



*Rural character...  
Economic opportunities*

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# Press Release

## **PORTA Launches Tourism Website**

### The Pend Oreille County Hotel/Motel Tax Board Invitation Fulfilled with Launch of the PORTA County-wide Tourism Website

- **Newport, WA, January 17, 2008:** PORTA (Pend Oreille River Tourism Alliance) was invited by the Pend Oreille County Hotel/Motel Tax Board to create and manage the County Tourism website.
- We are pleased to announce that the website went "live" on January 17, 2008 and is now accessible. This is an all-inclusive, total County site. It informs visitors and tourists about our region. This is the first time a complete listing of the entire county has been collected in a simple, easy-to-access location. The web address is <http://www.porta-us.com>.
- Pages list: Things To Do, "Let's Eat", a complete annual calendar of Events, Lodging, Communities, Businesses, Groups/Organizations, a Photo Gallery, Press Room, Contact, Map, Fact Sheet and About Us (PORTA).
- PORTA has contacted many individuals and organizations to request information for inclusion in this site. Those contacted were generous with their materials. We want to include any group, organization, or business in the County. We are especially sensitive to home-based businesses which may not yet have a website or telephone directory listing. If we have omitted someone who should be included, please invite them to contact Susan Harris, PORTA Executive Director ([susan@porta-us.com](mailto:susan@porta-us.com)) or to send their information to us and we will contact them.

**For Release, January 17, 2008**

- Additions or corrections should include: 1. Name of company/organization; 2. Name of contact; 3. Physical address; 4. Telephone; 5. Email/website; 6. Description of 100 words – fewer is fine, too.
- The goal is a searchable website so that visitors to the area can locate exactly what they want to find. Seventy-five per-cent of tourists plan their trips before they leave home. This site now provides information for them to find to attract them to our County.
- This is a temporary site. It will be updated as required and transferred to a fully-searchable, data-based format in the near future. We chose to move ahead on the project immediately rather than delay for another tourist season.
- We salute the Metalines Chamber of Commerce, the Newport-Oldtown Chamber of Commerce, Evelyn Reed of the POC Historical Society for carrying the banner for tourism so faithfully, Lonnie Johnson and his team from Boundary Dam/Seattle City Light for the many Pend Oreille County videos, Grady Knight of g2 Video web designer, Scott Hirsch securewebs.com for free web hosting, and the great number of people who volunteered to assist in this enormous task.
- We are looking for your favorite drive to include, or your special reason for enjoying living in this spectacularly beautiful place. Please share with us as the project continues.
- **PORTA: 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.**