

Statewide Tourism Marketing Act

LEGISLATION CHART

Legislative Approval

- Establishes Washington Tourism Marketing Authority (WTMA)
- Sets fees in statute
- Sets specific business activities subject to fee in statute
- Identifies 5 tourism sectors in statute
- Requires annual report from WTMA
- Sunsets program in 8 years

Department of Revenue

- Collects fees starting January 1, 2017

Washington Tourism Marketing Authority (WTMA)

- 13 member industry board, Secretary of State and Director of DOR serve as ex-officio members
- Contracts with statewide non-profit tourism marketing entity
- Evaluates effectiveness of program developed and implemented by the marketing entity

WTMA Board

(Appointed by Secretary of State and Director of DOR)

- Lodging
- Food Service
- Retail
- Attractions & Entertainment
- Transportation
- Destination Marketing Organization

Appointments shall reflect diversity in:

- Geography
- Size of business
- Gender
- Ethnicity

Marketing Entity

- Develops and implements a statewide tourism marketing program
- Sole purpose is marketing Washington to tourists
- Must be governed by a board representing tourism sectors and geographic diversity
- An example of a Marketing Entity is the Washington Tourism Alliance (WTA)
- WTA Board consists of the following regional representation:
 - Northwest: San Juan, Island, Whatcom and Skagit Counties
 - Olympic Peninsula: Clallam, Jefferson, Grays Harbor and Mason Counties
 - Southwest: Pacific, Lewis, Wahkiakum, Cowlitz, Clark and Skamania Counties
 - North Puget Sound: Snohomish and King Counties
 - South Puget Sound: Pierce, Kitsap and Thurston Counties
 - Northeast: Okanogan, Ferry, Stevens, Pend Oreille, Lincoln and Spokane Counties
 - Southeast: Adams, Whitman, Garfield, Asotin, Columbia and Walla Walla Counties
 - North Central: Douglas, Chelan, Kittitas, Counties
 - South Central: Yakima, Klickitat, Grant, Franklin and Benton Counties
 - At Large (2)
 - Additionally there are representatives of different sectors of the tourism industry, both small and large