



Tourism

Overview

Washington state stands at a critical juncture in tourism promotion. Despite our state's natural beauty, vibrant culture and unique communities, we are significantly underfunded relative to our market size and losing market share to neighboring states.

The tourism industry is united in proposing a sustainable public-private partnership with the state to establish Washington as a leading tourism destination, which will bring more travelers into Washington to visit and use our businesses.

Today, Washington ranks last among competing states in tourism marketing investment. This lack of funding limits our ability to attract and retain visitors, affecting local businesses and communities statewide.

An "industry self-assessment" would add \$20 million or more to the State of Washington Tourism annual operating budget to provide and get us competitive with neighboring states. We'd like the Legislature to authorize a workgroup, led by the Washington Tourism Marketing Authority, to put together a self-assessment model that tourism impacted industries can participate in. This would be accomplished by [House Bill 1437](#) / [Senate Bill 5492](#).

We also need to protect the modest \$4.5 million investment in tourism while this proposal can come together.

Talking points

When meeting with your lawmakers, make sure they know tourism is a priority for the hospitality industry!

According to Tourism Economics, the nation's foremost travel research firm, this sustained state tourism operating budget, over the next decade, could generate:

- **\$14.6 billion** in additional visitor expenditures
- **\$2.1 billion** in additional room revenue (\$250 million/year average)
- **\$1.4 billion** in additional state and local tax revenue
- **\$116 million** in additional lodging tax revenue

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