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:
  - *Have existing visitors stay longer*
  - *Build on demand drivers*
  - AMP UP THE EXPERIENCE
  - Building the bridge to fun, new experiences
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HISTORY OF TOURISM IN FEDERAL WAY

West Hylebos Wetlands
Federal Way, Washington

VINEYARD WINERY

SPECIES BOTANICAL GARDEN

DUMAS BAY CENTRE

PERFORMING ARTS EVENT CENTER

THE COMMONS AT FEDERAL WAY

CENTERSTAGE!

ADVENTURES HAPPEN HERE

Redondo Beach Boardwalk

POWELLSWOOD A NORTHWEST GARDEN

Steel Lake Park & Family Funland

3/21/2024
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3-5 YEAR PLAN

Change Perceptions of Federal Way
- Tourism Marketing Plan
- Tourism Collaboration

Activation
- NCAA Championships (2025)
- 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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