

Washington State Department of Community,
Trade and Economic Development

WA Economic Development Assoc.

Leadership for Economic Development

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CTED | Community, Trade and
Economic Development

Why the Tourism Industry Matters in Washington

- Tourism can help Washington recover from the economic downturn
- **IN 2008:**
- **REVENUE:** \$15.7 billion in direct travel spending
- **JOBS:** 150,000 tourism-related jobs (3.8% of all WA jobs)
- **TAX BENEFITS:** \$1 billion in state and local taxes
 - without tourism, additional \$400 in annual taxes per WA family

Does Tourism Matter to My Area?

- 6 out of 10 travel-generated jobs are located in the five most urbanized counties
 - Clark, King, Pierce, Snohomish, and Spokane
- However, many smaller counties have a greater number of travel-generated jobs relative to total employment
- 6 counties with more than 10% travel generated jobs:
 - Skamania, Pacific, San Juan, Grays Harbor, Jefferson, Chelan
- 12 more counties have over 6% travel-generated jobs.

Who Benefits – the Multiplier Effect

- Direct Beneficiaries:
 - Hotels
 - Restaurants
 - Retail Stores
 - Transportation
- Indirect Beneficiaries:
 - Accountants
 - Advertising / Design / Web firms
 - Bankers
 - Insurance companies
 - Wholesale food distributors



Other Benefits of Tourism to a Community

- Helps diversify the local economy
- Provides entry-level jobs for a diverse workforce
- Creates business opportunities for entrepreneurs
- Quality of life for local residents
- Promotes business development
 - Today's visitor may be tomorrow's investor



Trends in Travel

- The Bubble of Baby-Boomers
 - Active seniors
- Accessible Adventure
 - Outdoor recreation / draw of nature
- Geo-Tourism
 - Wine and culinary
 - Arts / culture / heritage
- Health and Well-Being
- Shorter vacations
 - “The Grand Tour of the 21st Century is the long weekend.”



What Should Local Communities Do?

- Asset inventory
- What's your story?
- Get connected
- Communicate, communicate, communicate
- Sell the sizzle, not the steak



Resources

- In addition to the state Tourism office, other resources include:
 - Local convention & visitors' bureau, or local destination marketing organization
 - Regional destination marketing organizations
 - State Scenic ByWays network
 - Other state agencies and their field offices, such as Dept of Agriculture, Dept of Fish and Wildlife.
 - Public Lands: National Park Service, Forest Service, State Parks, etc



Available Research

- 1991-2007 County Travel Impact Study - *Completed and posted*
- 2008p Statewide Travel Impact Study – *Completed Jan. 2009*
- 2008 Advertising Evaluation and Web Impact Study - *Completed Jan. 2009*
- 2007 Washington Visitor Profile Report – *Completed, under review*
- Room Sales Analysis (Lodging Tax Analysis) - *Posted every four months*
- Travel Planner Qualitative Research Findings, 2008 – *Completed and posted*
- Canadian Travel Study – *Completed and posted*
- Smith Travel Report for Washington – *Posted monthly*
- ***Experiencewa.com/industry***



Washington State Tourism Commission

- Lodging
 - Clint Campbell, Campbell's Resort Lake Chelan
 - Dennis Clark, Fairmont Olympic
 - George Schweitzer, Red Lion Hotels
- Arts / Attractions / Recreation
 - Michael Campbell, NWMA
 - Leonard Forsman, Suquamish Tribe
 - Sandy Ward, Future of Flight
- Food / Beverage / Wine
 - Chad Mackay, Mackay Restaurants
 - Duane Wollmuth, Three Rivers Winery
- WSCTC
 - Frank Finneran, CEO
- DMOs
 - Kim Bennett, SW WA
 - Katherine Kertzman, Seattle So'side
 - Kris Watkins, Tri-Cities
- Travel/Transportation
 - Rick Meadows, Holland America
 - Brad Walker, Alaska Airlines
- Legislative
 - Rep. Barbara Bailey
 - Rep. Fred Finn
 - Sen. Mike Hewitt
 - Sen. Ken Jacobsen
- CTED
 - Larry Williams, Interim Director

Note: underlined names indicate co-chairs



THANK YOU!



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