



Talking Points/ Key Messages

- The 2017 legislature should adopt a bi-partisan plan to establish a performance-based tourism program.
- Tourism is Washington's fourth largest industry, generates \$1.8 billion in state and local tax revenue, and supports 170,500 jobs.
- Washington is the only state in the nation without a statewide tourism program.
- Tourism is a major engine for economic growth and creates jobs that cannot be outsourced.
- Tourism benefits every community and 4 out of 5 companies are small businesses
- 40 percent of tourism dollars are spent outside major urban areas