

# TOURISM

Tourism generates over \$400 million dollars a year in economic impact to our Valley and provides over 5,000 jobs in our county. Since 2013, the Chamber has been charged with elevating our Valley's tourism brand and the overall visitor experience. During this time, the Chamber emphasized the creation of an inclusive approach to tourism industry development by focusing on brand redevelopment, regional partnerships, toolkit development, public relations, local education/outreach, and crisis communication. Success has

come from the support of many partners including government agencies, tourism industry leaders, business leader, neighbor communities and private citizens. With their knowledge, guidance, and investment the Chamber has been able to increase hotel occupancy year over year, average daily rate year over year, and revenue per room rate year over year; and, perhaps more importantly, elevate the perception of the industry's value to our local, regional, and state economy.

## Guiding Principles

- » The Chamber supports uniting tourism leaders and the community around strategies that address the changing climate of regional tourism.
- » The Chamber supports a holistic lodging portfolio for travelers that effectively addresses the opportunities and challenges that come from emerging accommodation options (e.g. additional hotels, VRBOs, and Airbnbs).
- » The Chamber supports activities that elevate shoulder season activities, respond to traveler trends, and properly prepare for the evolving use of technology in travel.
- » The Chamber supports meaningful growth in the tourism industry that complements the quality of life in our Valley and earns our community the reputation of being a respected, sought after, and influential tourism partner.
- » The Chamber supports a values-based tourism approach that stewards the physical and natural assets of the region for generations to come.