



NEWS RELEASE

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Deborah H. Wakefield, APR
503.275.9795 / deborah@travelportland.com

Recent Travel Portland Bookings Approach \$5.3 Million

Among Travel Portland's March and April convention bookings are three groups with a combined economic impact of nearly \$5.3 million. The groups, listed in date order below, include the Great Western Council of Optometry, a recurring annual convention.

Worldwide Distributors - 2010 Fall Worldwide Trade Show

Core Meeting Dates: Sept. 13-16, 2010
Attendees: 950
Estimated Economic Impact: \$3.6 million
www.wdi-wdi.com

Great Western Council of Optometry - 2010 Annual Convention

Core Meeting Dates: Oct. 8-10, 2010
Attendees: 500
Estimated Economic Impact: \$695,000
www.gwco.org

National Association for Campus Activities - 2012 West Regional Conference

Core Meeting Dates: Nov. 15-17, 2012
Attendees: 800
Estimated Economic Impact: \$998,000
www.naca.org

The combined value of Travel Portland's 2009 year-to-date convention bookings is more than \$46 million.

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. ###