



Tacoma Regional CVB Launches Online Housing Reservation System
Software expected to help region secure convention business

Tacoma, WA and Vancouver, BC: September 22, 2010 – Tacoma Regional Convention and Visitor Bureau (CVB) announced today the signing of an agreement with Meetingmax Systems to handle its online housing reservation needs. The CVB made the decision in order to meet the growing calls from meeting planners for a simplified housing solution.

“Meetingmax’s system has an excellent reputation within the travel industry,” says Shauna Lunde, Director of Sales and Marketing for the Tacoma Regional CVB. “Meeting planners have had positive experiences with the system in other destinations and have been requesting the service from us.”

With 87 hotels and 6,000 hotel rooms, the Tacoma Regional CVB was looking for a system that could simplify the process of reserving room blocks at a variety of hotels. Instead of having to use each hotel’s system to track bookings, a meeting planner can secure blocks of housing through the CVB and manage their bookings through one central portal. Conference attendees are sent a link which allows them to explore participating hotels and book their own rooms.

“In today’s competitive market, having an online housing reservation system is another service that CVBs can offer their meeting planners,” says Jeff Duncan, COO, Meetingmax Systems. “It’s a value added benefit that can help Tacoma and Pierce County attract business.”

Meetingmax’s system was selected based on its user-friendly interface and the fact that it does not have minimum booking requirements. The system has received positive feedback from other Washington destinations and is now used by CVBs in Spokane, Tri-Cities, and Yakima.

Located just 18 miles south of the Seattle-Tacoma Airport on the I5 corridor, Pierce County is an easy to reach destination for convention attendees. The region offers a wide variety of activities ranging from fine dining and harbor tours, to kayaking and hiking at Mt. Rainier. Visitors can easily explore Tacoma’s historic and cultural attractions on foot, including the Museum of Glass featuring the work of renowned glass artists.

- more -

PAGE 2

Tacoma Regional CVB Launches Online Housing Reservation System

About Tacoma Regional CVB:

The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma and Pierce County, WA. Our mission is to execute initiatives that deliver tourism.

About Meetingmax:

Meetingmax Systems provides the travel industry with the most flexible and cost effective online housing reservation system. Initially developed to meet the needs of Meetingmax's meeting and event planning arm, the system provides convention and visitors bureaus, event planners, and organizations with a simple yet powerful means to manage conference and event room bookings. The company is based in Vancouver, BC and can be found online at www.meetingmaxsystems.com.

###

Contacts:

Gwen Hardy
Elettra Communications
1.604.738.3870
gwen@elettra.ca

Bre' Greenman
Tacoma Regional CVB
1.253.284.3263
bre@traveltacoma.com