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PORTLAND CELEBRATES U.S. TRAVEL RALLY DAY

Workers Gather to Bring Awareness to the Importance of a Thriving Tourism Industry

PORTLAND, OR. May 11, 2010 - Today, Portland-area hospitality workers and businesses joined Metro President David Bragdon, Multnomah County Chair Jeff Cogen and tourism leaders at Pioneer Courthouse Square to celebrate U.S. Travel Rally Day and showcase the travel industry's important contribution to the economic health and stability of the Portland region.

Industry speakers included Travel Portland President & CEO Jeff Miller, Travel Oregon CEO Todd Davidson, Oregon Lodging Association President & CEO Jeff Hampton and Oregon Restaurant Association President & CEO Steve McCoid.

"The 150 workers gathered here today show that tourism is a huge economic driver, and that economic driver means jobs," said Travel Portland President & CEO Jeff Miller. "From restaurants to retailers, visitors make the difference between surviving and thriving."

According to a recent study by Dean Runyan Associates — a Portland-based firm specializing in economic and market research — Portland's tourism industry sustains **28,900 jobs**, generates **\$141 million in tax revenues** each year and brings **\$3.5 billion in visitor spending** to the Portland Metro area, defined as Multnomah, Clackamas and Washington counties. The benefits of maintaining a healthy travel and tourism industry extend beyond businesses typically associated with travel. Last year alone, visitors spent **\$170 million on arts, entertainment and recreation**.

The Portland event was one of 35 rallies held around the country as part of National Travel and Tourism Week, a nationwide effort to demonstrate travel's impact on local workers, businesses and economies. The goal of U.S. Travel Rally Day is to unite the community's travel workers and supporters, and to publicly represent the industry with a message that travel matters to the nation and to local communities.

*Photos available upon request.

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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.