

HOUSE INNOVATION, COMMUNITY & ECONOMIC DEVELOPMENT, & VETERANS AFFAIRS COMMITTEE

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HISTORY OF WA STATE TOURISM EFFORTS

- 2011 – state office defunded
- Many options for funding explored
- 2018 – current legislation passed as way to get an office started
- Mechanism of the public private partnership



TOURISM PROGRAM RE-BUILT, READY TO PERFORM

Marketing Responsible Travel

✓Economic impact, regional resilience and equity

✓Destination brand, consumer marketing, travel publicity & more

Industry Development & Recovery

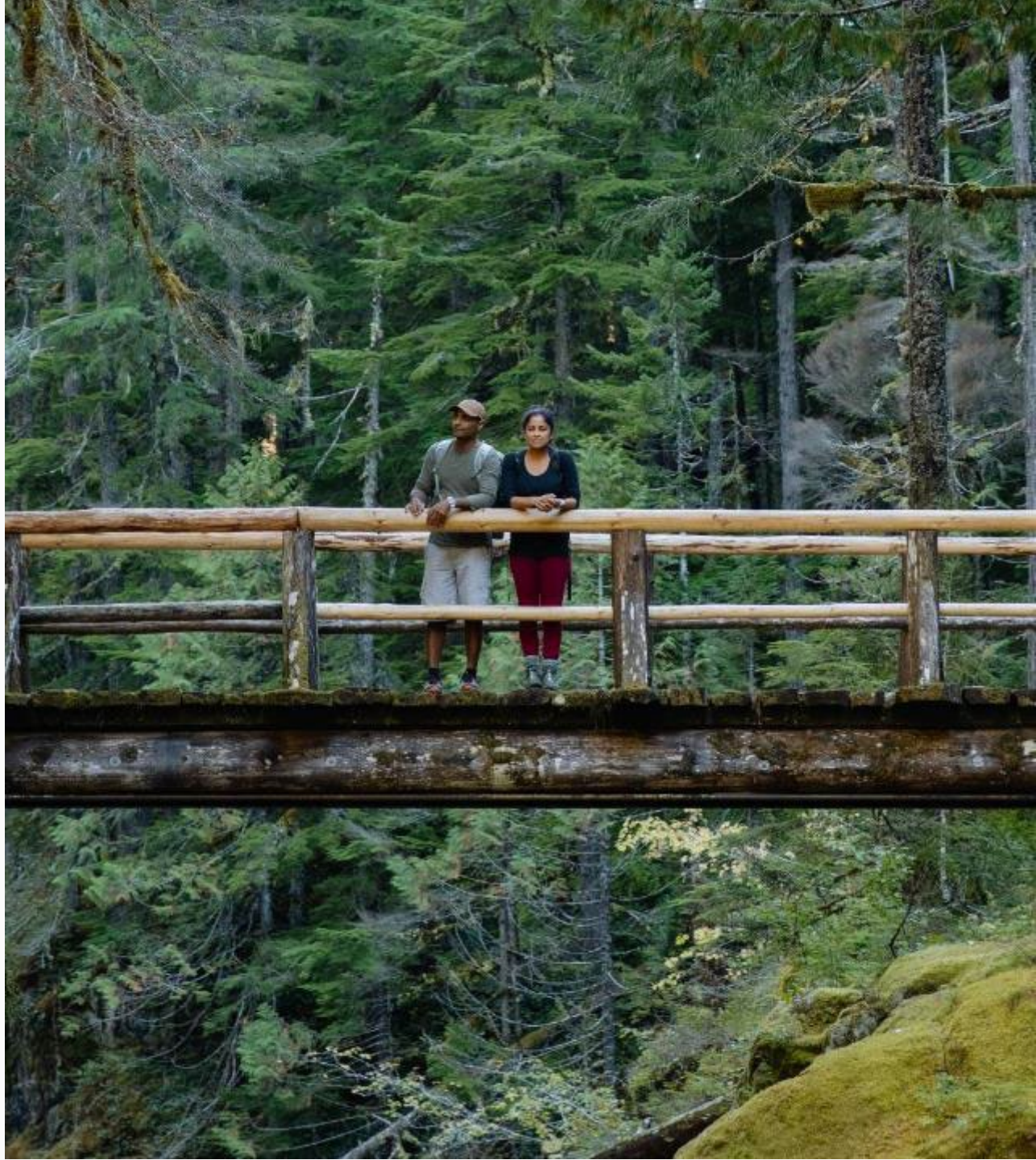
✓Direct industry grants

✓Rural Tourism Support program

Visitor Management & Stewardship

✓Managing beneficial flow

✓Responsible travel advisory/edcation



STATE TOURISM OFFICE FISCAL YEAR BUDGETS

State	*Budget*
• California	$132.7M
• Oregon	$44.8M
• Utah	$25.5M
• Colorado	$22.3M
• Arizona	$23.5M
• Montana	$40.1M
• Wyoming	$12.5M
• Idaho	$7.7M
* Washington	$5.9M

**Wash. falls to 4.1M in 2024*



TOURISM IS A GOOD INVESTMENT FOR WASHINGTON

✓Proven private-public partnership

✓Program re-built, ready to perform

✓Bang for buck

✓Tourism = revenue producer

✓Tourism = regenerative spending

✓Tourism = badly needed jobs



STATE OF WASHINGTON TOURISM

THANK YOU

ANY QUESTIONS?