STATE OF WASHINGTON TOURISM

Mike Moe, Director of Tourism Development and Strategic Partnership
A BRIEF HISTORY
WASHINGTON TOURISM ALLIANCE HISTORY

• Washington State languished at or near the bottom of all state budgets for several years

• On June 30, 2011, the state tourism office was closed by the legislature

• The tourism industry came together and founded the Washington Tourism Alliance

• Seven years of tourism advocacy followed

• Legislation passed in 2018 for initial investment
CONSUMER MARKETING
TIME AND SPACE REMIND US WE'RE ALL JUST TRAVELERS HERE.

#TRUEtoNATURE
AN ITINERARY
DIDN’T FIT INTO OUR ITINERARY.
TRUE to NATURE
The goal of consumer marketing efforts at the state level is to attract more visitors from outside the state to visit, stay longer, and spend more supporting local businesses.

Our efforts currently focus on stimulating shoulder-season and off-season visitation when destinations around the state have the capacity to welcome visitors.
DESTINATION DEVELOPMENT
DESTINATION DEVELOPMENT PLAN

Assist rural and underserved communities and businesses with tourism readiness, economic resilience

- Comprehensive tourism development workshops
- Low-cost tools, technical assistance, resources and opportunities
- Educational seminars
- Development and promotion of cross-region assets and partnerships
- Grants to rural and underserved destinations
RURAL TOURISM SUPPORT PROGRAM – ONE COMMUNITY AT A TIME

- Inaugural destination: Tri County Economic District in NE Washington
- Framework for community sustainable tourism growth
- 10-year vision for the evolution of the destination
- National and global travel trends applied locally
- Improving the quality of place for visitors and residents
- Financial assistance from SWT and other funding sources
- Educational seminars
- Development and promotion of cross-region assets and partnerships
DESTINATION DEVELOPMENT GRANTS

• Currently have $3.5 million in grants to disperse over two years (2024 & 2025)

• Grants include:
  • Arts & Culture
  • Sports Incentivization
  • Rural Marketing and production
  • Technical assistance
  • Tourism sustainability
  • Tribal Tourism Marketing and Production
  • Tribal Rural Tourism Support Program
Sample grants funded in previous cycles included:

- Trail improvements on the Washington side of the Columbia River Gorge National Scenic Area
- Twisptober, a new festival coming to the Methow Valley in 2024
- City of Zillah for planning and research for a year-round, indoor public market for local products
TRAVEL TRADE
BUILDING INTERNATIONAL DEMAND
TRAVEL TRADE

The purpose of our travel trade programs are to support the growth of international flights, receptive programs and tour product in key international markets. International visitors stay longer and spend more.
State of Washington Tourism attends tradeshows where international buyers who buy tours in bulk come to learn about destinations.
IN-MARKET REPRESENTATION

- Full-service contracts:
  - UK/Ireland
  - Germany
  - Australia

- Project contracts:
  - Japan
  - South Korea
  - France
  - BeNeLux
THANK YOU

ANY QUESTIONS?

SUBSCRIBE TO OUR NEWSLETTER!

INDUSTRY.STATEOFWATOURISM.COM