



**WTMA**  
Washington  
Tourism Marketing  
Authority



# WASHINGTON TOURISM MARKETING AUTHORITY 2022 DASHBOARD REPORT

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Prepared in partnership with State of Washington Tourism



## WASHINGTON STATE TOURISM (WTMA) MISSION

Provide vision and direction to promote the State of Washington as a destination for sustainable tourism that benefits the state as a whole.

### WE DO THIS BY MEASURING THE KEY INDICATORS OF:

- Economic Benefit
- Out-of-state Visitor Volume
- Brand Awareness
- Sustainable Tourism

## STATE OF WASHINGTON TOURISM PARTNERSHIP

Washington Tourism Marketing Authority conducts quarterly meetings to review State of Washington Tourism programming and identify methods for measuring success. Recently, WTMA has begun to meet jointly twice per year with SWT's board of directors to align on strategy and priorities.

## EXECUTIVE SUMMARY

2022 saw continued recovery in visitor volumes and spending. However, urban areas, specifically around King County, continued to lag in achieving full recovery. Rapid inflation also means that spends are not fully recovered in terms of real value.

There continues to be potential to expand tourism through the recovery of international markets, sports tourism, and dedicated marketing efforts.

## 2022 INVESTMENT

Total Washington  
State Tourism  
investment

**\$1.5  
MILLION**

Additional  
Funding

**\$7.5  
MILLION**



2022 saw the launch of State of Washington Tourism's new brand, a new consumer facing website, and inaugural 'True to Nature' campaign to encourage out-of-state visitation. That year, SWT also launched its Rural Tourism Support (RTS) program, partnered with the TREAD Map app to support responsible travel and outdoor recreation. SWT also expanded its international efforts, leading an overseas sales mission to London in partnership with the Port of Seattle and additional state partners.



# TOTAL ECONOMIC BENEFIT

Total Visitor Spending

# \$22.1B

TOTAL OUT-OF-STATE SPENDING 2022	STATE AND LOCAL TAXES GENERATED	AVERAGE VISITOR SPENDING PER TRIP
<b>\$12.5</b> BILLION	<b>\$3.1</b> BILLION	<b>\$216</b>

**YOU DON'T  
HAVE TO  
BE LOST TO  
FIND YOURSELF.**

THE STATE OF WASHINGTON #TRUE=NATURE [LEARN MORE](#)

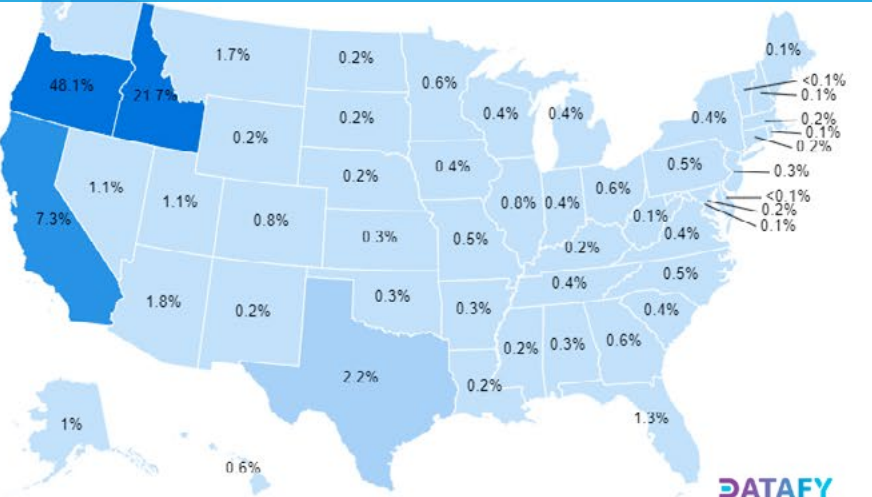
# 45.9 MILLION

Total Out-Of-State Visitors

# 145,305

DIRECT JOBS SUPPORTED

Share of Trips by State



Top Regions for Overnight Stays

METRO PUGET SOUND 13,620,106	THE VOLCANOES 2,670,360	BEACHES 1,270,418
TRAILS & LAKES 4,896,523	THE GORGE 1,808,633	PALOUSE 1,068,786
PONDEROSA 3,495,752	PENINSULAS 1,590,655	THE ISLANDS 578,887
WINE COUNTRY 3,113,189	SALISH SEA 1,324,559	

# ADVANCEMENT IN BRAND AWARENESS

SWT's #TruetoNature campaign launched in 2022 across key markets in Oregon, California, Vancouver, Idaho, Montana, Arizona and Colorado with broadcast and digital creative. The campaign strategy focused on driving equitable visitation across the state to minimize the effects of over-tourism on high-use areas and activities.

True to Nature seeks to both inspire travel and inspire travelers through unique stories, perspectives and experiences from across the State of Washington. The campaign embraces our audience's desire to be changed by their experiences and share those meaningful moments with their loved ones.

Campaign ROI, Pulse 1:

**\$33 FOR EVERY \$1 SPENT\***

\*SMARI Insights Jan - Mar 2022, measuring travel Jan - June 2022

Campaign ROI, Pulse 2:

**\$69 FOR EVERY \$1 SPENT\***

\*SMARI Insights Sept 2022 - Feb 2023, measuring travel Sept 2022 - March 2023

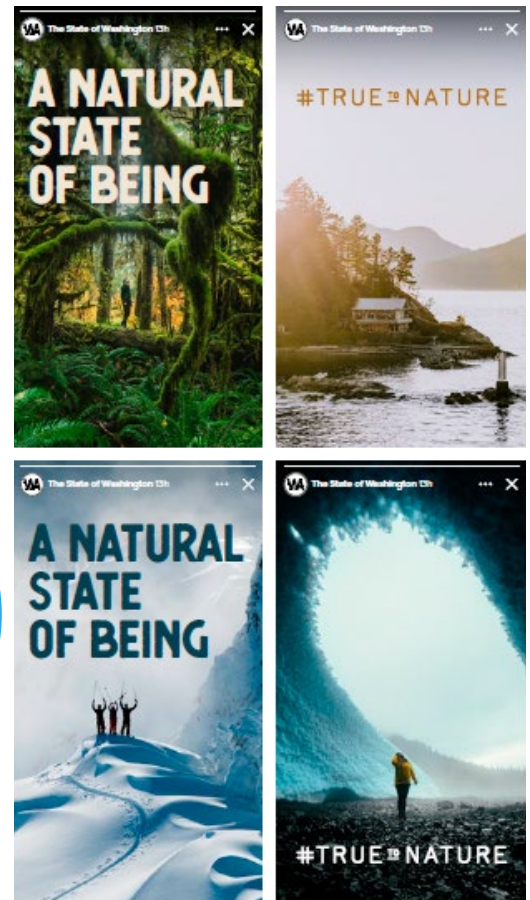
**1.1 MILLION**

web sessions  
(255% increase over 2021)

**3.9 BILLION**

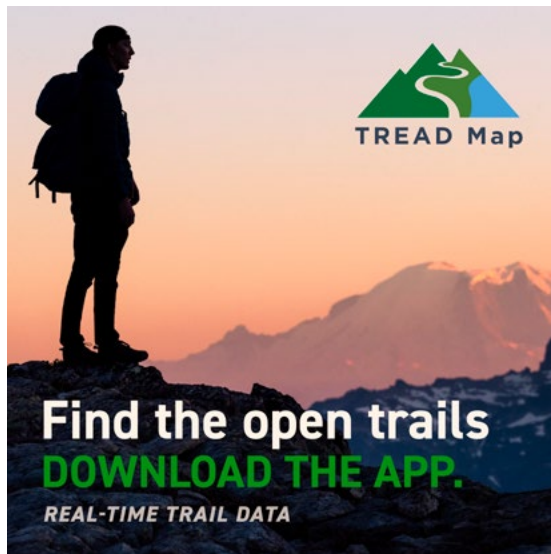
paid media impressions

True to Nature  
rated in the top  
**10%** of all  
creative campaigns  
measured by  
SMARI Insights.



# FOCUS ON SUSTAINABLE TOURISM

Sustainability is a core value for State of Washington Tourism and is embedded throughout the organization's programs of work. In 2021, SWT launched a partnership with local app developers and outdoor recreators to bring the TREAD Map app statewide. The app focuses on sharing information about crowded trails to help disperse visitors and mitigate the impacts of outdoor recreation. The inaugural True to Nature campaign, launched in early 2022, also focused on stimulating off-season travel to help boost business when destinations around the state need it most. SWT also focuses on building out inspirational content for lesser-known destinations around the state and looks to partner with local stakeholders to align goals and messaging. The Rural Tourism Support (RTS) program focuses on assisting rural and underserved communities to build a collaborative vision for tourism.



**Take the trail less traveled in the State of Washington**

TREAD Map is the perfect companion for those looking to recreate responsibly outdoors in Washington. Want to find a trail with fewer crowds? Looking for dog-friendly options? TREAD Map has you covered.

The app incorporates Washington's extensive trail systems, waterways, mountain bike trails, and other outdoor recreation areas to provide alerts and real-time updates on issues impacting the recreation experience, including crowding, parking, and trail impediments.

