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SEATTLE VS. PITTSBURGH

Destination Challenge Among Convention Bureaus Makes It Interesting

SEATTLE – Two of America’s strongest football towns also boast tourism communities with super-sized team spirit. A friendly wager between Seattle’s Convention and Visitors Bureau and the Greater Pittsburgh Convention & Visitors Bureau rides on the outcome of Super Bowl XL this Sunday, which pits the AFC champion Pittsburgh Steelers against the NFC champion Seattle Seahawks.

The losing team’s convention bureau will pay a heavy price:

- The losing convention bureau’s CEO and other top executives will visit the winning city dressed in the winning team’s jerseys and will provide a breakfast break or lunch for the staff and board of directors of the winning bureau.
- The losing city’s mayor will issue a proclamation for a day in honor of the winning convention bureau.
- The winning CEO will be proclaimed “Honorary CEO” of the losing convention bureau for one week.
- The losing city’s bureau will hang banners or fly the flag of the winning team for one week in its office.
- Staff will dress in the winning city’s colors for one day and the photo of this will be placed on both the winning and losing convention bureau websites.
- Both convention bureau websites will reflect the “destination challenge” and feature the photo of the losing CEO and his staff.
- Phones at the losing city convention bureau will be answered in a playful manner reflecting the winning team name or the name of its convention bureau.
- The losing team will place an advertisement in a leading travel industry publication to congratulate the winning convention bureau and team.

“First and foremost, this destination challenge is to celebrate the great success of the Seattle Seahawks and the Pittsburgh Steelers,” said Don Welsh, President & CEO, Seattle’s Convention and Visitors Bureau. “In the world of sports and entertainment it doesn’t get much bigger than the Super Bowl. Needless to say, our respective communities and the millions of fans in each take pride in the fact that our two cities are playing in the Super Bowl. Plus, this is the perfect event to showcase the diverse and rich offerings that each of our cities provide to convention attendees and visitors from around the world. May the best team win!”

“We thought we’d do a something a little different,” explained Joe McGrath, President and CEO of the Greater Pittsburgh Convention & Visitors Bureau, about the wager. “We wanted to create a challenge that gets to the very core of what convention and visitors bureaus do, and that’s to promote destinations. Both CVBs are very proud of their cities and their football teams, and this is a way to make it fun, while making it meaningful from a business perspective.”

Seattle’s Convention and Visitors Bureau is a non-profit economic development agency responsible for competitively marketing Seattle as a destination for meeting and convention groups and leisure travelers. Visitors spend \$3.97 billion in Seattle and King County annually, contributing \$342 million in state and local tax revenues. Direct visitor spending benefits hotels, retailers, restaurants, attractions, transportation services and other businesses, and supports jobs for nearly 60,000 people in the Seattle region.

Go Seahawks!

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