



**Draft # 2.1**  
**PROSPERITY PARTNERSHIP**  
**REGIONAL ECONOMIC STRATEGY**

**TOURISM AND VISITOR WORKING GROUP:**

**OBJECTIVES, GOALS AND PRELIMINARY ACTION STRATEGIES v.1.0**

**Strategic Objectives**

1. Grow the region's visitor sector – attract more group and corporate travelers, for longer stays
2. Develop a robust strategy to attract visitors and tourists during the spring and fall "shoulder seasons"
3. Communicate the sector's economic reach and benefits to key audiences
4. Craft a set of achievable, measurable goals and action strategies that will result in business growth and new job creation

**Preliminary Goals and Action Strategies**

**1. Develop Major Events that Draw People to the Region in the Spring and Fall Months**

**Action Strategies**

- A. Create a major new festival (potentially bridging arts, technology, wine, etc)
- B. Attract major new national events to the region
- C. Develop marketing programs to promote existing events and activities to people outside the region
  - Cross-marketing of events and activities
  - Organizations teaming up to market new pairs or combinations of events, performances and activities

**2. Support Expansion of the Washington State Convention & Trade Center**

**Action Strategies**

- A. Help define and communicate the regional business case for expansion (including information on the impacts of our capacity constrained facilities)
- B. Others?

### **3. Provide Infrastructure and Support to Become Known as an “International Region”**

#### **Action Strategies**

- A. Work with the ports and other organizations to attract additional non-stop airline routes to Seattle from overseas cities
- B. Provide signage to make it easy for international visitors to navigate the region and within key cities
- C. Identify technology applications and services that showcase/provide information on the region to international visitors (cell phone tours, podcasts, others)
- D. Ensure that taxi service is more readily available and that protocols are established for interacting with international visitors (regional effort similar to the Tacoma taxi cab task force/ Vancouver, B.C. taxi training programs)
- E. Facilitate development of adequate visitor/tourist maps, translation services, and currency exchanges to support international visitors and tourists

### **4. Identify New Niches and Initiatives to Promotion Regional Tourism**

#### **Action Strategies**

- A. Develop Cascadia region initiatives and cross-promotions to connect the Puget Sound with Portland and Vancouver, B.C.
- B. Develop niche strategies for:
  - Aviation tourism
  - Arts and culture tourism
  - Outdoors tourism
  - Eco-tourism

### **5. Facilitate Development of Liquor Regulations that Help Support Economic Development of the Visitor and Hospitality Sector**

#### **Action Strategies**

- A. Specific action strategies to be developed by the Working Group sub-team

### **6. Workforce Strategies to Address Business Needs and Issues**

#### **Action Strategies**

- A. Specific action strategies to be developed by the Working Group sub-team