



TOURISM & RECREATION

Kathy Moore

Board Chair

Visit TRI-CITIES



TOURISM: GLOBAL OUTLOOK



AGRICULTURE



AUTOMOTIVE
MANUFACTURING



BANKING



CHEMICALS
MANUFACTURING



COMMUNICATIONS



CONSTRUCTION



FINANCIAL
SERVICES



MINING



OTHER SERVICE
EXPORTS



RETAIL (WITHOUT
WHOLESALE)



TOTAL ECONOMY



TRAVEL & TOURISM

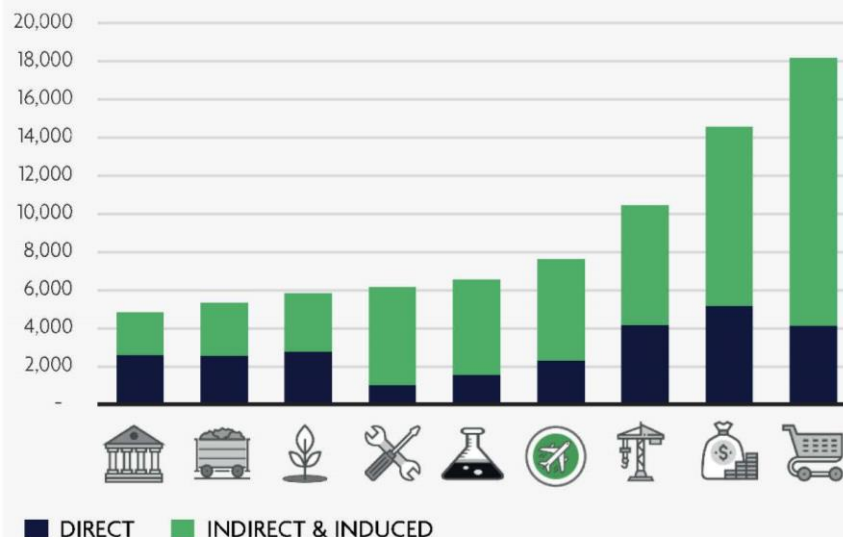
Impact

Travel & Tourism
exceeded every
sector except:

- Construction
- Financial Services
- Retail

* Most recent WTTC study

GLOBAL GDP IMPACT BY SECTOR
\$ billion (2016 prices)





GLOBAL / U.S. / STATE

Global Impact

- \$7.6 trillion (10.2% of global GDP)
 - The sector grew at 4.6% (faster than the rest of the economy)
- 292 million jobs (1 in 10 jobs)

U.S. Impact

- \$2.4 trillion for the U.S. economy
 - Expected to grow by 4.1% in 2019
- 15.6 million American jobs (1 in 9)

Washington State Impact

- Travel spending rose by 5.8% (increased 8 straight years)
- Statewide Tourism Marketing Program
 - First time in seven years
- Seattle, Spokane, Yakima and other WA markets investing in meeting space and sports infrastructure

TRI-CITIES OUTLOOK

- 2.2% Increase in number of available hotel rooms
- Competition strong for meetings and sports
- Sports Facilities Market Analysis & Feasibility Study
- Top 5 Travel Trends in 2019:



TRAVEL TRENDS

1. Weekend Trips & Short Getaways
 - Ideal for our drive markets: Seattle, Spokane, Portland and Boise
2. Food Tourism
 - Tri-Cities has a growing foodie scene
3. Bleisure Travel (Business extended to leisure)
 - Wine, science tourism and outdoor recreation
4. Families Want Adventure
 - Science tourism and outdoor recreation
5. Instagram is Taking Center Stage
 - Newly hired Digital Marketing Manager

WHY TOURISM MATTERS

VISITOR SPENDING

\$497
million

\$54.3
million

in local & state
tax receipts

\$78.4
million
tax receipts
retained locally

CREATES

6,740

jobs in Benton &
Franklin Counties

SPENDING BREAKDOWN



Food/Grocery

\$53.9
million
11%



Dining

\$170.5
million
34.7%



Recreation

\$67.2
million
12.5%



Retail

\$74.3
million
15.1%



Ground Transport

\$50.3
million
10.2%



Hotels

\$80.8
million
16.5%

Source: Dean Runyan Associates -
Washington State Travel
Impacts & Visitor Volume

TRI-CITIES IMPACT:

Attracts
an additional 100
million dollars
in spending
every year

The Power
of Travel
& Tourism



TRI-CITIES REGIONAL DESTINATION TEAM





TR!-CITIES
WASHINGTON

Thank you!