



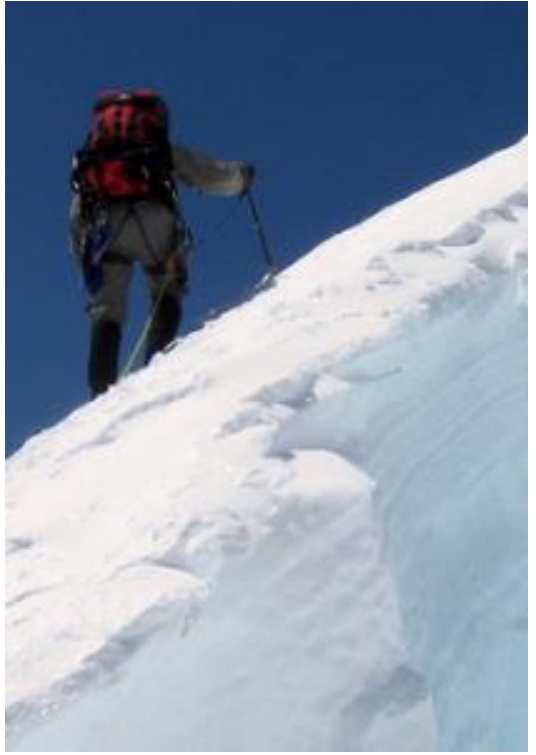




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Interim Executive Director

Washington Tourism Alliance







washington tourism alliance

washington The State™
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Travel and tourism Industry disproportionately hurt by COVID-19

U.S.:

- 9 times more damaging to the tourism industry than 9/11
- Full industry recovery projected to take 3-5 years

Washington State:

- 75% reduction in visitor expenditures (more than $8 billion) since March 1
- 42% of all unemployment related to the pandemic





Tourism Industry Impact on State Economy

"Because such a large share of job losses are related to travel, an economic recovery can only come through a restoration of travel to and within Washington State."

- Adam Sacks, President of Tourism Economics





Tourism industry: segmented but synergistic

Destination Marketing Organizations (DMOs) – stimulate demand, support jobs

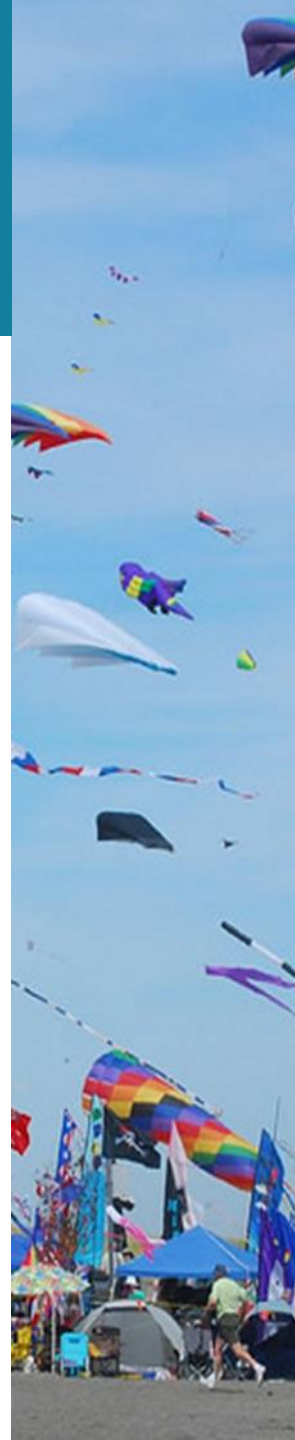
Tours and transportation – Bring visitors

Hotels and restaurants (hospitality) – accommodate and serve visitors
Meetings and events – generate economic impact and lodging taxes

Outdoor recreation – disperses visitors around the state

Cultural institutions – offers heritage and history
Tribal attractions – educate visitors, sustain tribal operations

Attractions – exhibits/events lure visits
Retail shops – increase expenditures and tax receipts





State DMOs Critically Impaired

State's network of 20 non-profit destination marketing organizations severely limited by pandemic funding shortfalls:

- 50-70% loss of budget since March
- More than half of employees laid off or furloughed
- Projected DMO funding from lodging tax revenue expected to be seriously reduced in 2021





Washington Tourism Alliance Priorities

Industry Recovery and Development

Serving:

- Rural and underserved communities
- Small businesses (80% of industry)

Relief Programs:

- Grants
- Technical assistance
- Industry training and education
- Wrap-around services

Long-term Economic Recovery and Resiliency

- Stimulate visitor expenditures
- Generate tax receipts
- Re-generate tourism jobs





WTA Public-Private Partnership in Recovery

- 2018 enabling legislation with 2:1 private/public matching program - $3 million per biennium:
  - Industry matching funds from every state region
  - Washington State general funds
- WTA membership/partnership funds to date - $2.6 million
- New partnership with Port of Seattle - $1.5 million in 2021
- Pursuing EDA grant for industry recovery
- Pursuing corporate support for industry development/marketing





WTA is Re-Investment in Tourism Industry

- Co-op programs at low and no-cost to the industry:
  - Sales leads to state businesses
  - Travel trade marketplaces
  - Consumer data/analytics
  - Marketing tools and collateral
- Recovery campaigns for communities and small businesses
- Industry recovery/resource site
- Destination research +39 county reports, consumer analytics

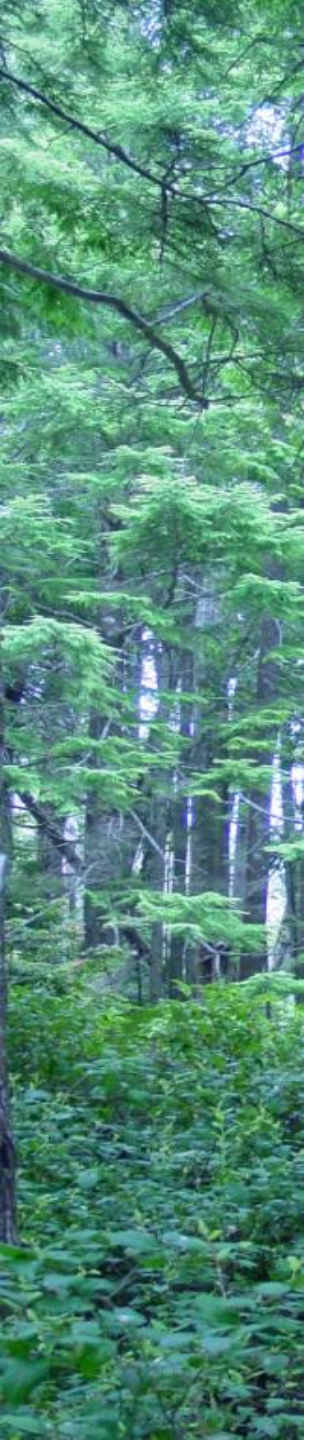




Critical Factors in Industry Recovery

- WTA private-public matching program (base funding) re-authorized for 2021-2023 biennium
- Industry request for $12 million in WTA programs that help restore the state's hardest-hit industry:
  - Generate tourism demand for Washington communities and businesses
  - Sustain recovery market share with competing Western states
  - Attract future private sector/corporate investment by demonstration of a successful tourism marketing program





Thank you for your support!

