

2016 Travel/Tourism Industry Outlook

Corey Pearson

Three Rivers Convention Center

Board Member, Visit TRI-CITIES



Importance of Tourism



- \$410.9 million in visitor spending in Benton/Franklin Counties
- \$15.3 million in taxes for local use
- 5,560 jobs

Consumer Buying Habits



- 70% of travelers belong to loyalty or rewards programs
- Travelers are more concerned with safety
- “Bleisure Trips”





Millennials

- \$200 billion spending power by 2017
- Importance of “Shared Economy” services
- Social media





Technology

- Up-to-date, fast connectivity

U.S. Hotel Performance

- 2015: 5% increase in hotel revenue
- 2016: 5.8% growth in hotel revenue



Tri-Cities Hotels

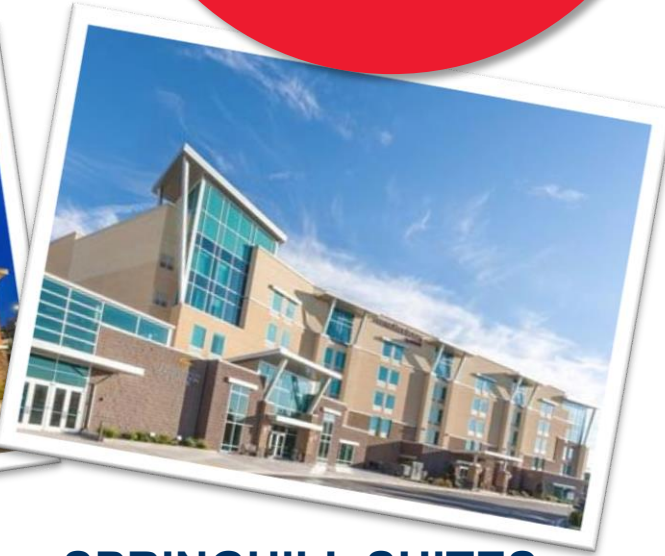
**506
GUESTROOMS
ADDED**



HOMWOOD SUITES



**HAMPTON INN AT
SOUTHRIDGE**



**SPRINGHILL SUITES
BY MARRIOTT**

**15%
INCREASE IN HOTEL
ROOMS IN 2015!**

**M HOTEL
&
CONFERENCE
CENTER**



Tri-Cities Room Inventory



Meeting Venues

**SPOKANE
CONVENTION
CENTER**



**WASHINGTON STATE
CONVENTION CENTER**



Three Rivers Convention Center



TOURISM BENEFITS US ALL

- Supports local businesses
- Quality of life
- Supports Staff & Business Recruitment



A stylized graphic of a hand with fingers spread, composed of various colored segments (blue, green, yellow, red, dark blue) in a fan-like arrangement. The background is split into a red upper half and a dark blue lower half.

**For more
information
on tourism!**

www.VisitTRI-CITIES.com

**Thank
You!**