



Pend Oreille River Tourism Alliance

PORTA

Post Office Box 1182
Newport, Washington 99156
509-447-5286

Formed in 2007, PORTA (Pend Oreille River Tourism Alliance) has been hard at work promoting tourism in Pend Oreille County:

- Establishing a regional website (www.porta-us.com)
- Co-hosting "Big Bird Day" with the Kalispel Natural Resources Department, a celebration of the Tundra Swan annual migration through the county
- Widespread Tundra Swan Celebration coverage in the Spokesman Review
- Recently secured advertising and editorial coverage in the May issue of *Spirit*, the in-flight magazine of Southwest Airlines annually reaching 96 million travelers

PORTA has been hard at work in its inaugural year.

Our purpose is: ***to create a responsible tourism economy in the Pend Oreille River Community in ways sensitive to the culture, heritage and environment of the region.***

The longer range work of PORTA has just begun in benefiting commerce and promoting events and activities throughout all of Pend Oreille County.

The competition for tourism dollars is fierce since tourism is a multi-billion dollar industry. PORTA launched its campaign to maximize its promotion of Pend Oreille County. We are positioned to garner the greatest results while competing with areas that spend millions on Madison Avenue-type advertising agencies.

Bottom line: Tourist marketing is not always free. Tourism is a benefit to the hospitality industry. Its impact is widespread. Employment opportunities evolve from promoting additional visits. The more tourism dollars spent here, the better for Pend Oreille County.

With this in mind, PORTA seeks participation from business and individuals to expand the horizon of opportunity for Pend Oreille County. Those who invest will have their business presentation expanded to increase web visibility.

A two-tiered approach for business offers **expanded placement** on the PORTA website.

(1) A \$100 annual investment in tourism provides an expanded listing with **business photo**.

A \$75 annual fee is offered to individuals and non-profit organizations.

(2) A \$500 annual investment provides a **featured listing with expanded business detail, photo, and placement in two additional website locations**.

(3) PORTA lists all business and organizations in the county without detail at no fee.

PORTA will accept planned payments for either of the two business memberships to help merchants position themselves for the best benefit of being part of PORTA and its mission to encourage economic development through tourism.

Individuals can also participate by donating to PORTA which offers expanded benefits such as personal invitations to PORTA events. Donors at \$75 or more annually will fit into this category.

A downloadable membership brochure and application are on the PORTA website (www.porta-us.com/about_us.html). You can send a check to PORTA; P.O. Box 1182; Newport, WA 99156. PORTA is a 501(c)3 non-profit organization. Your contribution may be tax deductible.

Congratulations for teaming up with PORTA! Together we can accomplish great things promoting tourism for Pend Oreille County.

PORTA Board of Directors