

Acknowledgements

The Port of Seattle acknowledges tourism and recreation across Washington takes place on the homelands of Indigenous peoples, Tribes and Nations including: Chehalis, Colville, Cowlitz, Duhamish, Hoh, Jamestown S’Klallam, Kalispel, Lower Elwha Klallam, Lummi, Makah, Muckleshoot, Nisqually, Nooksack, Port Gamble S’Klallam, Puyallup, Quileute, Quinault, Samish, Sauk-Suiattle, Shoalwater Bay, Skokomish, Snoqualmie, Spokane, Squaxin Island, Stillaguamish, Suquamish, Swinomish, Tulalip, Upper Skagit, Yakama - who have lived, and cared for their ancestral lands since time immemorial. We are grateful to live, work, and recreate as guests on these lands, and strive to do so as respectfully as possible.

The Port of Seattle, the Travel Foundation, and Tourism Cares wish to acknowledge the many individuals and organizations whose contributions, input, insights, reviews, edits, suggestions, images, and more, were instrumental in the development of this responsible travel handbook for Washington tourism organizations.

Organizations and specialists across the sector – including Tribal governments, tourism and recreation industry associations, destination marketing & management organizations, community and cultural organizations, environmental organizations, and specialists in diversity, equity, inclusion, and accessibility – were invited to participate in four input sessions as well as individual interviews that took place from June to August 2023. The purpose of these sessions was to gather perspectives, understand current challenges and opportunities, and identify priority content for the handbook. The following individuals gave of their time and we thank them for helping to shape this important tool.

They are, in alphabetical order:

Adam Acampora, Woodinville Wine Country
Heather Bradshaw, Washington Wine
Chuck Carter, Visit Spokane
Joey Chapman, GSBA
Roni Freund, Cascade Loop
Christy Garrard, Visit Issaquah
Lindsey Gerhard, Visit Bellingham
Cara Jacobson, Visit Walla Walla
Liz Johnson, Visit Seattle
Stephanie Johnson-Toliver, Black Heritage Society of Washington State
John Kepley, Non-profit Communications Professional
Marie Kidhe, Friends of Waterfront Park
Anthony Love, Traveling While Black
Marlie Love, Traveling While Black
Mat Lyons, TREAD
Christy Maggio, Seattle Southside
Jaime Martin, Snoqualmie Indian Tribe
Megan McGuire, Seattle Southside
James “Booby” Miles, Miles Hike Club
Mike Moe, State of Washington Tourism
Taylor Morgan, Nordic Museum
Syren Nagakyrie, Disabled Hikers
Amy Nesler, Visit San Juan Islands
Matthew Ozuna, State of Washington Tourism
Annie Pitts, Experience Olympia
Alison Scott, WTC Seattle
Adam Stewart, Visit Yakima
Michelle Thana, State of Washington Tourism

Produced by the Port of Seattle in partnership with the Travel Foundation and Tourism Cares
Design by Linda Rapp Design

2023



Annex 1: Global Destination Planning Examples

Links to tourism strategy/planning documents from tourism destinations around the world.

Destination	Link
Banff, AB	Lead Tourism for Good: 10-year vision for tourism in Banff and Lake Louise
Breckenridge, CO	Destination Management Plan
Copenhagen	Copenhagen Tourism For Good: An Invitation to a Journey Towards Sustainable Tourism by 2030
Edinburgh, Scotland	Edinburgh's Tourism Strategy 2030
Finland	Visit Finland Strategy 2021-2025
Glacier Country, MT	Glacier Country Destination Stewardship Plan
Glasgow, Scotland	Glasgow Tourism and Visitor Plan 2023
Jackson Hole, WY	Jackson Hole Sustainable Destination Management Plan
Inverness, Scotland	Visit Inverness Loch Ness Climate Action Plan
Oregon Travel	Oregon 2021-2023 Strategic Plan
Oregon Coast, OR	Mitigation, Adaptation and Resilience Plan
Palau	Strategy to make Palau a carbon neutral island
Netherlands	Destination The Netherlands: Perspective 2030
New Zealand	New Zealand-Aotearoa Government Tourism Strategy
Norway	National Tourism Strategy 2030
Ottawa, Canada	Ottawa Destination Stewardship Plan
Queenstown, NZ	Queenstown Lakes Regenerative Tourism Plan
Sedona, AZ	Sedona Sustainable Tourism Plan
Tahoe, CA/NV	Lake Tahoe Destination Stewardship Plan
Vail, CO	Vail's Stewardship Roadmap
Valencia, Spain	Valencia Sustainable Tourism Strategy

Annex 2: References and Resources

[4VI \(formerly Tourism Vancouver Island\) Impact Strategy 2022](#)

[American Indian Alaska Native Tourism Association \(AIANTA\)](#)

[Amsterdam Untourist Guide \(2020\)](#)

[Becker, Elizabeth *Overbooked* \(2013\)](#)

[BehaviorSMART The First Mile](#)

[Blacks in Tourism & the Cultural Heritage Economic Alliance](#)

[BBC - British Broadcasting Company. \(2021\)](#)

[Booking.com. \(2021\). Sustainable Travel Report](#)

[B Tourism For Good Movement](#)

[Butler, Richard W. \(2008\) The Concept of A Tourist Area Cycle of Evolution: Implications for Management of Resources](#)

[Café Reconcile New Orleans](#)

[City Nation Place \(2020\) Will your recovery plan be sustainable](#)

[Coastal Guardian Watchmen Program](#)

[Condé Nast Traveler \(2017\) Dubrovnik Is Clamping Down Harder on Tourist Overcrowding](#)

[Condé Nast Traveler \(2021\) Five Reasons Why Colombia Has Become A Model For Sustainable Tourism](#)

[Condé Nast Traveler \(2021\) How Iceland is Rethinking Tourism for the Long Haul](#)

[Conservation Northwest Resources for Racial Justice, Anti-racism, and Allyship in the Outdoors](#)

[Conservation Northwest Wildlife-Recreation Coexistence Program](#)

[Coral Restoration Foundation](#)

[Cornell Sustainable Destination Management \(e-Cornell self-paced online course\)](#)

[Cornish Stuff \(2021\) Declare a housing emergency in Cornwall](#)

[Crosscut \(2022\) Meet the BIPOC groups working to make the outdoors accessible](#)

[CrowdRiff \(2021\) 12 LGBTQIA+ Voices to Follow in Travel & Tourism Right Now](#)

[Culinary Tourism Alliance](#)

[Deloitte State of the Consumer Tracker](#)

[Destination BC Diversity, Equity, Inclusion and Accessibility Strategy](#)

[Destinations International \(2023\) What is cultural competency and why it matters for your business](#)

[Destination Think \(2020\) These 5 DMOs Are On Track With Covid-19 Communications](#)

[Destination Stewardship Center's Destination Stewardship Report \(2023\) Indigenous Guardian Programs as a Destination Stewardship Tool](#)

[Dolomites Tourism Board \(2020\). Future Lab](#)

[Edinburgh Tourism Action Group \(2020\) Reliance, Reboot & Recovery Plan](#)

[Edinburgh Tourism Strategy Implementation Group \(2020\) Edinburgh Tourism Strategy 2030](#)

[European Travel Commission \(2020\) Covid-19 Recovery Strategies For National Tourism Organisations](#)

[Expedia Group \(2021\) Sustainable Travel Study](#)

[Explore Songhees](#)

[Feld, S. and Basso K. \(1996\) Senses of Place](#)

[Future of Tourism Coalition – Guiding Principles and Toolkit](#)

[G Adventures, Planeterra, International Institute of Tourism Studies at the George Washington University Indigenous People and the Travel Industry: Global Good Practice Guidelines](#)

[Good Life Goals \(SDG Primer\)](#)

[Global Sustainable Tourism Council GSTC Destination Criteria](#)

[Globetrender. \(2020\) Travel In The Age Of Covid-19](#)

[Globetrender \(2021\) Majority of Gen Z Consumers Want To Travel More Responsibly](#)

[Governor's Office of Indian Affairs](#)

[Green Destinations Tourism for SDGs Self-Assessment](#)

[\(The\) Guardian \(2020\) Not a mask in sight: thousands flock to Yellowstone as park reopens](#)

[Hartman and Heslinga \(2022\) The Doughnut Destination: applying Kate Raworth's Doughnut Economy perspective to rethink tourism destination management, Journal of Tourism Futures.](#)

[Hotelier \(2019\) Challenges and Opportunities: Staffing Struggles](#)

[Hud user Affordable Housing in a Rural, Tourism-Based Community](#)

[Indigenous Leadership Initiative](#)

[Indigenous Tourism Association of Canada](#)

[Indigenous Tourism Association of Canada Media Guidelines: 12 Ways To Better Choose Our Words When We Write About Indigenous Peoples](#)

[Indigenous Tourism BC Corporate \(2021\) Indigenous Tourism Recovery Fund](#)

[Indigenous Tourism BC Working with Indigenous Communities](#)

[Jackson Hole Sustainable Destination Management Plan](#)

[Lake Tahoe Destination Stewardship Plan](#)

[Localhood, Wonderful Copenhagen](#)

[McKinsey and Company \(2020\) Reimagining the \\$9 trillion tourism economy – what will it take?](#)

[MMGY \(2020\) Capturing the Conscientious Consumer](#)

[MMGY \(2023\) Portrait of the American Traveler Spring Edition](#)

[Mountains to Sound Greenway BIPOC Outdoors and Conservation Careers Resource Guide](#)

[\(The\) Mountaineers Emotional Safety in the Outdoors e-course](#)

[National ADA Network online educational resources](#)

[National Congress of American Indians Tribal Nations & the United States: An Introduction](#)

[National Park Service \(2020\)](#)

[Native Land Territory Acknowledgement](#)

[\(The\) Nature Conservancy Indian Country 101 Training](#)

[Netherlands Board of Tourism & Conventions Holland Marketing \(2019\) Perspective 2030: Destination the Netherlands: A new vision for destination the Netherlands to benefit all Dutch people](#)

[\(The\) New York Times \(2018\) Vegan or Vegetarian? You Have More Travel and Dining Options Than Ever](#)

[Norton, E., Ford Foundation \(2017\) Edward Norton on inequality and ecology](#)

[North Tahoe Community Alliance](#)

[Northwest Lesbian & Gay History Project](#)

[One Kitchen Collective](#)

[Outside Online \(2019\) Norway's Bold Plan to Tackle Overtourism](#)

[Pacific Asia Travel Association Crisis Resource Center \(2020\) Destination Recovery Resource Kit – Tour Operator Resource KIT](#)

[Pathways Project](#)

[Port of Seattle: Office of Equity, Diversity & Inclusion](#)

[Port of Seattle Community Grants](#)

[Port of Seattle Anti-Racism Resources](#)

[ResQ Club](#)

[Sedona Arizona's Sustainable Tourism Plan](#)

[Skift Megatrends 2023](#)

[Skyscanner \(2021\) How to travel better: Make greener choices with Skyscanner](#)

[Smart Travel Lab & Kantar \(2020\) Anticipating the Future of travel](#)

[Snoqualmie Tribe Ancestral Lands Movement](#)

[Snoqualmie Tribe Ancestral Lands Movement Recreation Impacts on Snoqualmie Tribe Ancestral Lands](#)

[State of Washington Tourism Discover Washington's Native American Heritage](#)

[State of Washington Tourism Washington Tourism Resource Center, Grant Programs, Tourism Skillshop, Rural Tourism Support Program](#)

[Thompson Okanagan Regional Pledge Seven Affirmations for Seven Generations](#)

[Time for DMOcracy Community Engagement Toolkit](#)

[Tourism Cares Meaningful Travel Platform and Meaningful Travel Map](#)

[Tourism Cares Sustainability Help Desk \(SHED\)](#)

[Tourism Diversity Matters](#)

[Tourism in 2030 Net Zero Infographic](#)

[Travel Begins at 40 \(2021\) Sustainable Tourism at the Heart of ProColombia](#)

[Travel Oregon Oregon Food Trails](#)

[Travel Agent Central \(2018\) Stats: 90% of Millennials Consider Company Ethics When Booking Travel](#)

[The Travel Foundation, Cornell University's Centre for Sustainable Global Enterprise and EplerWood International \(2019\) Destinations at Risk: The Invisible Burden of Tourism](#)

[The Travel Foundation, Centre of Expertise in Leisure, Tourism and Hospitality, Breda University of Applied Sciences, the European Tourism Futures Institute, and the Netherlands Board of Tourism and Conventions. Envisioning Tourism in 2030 and Beyond: The changing shape of tourism in a decarbonizing world](#)

[Travel Unity DEI Standards for Travel and Tourism](#)

[Travel Weekly \(2021\) 'Google data shows growing consumer demand for sustainable travel'](#)

[TREAD Map App](#)

[Tribal Parks and Allies Program](#)

[Tourism Exchange Australia – TXA \(2020\)](#)

[United Nations Sustainable Development Goals](#)

[UNWTO, Glasgow Declaration on Climate Action in Tourism](#)

[UNWTO, Transport-related CO2 emission from the tourism sector](#)

[UNWTO, Tourism for SDGs](#)

[United Nations Secretary General Statements and Messages \(2020\) COVID-19 Tourism Sector Collapse Requires Green, Equitable Rebuilding, Secretary-General Says at Policy Brief Launch](#)

[US Access Board](#)

[Vail's Stewardship Roadmap](#)

[Visit California \(2020\) How you can support California's black-owned businesses](#)

[USDA Forest Service Equity Action Plan](#)

[Visit California \(2020\) Travel California Respect California](#)

[Visit Flanders](#)

[Visit Raleigh \(2020\) 150 Ways to Support Local Businesses in Raleigh, N.C., by Shopping Online](#)

[Visit Seattle Seattle's Cultural Heritage](#)

[Visit Seattle Support Seattle's BIPOC-Owned Businesses](#)

[Visit Scotland \(2021\) Enjoy Scotland Responsibly Top Tips](#)

[Washington State Department of Natural Resources Wildland Fire Cost Recovery and Investigation Program](#)

[Washington State Healthcare Authority \(on Medium\) Land acknowledgements: A way to respect the first peoples of the land](#)

[Washington State Department of Commerce State Tourism Marketing Plan \(2018\)](#)

[Washington Tribes The Tribes of Washington \(Map\)](#)

[World Economic Forum Global Risks Report 2023](#)

[World Travel and Tourism Council \(2021\) Destination Stewardship Framework](#)

[WTTC Diversity & Inclusion Guidelines](#)

[WTTC – McKinsey Travel Demand Recovery Dashboard](#)

[Yosemite Autocamp](#)

Washington Organizations (Referenced Throughout the Handbook)

[Big Tent Outdoor Recreation Coalition](#)
[Black Heritage Society of Washington State](#)
[The Burke Museum](#)
[Chelan-Douglas Land Trust](#)
[Chinatown-International District BIA](#)
[Converge Media](#)
[Conservation Northwest](#)
[Disabled Hikers](#)
[Friends of Waterfront Seattle](#)
[Golden Bricks Events](#)
[GSBA](#)
[Latino Outdoors](#)
[Miles Hike Club](#)
[Mountains to Sound Greenway Trust](#)
[National Nordic Museum](#)
[Northwest African American Museum](#)
[The Mountaineers](#)
[Okanogan-Wenatchee National Forest](#)
[Olympic National Park \(Accessibility\)](#)
[Outdoor Afro](#)
[Outdoor Asian](#)
[Pacific Northwest Trail Association](#)
[Sea Mar Museum of Chicano/a/Latino/a Culture](#)
[SEA Potential, Sustainable Seattle](#)
[Traveling While Black](#)
[Washington National Park Fund](#)
[Washington Trust for Historic Preservation](#)
[Wing Luke Museum](#)

Tribal Governments:

[Confederated Tribes of the Chehalis Reservation](#)
[Confederated Tribes of the Colville Reservation](#)
[Cowlitz Indian Tribe](#)
[Hoh Tribe](#)
[Jamestown S’Klallam Tribe](#)
[Kalispel Tribe of Indians](#)
[Lower Elwha Klallam Tribe](#)
[Lummi Nation](#)
[Makah Tribal Council](#)
[Muckleshoot Indian Tribe](#)
[Nisqually Indian Tribe](#)
[Nooksack Indian Tribe](#)
[Port Gamble S’Klallam Tribe](#)
[Puyallup Tribe](#)
[Quileute Nation](#)
[Quinault Indian Nation](#)
[Samish Indian Nation](#)
[Sauk-Suiattle Indian Tribe](#)
[Shoalwater Bay Indian Tribe](#)
[Skokomish Indian Tribe](#)
[Snoqualmie Indian Tribe](#)
[Spokane Tribe of Indians](#)
[Squaxin Island Tribe](#)
[Stillaguamish Tribe of Indians](#)
[Suquamish Tribe](#)
[Swinomish Indian Tribal Community](#)
[Tulalip Tribes](#)
[Upper Skagit Indian Tribe](#)
[Yakama Nation Confederated Tribes and Bands](#)

Salmon Days 2022, Courtesy of Visit Issaquah

