

THE TRAVEL WIRE | February 2010

Travel news leads for Tacoma + Pierce County, Washington

THE YEAR AHEAD [OR, “WHAT, YOU AGAIN?”]

Howdy. Zak here, communications manager for the Tacoma Regional Convention and Visitor Bureau. This is the second issue of our quarterly press-only newsletter, with story leads and roundup-worthy tidbits.

I bet you were just looking at your editorial calendar for 2010 and saying, “jeez, not enough Pierce County in it.”

Well allow me...

Cheers!

Zak Nelson
Tacoma Regional CVB

SHORT LEAD-TIME [3-8 wks]

RHUBARB SEASON – FEBRUARY THROUGH JUNE

Sumner, Washington is the next “little” thing. Sumner is a small, all-American town with a Main Street lined with cafes and antique shops. On your second visit you WILL run into someone you know. The city is reinvesting a lot of new energy into their historic moniker of Rhubarb Pie Capital of the World. Eat pie, meet rhubarb farmers, shop Main Street. Rhubarb harvest begins now.

<EMAIL ZAK> <SUMNER + RHUBARB INFO>

THE “THANKS, EL NIÑO” OUTDOOR ACTIVITY ROUNDUP

Word is out that it’s an El Niño year. That means the Pacific Northwest is the perfect place to visit the next couple months: crowds are absent, prices are low, and the delicious weather will paint a grin on your face.

Do Northwesterners spend the entire winter indoors? Short answer is no. The best way to be mistaken for a local is to get outdoors. For the long answer, click on the link below for a list of activities and events now through mid-March.

<EMAIL ZAK> <WINTER ACTIVITIES>

SPRING IN PIERCE COUNTY

Nothing bespeaks the character of Pierce County like daffodils and wildflowers. The former are pure sunshine and cultivated mirth. The latter, blithe and unruly, take the stage in April and command the attention of millions of visitors to Mount Rainier and surrounding country towns. Both benefit from the rich volcanic soil and floodplains of the Puyallup River, and so do we.

The Annual Daffodil Festival and Parade are taken very seriously every April. Lakewold Gardens is a magnificent garden estate that beckons generations of green thumbs each spring. Paradise Meadows are ablaze in color on Mount Rainier. And in the cities and towns, farmers markets bloom everywhere with the arrival of spring.

<EMAIL ZAK> <SPRING ACTIVITIES + EVENTS>

LONG LEAD-TIME [2-6 months]

EASTER, MOTHERS DAY + FATHERS DAY

These three holidays anchor Spring, with flower baskets and barbecues. Want a weekend getaway somewhere new and different? What if Mom could soak her feet at Savi Day Spa? What if Dad could enjoy BBQ aboard the Mount Rainier Scenic Railroad? Or brunch with Grandma at Lakewold Gardens. Or take Grandpa on safari at Northwest Trek.

<EMAIL ZAK> <MOTHERS DAY/FATHERS DAY EVENTS>

US AMATEUR – MEET THE FUTURE FACES OF GOLF

Attention travel writers: golfers already know Chambers Bay. After three years it’s become the most talked-about public course in the nation, set to host the US Amateur THIS August and the US Open in 2015. Built on a former gravel quarry overlooking Puget Sound in University Place, Washington, it’s as famed for its vistas as for its pure links-style playing and architectural pedigree. But where IS University Place, what’s it got to offer, and what’s nearby?

SPECIAL OFFER TO QUALIFIED TRAVEL WRITERS + MEMBERS OF THE PRESS – Schedule your visit to Chambers Bay now and let Tacoma Regional CVB arrange your lodging + dining and build a personalized itinerary for you.

<EMAIL ZAK> <CHAMBERS BAY + US AMATEUR> <DESTINATION INFO>

EVERGREEN STORIES [Year-round]

DOG-FRIENDLY PIERCE COUNTY

Pierce County knows your dog is a member of your family, and we treat your dog accordingly. From the streets + trails to off-leash dog parks, and hotels that cater [seriously] to canines, you'll never have to leave your pup at home when you visit us. You travel for new experiences—doesn't Buster deserve the same?

<OFF-LEASH DOG PARKS> <DOG-FRIENDLY HOTELS> <OTHER DOGSTINATIONS> <EMAIL ZAK>

MARK YOUR CALENDARS: 2010–2015

Rome wasn't built in a day, the Renaissance didn't wrap up in a decade, and Tacoma + Pierce County's metamorphosis continues. Here are some long-term stories to watch:

August 23-29, 2010 – US Amateur at Chambers Bay www.2010usamateur.com

2010 – Anticipated opening of Harbor History Museum in Gig Harbor www.harborhistorymuseum.org

2011 – Anticipated return of Tacoma Tall Ships Festival www.tallshipstacoma.com

2012 – Anticipated opening of LeMay Car Museum www.lemaymuseum.org

2015 – US Open at Chambers Bay www.chambersbaygolf.com

A FINAL WORD BEFORE YOU GO

You were hand-chosen to receive this new quarterly newsletter. Liked it? Forward it.

THE TRAVEL WIRE is a list of the best travel story leads and tourism news that Tacoma + Pierce County has to offer

STORIES ARE DIVIDED BY LEAD-TIME, with short lead-time stories [Two to eight weeks out] followed by long lead-time stories [Two to six months out]. I've topped it off with some evergreen stories for flavor and spice; they're not just garnish, so be sure to take note.

LINKS TAKE YOU TO OUR PRESS ROOM where you'll find up-to-the-minute information and contacts on each story. Check back for updates.

I'M HERE TO MAKE YOUR JOB EASIER: the Tacoma Regional Convention + Visitor Bureau can help fact check stories, put you in touch with relevant contacts, arrange your press tour and show you around you once you arrive.

Yeah, it's awesome that we do all this, I know. It's how we roll.