

# Day One Re-Cap

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- WTMA Value Proposition

- Communicates a Return on Investment (*dollars spent on tourism are not dollars lost, but rather generates downstream revenue that can be used to fund other priorities*)
- Inclusive of state mandate but could also lead to a revision of the legislation
- As a “North Star” should be aspirational equivalent to a vision statement
  - There was mention of language used in Nebraska as a starting point – “engage in diverse, assertive and creative marketing and promotional strategies that celebrate and increase awareness of the unique opportunities Nebraska has to offer to the visitor, accomplishing this through education and special events, partnerships, collateral content along with promotional efforts at the state, national and international levels, working in tandem with stakeholders with mutual Nebraska values.”
  - Inclusive of a commitment to diversity, equity, inclusion, and belonging
    - Language from [Travel Unity](#) – “welcoming to individuals of all backgrounds and abilities in its approach to visitorship, management, workforce, and community engagement”

# WTMA Mission Statement

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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
- Visitor Volume
- Brand Awareness
- Sustainable Tourism

# Dashboard Metrics

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- Inclusive of both quantitative and qualitative data
- Explicitly include indicators that express a commitment to Diversity, Equity, and Inclusion, as well as creating a welcoming environment where all visitors feel a sense of belonging
- Four key metrics
  - Economic Benefit
  - Visitor Volume
  - Brand Awareness
  - Sustainable Tourism

# Economic Benefit

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*There was talk of commissioning an economic impact study to assist with the compilation of these data*

- Key Indicator
  - Total out-of-state spending
    - 2022 = \$12.5 Billion
    - 2023 = \$XX.X Billion
- Supporting Data (out-of-state visitor spending)
  - Hotel room nights (urban and rural)
  - Visitor daily spending
  - Total visitor spending – urban v. rural
  - Tax (state & local taxes) & economic data
  - Supported jobs – direct jobs supported by visitors
- Data in support of a commitment to DEI
  - Economic benefit to historically marginalized communities (equitable distribution of out-of-state tourism earnings throughout the state)

# Visitor Volume

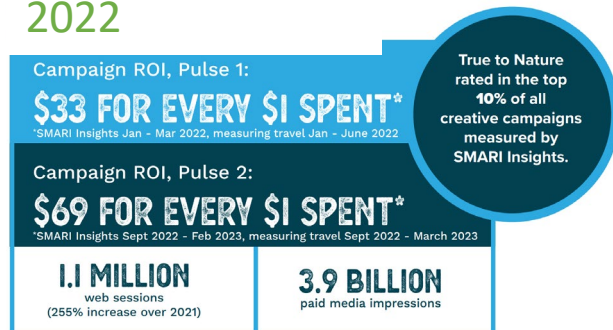
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- Key Indicator
  - **Total out-of-state visitors**
    - 2022 = 45.9 Million Out of State Visitors
    - 2023 = XX.X Million Out of State Visitors
- Supporting Data
  - Seasonality
  - Reason for visit
  - Source markets
- Data in support of a commitment to DEI
  - Diversity of visitation

# Brand Awareness

- Key Indicator
  - **TBD by SWT** – for example, a favorability score and/or ROI on specific campaigns

2022



- Supporting Data
  - Online engagement
  - Earned media engagement
  - Brand perceptions
  - State-to State comparison
  - Partnership amplification, engagement, and alignment (e.g., number of DMOs connected; co-ops; stories)
- Data in support of a commitment to DEI
  - Inclusivity in campaigns and messaging (e.g., assuring communications are available in multiple languages and respect local culture) as well as destination training so that visitors of all types feel welcome and included

# Sustainable Tourism

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- Key Indicator
  - **Accomplish biennial deliverables established in the SWT contract**
    - **2022 = Delivered on X deliverable out of Y**
    - **2023 = Delivered on X deliverable out of Y**
- Deliverables in current contract
  - All hazard crisis plan
- Future deliverables as funding becomes available
  - Preparedness/Mobility
    - Sufficient infrastructure to accommodate visitors
    - Attention to over-tourism, heavy-hit areas, communities that are resistant to tourism
  - Stewardship
    - Embracing and respecting local culture, values, and heritage
    - Investments in tourism stewardship – building to ensure “the future of tourism” (i.e., communities have what they need to survive), as well as sustainability in the face of unforeseen circumstances and events (e.g., covid, wildfires, bridge collapses)
  - Deliverables in support of a commitment to DEI
    - Include indicators that track and report on tourism trends that match the demographics of travelers to assure a diverse group of people are being reached and they feel welcome when visiting
    - Assure equitable tourism benefits are brought to and distributed throughout destination communities in ways that minimize the social burden associated with tourism
    - Protect sense of place

# Using the Dashboard

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*The dashboard should be prepared and ready for an October distribution*

- WTMA uses the dashboard to:
  - Report on how the Authority's financial resources were managed
  - Provide vision and direction to SWT
  - Advocate (not lobby) for additional resources and for a healthy tourism industry
  - Assure that the benefits of tourism are equitably distributed throughout the state
  - Be the authoritative and trusted voice that can provide information about Washington state tourism marketing
  - Share talking points and provide information to various stakeholders