Visit
TRI-CITIES
WASHINGTON

PROMOTING TOURISM

IMPERATIVE: DEMONSTRATE VALUE TO OUR PARTNERS, MEMBERS AND COMMUNITY

WHY TOURISM MATTERS

VISITOR SPENDING

$560.2 million

$57 million in local & state tax receipts

$19.3 million tax receipts retained locally

CREATES **6,370** jobs in Benton & Franklin Counties

SPENDING BREAKDOWN

- Dining: $183.3 million, 32.7%
- Food/Grocery: $55.6 million, 10%
- Recreation: $64 million, 11.4%
- Retail: $76.8 million, 13.7%
- Air Transportation: $37.2 million, 6.7%
- Ground Transportation: $56.3 million, 10%
- Hotels: $87 million, 15.5%

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

TARGET MARKETS

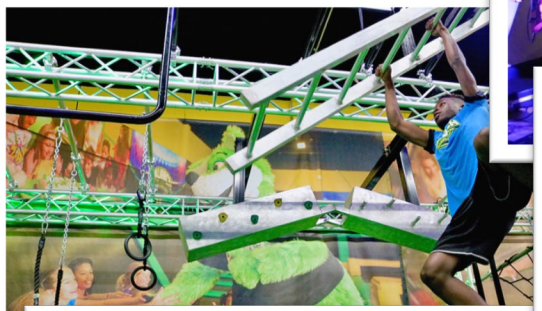
- **GROUP TRAVEL**
  - Conventions
  - Sports
  - Tours
- **LEISURE TRAVEL**
- **BUSINESS TRAVEL**

PROGRAMS & INFRASTRUCTURE PROJECTS

- Media Outreach
- Tri-Cities Wine Tourism Council
- Tri-Cities National Park Committee
- Tri-Cities Rivershore Enhancement Council
- Wayfinding
- Branding
- Sports Feasibility Study

Daily 4-7pm
$3
• Tacos

CRAFT BEER



GET YOUR GEEK ON

Bodega
PALENCIA

Thank you!

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