BURIEN’S TOURISM PROGRAM

PRESENTED BY
LORRAINE CHACHERE
ECONOMIC DEVELOPMENT SPECIALIST

MARCH 27, 2024
FAM TOURS

- Hospitality staff are memory makers
- Top of mind, trusted recommendations
- “You Can’t Sell What You Don’t Know!”
SAY HELLO TO BURIEN

• Leveraging Unforeseen Opportunities

• Highlighting Our Assets

• Feedback from Businesses
TOURISM SPOTLIGHT
AIRPORT AD PROGRAM

• Rotation of Businesses Featured
• Keeping it Local
• Encouraging Selfies with Hashtags
PORT OF SEATTLE
TOURISM MARKETING GRANT

- Tourism Video Assets
- Digital Ad Campaigns
- Creation of videos in Spanish
A BURIEN KIND OF DAY

• #PNWLife
• Tomo Nakayama
• Watch Video
2024-2025 VISITOR ATTRACTION PROGRAM

- Reallocation of $200,000 ARPA funds to bring in tourists and day visitors to support our businesses and our local economy

- City Commission, City Manager, and Council Support

- Exciting tourism projects to come for Burien!
THANK YOU!

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