



STATE OF WASHINGTON TOURISM

Mike Moe, Director of Tourism Development and Strategic Partnership

AGENDA

HISTORY

CONSUMER
MARKETING

DESTINATION
DEVELOPMENT

TRAVEL TRADE



A BRIEF HISTORY



WASHINGTON TOURISM ALLIANCE HISTORY

- Washington State languished at or near the bottom of all state budgets for several years
- On June 30, 2011, the state tourism office was closed by the legislature
- The tourism industry came together and founded the Washington Tourism Alliance
- Seven years of tourism advocacy followed
- Legislation passed in 2018 for initial investment

CONSUMER MARKETING



TIME AND
SPACE
REMINDE
US WE'RE
ALL JUST
TRAVELERS HERE.

#TRUE^{TO}NATURE



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AN ITINERARY DIDN'T FIT INTO OUR ITINERARY.

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CONSUMER MARKETING

The goal of consumer marketing efforts at the state level is to attract more visitors from outside the state to visit, stay longer, and spend more supporting local businesses.

Our efforts currently focus on stimulating shoulder-season and off-season visitation when destinations around the state have the capacity to welcome visitors.



DESTINATION DEVELOPMENT

DESTINATION DEVELOPMENT PLAN

Assist rural and underserved communities and businesses with tourism readiness, economic resilience

- Comprehensive tourism development workshops
- Low-cost tools, technical assistance, resources and opportunities
- Educational seminars
- Development and promotion of cross-region assets and partnerships
- Grants to rural and underserved destinations



RURAL TOURISM SUPPORT PROGRAM – ONE COMMUNITY AT A TIME

- Inaugural destination: Tri County Economic District in NE Washington
- Framework for community sustainable tourism growth
- 10-year vision for the evolution of the destination
- National and global travel trends applied locally
- Improving the quality of place for visitors and residents
- Financial assistance from SWT and other funding sources
- Educational seminars
- Development and promotion of cross-region assets and partnerships



DESTINATION DEVELOPMENT GRANTS

- Currently have \$3.5 million in grants to disperse over two years (2024 & 2025)
- Grants include:
 - Arts & Culture
 - Sports Incentivization
 - Rural Marketing and production
 - Technical assistance
 - Tourism sustainability
 - Tribal Tourism Marketing and Production
 - Tribal Rural Tourism Support Program



DESTINATION DEVELOPMENT GRANTS

- Sample grants funded in previous cycles included:
 - Trail improvements on the Washington side of the Columbia River Gorge National Scenic Area
 - Twisptober, a new festival coming to the Methow Valley in 2024
 - City of Zillah for planning and research for a year-round, indoor public market for local products



TRAVEL TRADE

BUILDING INTERNATIONAL DEMAND



TRAVEL TRADE

The purpose of our travel trade programs are to support the growth of international flights, receptive programs and tour product in key international markets. International visitors stay longer and spend more.



TRAVEL TRADE SALES AND PROMOTION

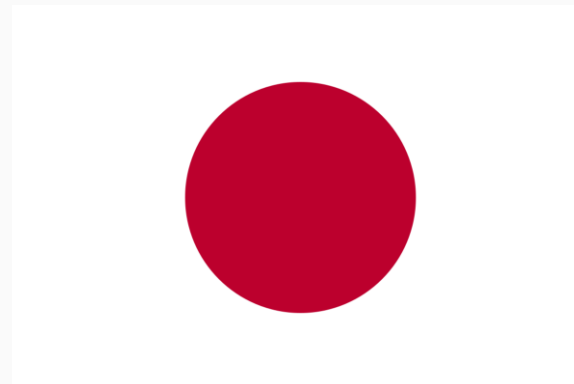
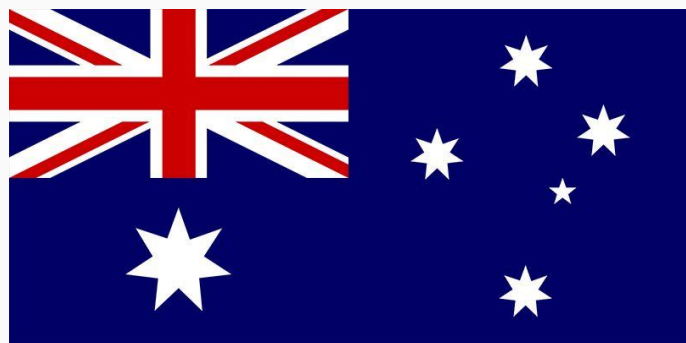
State of Washington Tourism attends tradeshows where international buyers who buy tours in bulk come to learn about destinations.





IN-MARKET REPRESENTATION

- Full-service contracts:
 - UK/Ireland
 - Germany
 - Australia
- Project contracts:
 - Japan
 - South Korea
 - France
 - BeNeLux





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WASHINGTON
TOURISM

THANK YOU

ANY QUESTIONS?

SUBSCRIBE TO OUR NEWSLETTER!

INDUSTRY.STATEOFWATOURISM.COM