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BEND TO HOST 2010 OREGON GOVERNOR'S CONFERENCE ON TOURISM

(BEND, Ore.)—Representatives from Travel Oregon announced yesterday that Bend has been selected as the host city for the 2010 Oregon Governor's Conference on Tourism, scheduled for April 11-13, 2010. The announcement was made to attendees at the 2009 Oregon Governor's Conference on Tourism in Salem, which concluded on Tuesday. This marks the first time in the 26-year history of the conference that the three-day event will be hosted in Bend. The conference was held in Sunriver in 1989, 1997 and 2007.

“Hosting a conference of this magnitude is an honor for the City of Bend, and is a testament to the economic impact that investment in tourism infrastructure can provide,” said Doug LaPlaca, president and CEO of Visit Bend, who attended this year's conference in Salem. “With the addition of the Riverhouse Convention Center, Bend now boasts the facilities and infrastructure needed to accommodate groups of this size, something that was not logistically possible until recently.”

Approximately 450 attendees representing tourism-related businesses and organizations from across the state are expected to attend the conference, which will be held at the Riverhouse Convention Center. Other local venues will also be considered for a variety of events and receptions held in conjunction with the conference.

“Tourism is such a critical part of Bend’s economic engine, and hosting the Governor’s Conference there is a reflection of the City’s tourism promotion efforts and accomplishments in recent years,” said Todd Davidson, CEO of Travel Oregon. “It’s a great opportunity for Bend to showcase some of its recreational, cultural and other tourism assets to an influential statewide audience.”

About Visit Bend:

Visit Bend is a non-membership, non-profit economic development organization dedicated to promoting tourism on behalf of the City of Bend. For more information or to order a complimentary Official Visitor’s Guide to Bend, contact Visit Bend at 800-949-6086 or visit www.visitbend.com.

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