



NEWS RELEASE

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Travel Portland Honors 2009 Tourism Award Recipients

[Travel Portland's](#) 30th Annual Tourism and Hospitality Industry Awards Celebration is scheduled to take place on Wednesday, June 24, at the Oregon Convention Center. As always, the breakfast will honor businesses and individuals who have made significant, positive impacts on the region's tourism industry and quality of life during the previous year. This year's anniversary event will also pay tribute to Travel Portland's charter members, businesses that have worked continuously with Travel Portland since the association's founding in 1979.

The 2009 Tourism and Hospitality Industry Award recipients include the following.

- For its work in creating and sustaining a Platinum-level "Bicycle Friendly Community," as ranked by the League of American Bicyclists, the [City of Portland](#) will receive the **Portland Award**, which recognizes the top overall contribution to the region's visitor profile. Upon receipt of its rating, Portland became the first major city in the United States - and only the second city overall - to be awarded platinum-level status by the [League of American Bicyclists](#), a national, nonprofit bicycling advocacy group. This honor generated a landslide of positive media attention for both Portland and the region. In addition, it provided yet another reason for outdoors-minded travelers to choose Portland as a vacation destination.
- [Elephants Delicatessen](#) is the recipient of this year's **Green Award**. This honor is presented annually to an individual or organization working to foster environmentally friendly business practices that help to sustain Oregon's exceptional quality of life. Elephants' [sustainable practices](#) - including a dedication to purchasing ingredients and products from local growers and purveyors, the implementation of comprehensive recycling and composting programs, and a commitment to drawing 100 percent of its power from renewable energy sources - reflect the eco-friendly values for which Oregon has come to be known.
- The [Society of American Foresters](#) (SAF) will be honored for significant contributions to the promotion of convention business in the region with the **Twin Spires Award**. SAF, the world's largest professional organization for foresters, has twice brought its national convention to Portland: in October 2007 and September 1999. These events, which were held at the Oregon Convention Center, each attracted more than 2,000 attendees. The estimated economic impact of the 2007 convention was \$1.6 million. SAF, which has also hosted smaller council meetings and field seminars in the region, is considering Portland for future annual conventions.
- This year's recipient of the **Rose City Award** is [GoSeeTell Network](#), a Portland-based Internet company specializing in travel products and the development of social-networking tools. It was GoSeeTell Network that created [GoSeePortland.com](#), a social-networking website on which Portland residents and visitors share travel tips, ratings and reviews - as well as get customized travel recommendations. GoSeeTell CEO Martin Stoll also conceived the idea for Travel Portland's "[Twisitor Center](#)," a cyber-style visitor center that relies on Twitter technology to connect travelers with those who can answer their questions and help plan their trips. Because Portland was the first city to launch a Twisitor Center, the service generated hundreds of media placements around the globe, including stories in *Le Monde*, France's largest national newspaper; *De Telegraaf*, the largest daily newspaper in the Netherlands; *GovernmentNews*, a monthly Australian magazine circulated to workers and officials at all levels of local, regional and national government; and *The New York Times*.

- **Travel Portland's President's Awards** recognize valued contributions to Portland's visitor industry. This year's recipients include the [Ace Hotel Portland](#), whose innovative design and impressive p.r. effort have garnered media placements – both for the hotel and Portland – in top publications in France, Britain, Russia, Japan, the United States and Canada; [Portland Art Focus](#), a consortium of nine local arts and cultural institutions whose mission is to raise national and international awareness of Portland's cultural offerings; and [Providence Bridge Pedal](#), an annual event that attracts 17,000 riders to bicycle over Portland's major bridges.

In addition to the honors listed above, a special Partners' Choice Award will be given to the Travel Portland partner recognized as making continuous, outstanding contributions that help to fulfill the agency's mission and encourage positive growth in the tourism industry. Partners' Choice Award recipients, whose identities are kept secret until the awards ceremony, are nominated and chosen by other Travel Portland partners.

The breakfast program will be emceed by [Russ Lewis](#), who co-anchors the sunrise and noon newscasts for KGW Northwest NewsChannel 8. The breakfast will also include remarks by [Mayor Sam Adams](#) and a performance by [Marv and Rindy Ross](#) from Quarterflash.

The breakfast begins at 7 a.m. Media interested in attending the breakfast should RSVP to Peggy Deputy at 503.275.9798 or peggy@travelportland.com. Complimentary tickets will be provided.

FACT SHEET - Travel Portland's 30th Annual Awards Event

Quick Facts

What - Travel Portland's 30th Annual Awards Event

Time - Doors open at 7 a.m.; program begins promptly at 7:30 a.m.

Date - Wednesday, June 24, 2009

Where - Oregon Convention Center (Portland Ballroom)

Media

Media are invited to attend the event at no charge. If you wish to eat breakfast, please RSVP to Peggy Deputy at 503.275.9798 or peggy@travelportland.com. A complimentary breakfast ticket will be reserved for you. Please check in with an event host upon arrival.

Award Winners

Portland Award

City of Portland (Platinum Bicycle-Friendly Community designation)

Green Award

Elephants Delicatessen

Twin Spires Award

Society of American Foresters

Rose City Award

GoSeeTell Network

President's Awards

- Ace Hotel Portland
- Portland Art Focus
- Providence Bridge Pedal

Partners' Choice

Surprise recipient to be announced at the breakfast

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. ###