

FOR IMMEDIATE RELEASE



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MEDIA ALERT

Visit TRI-CITIES Celebrates Culinary Tourism

Tri-Cities, Wash. – Visit TRI-CITIES will host the 47th Annual Meeting and Tourism Showcase Wednesday, Nov. 2, 2016, from 4:00 p.m. – 7:00 p.m. at the Three Rivers Convention Center in Kennewick.

This premier tourism event will celebrate culinary tourism and the potential economic bounty that it can contribute to our community. Erik Wolf, founder of the world's food tourism industry and the World Food Travel Association (WFTA), will be the keynote speaker. A recent study conducted by WFTA revealed food and beverage experiences are an important factor in shaping a visitor's impression of a destination. Mr. Wolf will speak to how culinary tourism is becoming a prime motivator for travelers choosing a destination, making food and drink experiences vital.

The program will also include an industry update by Kris Watkins, Visit TRI-CITIES President and CEO, and presentations of the Excellence in Service Awards and Tourism Champion of the Year. Immediately following the business program is the culinary themed Tourism Showcase, which will open with more than 50 booths and exhibitor displays from local tourism-related projects, businesses, wineries, hotels, museums and regional attractions. A selection of light hors d' oeuvres and local wine will be served.

"The Tri-Cities travel and tourism industry generates more than \$432.9 million in visitor spending each year and creates over 5,900 local jobs in our community. We encourage people to attend this event and learn about tourism and the new programs being introduced by Visit TRI-CITIES," said Watkins. **The public is invited but an advance RSVP is required. RSVP by calling 509-735-8486 or emailing info@VisitTRI-CITIES.com.**

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Visit TRI-CITIES is a non-profit destination marketing organization which provides tourism-related marketing and management services for the cities of Kennewick, Pasco and Richland in southeastern Washington State.