



**NEWS RELEASE**

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**Travel Portland Honors 2011 Tourism Award Recipients**

*Portlandia's Carrie Brownstein and Pink Martini's Thomas Lauderdale among the recipients; new Spirit of Hospitality Award recognizes extraordinary customer service*

The 32nd Annual Travel Portland Tourism and Hospitality Industry Awards will honor businesses and individuals who have made a significant impact on the region's tourism industry and quality of life in the past year. In celebration of National Travel & Tourism week (May 7-15), the awards breakfast will be held on Tuesday, May 10, in the Oregon Convention Center's Portland Ballroom.

In addition to the awards, keynote speaker James Curleigh, CEO of KEEN, will share insight into how Portland's livability serves as an economic driver for businesses and the hospitality industry.

**The 2011 Tourism and Hospitality Industry Award recipients:**

<p><b>Portland Award</b> - recognizes the top overall contribution to the region's visitor profile</p>	<p>Portland's <u>Green Seal Certified Hotels</u> for taking on the Green Seal certification process, enabling Travel Portland to commit to meeting planners that they can meet sustainability goals with every room they book.</p> <ul style="list-style-type: none"> <li>Aloft Portland Airport at Cascade Station; Crowne Plaza Portland Downtown Convention Center; DoubleTree by Hilton Hotel Portland; Embassy Suites Portland - Downtown; The Heathman Hotel; Hilton Portland &amp; Executive Tower; Hilton Vancouver Washington; Hotel Monaco Portland; Hotel Vintage Plaza; The Mark Spencer Hotel; Portland Marriott City Center; Portland Marriott Downtown Waterfront; Red Lion Hotel on the River</li> </ul>
<p><b>President's Award</b> - recognizes valuable contributions to Portland's visitor industry</p>	<ul style="list-style-type: none"> <li><u>Helen and Simon Director Park</u> for providing the city another space that adds to Portland's beauty and vibrancy; and for welcoming more than 182,000 visitors to what used to be a parking lot in its first year.</li> <li>Globetrotter and Portland ambassador <u>Thomas Lauderdale</u> of Pink Martini for his spirit of partnership, civic engagement and promotion of our destination with visitors and on tour stops throughout the world.</li> <li>The <u>Banks-Vernonia State Trail</u> as the first official rails-to-trails linear state park in Oregon, for creating a new opportunity for our visitors to experience the natural beauty that is so accessible from Portland.</li> <li><u>Portlandia</u> for the production jobs it brings to Portland, the media coverage it has generated about our destination and for sparking conversation about what truly makes Portland unique.</li> </ul>
<p><b>Rose City Award</b> - honors significant contribution to the promotion of tourism</p>	<p><u>Alaska Airlines</u> for excelling at the spirit of partnership as they consistently contribute time, tickets and sponsorships to enhance Travel Portland's promotional events throughout the country. As the largest passenger carrier at Portland International Airport, Alaska Airlines, together with Horizon, operates 158 flights in and out of PDX each day, bringing millions of visitors to our city and state annually.</p>
<p><b>Twin Spires Award</b> - recognizes significant</p>	<p>For ongoing contributions to Portland's economic vitality, the following groups will be recognized:</p>

<p>contributions to the promotion of convention business</p>	<ul style="list-style-type: none"> <li>• The <u>Microscopy and Microanalysis Meeting</u>, for filling more than 5,000 room nights throughout the city and creating an economic impact of \$2.6 million. The group met in Portland for the second time in 2010 and has already booked for 2015. Conference cohosts: the Microscopy Society of America; Microbeam Analysis Society; International Metallographic Society; and the Microscopical Society of Canada.</li> <li>• The <u>Institute of Navigation</u> met in Portland for the third time in September, bringing more than 2,000 delegates to the city and an estimated economic impact of \$2.7 million. Travel Portland looks forward to welcoming them again this year.</li> </ul>
<p><b>Green Award</b> - recognizes environmentally friendly business practices that help to sustain Oregon's exceptional quality of life</p>	<p><u>The Rose Garden Arena</u> for becoming the first major league sports facility to achieve a LEED Gold level certification, which required more than a year of study with consultants such as the Green Building Services of Portland and Energy Trust.</p> <p>By enhancing recycling and food composting programs, the Rose Garden will keep more than 60 percent of its waste out of landfills.</p>
<p><b>Spirit of Hospitality</b> - Award honors a front-line employee for showing an extraordinary level of caring, concern and customer service</p>	<p>After receiving a request for assistance from a guest whose coworker had fallen ill during the Emergency Nurses Association Convention, <u>Hilton Portland &amp; Executive Tower concierge John Florig</u> went above and beyond just hailing them a cab to the hospital. After news came that the ill guest would need emergency brain surgery, and with the guests' permission, John gathered their belongings and delivered them to the hospital; helped with flight cancellations and rebookings; and made sure the worried friend had a comfortable and welcoming room with food and beverages upon her return from the hospital.</p> <p>For showing an extraordinary level of care, concern and customer service, and exemplifying the true meaning of Portland hospitality, John Florig will receive Travel Portland's first ever Spirit of Hospitality Award.</p>
<p><b>Partners' Choice Award</b></p>	<p><u>David Penilton</u>, president of America's Hub World Tours, for his dedication to Travel Portland as a volunteer at partner events and on the trade show, golf tournament and finance committees. David also serves on Travel Portland's board and has helped develop the Diversity Initiative Grant program, allowing small minority companies to grow their business within the visitor industry.</p>

**Travel Portland's 32nd Annual Awards Event**

***Quick Facts***

- What: Travel Portland's 32nd Annual Awards Event
- Time: Doors open at 6:30 a.m.; program begins promptly at 7:30 a.m.
- Date: Tuesday, May 10, 2011
- Where: Oregon Convention Center (Portland Ballroom)

***Media***

- **Media are invited to attend.** Please RSVP to Peggy Depuy at 503.275.9798 or [peggy@travelportland.com](mailto:peggy@travelportland.com) and a complimentary breakfast ticket will be reserved for you.
- **Twitter:** Follow @TravelCoalition for facts and updates throughout National Tourism Week. Hashtags #traveltuesday or #travelrally will provide live updates from the awards.

*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](http://www.travelportland.com).*