

# **TOURISM**

**WAYS YOUR PORT CAN PARTNER  
TO CREATE VISITOR OPPORTUNITIES**



**WPPA SMALL PORT CONFERENCE,  
Leavenworth, OCTOBER 20, 2022**

# **“TOURISM IS LIKE FIRE”**

**HARNESSED**

**IT WILL COOK YOUR FOOD**

**OUT OF CONTROL**

**IT WILL BURN YOUR HOUSE DOWN**



# INCREASE TRAVEL & TOURISM BY:

## Media Market Place

- **LEARNING AND UNDERSTAND WHO TRAVELERS AND POTENTIAL TRAVELERS ARE**
- **ENGAGING WITH YOUR DESIGNATED TRAVEL / TOURISM DESTINATION MANAGEMENT ORGANIZATION (DMO OR CVB)**
- **CONSIDERING COOPERATIVE OPPORTUNITIES**

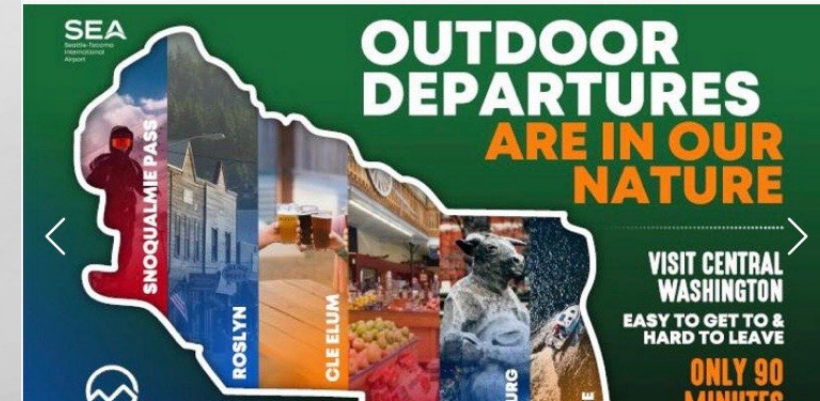
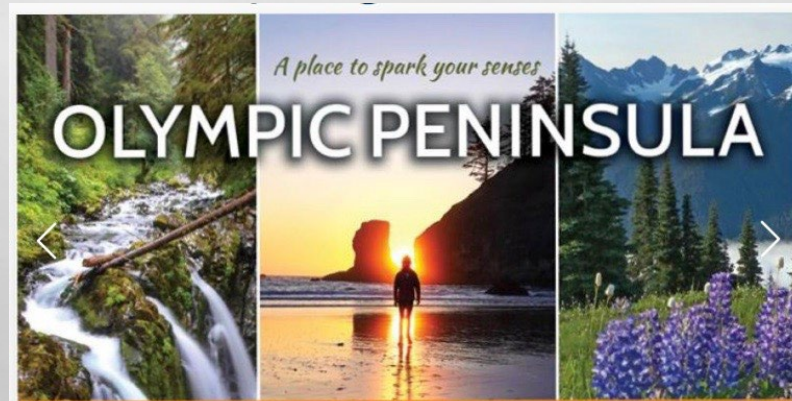
-- **RON PECK, Tourism Consultant**



# STATE PARTNERSHIPS



- **THE STATE OF WASHINGTON TOURISM WEBSITE & RURAL AND REGION MARKETING SUPPORT & GRANTS**
- **PORT OF SEATTLE TOURISM MARKETING SUPPORT PROGRAM**
- **PORT OF SEATTLE AIRPORT SPOTLIGHT PROGRAM**





**Pat Albaugh, Executive Director**





**Plans for Stevenson waterfront commercial and light industrial buildings changed over time in favor of open public green space and recreation.**





**2.5 Acres of land added  
to Columbia River by the Port**



RockCoveDesign.

RELIABLE  
Fence & Construction



InVISION



K&A

RTC  
Southwest Washington  
Regional Transportation Council



wallis  
\*engineering



US Army Corps  
of Engineers®



Flowing solutions



Washington State  
Department of Transportation



PLAY & CREATION

landscape  
structures

WASHINGTON STATE  
Recreation and  
Conservation  
Office



Decker's  
NW CONSTRUCTION  
General Contracting Inc.

LAMPLIGHT CAPITAL  
& Asset Management



COMMUNITY  
FOUNDATION  
SOUTHWEST  
WASHINGTON

PETERSON  
CAT THE  
Rental  
STORE.



SILVER STAR  
INDUSTRIES

MORGAN  
CONSTRUCTION  
CREATING SPACES FOR PLAY SINCE 1991





## **VOLUNTEERS NEEDED**

**APRIL 1 & APRIL 2**

**9 A.M.**

**LUNCH PROVIDED**

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## **WILLOW PLANTING**

We are looking for volunteers to help us plant willows in the habitat area on the Waterfront Project. Lunch to be provided.

**STEVENSON SHORELINE  
RESTORATION PROJECT**

**QUESTIONS? 509-427-5484  
PORT OF SKAMANIA**

**Meet @ East side of Clark &  
Lewies at 9 a.m.**

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Please wear appropriate apparel.

Suggestions: Waterproof or workboots  
protective eyewear & gloves. Dress for the  
weather.

\* Note we will be working on uneven terrain





# Stevenson Waterfront



**Boat Launch & Winger Beach**

**Kiteboarding access**

**Parks & Saturday Market**

**Teo Park**

**Cruise Ship Dock**

**Windsurfing access**

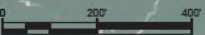


# Cascades Business Park North Bonneville, WA



**PROPOSED LAND USES**

USE	TOTAL (SF)
FLEX	199K
HOTEL	60K
	80 ROOMS



# Potential Industry Cluster



Adventure  
UAV



**CHRIS  
MICHALOPOULOS**

**EXECUTIVE DIRECTOR**

- **2021 sold 19,175 gallons fuel**
- **Fuel Revenue \$80,129**
- **Over 1950 tourist passengers**
- **Filmed on Wharf:**

**Midday Black Midnight Blue**

**Practical Magic**

**Beach Hunters**

**The War of the Roses**

## **Coupeville Wharf**

- **In 2021 2550 vessels docked**
- **Approximately 80% outside county**
- **Approximately 10% Canada**
- **Avg boater spends \$1,151 per trip  
of 4 or more days**



Coupeville  
Wharf



Penn Cove  
MusselFest





**Coupeville Population 1850**



## **2022 MUSSEL FEST BY THE NUMBERS**

### **DREW 12,500 VISITORS TO TOWN**

- **OVER 2500 ATTENDEES FROM OUTSIDE OF THE COUNTY**
- **IN 2022 VISITORS LESS LIKELY TO TRAVEL FROM OUTSIDE THE COUNTY THAN IN 2019**
- **OVER 2000 PEOPLE STAYED OVERNIGHT AT COMMERCIAL LODGING**
- **OVER 1100 TOURISTS TOOK BOAT TOURS OF THE MUSSEL DOCKS**
- **TOWN HAS BUY-IN & PARTICIPATES IN THE CHOWDER COMPETITION**
- **7.9% OF VISITORS THAT WEEKEND BOUGHT TICKETS TO EVENT**
- **LIMITED TICKETS TO 1,000 IN 2022 @\$40 VERSUS 4,000 IN 2019 @10 SAME \$40K REVENUE**

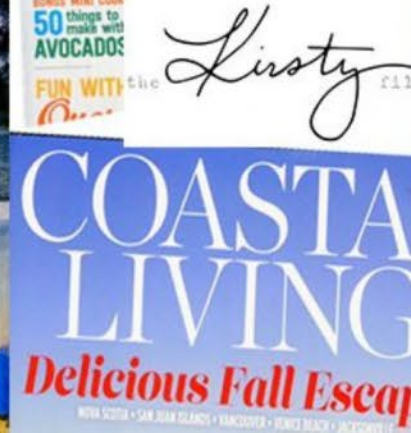
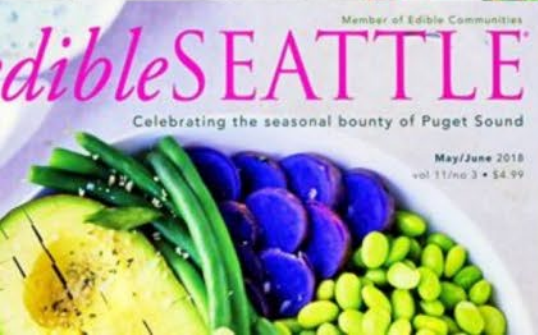




# VISITOR IMPACTS TO ISLAND ECONOMY

- EACH \$106,446 SPENT BY VISITORS SUPPORTS ONE FULL TIME JOB
- \$100 VISITOR SPENDING = \$29 OF EMPLOYEE EARNINGS
- \$100 VISITOR SPENDING = \$3.3 TOWARDS LOCAL TAX REVENUES
- 7% = TRAVEL SHARE OF TOTAL EMPLOYMENT (2021)
- 13% = VISITOR SHARE OF TAXABLE SALES (2021)

# PAY FOR ADVERTISING PRAY FOR MEDIA COVERAGE!



# PANELIST QUESTIONS

- **HOW CAN A PORT USE MEDIA RELATIONS & PROMOTIONAL HOSTING FOR AFFORDABLE PROMOTION?**
- **WHAT ARE YOUR MOST EFFECTIVE PROMOTIONAL PARTNERSHIPS?**
- **TELL A TOURISM STORY OF AN EVENT, FACILITY OR ACTIVITY THAT DIDN'T GO WELL?**
- **PARTING ADVICE FOR FOLKS CONTEMPLATING A NEW TOURISM VENTURE?**

# **GUESS THAT PORT GAME!**

## **RULES:**

- **IF THIS IS YOUR PORT PLEASE STAY SILENT!**
- **FIRST PERSON TO SHOUT OUT NAME WINS!**
- **IN THE CASE OF A TIE THE PERSON FROM THE PORT FURTHEST AWAY FROM FEATURED PORT WINS**

# GUESS THE PORT?

Constructed five wine incubator buildings at a cost of \$2 M.

Partner: State of Washington.  
A capital appropriation provided approximately \$1.5 M Port provided approx. \$500,000.

Since 2006 has hosted 16 wine/brewery/distilleries.

Provides opportunities for graduates of the Walla Walla College Viticulture program.



# PORT OF WALLA WALLA

**Advice from Walla Walla's EDC Director:  
Start small and expand from there,  
nothing fancy or costly**

## Economic Benefits:

- Draws visitors to the airport and region
- Receives great press promoting the region and the Port
- 5 have “graduated” to larger facilities on Port property, the rest, save one, have moved to larger facilities



# **GUESS THE PORT?**

**Hosts largest Wooden Boat Festival in North America**

**In it's 45th Year**

**10,000 Attend**

**100 Presenters & Volunteers**

**All lodging in the region sells out**

**Highlights Port Craftspeople at Boat Haven & Point Hudson Marinas**



# PORT OF PORT TOWNSEND

20% OF JEFFERSON COUNTY ECONOMY IS DEPENDENT ON MARINE TRADES

## Partnerships:

- **Wooden Boat Foundation**
- **Northwest Maritime Center**
- **Lots of business sponsors**





# GUESS THE PORT?

- **USS TRITON MADE HISTORY IN 1960 AS THE FIRST SUBMARINE TO CIRCLE THE EARTH UNDERWATER.**
- **THIS PORT WORKED WITH THE U.S. NAVY TO PRESERVE THE SUBMARINE'S SAIL AND CONNING TOWER THAT ARE ON DISPLAY AT THE USS TRITON SAIL PARK, IN RICHLAND WA**
- **PART OF THE MANHATTAN PROJECT NATIONAL HISTORICAL PARK BUT MANAGED BY THIS PORT**



**USS TRITON SAIL PARK**

# **PORT OF BENTON**

## **NATIONAL HISTORICAL PARK**



### **PARTNERS:**

**US NAVY**  
**NATIONAL PARK SERVICE**



# QUESTIONS FOR OUR PANELISTS?

## NOTE:

- **SLIDE DECK WILL BE ON WPPA WEBSITE**
- **LOOK FOR RESOURCES & TAKE AWAYS AT THE END OF THE DECK**



**Thank you!**

# STATE RESOURCES

## WASHINGTON STATE TOURISM ALLIANCE

- “THE STATE OF WASHINGTON” WEBSITE IS THE OFFICIAL WEBSITE FOR STATE TOURISM. [HTTPS://STATEOFWATOURISM.COM](https://stateofwatourism.com)
- PRODUCES BOTH A PRINTED VISITORS GUIDE AND AN INTERACTIVE VISITORS GUIDE
- SUGGESTS REGIONAL ITINERARIES AND INCLUDES A TRIP PLANNER
- HAS A MEDIA ROOM WITH AN IMAGE LIBRARY, STORY IDEAS AND PRESS RELEASES
- HAS A MEDIA RELATIONS PROGRAM WHERE THEY MAY REFER MEDIA GUESTS TO YOU TO COVER YOUR DESTINATION/PORT ETC.

MIKE MOE | DIRECTOR OF STRATEGIC PARTNERSHIPS & TOURISM DEV. [MIKE@STATEOFWATOURISM.COM](mailto:MIKE@STATEOFWATOURISM.COM)

MICHELLE THANA | DIRECTOR OF MARKETING (360) 931-4806 | [MICHELLE@STATEOFWATOURISM.COM](mailto:MICHELLE@STATEOFWATOURISM.COM)

## OTHER STATE FUNDING

- RCO GRANTS, RECREATION AND CONSERVATION OFFICE [HTTPS://RCO.WA.GOV](https://rco.wa.gov)
- CERB GRANTS, COMMUNITY ECONOMIC REVITALIZATION BOARD

[HTTPS://WWW.COMMERCE.WA.GOV/BUILDING-INFRASTRUCTURE/COMMUNITY-ECONOMIC-REVITALIZATION-BOARD/](https://www.commerce.wa.gov/building-infrastructure/community-economic-revitalization-board/)

# PORT OF SEATTLE

- PORT OF SEATTLE TOURISM PROGRAMS – GENERAL  
[HTTPS://WWW.PORTSEATTLE.ORG/BUSINESS/TOURISM](https://www.portseattle.org/business/tourism)
- PORT OF SEATTLE TOURISM MARKETING SUPPORT PROGRAMS (MATCHING \$10,000 GRANTS)  
[HTTPS://WWW.PORTSEATTLE.ORG/PROGRAMS/TOURISM-MARKETING-SUPPORT-PROGRAM](https://www.portseattle.org/programs/tourism-marketing-support-program)
- PORT OF SEATTLE SEA AIRPORT TERMINAL TOURISM ADVERTISING PROGRAM  
[HTTPS://WWW.PORTSEATTLE.ORG/PROGRAMS/TOURISM-SPOTLIGHT-SEA-AIRPORT-ADVERTISING-PROGRAM](https://www.portseattle.org/programs/tourism-spotlight-sea-airport-advertising-program)

NICK LEONTI, DIRECTOR, TOURISM DEVELOPMENT: [LEONTI.N@PORTSEATTLE.ORG](mailto:LEONTI.N@PORTSEATTLE.ORG)

GAIL MULLER, PROJECT SPECIALIST TOURISM DEVELOPMENT: [MULLER.G@PORTSEATTLE.ORG](mailto:MULLER.G@PORTSEATTLE.ORG)

# **OTHER RESOURCES & IDEAS**

- **SEEK OUT LOCAL CHAMBERS OF COMMERCE; DESTINATION MARKETING ORGANIZATIONS (DMOS); CONVENTION AND VISITORS BUREAUS (CVBS); OTHER TOWN, COUNTY, REGIONAL TOURISM ORGANIZATIONS, AND ECONOMIC DEVELOPMENT ORGANIZATIONS (EDCS),**
- **FOR PARTNERSHIPS. SEEK OUT UNCONVENTIONAL PARTNERSHIPS, OPPORTUNITIES VARY GREATLY FROM REGION TO REGION.**
- **CONSIDER APPLYING FOR LODGING TAX GRANTS AND .09 OR PFAPP FUNDING ELIGIBILITY THROUGH TOWN AND COUNTY JURISDICTIONS.**
- **HAVE A MEDIA PAGE ON YOUR PORT'S WEBSITE WITH STORY IDEAS, HIGH RESOLUTION PHOTOS, RECENT MEDIA COVERAGE AND PRESS RELEASES, MAKE IT EASY FOR MEDIA TO COVER YOUR PORT! MAKE SURE YOUR PORT IS REPRESENTED ON PARTNER WEBSITES WITH PHOTOS & STORIES.**

# TAKEAWAYS

- **INCLUDE COMMUNITY BUY-IN FROM THE BEGINNING**
- **BE CREATIVE IN FINDING FUNDING & STRONG PARTNERSHIPS**
- **START SMALL! BIGGER ISN'T NECESSARILY BETTER WITH EVENTS OR INFRASTRUCTURE**
- **YOU'VE BUILT TOURISM INFRASTRUCTURE, MAKE SURE YOU HAVE ENOUGH CAPITAL RESERVES FOR MAINTENANCE**
- **BE AN ACTIVE PARTICIPANT IN YOUR LOCAL TOURISM MANAGEMENT PLAN (OR HELP CREATE ONE) TO ADDRESS MANY ISSUES INCLUDING OVER-TOURISM OR NEGATIVE EFFECTS TO THE ENVIRONMENT FROM VISITORS**