

## PRESS RELEASE

### NATIONAL WELLNESS CONFERENCE BRINGS MORE THAN PEOPLE TO TOWN

#### FOR IMMEDIATE RELEASE

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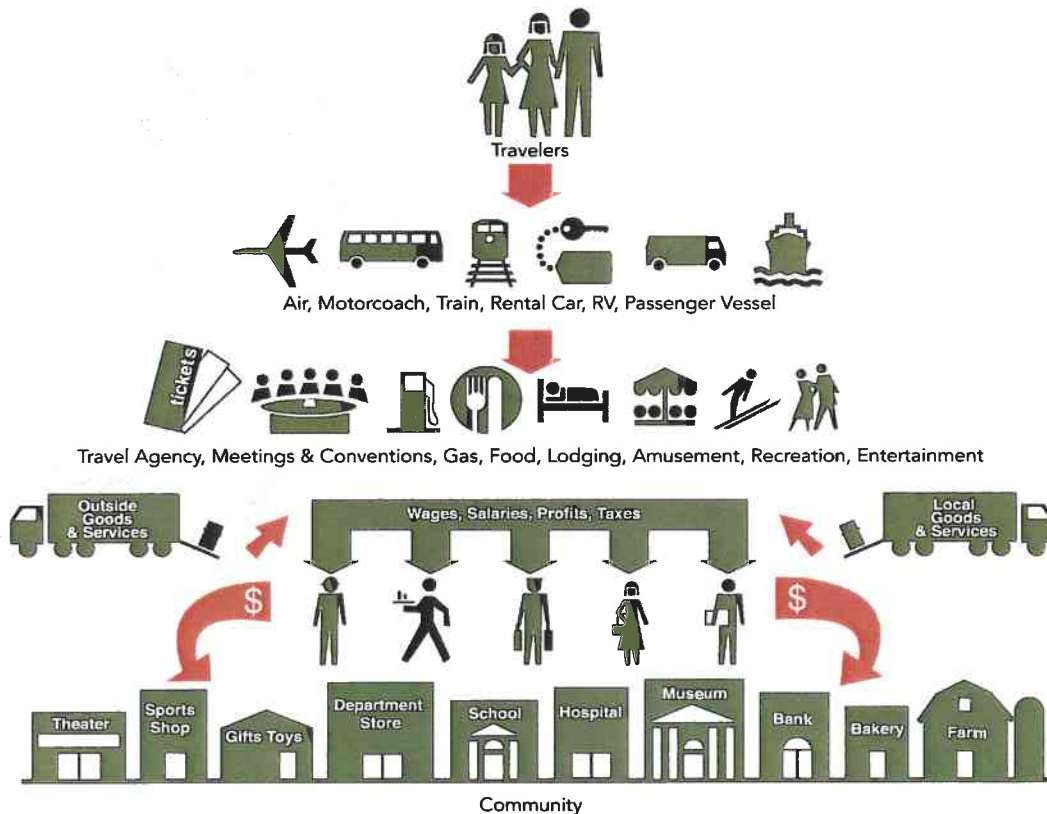
STEVENS POINT, Wis. (July 20, 2009) -- This week in Stevens Point, Meetings Mean Business. This week the city hosts the 34<sup>th</sup> Annual National Wellness Conference, bringing people from around the globe to the community for the weeklong event.

But that's not all the event brings.

"Events and conferences held in Portage County filter in dollars and cents for our local economy," said Tom Barrett, Executive Director of the Stevens Point Area Convention & Visitors Bureau (SPACVB). According to a study by the Destination Marketing Association International (DMAI) for the Stevens Point area, meeting attendees and convention delegates spend an average of \$341.56 per stay. This money enters the community through lodging, dining, shopping, attractions and more.

This trickle down effect into the community helps support local business and the individuals who work there. The bottom line? Meetings mean business.

#### Economic Impact of Traveler Expenditures



The continuing changing climate in the meeting industry, including the increasing popularity in webinars, has seen a number of challenges. More resources are available through online programming, however people are continuing to travel, to work and network with professionals in their field. It is this face-to-face interaction that can not be duplicated.

Considering the current travel trends and challenges facing individuals and businesses, it is easy to assume that those benefits aren't there. However, that is simply not the case.

This year's National Wellness theme answers aligns well with the uncertainty of the time with the question: "How do we focus on those things which make us stronger and more positive?". The conference will bring together the curiosity of health and wellness professionals and the theories of positive psychology from around the country and the world.

The 34<sup>th</sup> Annual National Wellness Conference is being held July 18 – July 23, at the University of Wisconsin – Stevens Point. The conference is an opportunity to share in findings, create dialogues and network with like-minded professionals in a unique conference environment. This year's conference will explore these core issues; positive effect on physical and psychological health, relationship success, athletic and work performance, and overall life satisfaction. For more information about the National Wellness Conference or the National Wellness Institute, please visit [www.nationalwellness.org](http://www.nationalwellness.org).

The Stevens Point Area Convention and Visitors Bureau is an economic and community development organization whose purpose is to expand Portage County's economy by attracting conventions, sporting events and leisure tourists to Portage County. Millions of dollars from visitor spending and increased tax revenues can be generated to increase commerce, sustain jobs and to create a desirable destination. The CVB provides visitors with state and local information including travel guides, maps and brochures. To receive more information on the Stevens Point Area Convention and Visitors Bureau and their services visit [www.stevenspointarea.com](http://www.stevenspointarea.com) or stop by the Visitor Information Center located at 340 N. Division Street, Stevens Point.

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