Washington State Tourism

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SEPT. 18, 2024

Washington State Department of Commerce

Impact

- Tourism is the state's fourth-largest industry after ICT, aerospace and forest products.
- The sector generates roughly $23.9 billion annually statewide and contributes $3.3 billion in local and state taxes.
- The average visitor spends $221 per visit.
- 97.4% are domestic visitors; 2.6% are international travelers.
- The industry employs more than 163,000 workers.
- Industry reports estimate that every dollar spent by a tourist creates $1.36 in additional economic impact.
- Half of all travelers are state residents who enjoy Washington's year-round recreation and sports opportunities.

Opportunities

- March Madness
  First and Second Rounds Division I Men’s Basketball Championship
  March 2025
- FIFA World Cup
  Summer 2026
  6 games Seattle / 7 games Vancouver BC
  200 million viewers worldwide per match
- Men’s Rugby World Cup
  2031 – Seattle on shortlist
- Women's Rugby World Cup
  2033 – Seattle shortlisted

Commerce's Role

- Convening stakeholders from across the state to maximize the impact these events have on tourism and the economy.
- Identifying opportunities for cooperation and coordination between private and public sector partners.
- Supporting local efforts to draw visitors to other parts of the state.
- Ensuring that small businesses, particularly those in underserved and underrepresented communities, have access to opportunity.

Thank you!

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