

# Tourism is fun and shows what we're all about.

Ken Hojem knows tourism gives the community a sense of pride.

“It’s a great chance to show the rest of the world what this part of the country is all about, and Pierce County is all about some pretty wonderful things!”

“Being able to capitalize on the natural beauty we offer, protect the environment and still give people the chance to see all the wonderful things we have around us is a unique and wonderful opportunity.”

Kent Hojem started working at the Puyallup Fair + Events Center in 1996 and became the CEO in 2005. The Puyallup Fair is the eighth largest fair in the world, spanning 17 days and featuring more than 15,000 attractions. Kent is responsible for the operation of the fair and event center 365 days a year. He takes care of everything that goes on at the fair in every way, shape and form.

In 2011, travelers to Puyallup spent \$89.2 million and generated \$6.8 million in state and local tax revenues, creating 1,000 jobs with \$22.3 million in earnings.

## Kent Hojem

CEO at the Puyallup Fair + Events Center in Puyallup, Wash.



**tourism  
matters**

**Tacoma Regional**  
Convention + Visitor Bureau

Learn more about what you can do to support tourism at [whytourismmatters.com](http://whytourismmatters.com)

Watch a video with Kent talking about why Tourism Matters in his own words.

