



NEWS RELEASE

June 21, 2010

Megan Conway

503.275.9795 / megan@travelportland.com

Travel Portland Honors 2010 Tourism Award Recipients

[Travel Portland's](#) 31st Annual Tourism and Hospitality Industry Awards Celebration is scheduled to take place on Wednesday, June 23, at the Oregon Convention Center. As always, the breakfast will honor businesses and individuals who have made significant, positive impacts on the region's tourism industry and quality of life during the previous year.

The 2010 Tourism and Hospitality Industry Award recipients include the following:

- For their joint efforts in expanding Portland's transit system and renovating the downtown transit mall, both [TriMet](#) and [Portland Mall Management, Inc.](#), will receive this year's **Portland Award**, which recognizes the top overall contribution to the region's visitor profile. Portland's reputation as a sustainable travel destination is a key element of our brand and our transit system is a major factor in the city's overall attractiveness to residents, meeting planners, leisure travelers and travel media. The Green Line expansion, along with the investment in public art and purposeful urban design changes to create a plaza atmosphere, has enhanced the traveler experience in the downtown core and made getting around Portland that much easier for convention delegates.
- [The Courtyard by Marriott Portland City Center](#) will be the recipient of this year's **Green Award**. This honor is presented to an individual or organization working to foster environmentally friendly business practices that help to sustain Oregon's exceptional quality of life. The Courtyard's sustainable practices truly reflect Oregon's eco-friendly values and earned the hotel LEED Gold status from the U.S. Green Building Council. Some of those practices include: drawing all electricity from renewable resources; reducing energy consumption by 30 percent and water consumption by 26 percent; recycling more than 75 percent of construction waste; composting kitchen waste and turning used cooking oil into biodiesel fuel; and providing employee uniforms made from recycled plastic bottles.
- [The Benevolent and Protective Order of the Elks](#) and the [SC-09 Supercomputing conference](#) will both be honored for significant contributions to the promotion of convention business in the region with the **Twin Spires Award**. With some nine-thousand attendees, The Elks spread across 21 hotels throughout the city in July, producing an estimated \$5 million economic impact benefitting local hotels, shops, restaurants and attractions. SC-09, the premier international conference on high-performance computing, networking, storage and analysis brought 11 thousand attendees and an economic impact of \$13.2 million to the area in November.
- The **Rose City Award** is given to the individual or association that provides a significant contribution to the promotion of tourism; this year's recipient will be the [Portland Farmers Market](#). Founded in 1992, it is one of the key ingredients in the development of Portland's reputation as a food mecca. The markets offer visitors the chance to mingle with key players from Portland's authentic and sustainable farm-to-table community. And visitors and media alike are regularly awed by the size, variety and quality of markets throughout the week. This year, the Portland Farmers Market has added two new markets, including one in Pioneer Courthouse Square, and doubled the size of the successful Portland State market on Saturdays.
- **Travel Portland's President's Awards** recognize valued contributions to Portland's visitor industry. This year's recipients include [The Allison Inn & Spa](#), which is one of only 22 hotels worldwide to have achieved gold level LEED status from the U.S. Green Building Council; [White Bird](#), whose founders, Paul King and Walter Jaffe, have lead the expansion of the newly formed Portland Arts Alliance; the [Regional Arts and Culture Council \(RACC\)](#), for its ongoing support of Portland's visual

and performing arts scene; and Travel Oregon, for developing an innovative new website, RideOregonRide.com, that reinforces Oregon's status as a premier cycling destination.

In addition to the honors listed above, a special **Partners' Choice Award** will be given to the Travel Portland partner recognized as making continuous, outstanding contributions that help to fulfill the agency's mission and encourage positive growth in the tourism industry. Partners' Choice Award recipients, whose identities are kept secret until the awards ceremony, are nominated and chosen by other Travel Portland partners.

The breakfast program will be emceed by Russ Lewis, who co-anchors the sunrise and noon newscasts for KGW Northwest NewsChannel 8. The breakfast also will include remarks by Joe Sprague, vice president of sales and marketing, Alaska Airlines, and a performance by Klezocracy.

FACT SHEET - Travel Portland's 31st Annual Awards Event

Quick Facts

- What - Travel Portland's 31st Annual Awards Event
- Time - Doors open at 7 a.m.; program begins promptly at 7:30 a.m.
- Date - Wednesday, June 23, 2010
- Where - Oregon Convention Center (Portland Ballroom)

Media

- Media are invited to attend the event at no charge. If you wish to eat breakfast, please RSVP to Peggy Deputy at 503.275.9798 or peggy@travelportland.com. A complimentary breakfast ticket will be reserved for you. Please check in with an event host upon arrival.

Award Winners

Portland Award

- TriMet and Portland Mall Management, Inc.

Green Award

- The Courtyard Marriott Portland City Center

Twin Spires Award

- The Benevolent and Protective Order of the Elks
- and the SC-09 Supercomputing conference

Rose City Award

- Portland Farmers Market

President's Awards

- The Allison Inn & Spa
- White Bird
- Regional Arts and Culture Council (RACC)
- Travel Oregon

Partners' Choice

- Surprise recipient to be announced at the breakfast

Travel Portland is the official destination marketing organization for the city of Portland, Oregon. Its mission is to strengthen the local economy by marketing the Greater Portland region as a preferred destination for meetings, conventions and leisure travel. For more information on Travel Portland, visit www.travelportland.com.