TOURISM UPDATE FOR HOUSE COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

David Blandford, Executive Director
Michelle Thana, Director of Marketing
State of Washington Tourism

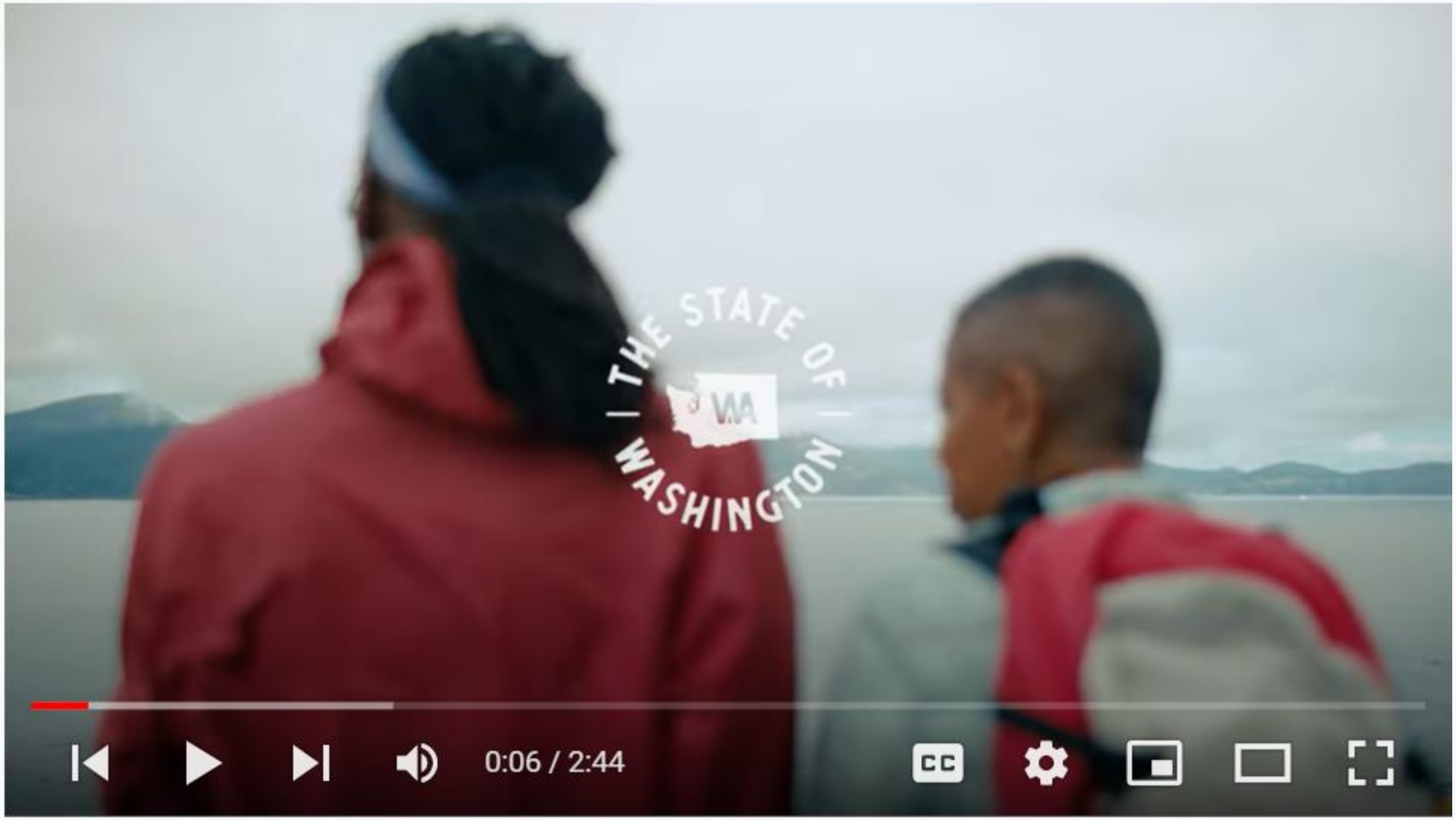
1/19/2022

AGENDA

2022 Strategic Updates

Brand
Consumer campaigns
Travel trade
Industry recovery
Q&A




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NEW DESTINATION BRAND

The State of Washington




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CONSUMER CAMPAIGNS

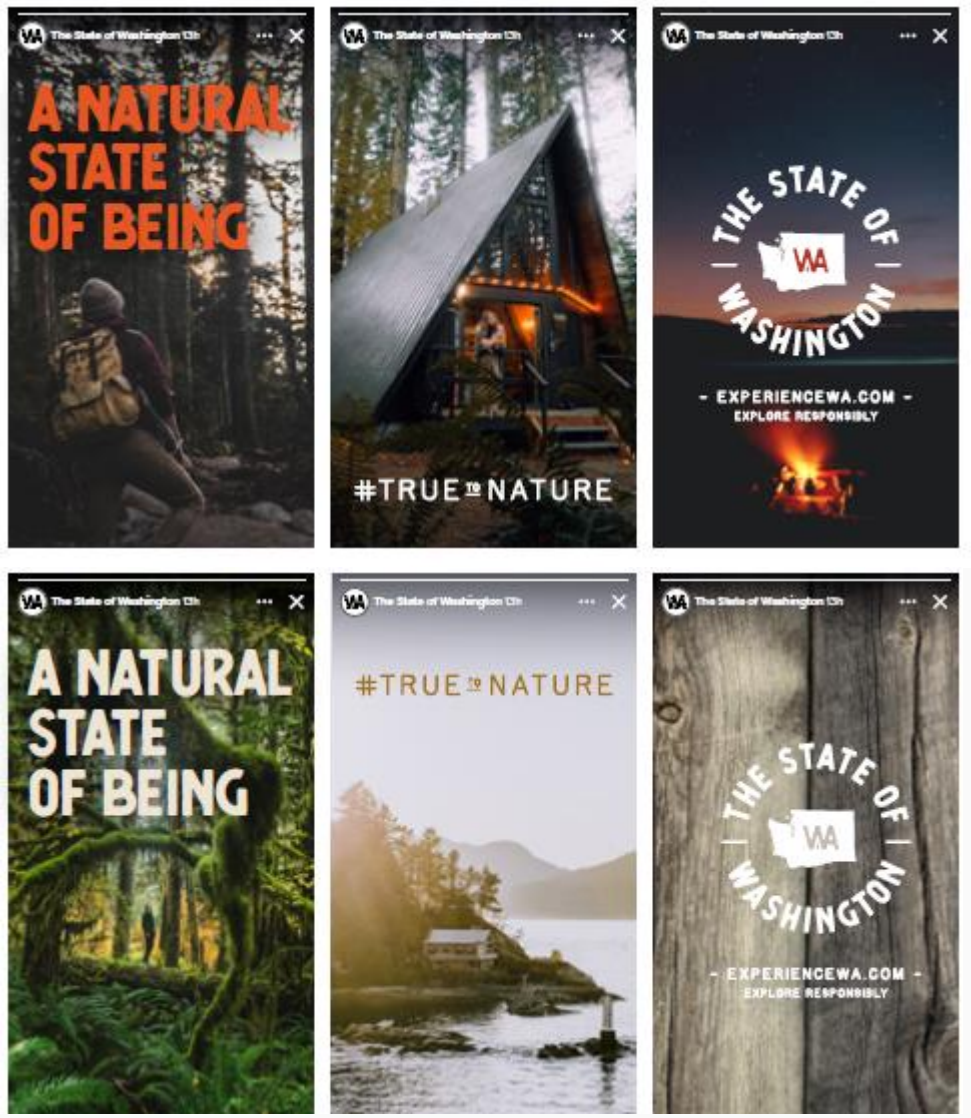
January – June 2022



#TRUETONATURE

- Initial Media flight: 01/04/2022 – 04/30/2022
- Target consumer: The Pathfinder (loves travel, open minded, active, interested in both urban and rural experiences* based on previous persona research)
- Target markets: Vancouver B.C.*, WA, OR, CA (SF, Palm Springs, Chico, Eureka, Santa Barbara), MT, ID, CO, AZ

  *Pending travel guidance
- Channels: Broadcast + connected TV, Digital, social



TRAVEL TRADE



OUTBOUND TRAVEL TRADE

- UK SALES MISSION
- CALIFORNIA SALES CALLS
- REPRESENTING THE STATE OF WASHINGTON AT TRADESHOWS
  - Go West: Feb. 14-16 – Reno, NV
  - ITB: March 9-13 – virtual
  - IPW: June 4-8 – Orlando, FL
  - WTM: TBD – London, UK
  - NTA TREX: Nov 13-16 – Reno, NV



INDUSTRY RECOVERY



DESTINATION DEVELOPMENT FOR RECOVERY & GROWTH

ONGOING STATEWIDE PROGRAMMING

- Technical Assistance
- Educational seminars and workshops
- Community tourism assessments
- Grant Programs
- Scenic byway and heritage development

RURAL SUPPORT PROGRAM

- Tri-County Economic Development District in Northeastern Washington selected as first destination partner
- Next application live: Spring 2022

TREAD MAP APP

- Hyper-local, real-time platform to empower travelers and influence recreational flow
- Engage in two-way communication with land managers
- Pilot program live now
- Statewide app platform in time for summer 2022 recreation season



THE STATE OF WASHINGTON

THANK YOU

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