

"Fortune 500" Companies Located in Territory:

- Boeing Co., Seattle, WA (#20)
- Weyerhaeuser, Tacoma, WA (#58)
- Boise Cascade, Boise ID (#113)
- Paccar, Bellevue, WA (#166)
- Louisans Pacific, Portland, OR (#198)
- Willamette Industries, Portland, OR (#239)
- Tektronix, Beaverton, OR (#249)
- Nerco, Portland, OR (#411)
- Longview Fibre, Longview, WA (#443)

FUTURE PLANS/PROMOTIONAL OPPORTUNITIES

The Tourism Programme anticipates maintaining current performance levels in the Meetings, Conventions and Incentive Travel sector. Electronic media coverage will continue to be a targeted area for growth and development to complement a well established print media base. New product development with wholesalers, airlines and motorcoach companies is the area receiving major emphasis during the

1990/91 fiscal year. New itineraries and destinations beyond the traditional urban market settings will be the outcome of the travel trade marketing thrust. The identification and packaging of the ever-expanding adventure travel product will continue.