

Statewide Tourism Marketing Act

LEGISLATIVE FACT SHEET

WHAT does the legislation do?

1. **Establishes** Washington Tourism Marketing Authority (WTMA) →
2. Identifies and defines **5 tourism sector** business classifications **in statute**
3. Imposes **in statute** an industry fee on those identified activities*
4. **Sunsets** program in **8 years**
5. Requires **annual report** to legislature

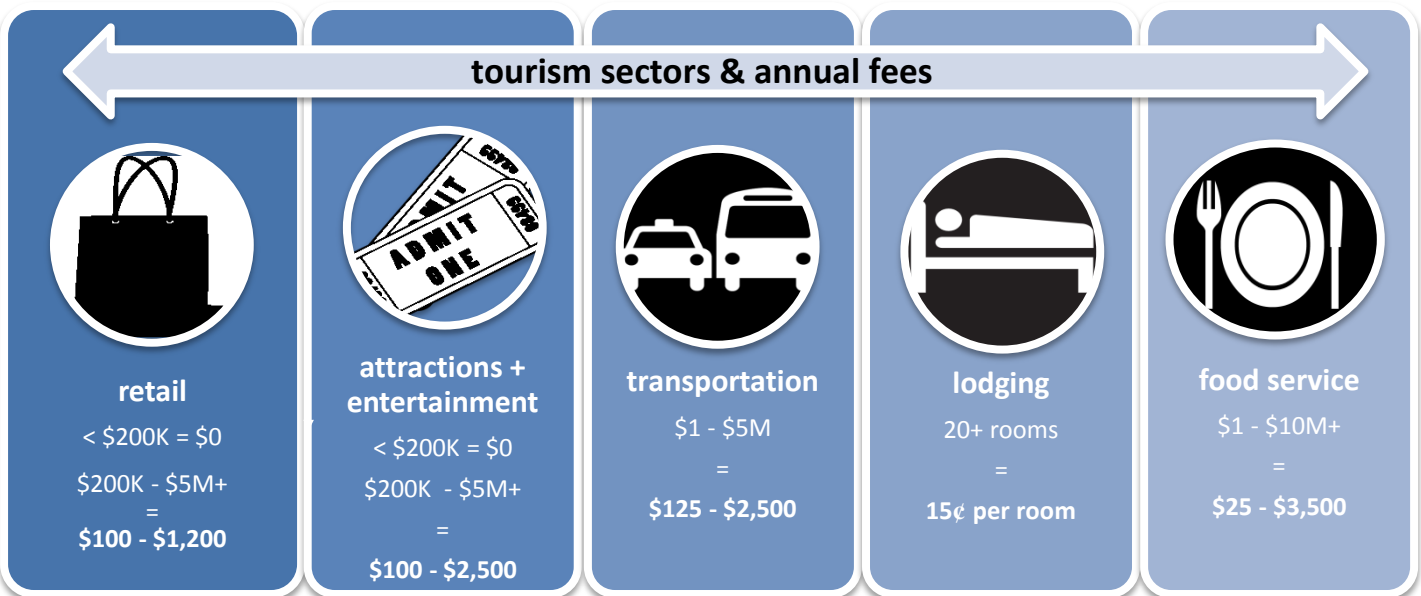
What is the WTMA?

Industry driven - 13 member board inclusive of tourism sectors; Secretary of State and Director of DOR appoint board and serve as ex-officio members

Oversight - Contracts with statewide non-profit tourism marketing entity

Accountability - Evaluates effectiveness of program developed and implemented by marketing entity

Inclusive - Appointments to board to reflect diversity in: geography; size of business; gender; ethnicity



WHEN will it start? HOW will it work?*



- Businesses file B&O return monthly, quarterly or annually
- Businesses would include fee on return

WHY is this legislation needed now?

1. Washington is the **only state** in the country **without funding for a statewide** tourism marketing program.
2. We are **losing market share** – without a statewide presence in the domestic and international markets we are at a severe disadvantage.

* Industry fee based on annual adjusted gross revenues with the exception of lodging which is \$.15 per occupied room night for establishments with 20+ rooms.

** Final collection method and timing to be developed by DOR, this serves as an example.