

# Tourism Recovery Initiatives

Port of Seattle-Washington Tourism Alliance

2021-2022



# The state of Tourism

- Covid-19 9 times worse for travel industry than 9/11
- U.S. lost \$500 billion in travel expenditures in 2020
- Washington State lost \$8 billion in travel spending (75% drop)
- Washington's travel/leisure sector unemployment as high as 40%

• Sources: *Tourism Economics*, U.S. Travel Association



*“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

# Consumer Travel Sentiment

- More optimism about traveling now over previous points in the pandemic
- 81.2% have tentative travel plans, and 60% have undertaken some planning tasks (i.e. advance reservations)
- 50% anticipate taking at least one leisure trip in the next 3 months
- However, confidence strongly tied to vaccine implementation
- 53% of Americans say they'll avoid travel until they are vaccinated
- *Source: Destination Analysts*

# WTA Recovery Priorities

## Long-term Economic Recovery and Resiliency

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

## 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

# Travel Trade Development

Expansion of Sales and Development Initiatives:

- Travel Trade Sales and Promotion
- Promotion at trade events
- Host travel trade clients/media
- Industry co-ops, education and leads
- Travel supplier partnerships

POS Contribution \$120,000  
WTA Contribution \$120,000



# Recent Travel Trade Shows/Promotions

- Western States Expo – 10/14/20
- Brand USA's Global Marketplace – ongoing
- Brand USA's UK Travel Week – 10/26-29/20
- World Travel Market – 11/1-3/20
- National Tour Association TREX – 11/14-17/20
- U.S. Embassy in London – presentation to European travel trade, 12/1/20



# Travel Trade – 2021 Initiatives

## Trade Show Schedule:

- **Go West** - March 1-5, European and U.S. tour operators
- **ITB** - March 9-12, European tour operators/media
- **IPW** – Sept. 18-22, worldwide tour operators/media
- **World Travel Market** – Nov. 1-3, UK operators
- **National Tour Association** – Nov. 14-17, N. American operators/media

## Initiatives Underway:

- Sales lead sharing platform
- Development of new destination booth
- Industry education events





# Industry Destination Development

- Grant program
- Technical assistance
- Tourism development curriculum and extensive workshops
- Regional tourism partnerships
- Heritage area development
- Industry pandemic recovery
- Community crisis management

POS Contribution \$200,000

WTA Contribution \$200,000



# Destination Development – Q1 2021

- 3 workshops scheduled for February
  - Salish Sea Region
  - The Gorge
  - Trails and Lakes Region
- Grant program in development rural and underserved communities
- Collaboration with the Department of Commerce
- Pandemic recovery focus, longer-term development planning

# Destination Management & Travel Advocacy

- Balanced programming: seasons, sensitive communities, public lands
- Coordination with state agencies, emergency management
- Public/traveler education: responsibility and planning

**#Recreate  
Responsibly**



New health and safety practices across **all** customer touchpoints have been adopted by the travel industry so you can

**#TravelConfidently**



#TravelConfidently

# Regenerate North American Air Markets

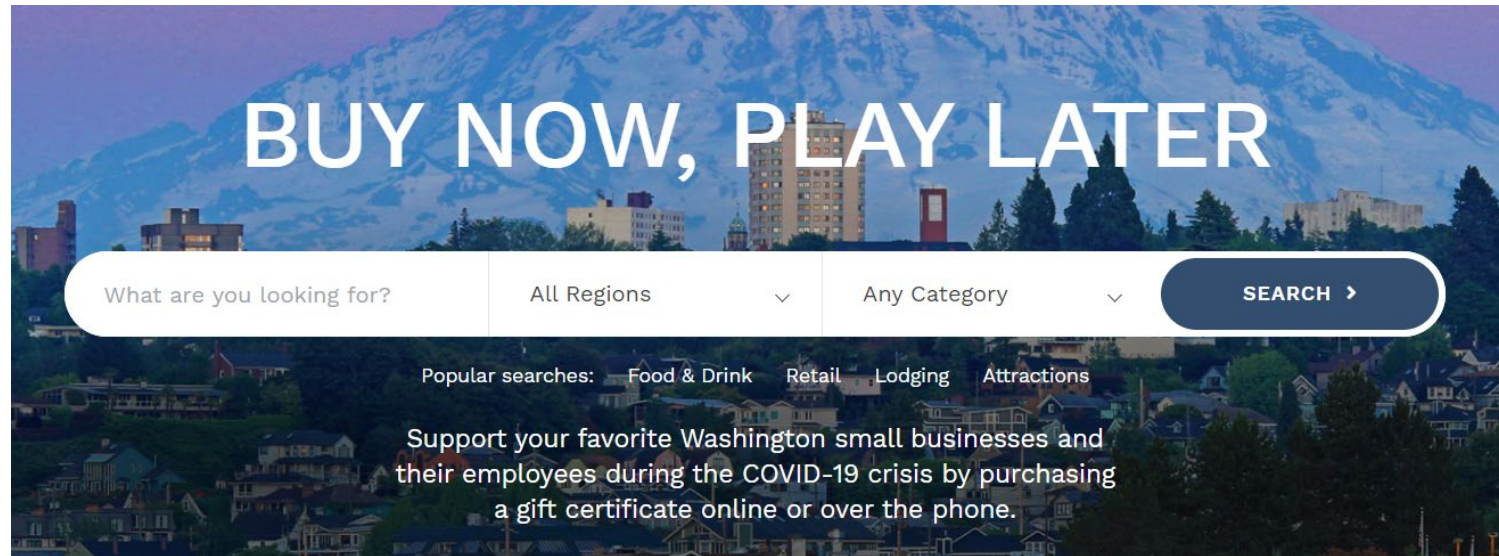
- Consumer Marketing Advertising
  - Destination Advertising Campaign
  - Explore Washington's Backyard
  - Focus on geographic diversity

POS Contribution \$1,080,000

WTA Contribution \$ 600,000



# Show WA Love Campaign



**BUY NOW, PLAY LATER**

What are you looking for? All Regions Any Category **SEARCH >**

Popular searches: Food & Drink Retail Lodging Attractions

Support your favorite Washington small businesses and their employees during the COVID-19 crisis by purchasing a gift certificate online or over the phone.



25 Results

[Reset](#) in North Cascades

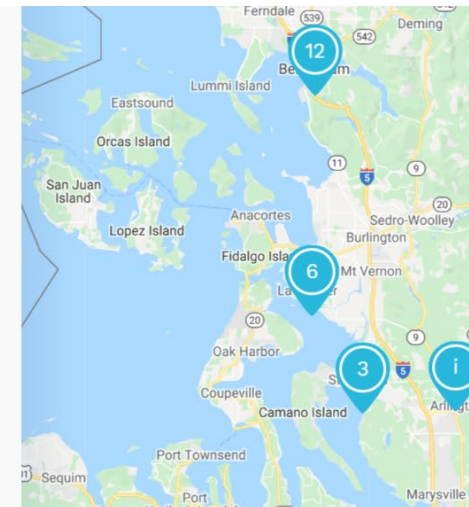


Anthony's at Squalicum Harbor & Anthony's Hearthfire Grill Bellingham



Klesick's Family Farm

[North Cascades](#)



# Explore Washington's Backyard



Get Your Passport to Natural Wonders in Washington State

# Explore Your Backyard

## Select Your Region



- GREATER SEATTLE
- PENINSULAS & COAST
- THE ISLANDS

- THE VOLCANOES
- THE GORGE
- NORTH CASCADES
- WINE COUNTRY

- NORTH CENTRAL
- NORTHEAST
- SOUTHEAST

## Clallam County

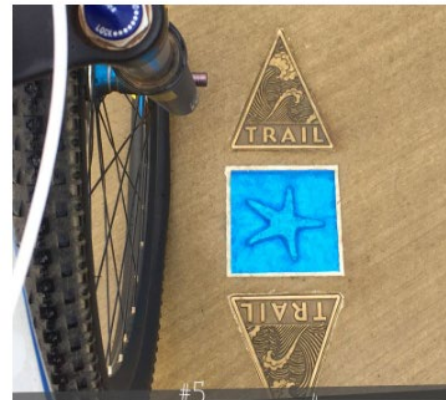
Clallam County is in Phase 2, with one modification prohibiting overnight camping until entire state reaches Phase 2.



Explore the Dungeness Spit and National Wildlife Refuge



Strait of Juan de Fuca Scenic Byway



# Travel Publicity Program

Stimulate earned media that bolsters travel from U.S./Canada air markets:

- Ongoing Travel media outreach
- Key media/influencers press trips
- Target consumer and trade media
- Media tracking and reporting

POS Contribution \$150,000

WTA Contribution \$ 50,000





# *Thank you*

David Blandford

Executive Director

Washington Tourism Alliance

David@watourismalliance.com

