



FOR IMMEDIATE RELEASE

May 3, 2018

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Visit Tri-Cities Celebrates National Travel & Tourism Week

Tri-Cities, Wash. – Visit Tri-Cities has planned a series of events to support National Travel and Tourism Week, May 6-12, 2018. National Travel and Tourism Week is an annual tradition for the U.S. travel community. It's a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal well-being.

This year Visit Tri-Cities is taking an active role in celebrating with other tourism organizations across the country. "Each year visitors spend \$444.3 million in Benton and Franklin Counties, and we think that is an accomplishment worth celebrating," stated Michael Novakovich, Visit Tri-Cities President & CEO.

Activities planned for the week include a Selfie Scavenger Hunt, daily live Facebook posts from local attractions, Visitor Center Open House events and functions to create recognition about the impact that tourism has on the local economy.

To play the Selfie Scavenger Hunt, participants must snap a selfie at each of the following locations and post social media with #visittricitities sometime during May 6-12: the Lighthouse on Clover Island, Kennewick; REACH Museum, Richland; any winery tasting room in Benton and Franklin counties, the Franklin County Court House, Pasco and the Visit Tri-Cities Visitor Center in Kennewick. Those who complete the challenge will be entered to win a Tri-Cities experience, featuring a two-night stay at The Lodge at Columbia Point, a gift certificate to Drumheller's, dinner for two with Water2Wine Cruises, a gift certificate to Frost Me Sweet and a tandem bike or kayak rental from Greenies.

"We think Tourism Week is a fun way to get the word out about the economic benefits and jobs tied to tourism here in the Tri-Cities. All of the activities are designed for brief involvement each day to have a little fun, allow people to learn about the wonderful things available here and maybe win a prize or two," said Novakovich.

The Visitor Center Open House events will take place Monday - Friday, 2:00 p.m. to 5:00 p.m. Each day of the week will feature themes related to tourism such as museum/STEM attractions, art, wineries, recreations and sports.

For more information about Tri-Cities Travel & Tourism Week, visit <http://www.visittricitities.com/tourism-week/> or call Visit Tri-Cities at 509-735-8486.

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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.