
**Economic Development,
Agriculture & Trade Committee**

HB 1588

Brief Description: Using television advertising to promote tourism in Washington.

Sponsors: Representatives Condotta, Linville, Kristiansen, Pettigrew, Kretz, Haler, Morrell, Williams, Eickmeyer, Anderson, Clibborn, Lovick, Chase, McCoy, McDonald and Dunn.

Brief Summary of Bill

- Directs the Department of Community, Trade and Economic Development to implement a national and international television campaign to promote tourism opportunities in Washington.

Hearing Date: 2/22/05

Staff: Tracey Taylor (786-7196).

Background:

The travel industry has an important role in Washington's economy. Spending by visitors generates sales in lodging, food service, recreation, transportation, and retail businesses. As an export-oriented industry, the travel industry contributed \$4.8 billion to Washington's Gross State Product (GSP) in 2003. A high proportion of the travel industry GSP is comprised of payments to employees. The travel industry also generates a high proportion of tax revenue in relation to its GSP.

The Department of Community, Trade and Economic Development (DCTED) has the responsibility to expand the tourism industry in Washington. In working with public and private tourism development organizations, the DCTED is tasked with promoting Washington as a tourism destination to national and international markets. In addition, the DCTED must coordinate the development of a statewide tourism and marketing plan.

Summary of Bill:

The DCTED is directed to implement a national television tourism campaign. The television campaign must feature tourism opportunities in both western and eastern Washington. Only 15 percent of an appropriation from the tourism development and promotion account for a national and international television promotion may be spent on overhead and staff costs.

If there is no appropriation in the 05-06 Operating Budget for a national and international television tourism campaign, the DCTED must spend the greater of \$3.5 million of existing funds or 33 percent of its total tourism budget on the television campaign.

Appropriation: The sum of \$1,750,000 for FY 2006 and \$1,750,000 for FY 2007.

Fiscal Note: Available.

Effective Date: The bill takes effect 90 days after adjournment of session in which bill is passed.