

FINAL BILL REPORT

2SHB 1973

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Synopsis as Enacted

Brief Description: Promoting tourism.

Sponsors: By House Committee on Appropriations (originally sponsored by Representatives Veloria, McCoy and Kenney).

House Committee on Trade & Economic Development
House Committee on Appropriations
Senate Committee on Economic Development

Background:

Washington is 68,139 square miles of diverse geography, geology, and climate. The west side of the state has ancient rain forests, miles of Pacific Ocean coastline, some of the state's largest cities and the Space Needle. The east side of the state is traditionally dry and sunny, with a big sky, wide open spaces, farms and ranches. There are also spectacular canyons, gorges and the Grand Coulee Dam. The state is divided by the majestic Cascade mountains. All in all, Washington offers many opportunities for tourists of all interests.

In 2000 over 25.9 million visitors enjoyed Washington parks. There are also thousands of licensed elk and deer hunters that take advantage of the outdoors. Sport fishermen and sport shellfishers enjoy the salmon, steelhead, and razor clams found in Washington.

Wildlife viewing is an increasing industry that generates \$1.7 billion annually and supports 21,000 jobs in Washington. In fact, wildlife viewing is the fastest growing outdoor activity and segment of the travel industry. This activity thrives in the rural areas and the opportunities for wildlife viewing primarily occur on public lands.

Summary:

The Department of Community, Trade and Economic Development (DCTED) is directed to promote Washington as a tourism destination to both national and international markets. The promotion should include nature-based and wildlife viewing tourism. The DCTED must also work with local communities and businesses to strengthen tourism opportunities and promotion. In addition, the DCTED is directed to coordinate its tourism planning in conjunction with local efforts, the Department of Fish and Wildlife and other appropriate agencies and private organizations. The plan should include efforts to promote nature-based tourism in Washington.

The DCTED may solicit and receive gifts, grants, funds, fees, and endowments for tourism promotion. The moneys collected must be deposited in the tourism development and promotion account and may be used for tourism promotion activities including hosting conferences and strategic planning workshops, conducting tourism studies, and providing marketing and technical assistance. No appropriation is required for expenditures from this account.

Votes on Final Passage:

House 95 0

Senate 48 0 (Senate amended)

House 97 0 (House concurred)

Effective: July 27, 2003