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FACEBOOK VOTES COULD SECURE SOCIAL MEDIA CONFERENCE IN VANCOUVER
Vancouver USA named as finalist for Social Media Tourism Symposium

VANCOUVER, Wash. – The Vancouver USA Regional Tourism Office has been ranked second out of 16 possible destinations to host the 2012 Social Media in Tourism Symposium (#SoMeT12) and will be calling on community support to secure the conference, which is scheduled for November 7-9 at the Vancouver Convention Center and adjoining Hilton Vancouver Washington.

#SoMeT is utilizing a seed-type matchup to select the top two destinations. Each destination will be pitted against another in bracket format. The destination to receive the most votes on #SoMeT’s Facebook page by its supporting community will move up to the next bracket until there are two destinations remaining. #SoMeT will then recognize one destination as their favorite.

“This is an exciting opportunity to be competing for this symposium, which would not only boost the local economy but provide an educational opportunity in the field of social media, which is constantly evolving. We hope to put Vancouver on the map as a leader in this industry,” says Kim Bennett, President and CEO of the Tourism Office. “And we are calling on our community to help us secure this piece of business by voting for us.”

Community members can help bring this conference to Vancouver by visiting the #SoMeT’s Facebook page at www.Facebook.com/SoMeTourism and voting for Vancouver between the times of **9am to 9pm on Monday, March 26. Click on the ‘#SoMeT12 Host City’ tab on their Facebook page.**

The #SoMeT Symposium is a workshop for destination marketing organizations, hotels, resorts, attractions, and any other tourism related entities sharing ideas and learning more about how social media is effecting promotion within the travel industry.

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 visiting www.VisitVancouverUSA.com.

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