

STATE OF WASHINGTON TOURISM AND OUTDOOR RECREATION

David Blandford, Executive Director

12/2/2022

RESPONSIBLE OUTDOOR TRAVEL SUMMIT

OCTOBER 13, 2022

- Convened thought leaders in Travel, Recreation and Conservation
- Goals: break down silos, identify shared and innovative solutions
- Topics: “Overtourism,” rec user experience, representation in recreation, comprehensive land management, communicating with and educating users and travelers
- Next steps: *Glasgow Declaration for Climate Action?*



TRAVELER SENTIMENT

EXPEDIA INTERNATIONAL TRAVELER SURVEY

- 90% look for sustainable options when traveling
- On average, travelers are willing to pay 38% more to make their travels more sustainable
- 74% would choose a travel option based on its commitment to supporting local community and culture (recreation gateways, indigenous communities)
- 45% seek locally-owned businesses and transportation options with lower environmental impact



TRAVELER SENTIMENT

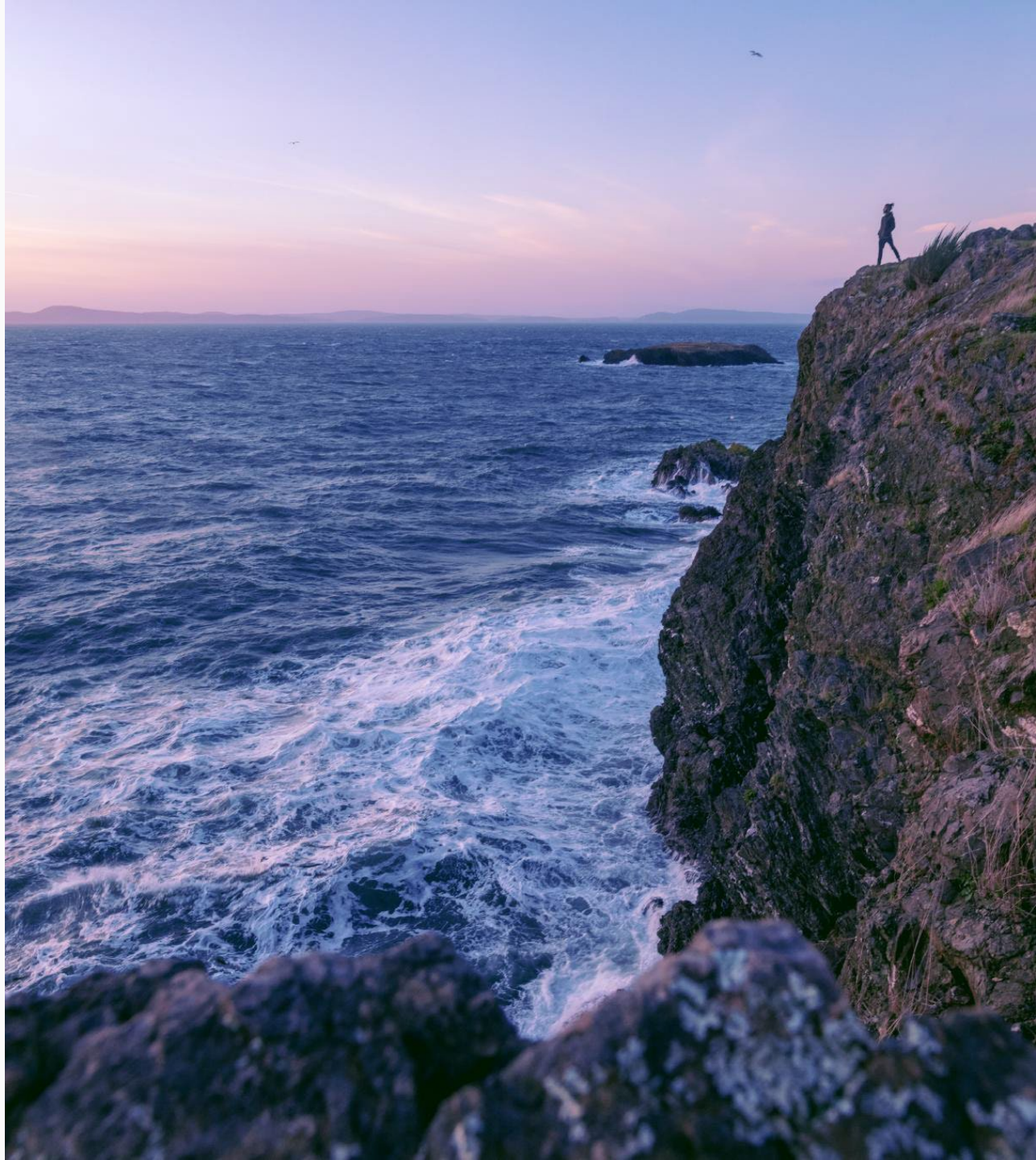
- 7 in 10 travelers feel overwhelmed by the process of being a more sustainable traveler

Source: Expedia Group
Travel Sustainability Survey, 2022



STATE OF WASHINGTON TOURISM

- **Mission:** Washington's official destination marketing and management organization
- **Programming:** Travel marketing, industry development, destination management
- **Strategic focus:** Economic development, outdoor recreation, rural and underserved communities, international promotion, crisis management





THE STATE OF WASHINGTON

- EXPERIENCEWA.COM -

EXPLORE RESPONSIBLY





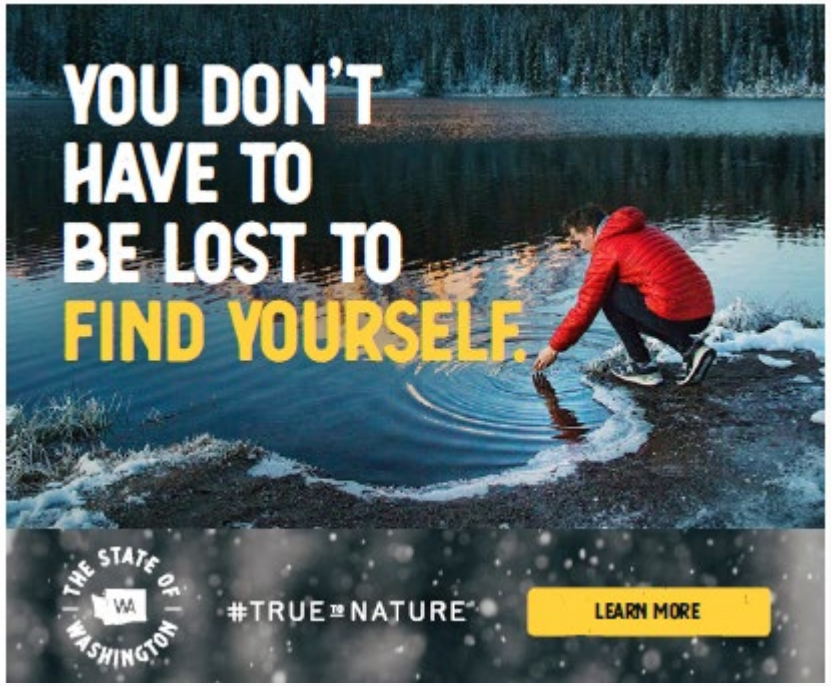


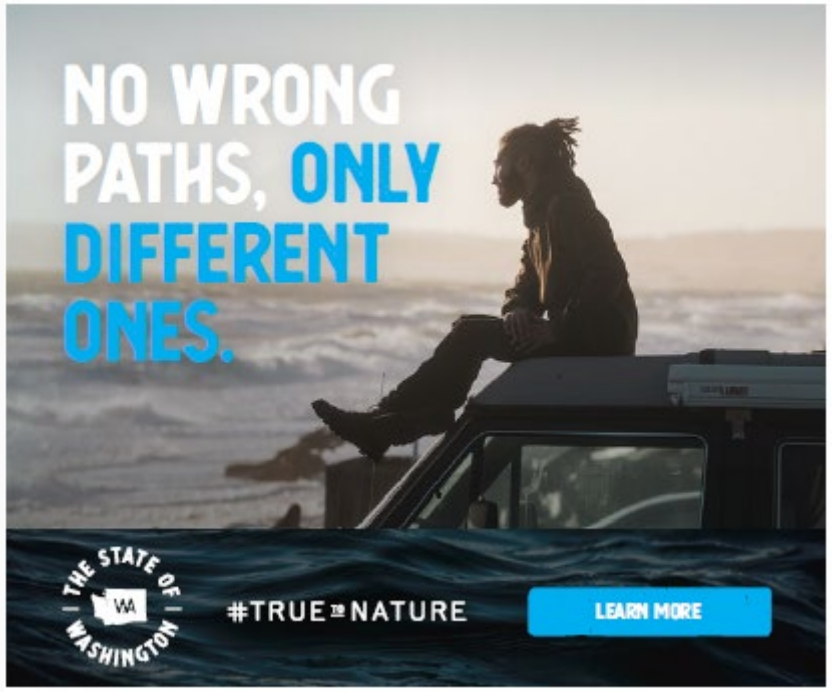


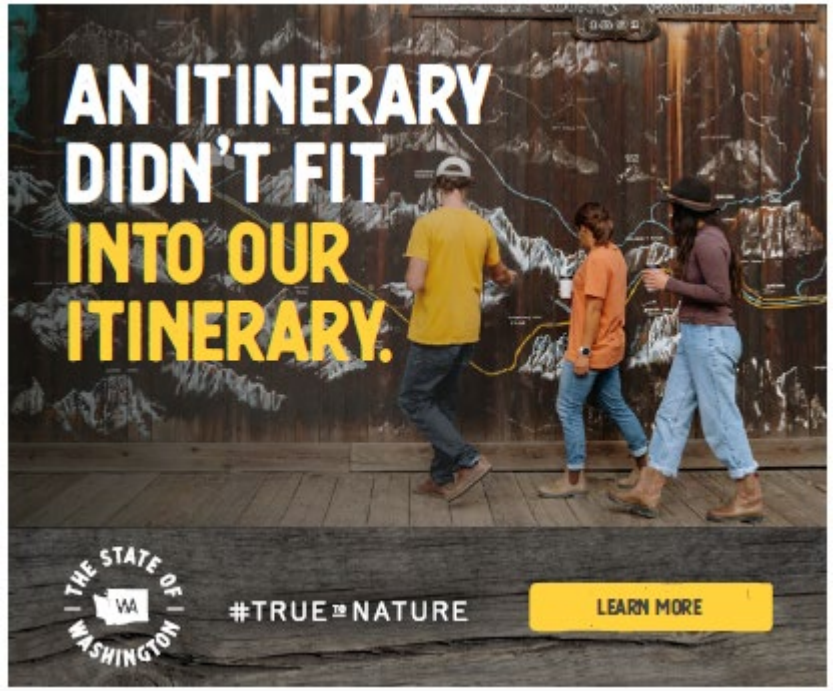
THE STATE OF WASHINGTON



TRUE TO NATURE CAMPAIGN







TRAVELER ADVISORY & EDUCATION

- Balanced promotions
  - Seasons
  - Sensitive communities
  - Public lands
- Coordination
  - State agencies
  - Emergency management
- Public/traveler education
  - Responsibility
  - Advance planning



DESTINATION DEVELOPMENT, RURAL TOURISM SUPPORT AND RECOVERY

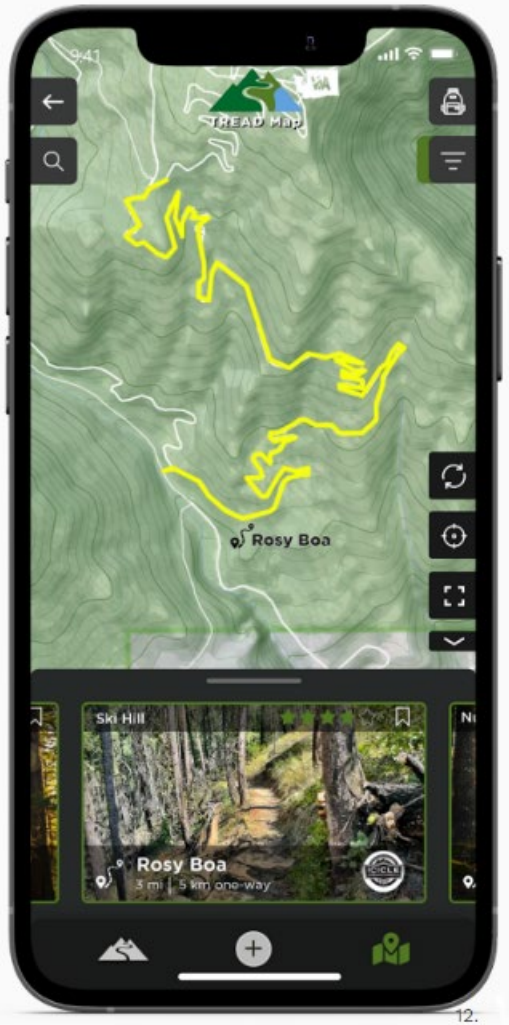
- Framework for community sustainable tourism growth
- 10-year vision for the evolution of the destination
- Global travel best practices applied locally
- Improving the quality of place for visitors and residents
- Financial assistance from SWT and other funding sources
- Development and promotion of cross-region assets and partnerships



TREAD MAP APP

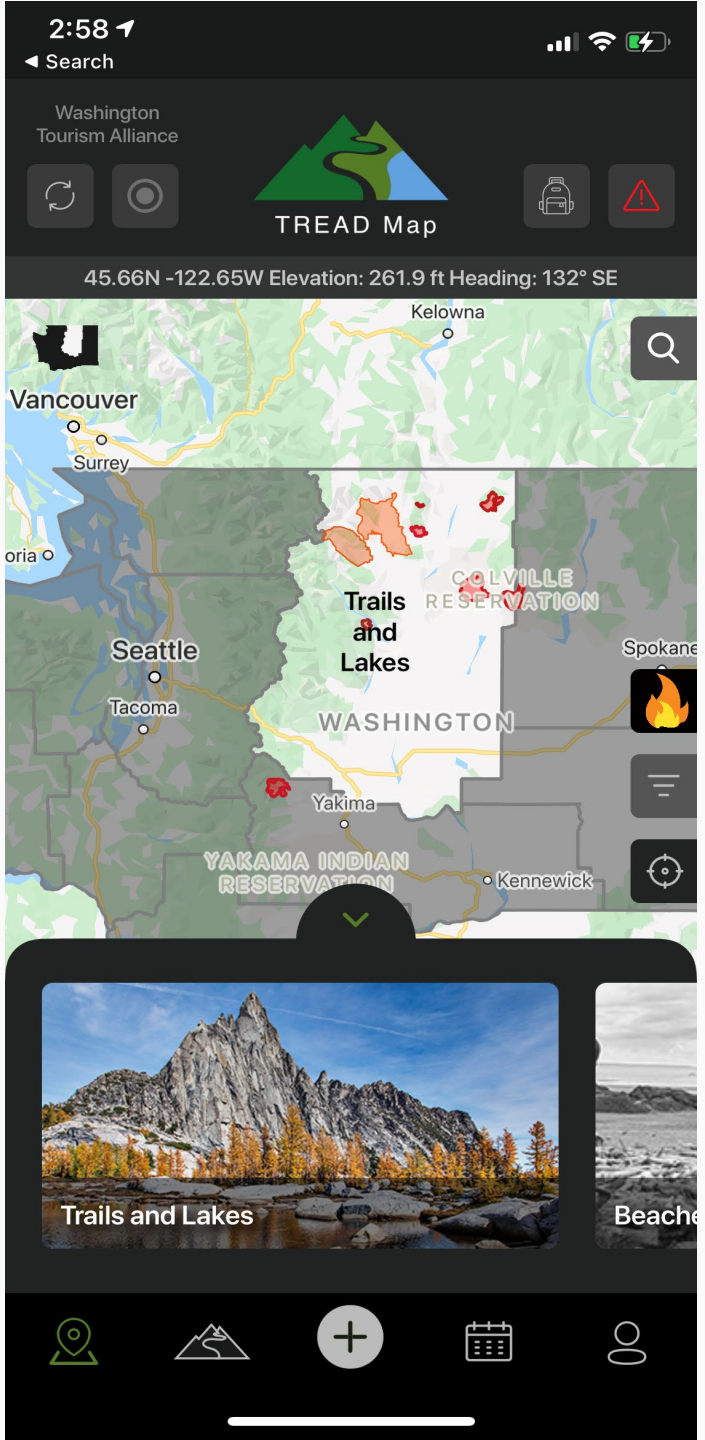
- Real time trail information app
- Provides land managers an opportunity to communicate with outdoor enthusiasts
- Users can also provide land managers with information about downed trees or other hazards
- Land managers can disperse users from over-loved trails and suggest less crowded areas





TREAD MAP APP

- TREAD uses APIs to continually update fire and avalanche danger
- Users can also access 289 live DOT webcams all over the state
- Current snow levels are available in the winter and local air quality levels in the summer





TREAD PARTNERS

- Allows Tribes to directly communicate their own messaging around land with Tribal interest
- Gives outdoor user groups a chance to grow membership and share information
- TREAD partners with Disabled Hikers to highlight accessible trails





















STATE OF WASHINGTON TOURISM

THANK YOU!