



VISIT BELLEVUE WASHINGTON'S 2013 TOURISM SPOTLIGHT LUNCHEON TO SHOWCASE REGIONAL DESTINATION MARKETING EFFORTS
Bellevue's Official Destination Marketing Organization to share results of tourism efforts and plans for the future on June 6, 2013 at Meydenbauer Center

Bellevue, Wash. (May 17, 2013) – Visit Bellevue Washington (www.visitbellevuewashington.com), the city's official Destination Marketing Organization (DMO) will host the 2013 Tourism Spotlight Luncheon on Thursday, June 6 from 11:30 a.m. to 1:30 p.m. at Meydenbauer Center.

The 2013 Tourism Spotlight will feature a keynote speech by John Morrey, Vice President and General Manager of Bellevue-based Expedia.com, the world's leading online travel provider, as well as a presentation from the Washington Tourism Alliance. The event is designed for regional community leaders, CEOs, managers, sales people, front line managers and concierge to discuss the community's role in tourism and ultimately to show businesses how they can boost the regional economy by attracting visitors and welcoming convention groups.

"I am very proud of our organization and the great strides we've made in just two short years," said Stacy Graven, Executive Director of Visit Bellevue Washington. "We look forward to sharing highlights and results, while getting the community excited about new ways we can work together to really make a difference."

Established in 2011 to promote and increase leisure travel to Washington's fifth largest city, Visit Bellevue Washington has made influential progress toward this mission. Highlights that will be featured at the Tourism Spotlight Luncheon include the April 2013 launch of a new web site and mobile site, VisitBellevueWashington.com which garnered a 25 percent increase in visits within the first month, a strategic public relations and social media program that resulted in millions of impressions in 2012, and an award-nominated visitor guide with increased distribution to 110,000 readers in 2013. These efforts are positively reflected within the visitor impact statistics. Between 2011 and 2012, Bellevue saw a 5.8 percent increase in annual visitors, an 8.6 percent increase in overnight visitors, a 17 percent increase in visitor-generated tax revenue, and a 16.7 percent increase in estimated total direct visitor spending. This growth resulted in a total of \$621 million in direct visitor spending for Bellevue in 2012.

Tickets for the 2013 Tourism Spotlight Luncheon are \$25 for an individual or \$20 per person, if five or more from an organization attend. The ticket includes a networking lunch at Meydenbauer Center. To register or for more information visit www.visitbellevuewashington.com/tourism-spotlight. Meydenbauer Center is located at 11100 NE 6th Street in Bellevue and parking is available on-site. Visit Bellevue Washington is on Twitter [@VisitBellevueWA](https://twitter.com/VisitBellevueWA) and Facebook, [Facebook.com/VisitBellevueWashington](https://www.facebook.com/VisitBellevueWashington). To follow live tweets from the event use #VBWSpotlight.

About Visit Bellevue Washington

Visit Bellevue Washington (VBW) is Bellevue’s official Destination Marketing Organization (DMO) representing the city’s hotels, Meydenbauer Convention Center and the entire Bellevue hospitality community. A safe, walkable and easily accessible city, Bellevue provides a vibrant fusion of welcoming hotels, restaurants, nightclubs, lively culture, outdoor recreation world-class shopping. Surrounded by pristine natural beauty with big-city amenities, Bellevue a wide variety of entertainment experiences, and is home to innovative global corporations. www.visitbellevuewashington.com.

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