



TRI-CITIES REGIONAL TOURISM!

*Creating a
BOLDER, BRIGHTER, BETTER
Tri-Cities!*

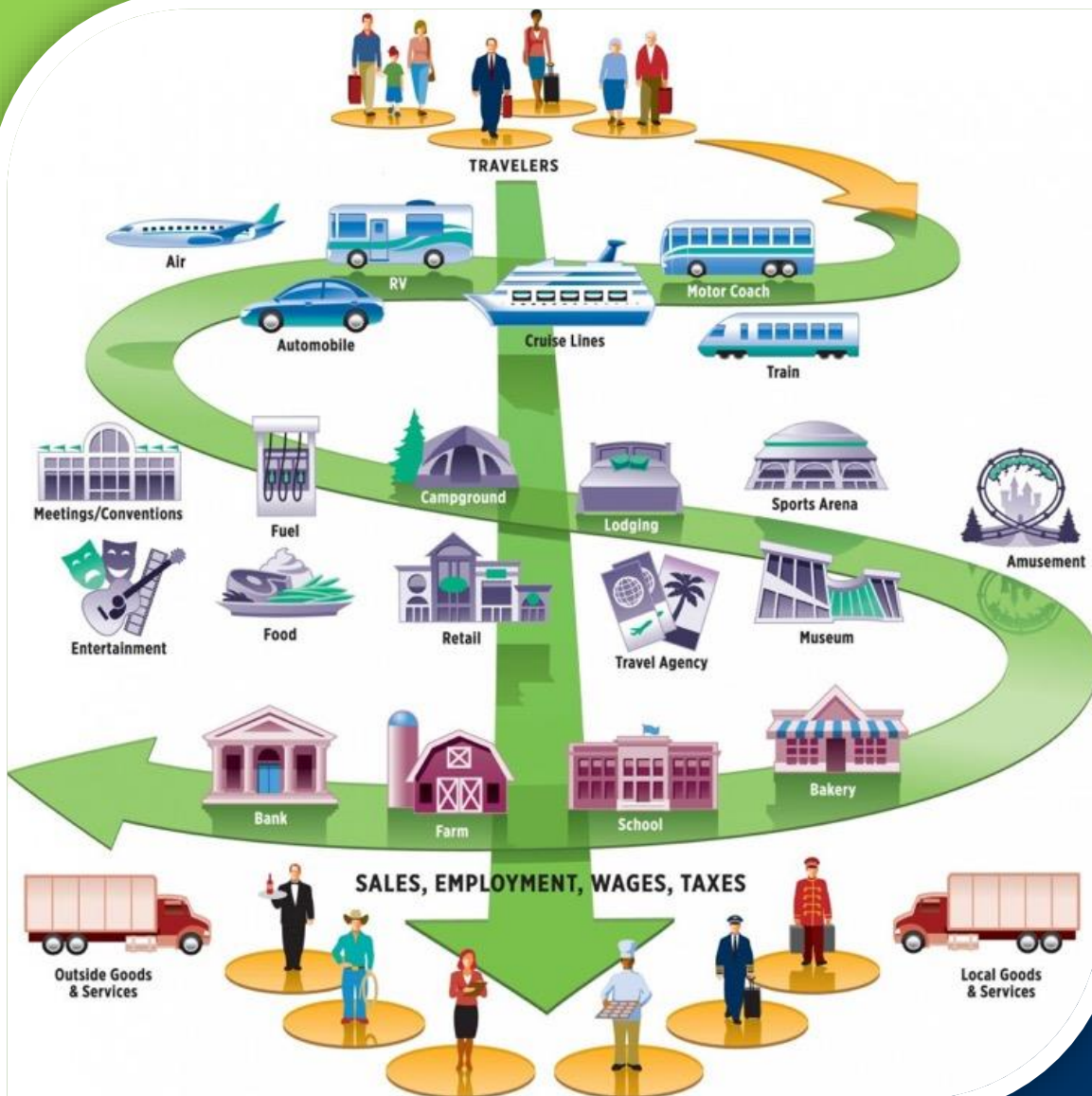
Kris Watkins
President & CEO
Visit Tri-Cities



- **Benefits of Tourism**
- **Visit Tri-Cities**
- **Programs**

BENEFITS: The Power of Travel & Tourism

**\$444.3
million
in Visitor
Spending**



Importance of Tourism



- **\$50.7 million** in local & state tax receipts
- **6,150 jobs**
- *In general, tourism enhances the infrastructure, viability and visibility of the community, increasing its attractiveness as a place to visit, work or call home.*



The mission of Visit TRI-CITIES is to **promote, market and sell** the region as a **preferred destination to visitors**.

We will develop incremental visitations by promoting our **destination products, programs and activities**; the overall **economic vitality** of our communities and the **quality of life** of our citizens.

- **Established in 1969**
- **501 (c) (6) Organization**
- **Diversified Regional Board of Directors**
- **Funding**

THE DESTINATION TEAM



Tri-Cities Hotel Industry

- 4,191 Guest Rooms
- 62.6% Occupancy (7.4% increase)
- Rooms Sold
 - 2017 – 916,142
 - 2016 – 812,112
 - 12.8% Increase



CONVENTION & SPORTS

- Hosted **223** conventions & sporting events
- **127,675** visitors
- **\$38.8 million** in visitor spending!



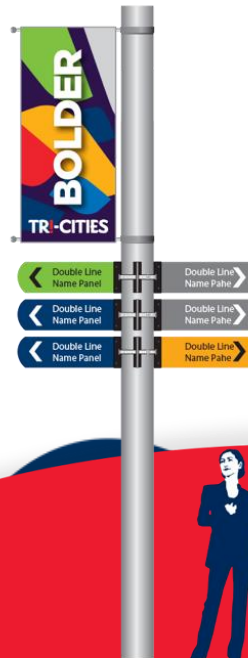
PROGRAMS

- Advertise/Marketing
(Publications, TV, Digital, Social Media, Trade Shows and Direct Sales)
- Publications
- Media Outreach



NEW PROJECTS !

- Tri-Cities Wine Tourism Council
- Manhattan Project National Historical Park
 - Branding
- Wayfinding
- STEM Tourism





TR!-CITIES
WASHINGTON

THANK YOU!