

# TOURISM

Tourism generates over \$400 million dollars a year in economic impact to our valley and provides over 5,000 jobs in our county. For the last five years, 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 the restoration of forest health for outdoor recreation.
- » The Chamber supports a wholistic lodging portfolio for travelers that effectively addresses the opportunities and challenges that come from new accommodations (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 compliments the quality of life in our valley and earns our community the reputation of being a respected, sought after, and influential tourism partner.