

Regional Tourism

- Great marketing opportunities for I-5 corridor
 - Potential partnerships with Washington Tourism, Bellevue, Snohomish County, Seattle, Tacoma, CVBs and businesses
 - Extended potential with Oregon, Vancouver BC
- Product development/enhancement opportunities
- Education opportunities

Regional Tourism: Potential Market Niches

- Aviation
- Arts & Culture
- Outdoors
- Eco-tourism
- Geotourism
- Meetings & Events
- Corporate

Regional Tourism: Existing Opportunities

- CTED matching grants (to \$25K)
- Washington Tourism programs
- Vancouver Outdoors Shows (Feb)
- PNWER (Pacific North West Economic Region)
- Cultural Cascades program

Regional Tourism: Arts & Culture

- “Cultural Cascades” program exists
 - Partnership including Seattle, Tacoma, Vancouver, Portland, Eugene CVBs, Amtrak, AMEX
 - Currently limited activity
 - Can be revitalized

Regional Tourism: Emerging Opportunity

- Geotourism (Washington Tourism)
 - Watchable Wildlife conference
 - National Geographic Map Project
 - 75 million national visits, mostly based in PNW

Regional Tourism: New Opportunities

- Marketing programs for named market niches
- Frontline Education: SuperHost
- Visitor Services Programs: Info Centers
- Taxi Programs: Service & Education

Regional Tourism?

- New Coalition
 - Narrow & identify key opportunities
 - Align priorities with product offering and/or development
 - Identify budget needs, sources

Regional Tourism: Pitfalls

- Resource limitations (human, financial)
- Commitment required
- Time

Regional Tourism: Benefits

- Leverages resources
- Powerful presence in marketplace
- Diverse product offering
- Greater customer choices
- BC market opportunities
- Media attention = expanded scope, enhanced credibility