

VISIT **VANCOUVER**  
WASHINGTON



# 2024

**ANNUAL TOURISM REPORT**

*The official destination marketing organization*



## MESSAGE FROM THE PRESIDENT & BOARD CHAIR

Visit Vancouver WA (VWV) has accomplished a lot this year. The small but mighty Sales and Marketing teams of four and three (respectively) tackled many tasks with the common goal of bringing more visitors to Clark County, Washington.

Advertising campaigns continue to be diverse by channel and content as data capabilities and emerging trends constantly mix up the landscape of destination marketing and branding. Digital tracking campaigns that show direct hotel room nights booked and hotel revenue are gaining accuracy and value as a key strategy for industry professionals. However, hosting content creators, placing more traditional advertising, and upgrading destination imagery also continue to have its place as a smaller piece of the marketing pie.

Under the direction of a new Director of Sales, the Group Sales team ended the year with an increase in leads and total room nights from definite groups booked. Hosting the NAIA Cross Country Championship races in November was a city-wide effort that brought an estimated \$1.59M economic boost to the entire community, including hotels, restaurants, and attractions. On that note, we're formalizing a Sports Advisory Group comprised of local stakeholders to help us expand our sports connections and further realize our potential as a sports destination.

VWV completed a Destination Master Plan, outlining the next 10 years of framework to guide the tourism strategy in our city. We also finished a three-year organizational strategic plan that will direct us internally alongside our vision to make Vancouver the best place to live and visit in the Pacific Northwest by the year 2033.



CLIFF MYERS, PRESIDENT & CEO



RYAN HART, CHAIR OF THE BOARD

## BOARD OF DIRECTORS

Jordan Boldt  
Vancouver Farmers Market

Chris Harder\*  
City of Vancouver

Cliff Myers\*  
Visit Vancouver WA

Seidy Selivanow  
Kaflex Roasters

Karen Bowerman\*  
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Port of Vancouver USA

Alkesh Patel  
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Hampton Inn & Suites

Alison Hite  
InnVentures

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Sonesta ES Suites

Brady Wilkerson  
The Heathman Lodge

Terry Goldman  
AC Hotel Marriott

Mike McLeod\*  
Hilton Vancouver WA

Jenni Sandstrom  
WSU - Vancouver

\*Denotes Executive  
Committee Member

## ABOUT US

Visit Vancouver WA 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 WA's mission.



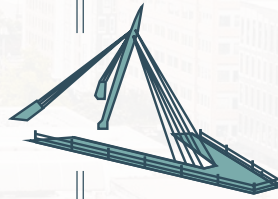
## THE IMPACT OF TOURISM

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



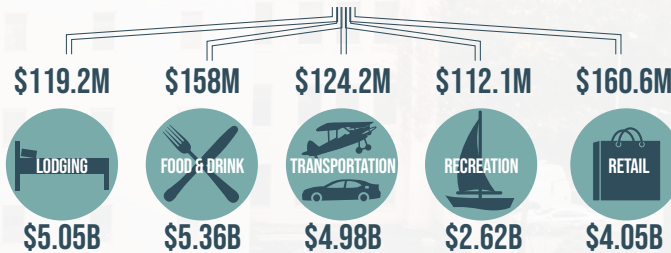
IN 2022, VISITORS TO CLARK COUNTY GENERATED A TOTAL ECONOMIC IMPACT OF **\$674.1 MILLION**

TAX REVENUE COLLECTED FROM CLARK COUNTY VISITORS IN 2022 TOTALED **\$95.7 MILLION** IN STATE & LOCAL TAXES



TOURISM IN CLARK COUNTY CREATED **\$329.9 MILLION** IN JOB EARNINGS

CLARK COUNTY 2022 DESTINATION SPENDING BY COMMODITY **\$674.1 MILLION**



LEARN MORE ABOUT US



**\$22.1 BILLION**

WASHINGTON STATE 2022 DESTINATION SPENDING BY COMMODITY

Data source: Tourism Economics

## FUNDING

Visit Vancouver WA 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 2023 were \$1,320,879.

In 2023, Visit Vancouver WA, also received \$700K from the City of Vancouver's lodging tax collections to support ongoing priorities outlined in the Destination Master Plan. Visit Vancouver WA, continues to act as liaison to the City's Lodging Tax Advisory Committee (LTAC) grant process.



## CONVENTION & GROUP BUSINESS

We built a powerful sales team in 2023 with a new Director and Manager, laying the foundation for sustained growth. Though lead volume remained just below pre-pandemic levels, room nights associated with leads surged 8% to 72,794. This was due in part to the recent openings of both AC Hotel by Marriott and Hotel Indigo at the Vancouver Waterfront.

During 2023, the team was able to secure 63 definite future events for Vancouver, which will consume over 18,500 hotel room nights in the market and generate an estimated total economic impact of nearly \$8.8 million.

Overall, 2023's sales performance was incredibly promising. With a reinforced team, rising room nights, and strategic adjustments, we're primed for continued success as we move forward.

### **Sports led the market with tournaments starting up again for summer and fall:**

- NAIA – 2023 Cross Country National Championships
- HoopSource
- Columbia Premier
- USTA Adult Tennis Competitions

### **Other notable 2023 conferences:**

- Washington State Recreation and Conservation Conference
- Washington Trust for Historic Preservation
- Faculty & Staff of Color for Higher Education
- Washington Public Ports Association

## WHAT CLIENTS ARE SAYING

**"THE EVENT IN VANCOUVER WAS FANTASTIC. IN FACT, IT WAS THE MOST SUCCESSFUL START OF OUR CHAMPIONSHIP SEASON THAT WE HAVE EVER HAD. THE PLAYERS THOROUGHLY ENJOYED THE LOCATION, AND I CANNOT EMPHASIZE ENOUGH HOW INVALUABLE THE RESOURCES YOU PROVIDED WERE TO THEM. OUR PARTNERSHIP WITH VISIT VANCOUVER IS GENUINELY APPRECIATED"**

– USTA

**"WE ARE SO APPRECIATIVE OF OUR RELATIONSHIP WITH VISIT VANCOUVER WA AND THE HISTORIC FORT VANCOUVER," STATED CCC COMMISSIONER ROBERT CASHILL. "THE 2023 CHAMPIONSHIP WAS CERTAINLY ONE OF THE BEST OF THE EIGHT WE HAVE HOSTED."**

– NAIA Cross Country

## COMPETITIVE OUTREACH & PROMOTIONS

The Group Sales team employs a variety of strategies to keep Vancouver competitive with other destinations, lobbying for the attention of key meeting planners. Additionally, we launched our Sports Advisory Committee with our first meeting in September to discuss important topics related to the development and promotion of sports events in the Vancouver, WA, area. The meeting yielded valuable insights and action items for further collaboration and improvement in the sports sector.

## LOOKING AHEAD

2024 is a year of refinement and collaboration between our sales team, the hotels, and our collective customers. We expect to increase unique lead generation from a very targeted outbound solicitation effort led by our sales team. This will include increased in-person sales calls to our top feeder markets like Olympia, Portland, and Seattle.



## TARGET MARKETS

The Group Sales team at Visit Vancouver WA 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



## TRADE ASSOCIATION MEMBERSHIPS

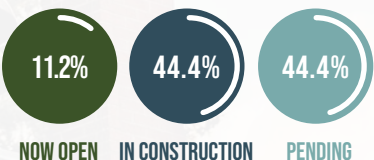
Visit Vancouver WA actively participates in a variety of associations for business development, marketing, and educational opportunities.

- Destinations International
- Destinations West
- Meeting Professionals International - Washington Chapter
- Sports ETA
- Pacific Northwest Society of Government Meeting Professionals
- Professional Convention Management Association
- State of Washington Tourism
- Travel Portland
- U.S. Travel Association
- Washington Society of Association Executives
- Washington State Destination Marketing Organizations

## HOTEL DEVELOPMENT

Visit Vancouver WA 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.

### 9 NEW HOTELS

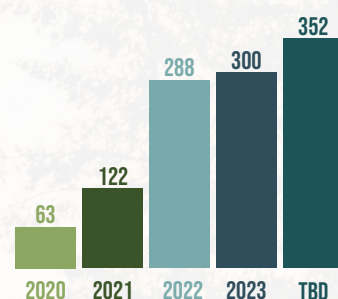


### MULTIPLE LOCATIONS



WATERFRONT  
CENTRAL VANCOUVER  
EAST VANCOUVER  
NORTH VANCOUVER  
SURROUNDING AREA

### 1,125 ROOMS





## MARKETING & COMMUNICATIONS

**DIGITAL TRACKING:** Targeted display ads helped influence consumer decisions to book hotel rooms in Vancouver, and tracking strategies monitored mobile devices in destination and in hotels. These five campaigns generated a total of almost 20K hotel room nights booked and more than \$3M in hotel revenue.

**CONTENT CREATORS:** VVW hosted 20 travel writers, content creators, and photographers in various capacities throughout 2023 to help tell Vancouver's story. The diverse group of creators included a mountain biker whose Instagram reel of a nearby trail garnered 885K views, Portland-based foodies to promote Dine the Couve, a fantastic photographer who expanded our media library for ongoing projects (including drone photos), and more.

**SPONSORED CONTENT:** Two sponsored articles in The Seattle Times generated 6.5M impressions, 10,448 total reads, 28-second engagement time, and 474 clicks on companion ads and outbound article links. The Seattle area continues to be our most valuable market to target for overnight visitors to hotels.

**TV/STREAMING:** While other digital strategies dominated our efforts this year, we did run TV and streaming commercials in the Salem/Eugene and Spokane markets that received 1.5M impressions. We also ran an OTT/CTV campaign that targeted competitive conference centers, earning 440K impressions with a 90.4% video completion rate. We promoted local summer events on the radio with local personality Danny Dwyer and tried running podcast ads for the first time.

**PRINT:** VVW has cut back on print ads in recent years. However, we did promote Vancouver in the Washington State Visitors' Guide, 2023 Road Map and Scenic Drives Guide, 1859 and 1889 Magazines, the Sports Planning Guide, Seattle's Child, PDX Uncovered, and AAA Via Magazine. Travel Planner ads in NW Travel and Life earned 350 travel magazine requests that we distributed.

**AIRPORT ADVERTISING:** While domestic travel has made a full comeback, we continued to advertise in the SEA and PDX Airports in order to reach those willing to travel for work and play. We had backlit signs in the two busiest concourses in PDX throughout July and advertised in the SEA Airport in Q1 and Q3 as part of the Tourism Spotlight Program.

## DESTINATION PROMOTIONS

Visit Vancouver WA worked with Bandwango to launch (or re-launch) four mobile-friendly passes to encourage destination interaction and experiences, as well as drive customers to local breweries and wineries. Each pass was incentivized during different months via check-in challenges and prize drawings.

October marked the return of Visit Vancouver WA's popular dining month promotion, Dine the Couve, with a record number of participating restaurants at 38 offering 3 for \$25 or \$35 menus. The pass had 3,474 downloads, with 371 passholders from four states making 744 check-ins throughout the month.

## ANNUAL TRAVEL MAGAZINE

- 85,000 copies distributed to convention groups, leisure travelers, area hotels, Puget Sound area ferries, and visitor points of interest along the I-5 corridor and international gateways.
- Showcasing Vancouver's diverse communities and encouraging sustainable travel were the primary content goals for this edition.





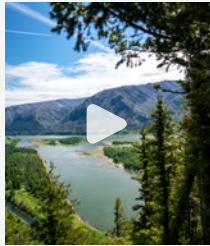
## THE COUVE IN THE NEWS

In 2023, Vancouver WA appeared in a variety of media outlets and print publications including:

- 1889: Washington's Magazine
- AAA Washington
- The Daily News
- Eater PDX
- Great Northwest Wine
- KATU Channel 2
- KGW Channel 8
- KING-TV
- KIRO-TV
- KOIN Channel 6
- KPTV Channel 12
- KXL News Radio
- Livability
- New School Beer
- Only In Your State
- OPB Channel 10
- The Oregonian / Oregon Live
- Oregon Wine Press
- Outdoors NW
- Outdoor Wire (USA Today)
- Portland Business Journal
- Portland Monthly
- The Seattle Times
- Sip Northwest
- Spokesman-Review
- The Travel Vertical
- Tri-City Herald
- Vancouver Business Journal
- Washington Beer Blog
- Willamette Week

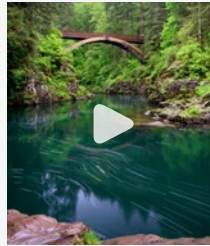
## SOCIAL MEDIA

The Visit Vancouver WA social media fan base grew exponentially across multiple platforms in 2023. Our social media efforts have increased user engagement and have made well over a million impressions on potential visitors.



**352,179 ACCOUNTS REACHED**

18,856 185 8,815 8,240



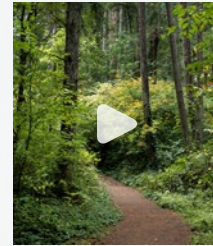
**91,513 ACCOUNTS REACHED**

3,472 58 1,097 668



**70,199 ACCOUNTS REACHED**

2,136 54 1,860 628



**61,105 ACCOUNTS REACHED**

3,477 110 1,319 530

**+1K NET FOLLOWERS**  
3% INCREASE FROM 2022

**+2.2K NET FOLLOWERS**  
161% INCREASE FROM 2022

**+8.4K NET FOLLOWERS**  
42% INCREASE FROM 2022

## MEDIA & PUBLIC RELATIONS

Visit Vancouver WA works regularly with travel writers to influence positive stories about the area. In 2023, the Vancouver Waterfront continued to receive attention from publications like Willamette Week, Oregon Wine Press, and AAA Washington's blog, touting the development for its innovative design and restaurant openings. USA Today's Outdoor Wire named Vancouver one of the top 23 places in the United States to see cherry blossom trees, and different attractions gained several mentions in the Official Washington State Visitors' Guide. OPB and Portland TV news stations featured Vancouver's newly opened inclusive playgrounds, and Eater PDX covered 11 of Clark County's family-friendly eateries.



## A LOOK AHEAD

We have a collective vision: To make Vancouver the best place to live and visit in the Pacific Northwest. We're on a mission to develop experiential infrastructure, engage locals, enhance access for everyone, strengthen outdoor recreation opportunities for all, and articulate our brand promise. But we can't do it on our own. Our community partners motivate us and work alongside us with projects like Main Street Promise, Waterfront Gateway, Fourth Plain Community Commons, and Port of Vancouver's revitalization at Terminal 1.

In the year ahead, we look to celebrate the unique people and cultures of Vancouver that make our city one-of-a-kind. We look to strengthen our destination for sporting opportunities, and we look to provide experiences that connect our community to those visiting.

Together, we are bolstering the backbone of our region—maintaining its magic while moving forward to reach our goals.

## OFFICE & VISITOR CENTER

### VISIT VANCOUVER WA BUSINESS OFFICE

1220 Main Street, Suite 220  
Vancouver, WA 98660  
[www.VisitVancouverWA.com](http://www.VisitVancouverWA.com)

### VISITOR INFORMATION CENTER

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

## VISIT VANCOUVER WA STAFF

### OPERATIONS & ADMINISTRATION

Cliff Myers  
President & CEO

Debra Ingram-Payne II  
Office Administrator/Manager

### MARKETING & COMMUNICATIONS

Erica Lindemann  
Director of Marketing

Taylor Pulsipher  
Art Director

Shara Howard  
Communications Coordinator

Cloë Carlson  
Marketing Intern

### GROUP SALES

Tanya Minor  
Director of Sales

Laura Yocabel-Dibble  
Group Sales Manager

Delaney Mainka  
Group Sales Manager

