

ANNUAL TOURISM REPORT

2021

VISIT
VANCOUVER
USA

The official destination marketing organization.

MESSAGE FROM THE PRESIDENT & BOARD CHAIR

The year 2020 brought us many things, not the least of which was opportunity. As we, along with the rest of our decimated industry, scrambled to cut budgets and pull back marketing and sales programs, the extended pause gave us the chance to rethink everything, from our place in the community to our funding model and priorities.

In the face of unprecedented loss and hardship, our community continued to show resilience. From restaurants creating new business plans week-by-week as regulations shifted, to new wine tasting rooms, boutiques, and eateries opening in the midst of the pandemic, we are proud to be part of a place where the community supports one another and no one gives up easily.

2020 also brought some exciting new programs for Visit Vancouver USA. We launched our first ever shopping pass to encourage keeping dollars local during the holiday season, partnered with Brewcouver for a brand new holiday brews passport, and alongside the Greater Vancouver Chamber of Commerce and local restaurants, developed a new collaborative takeout program to support restaurants and local charities over the winter months.

This next year will be a time for us to get back to the work we've put on hold, including refreshing our brand, supporting tourism through out-of-market advertising, and hopefully booking new group business. We look forward to continuing to partner with our community to navigate the challenges and opportunities that 2021 throws our way, and we are confident that Vancouver and Clark County will emerge stronger than ever, as an excellent place for visitors and residents alike.



Cliff Myers
Cliff Myers, President & CEO



Ryan Hart
Ryan Hart, Chair of the Board

BOARD OF DIRECTORS

Jordan Boldt
Vancouver Farmers Market

Karen Dill Bowerman
Clark County Council

Mike McLeod*
Hilton Vancouver WA

Brady Wilkerson
The Heathman Lodge

Steve Bowers*
Hampton Inn & Suites

Ryan Hart*
Port of Vancouver USA

Carla Rise*
Sonesta ES Suites

Cliff Myers*
Visit Vancouver USA

Teresa Brum*
City of Vancouver

Kari Jonassen
Homewood Suites by Hilton

Seidy Selivanow
Kaflex Coffee Lab

* Denotes Executive
Committee Member

ABOUT US

Visit Vancouver USA is a non-profit 501 (c) 6 destination marketing organization. Our objective is to increase the overall economic impact of tourism on the Vancouver/Clark County economy through sustained growth in tourism spending. Our activities result in significant increases in visitor spending, overnight visitation, tourism-related earnings, tax collections, and jobs.

Our Board of Directors is composed of hospitality and business professionals, community leaders, and city and county representatives. Their volunteer duties include industry advocacy to build community-wide support for tourism, strengthen partnerships, increase productivity, maximize return on investment, and determine the future course of Visit Vancouver USA's mission.

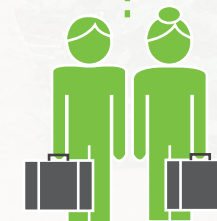
THE IMPACT OF TOURISM

Tourism provides strong benefits to our local economy and creates positive effects that ripple throughout the entire business community.



IN 2019, VISITORS TO CLARK COUNTY GENERATED
A TOTAL ECONOMIC IMPACT OF **\$554.8 MILLION**

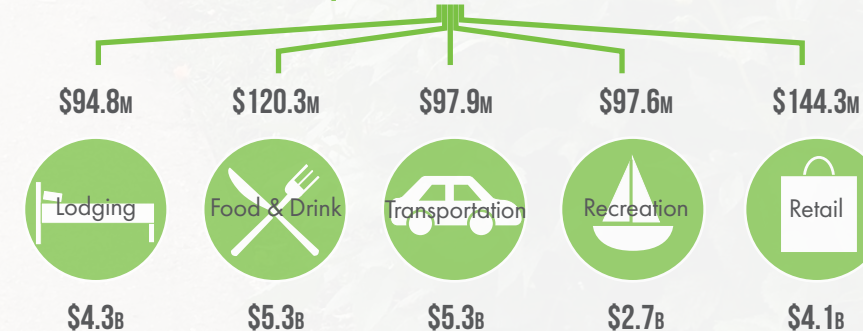
TAX REVENUE COLLECTED FROM CLARK
COUNTY VISITORS IN 2019 TOTALED
\$65.8 MILLION IN STATE & LOCAL TAXES



CLARK COUNTY TOURISM CREATED
\$142 MILLION IN JOB EARNINGS

CLARK COUNTY 2019 DESTINATION SPENDING BY COMMODITY

\$554.8 MILLION



\$21.8 BILLION

WASHINGTON STATE 2019 DESTINATION SPENDING BY COMMODITY

Source: Dean Runyan Associates, Inc. Washington State Travel Impacts & Visitor Volume

FUNDING

Visit Vancouver USA is funded by a Tourism Promotion Area (TPA). This special assessment charges all hotel guests with a flat \$2 per night charge and applies only to room night charges at hotels with 40 or more rooms. Total TPA collections in 2020 were \$876,566 and are projected at \$773,100 for 2021.

Visit Vancouver USA also receives 15 percent of lodging tax collections from the City of Vancouver to support the growth of tourism in the area. While COVID-19 has impacted this funding stream, 2021 collections are projected at \$234,479. This will be the final year of the initial three-year professional services contract.

CONVENTION & GROUP BUSINESS

The year started off strong with annual events like HoopSource's Presidents' Day Tournament of Champions, expanding our sports market on the horizon, and new opportunities to connect with meeting planners. While COVID-19 certainly interrupted, it also gave our team a chance to think about the ways that we do business going forward, and prove our adaptability to ever-changing circumstances.

Notable 2020 conferences:

- International Association of Insurance Professionals – 2020 Regional Conference
- WA Association of Career and Technical Educators – Administrators Conference
- Administrative Office of the Courts – 2020 Judicial College

FUTURE OUTLOOK

Knowing that the group market will take time to fully rebound and that the space will be very competitive, we've repositioned ourselves to be able to bid aggressively on key pieces of business. We're also finding creative new ways to reach out to meeting planners to help secure future business, including sending out viewfinders to virtually show off our destination. Additionally, our team is partnering with public and private entities to continue to grow sports in Vancouver.

TARGET MARKETS

The business development team at Visit Vancouver USA actively solicits group and convention business from the following markets:

- Association – State/Regional/National
- Corporate
- Fraternal & Ethnic
- Educational
- Entertainment
- Government/Military
- Environmental
- Religious/Faith-Based
- Sports
- Social & Special Interests

ANNUAL TRAVEL MAGAZINE

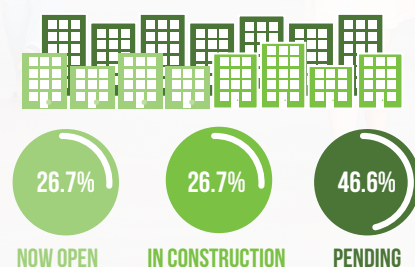
- 95,000 copies distributed annually to convention groups, leisure travelers, area hotels, and visitor points of interest along the I-5 corridor and international gateways.
- Online promotion strategies were increased to account for lower distribution to conferences.



HOTEL DEVELOPMENTS

Visit Vancouver USA tracks all new hotel supply proposed for the area in the next five years. While room counts and actual hotels completed may differ from initial proposals, this supply pipeline provides an important gauge of the local tourism industry's future outlook.

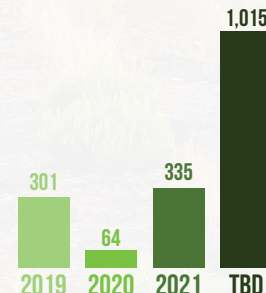
15 NEW HOTELS IN THE PIPELINE



MULTIPLE LOCATIONS



1,715 NEW HOTEL ROOMS



MARKETING & COMMUNICATIONS

- Our team created new ways to share information on the evolving state guidelines and COVID-19 safety protocols with locals and visitors alike. Tactics included blog posts, digital content, and social media.
- Support for the local business community became a core objective for our team this year. We created a series of local pride videos encouraging folks to stay safe, celebrating all the local businesses and experiences people were excited to get back to enjoying. Throughout the year, we also drafted coloring pages, inspirational blog posts, social media bingo cards, and contests to encourage support of local businesses.
- Partnered with local businesses and organizations to create three new marketing initiatives: Savor the Couve, the Holiday Brews Passport, and the Holiday Shopping Pass. These programs helped encourage support for local businesses that contribute to the tourism economy, and supported the tourism product that will be so important to welcoming visitors back in 2021.

DESTINATION PROMOTIONS

October marked the return of Visit Vancouver USA's popular dining month promotion, Dine the Couve. In light of COVID-19, the event expanded to takeout service and the price point increased to 3 for \$25. The website landing page hosting menus for the event attracted more than 31,000 total page views, one of the highest of the year. The new Holiday Shopping Pass garnered more than 800 downloads, and the Holiday Brews Passport saw more than 50 people visiting all 10 participating breweries, bringing in new customers during a historically slow season. Savor the Couve, created in partnership with the Greater Vancouver Chamber of Commerce and local restaurateurs, gave restaurants a needed winter boost and gave back to local charities simultaneously.

SOCIAL MEDIA

The Visit Vancouver USA social media fan base grew exponentially across multiple platforms in 2020. Our social media efforts have increased user engagement and have made over a million impressions on potential visitors. Share what you love about Vancouver USA by tagging your posts with #DiscoverVanUSA!

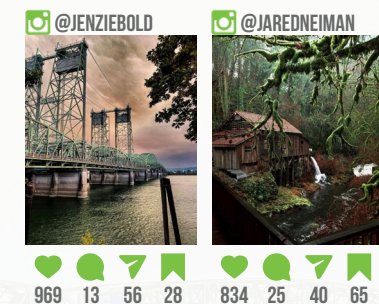
f 18,800+ FOLLOWERS
7% increase from 2019

t 5,400+ FOLLOWERS
9% increase from 2019

ig 13,700+ FOLLOWERS
57% increase from 2019

p 17.5K MONTHLY VIEWERS
New channel started 2019

TOP INSTAGRAM POSTS



969 13 56 28 834 25 40 65

MEDIA & PUBLIC RELATIONS

Visit Vancouver USA works regularly with travel writers to influence positive stories about the area. In 2020, Vancouver's creative business adaptations, along with our wine, dining, and outdoor scenes, continued to capture the attention of regional writers.

In 2020, Vancouver USA appeared in a variety of media outlets and print publications including:

- Hemispheres Magazine
- Eater PDX
- Sip Northwest
- Northwest Travel
- Willamette Week
- KPTV's More Good Day Oregon
- KATU Channel 2
- KOIN Channel 6
- KOMO-TV
- The Oregonian
- Meetings Today
- Portland Mercury
- New School Beer
- CNN
- National Public Radio
- Washington Tasting Room
- Washington State Visitors Guide
- New York Times
- BuzzFeed
- OnTrak Magazine

A LOOK AHEAD

The new year brings new hope to Vancouver USA, along with the rest of the nation. Approved vaccines light the path to the return of travel, tourism, and eventually meetings, sports, and events. At the same time, we must navigate the interim period before full recovery occurs.

While the industry has taken a hit, it shows rays of optimism as well. New boutiques, continued development on the waterfront, and an ever-expanding wine scene all hold promise for the future of the destination. Lodging options continue to expand, with long-anticipated waterfront hotels nearing completion, and a new hotel and expansion at ilani not far off on the horizon.

This year brought us a new appreciation for the local businesses that help make our community a great place to live, work, and visit, and Visit Vancouver USA will continue to look for ways to support and maintain these businesses. As recovery continues, our attention will return to marketing the destination outside the region, creating campaigns to attract overnight visitors.

We are also continuing our investment in the sports market, partnering with local organizations to make facility improvements, and continue to attract new and returning events to the area. And we continue to connect with meeting planners to secure future business that will help fuel expansion for years to come.

Our attention will also return to our brand refresh, and building a platform that can evolve to serve the visitors of today and tomorrow. We look forward to continuing to partner with the community to drive tourism that improves quality of life for all.

OFFICE & VISITOR CENTER

Visit Vancouver USA Business Development & Marketing Office

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Vancouver, Washington 98660
www.VisitVancouverUSA.com

Visitor Information Center

Operated by the National Park Service
1501 E Evergreen Blvd.
Vancouver, Washington 98661

