championships – 1,491 estimated room nights
- 2011 American Contract Bridge League Tournament – 1,020 estimated room nights
- 2013 Washington State Labor Council Convention – 960 estimated rooms nights
- 2011 American Public Works, Washington Chapter – 857 estimated room nights

According to a report published by the economic and market research firm Dean Runyan and Associates, overall visitor spending in Washington State was down during 2009. On the other

hand, Clark County had the third-highest average annual percentage growth at 4.8 percent of all counties between 1991 and 2009. Out of the 39 counties in the state, Clark County ranked sixth in having the highest visitor spending in 2009.

[Click here](#) to obtain a copy of the Vancouver USA Regional Tourism Office 2011 Annual Tourism Report.

About Vancouver USA Regional Tourism Office

Vancouver USA Regional Tourism Office (formerly 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 organization's mission is to promote Vancouver and Clark County by increasing convention and visitor business. For more information call 360-750-1553, or log on to www.VisitVancouverUSA.com.