

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



Building the bridge



AMP UP THE EXPERIENCE

*Build on demand drivers



to fun, new experiences



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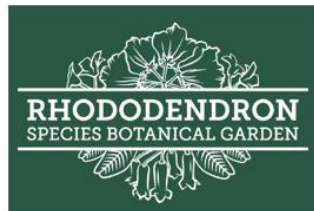
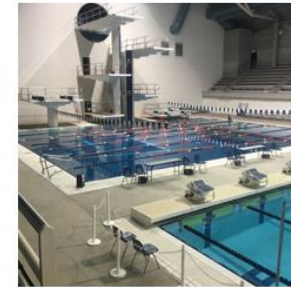
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HISTORY OF TOURISM IN FEDERAL WAY



PACIFIC
bonsai
MUSEUM



CENTERSTAGE!



ADVENTURES
HAPPEN
HERE



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3-5 YEAR PLAN

