

## The Highline Forum What Federal Way is Doing for Tourism Promotion

## **TOURISM GOALS**

- Get Federal Way on the Map
- Federal Way is taking a grass roots approach to tourism promotion:



AMP
UP
THE
EXPERIENCE

\*Have existing visitors stay longer







Building the bridge



to fun, new experiences

3/21/2024



# The Highline Forum What Federal Way is Doing for Tourism Promotion























Dumas Bay Centre





FARMERS MARKE





3/21/2024



## The Highline Forum What Federal Way is Doing for Tourism Promotion

### 3-5 YEAR PLAN

### Change Perceptions of Federal Way

Tourism Marketing
Plan

Tourism Collaboration



### **Activation**

NCAA Championships (2025)

TOP The Terrace

The Commons

Increase PAEC Events

#### **Promotion**

DCI Contract

Seattle Airport Advertisement

International Investors/Developers

NAIOP Premier Sponsorship

Lasso Site Selector Tour

#### **Build Civic Pride**

Top 100 People, Places & Things

Gala Celebration



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