

1973-S2

Sponsor(s): House Committee on Appropriations (originally sponsored by Representatives Veloria, McCoy and Kenney)

Brief Description: Promoting tourism.

HB 1973-S2 - DIGEST

(DIGEST AS ENACTED)

Finds that current efforts to promote Washington's natural resources and nature-based tourism to national and international markets are too diffuse and limited by funding and that a collaborative effort among state and local governments, tribes, and private enterprises can serve to leverage the investments in nature-based tourism made by each.

Provides that the department, in operating its tourism program, shall: (1) Promote Washington as a tourism destination to national and international markets to include nature-based and wildlife viewing tourism;

(2) Provide information to businesses and local communities on tourism opportunities that could expand local revenues;

(3) Assist local communities to strengthen their tourism partnerships, including their relationships with state and local agencies;

(4) Provide leadership training and assistance to local communities to facilitate the development and implementation of local tourism plans;

(5) Coordinate the development of a statewide tourism and marketing plan. The department's tourism planning efforts shall be carried out in conjunction with public and private tourism development organizations including the department of fish and wildlife and other appropriate agencies. The plan shall specifically address mechanisms for: (a) Funding national and international marketing and nature-based tourism efforts; (b) interagency cooperation; and (c) integrating the state plan with local tourism plans.

Requires the department to manage wildlife programs in a manner that provides for public opportunities to view wildlife and supports nature-based and wildlife viewing tourism without impairing the state's wildlife resources.