



A Great Return

TOURISM WORKS FOR Washington

Get ready for 2017 – Support a statewide tourism marketing program!

Continue your support for the Washington legislature to establish a new performance-based state tourism marketing program. The details of the legislation will be announced later in 2016 but our grassroots campaign has already begun.

The legislation has not been finalized but we know it will contain many of these basic elements:

- Independent oversight of the industry-run program by a board of tourism industry representatives and a legislator from each of the four political caucuses. There will also be some non-voting representatives from relevant state agencies.
- A marketing plan and advertising campaign that focuses on bringing more tourists to Washington and out to rural and tourism-dependent counties crafted by a non-profit entity representing the geographic and cultural diversity of the state.
- A funding package which may include credits from existing taxes paid by major tourism business sectors, some industry match and funds from existing general fund revenue.

Why it's so important:

- Since the state closed its Tourism Office in 2011, Washington is the ONLY state without a statewide tourism marketing program.
- Competing western states have budgets ranging from \$7 - \$50 million.

What it will do for our economy:

- Generate additional beneficial economic development from Washington's fourth largest industry.
- Expand the benefits of tourism in rural and economically distressed regions of the state.
- Generate tax dollars from out-of-state interests that will help fund other state priorities.

2017 is our best chance for success!

Don't miss out on your chance to get involved! <http://watourismalliance.com/tourismworks/>

Washington Tourism At A Glance

- 4th largest industry
- Visitors to Washington spend nearly **\$21 billion** each year.
- Tourism generates **\$1.8 billion in state and local tax revenue** and supports **170,500 jobs**.
- Year-round in every community - rural **and urban**.
- **Four out of five** tourism-related companies are **small businesses**.
- Highest employer of **women and minorities**.
- Tourism consumer marketing **returns \$25** in new visitor spending to the state for **\$1 spent**.
- **40 percent** of tourism dollars are **spent outside the state's major cities and suburbs**.