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Travel and tourism Industry disproportionately hurt by COVID-19

- 9 times more damaging to the tourism industry than 9/11
- Full industry recovery projected to take 3-5 years
- 75% reduction in visitor expenditures (more than \$4 billion) since March 1
- 42% of all Washington State unemployment related to the pandemic



Recovery Assessment

“Because such a large share of job losses are related to travel, an economic recovery can only come through a restoration of travel to and within Washington State.”

- Adam Sacks, President of Tourism Economics

Tourism Industry: Segmented but Synergistic

Destination Marketing Organizations (DMOs) – stimulate demand, support jobs



Tours and transportation – Bring visitors



Hotels and restaurants (hospitality) – accommodate and serve visitors
Meetings and events – generate economic impact and lodging taxes



Outdoor recreation – disperses visitors around the state
Wineries, breweries and distilleries – attract culinary travelers



Cultural institutions – offer heritage and history
Tribal attractions – educate visitors, sustain tribal operations



Attractions – exhibits/events lure visits
Retail shops – increase expenditures and tax receipts



Washington Tourism Alliance Priorities

1. **Industry Recovery and Development**

Serving:

- Rural and underserved communities
- Small businesses (80% of industry)

Relief Programs:

- Grants
- Technical assistance
- Industry training and education
- Wrap-around services

2. **Long-term Economic Recovery and Resiliency**

- Stimulate visitor expenditures
- Generate tax receipts
- Re-generate tourism jobs



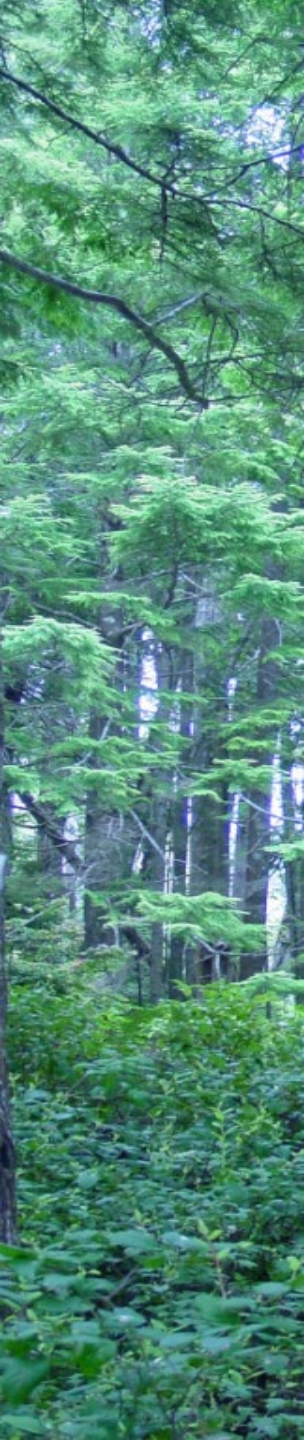
WTA Public-Private Partnership in Recovery

- Washington State general funds
- Industry support: matching funds from every state region
- New partnership with Port of Seattle - \$1.5 million
- Pursuing EDA grants for industry recovery
- Developing corporate support for industry development



WTA is Re-Investing in Tourism Industry

- Co-op programs at low or no-cost to the industry growing in participation and impact:
 - Sales leads to state businesses
 - Travel trade marketplaces
 - Consumer data/analytics
 - Marketing tools and collateral
- Recovery campaigns for communities and small businesses
- Industry recovery/resource website
- Destination research +39 county reports, consumer analytics



*Thank you for your support
of the Washington State
Tourism Industry!*

