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**KEEP PORTLAND WEIRD FOREVER WITH “GIVE BACK” RATES
AT HOTEL LUCIA, HOTEL DELUXE AND THE GOVERNOR HOTEL**

February 25, 2013 – PORTLAND, Ore. – With Provenance Hotels’ new Give Back rates travelers have an easy, budget-friendly way to rack up good karma during their next visit to the Rose City. When visitors book the Give Back rate at Hotel Lucia, Hotel deLuxe and the Governor Hotel, the Portland-based hotel brand will donate 10% of the price of their room to the Oregon Travel Philanthropy Fund to ensure the region’s unique character and natural resources endure for the exploration and enjoyment of future generations of travelers.

Guests who book the Give Back rate pay nothing extra. They are charged the Best Available Rate for the night of their stay and Provenance Hotels donates 10% of that rate to the Oregon Travel Philanthropy Fund to support sustainable projects across the state, from agritourism in Eastern Oregon to recreation trails in the Rogue River Valley. The full list of projects can be found at www.traveloregonforever.com/giveback.

Travelers can reserve Provenance Hotels’ Give Back rates at Hotel Lucia, Hotel deLuxe and the Governor Hotel now by booking at www.provenancehotels.com/giveback or using the rate code GIVE when making reservations over the phone.

“Portland is our hometown so, naturally, we are deeply committed to the sustainability of Oregon tourism,” said Bashar Wali, President of Provenance Hotels. “Now, our guests can get involved and, when they opt to help Keep Portland Weird, we’ll pick up the tab.”

“Oregonians have a rich history of stewardship of the land and love of community,” said Kristin Dahl, Travel Oregon’s Senior Manager of Destination Development. “The Oregon Travel Philanthropy Fund builds off this benevolent heritage by engaging visitors and local businesses to raise funds for projects that directly improve and enhance Oregon communities, the natural environment, and tourism infrastructure. The outcomes include enriching experiences for visitors and enhanced social responsibility programs for participating businesses.”

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About Provenance Hotels

Provenance Hotels are award-winning urban boutique hotels with a distinct and deeply integrated art story. They include Hotel deLuxe, Hotel Lucia and the Governor Hotel in Portland, Ore., Hotel Max in Seattle, Wash., Hotel Murano in Tacoma, Wash., and Hotel Preston in Nashville, Tenn. Provenance Hotels can be found online at www.provenancehotels.com, www.facebook.com/ProvenanceHotels and www.twitter.com/ProvenanceHotel.

About Travel Oregon

The Oregon Tourism Commission, dba Travel Oregon, works to enhance visitors' experience by providing information, resources and trip planning tools that inspire travel and consistently convey the exceptional quality of Oregon. The commission aims to improve Oregonians' quality of life by strengthening economic impacts of the state's \$8.7 billion tourism industry. www.TravelOregon.com

About Sustainable Travel International

Sustainable Travel International's (STI) forward-thinking solutions strengthen the positive impacts of tourism worldwide, with a clear focus on the bottom line. The STI team specializes in connecting constituents across the value chain in order to effect change in the industry. As a result, STI partners with destinations and multi-national corporations to advance their sustainability efforts, and offers small to medium-sized businesses a suite of turnkey sustainability management tools. Ultimately, STI's programs help tourism businesses safeguard the authenticity of the destinations they serve, helping to protect their natural and cultural heritage, while contributing to local economic development.