As part of National Travel + Tourism Week in May, the Tacoma Regional CVB [TRCVB] announced six Tourism Ambassadors from across Pierce County who were nominated by community stakeholders to serve as advocates for travel and tourism. They represent the diverse market segments and demographics that make up the Pierce County tourism industry.

Their role as Tourism Ambassadors is to spread the word of “Why Tourism Matters” which extends beyond Tourism Week. They go above and beyond, acting as ambassadors year-round—which is why they were chosen to represent our county!

So, if you’re wondering where they are now and how they are further spreading the word and staying in the spotlight, let's check in on a few of them.

**Mike Runion and Travis Guterson, 7 Seas Brewing**

7 Seas Brewing has been making major headlines in the past several months in local, regional and national publications. Their hard work is helping put Gig Harbor and Pierce County on the map, especially as a craft beer destination. Their passion for the area, profession and customers is remarkable and is undoubtedly propelling them to success.

"Beer tourism is at a highpoint. People see that there are differences between every brewery and they want to experience those differences," Mike said.

Monique Trudnowski, Adriatic Grill

We ran into Monique at a recent Tacoma Rainiers game. She was excited to not only spread the word of why tourism matters, but also wear it on her back—literally! Monique was proudly sporting her fashionable "Tourism Matters" zip up jacket she had custom-made. Monique has also recently taken over as chair of the TRCVB's board of directors for the remainder of 2012. As board chair, she will work to steer the TRCVB toward increased community engagement to ensure a regional understanding of tourism and its positive impacts both locally and globally.

"I am proud and excited to evangelize why tourism matters. The more I can advocate for the industry, the stronger we will be," she said.

Visit our website for more information on the 2012 Tourism Ambassadors.

chinafication: washington state guidebook, coming soon!

In June the Tacoma Regional CVB—along with Seattle's CVB and the Port of Seattle—welcomed a team of travel writers to Washington from the Chinese publishing house China Machine Press.

The writers visited Tacoma and other parts of Washington state to gather information that will be used to create a 200-page Washington guidebook. Through the book Chinese readers will learn about new experiences, active lifestyles, name-brand shopping and open-minded travel that awaits them in our state. During their visit to Tacoma they toured the Museum of Glass, Chihuly Bridge of Glass and Harmon Brewery + Eatery.

The first edition of the guidebook will be published in November 2012 and 10,000 copies will be distributed nationwide in China at major bookstores and online stores such as Amazon.com, Dangdang.com and 360buy.com.

trcvb team spotlight: active andrea

Andrea Mensink is the Business Development Manager at the Tacoma Regional CVB. She sells memberships, organizes major events and develops community partnerships across tourism sectors. Andrea strategizes ways for members to get the most out of their membership, capitalize on TRCVB opportunities and achieve their business goals and objectives. Her job is vital to every single member, because she helps members leverage their investment in order to expand their customer base. Outside of work Andrea volunteers on the YWCA-Pierce County's Glam that Gives Committee, organizing a fashion show and shopping event that goes to a great cause. Andrea was recently named one of 30 emerging leaders of the destination marketing industry by Destination Marketing Association International [DMAI]. Thirty industry stars from across the nation were selected to participate in DMAI's 30 Under 30 program—and she was one of them!

Andrea is always on her feet, whether for work or fun. "Spare time" is not a phrase she gets to use often, but when she does have some of it, she enjoys spending it with her husband Brett and dog Montley. They'll get away for a bit, whether by hiking, camping or road-tripping. One thing people might not know is that Andrea has a bit of a crazy side. The first time she went skydiving was out of a 1970s-era airplane—complete with orange shag carpet and dark wood paneling. But that's not the scariest part. She did it...
in the Czech Republic, with instructors that didn't speak English—and she doesn't speak Czech! They communicated with hand signals and—obviously—it went off without a glitch! Andrea is always a very punctual person, but she has never been one to follow-through with her New Years resolutions [does anyone?]. For the last four years, she's had the same resolution: to run a half marathon. Well, 2012 is her year. In September she will finally run one! And to make up for her years of procrastination, she is running a 30K in October! If that doesn't make her "active Andrea," we don't know what does!

Connect with Andrea at andrea@traveltacoma.com or [253] 284-3268.

save the dates! july 25 + 26 focus groups

Help us shape our destination by joining us for one of our Destination Rebrand Focus Groups. The Tacoma Regional CVB is in the process of rebranding our destination to get to the heart of our customers and better market it to leisure travelers, meeting planners and tour operators. We would love for you to be involved in the process!

We've been in the research phase for several months, discovering how people identify our region and what inspires them to visit. We have collected information through several customer surveys. Now, we are holding in-depth focus groups for structured conversations to explore key themes found in the surveys. We need elected officials, business people, community members and stakeholders from across Pierce County to help us with this process. We are excited to hear what you think makes Tacoma + Pierce County unique!

Please RSVP to rsvp@traveltacoma.com by Monday, July 23 to one of the following:

- Wednesday, July 25, 2-4 p.m. at Old Cannery Furniture Warehouse in Sumner
- Thursday, July 26, 1-3 p.m. at Pantages Theater in Tacoma

business at the ballpark event recap

On June 28 the Tacoma Regional CVB co-hosted a summer networking event with the Tacoma-Pierce County Chamber of Commerce at Cheney Stadium. Around 70 people attended and made new connections over baseball, hot dogs and cold beer! Attendees had the chance to win prizes during a game of fast-paced, quick-knowledge trivia. We received a nice surprise when we found out the Las Vegas 51s' starting pitcher was former Mariner star Jamie Moyer, squaring off against the Rainiers' Danny Hultzen—who is one of the Mariners' top drafts from 2011!

We would like to give a huge thank-you to the Tacoma Rainiers and Cheney Stadium, Gibson's Frozen Yogurt, NW Motor Scooters, Bite Restaurant, C.I. Shenanigans and more for donating prizes for the evening!
TIP: increase event awareness by submitting to TravelTacoma.com's online calendar

Let us help promote your event! Do you put on community festivals, events and celebrations that are open to the general public? If so, expand your attendance base by promoting your events on our website. Visitors love participating in community activities while they’re here, so don't miss out on a free and easy way to reach them!

Our events calendar is one of the most visited sections on our website. Most of the content for social media comes from here. Events are posted to our Facebook, Twitter and LinkedIn accounts which combined have nearly 4,000 followers!

How do you submit an event? It's easy! Follow these three steps:

1. Visit TravelTacoma.com and select "login" at the top of the page. If you don't yet have an account, you have the ability to create one from here!
2. Once you're in your account dashboard, click the "Submit an Event" button.
3. Fill in the required fields with the appropriate information and hit submit. It's that easy! Your event should be posted within 48 hours upon approval.

Questions? Contact our team at info@traveltacoma.com. If you're having trouble using this feature, you still have the option of sending your event in by email. Follow the instructions at TravelTacoma.com/submit-an-event.