

THE VANCOUVER
WASHINGTON 



2025

ANNUAL TOURISM REPORT

The official destination marketing organization

MESSAGE FROM THE PRESIDENT & BOARD CHAIR

Between targeted direct booking marketing campaigns and a motivated Sales team bringing in new and returning groups to Vancouver, Visit Vancouver WA (VWV) is confident in claiming that we booked more than 62,000 short- and long-term hotel rooms in 2024. This number is unprecedented and speaks to the strategic progress our office has made in the last few years to bring the destination to the forefront of potential leisure travelers, meeting planners, and sports groups.

While booking hotel rooms directly fulfills our mission and ultimate goal as an organization, it's a small portion of the encompassing work that flows through our office. Between brand awareness and destination development, meeting services support, and a commitment to DEI and accessibility efforts, VWV is dedicated to the vision of making Vancouver the best place to live and visit in the Pacific Northwest. We are proud to say, "This is our Vancouver."



CLIFF MYERS, PRESIDENT & CEO



RYAN HART, BOARD CHAIR

BOARD OF DIRECTORS

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Vancouver Farmers Market

Terry Goldman
AC Hotel Marriott

Alkesh Patel
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The Heathman Lodge

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.

FUNDING

Visit Vancouver WA is primarily 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 2024 were approximately \$1.3M. In 2024, 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.

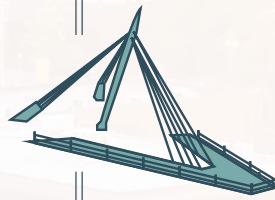
THE IMPACT OF TOURISM

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



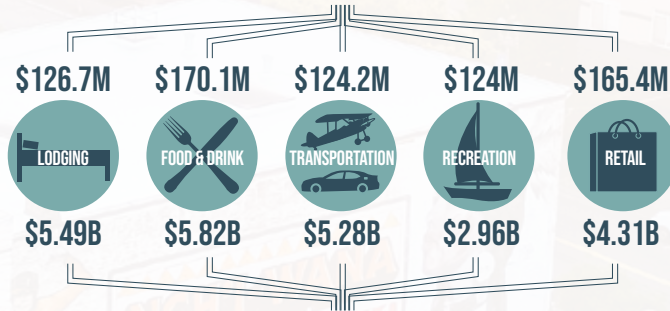
IN 2023, VISITORS TO CLARK COUNTY GENERATED A TOTAL ECONOMIC IMPACT OF \$710.5 MILLION

TAX REVENUE COLLECTED FROM CLARK COUNTY VISITORS IN 2023 TOTALED \$99.5 MILLION IN STATE & LOCAL TAXES



TOURISM IN CLARK COUNTY CREATED \$346.3 MILLION IN JOB EARNINGS

CLARK COUNTY 2023 DESTINATION SPENDING BY COMMODITY \$710.5 MILLION



\$23.8 BILLION

WASHINGTON STATE 2023 DESTINATION SPENDING BY COMMODITY

Data source: Tourism Economics



LEARN MORE ABOUT US

HOTEL DEVELOPMENT

VVW 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.

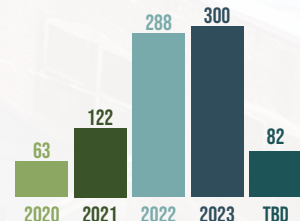
9 NEW HOTELS



11%
IN CONSTRUCTION

89%
PENDING

855 ROOMS



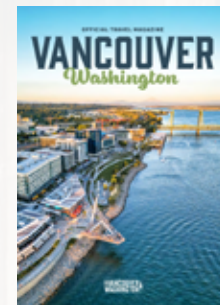
MARKETING & COMMUNICATIONS

- Eight direct booking campaigns influenced people in our top drive and fly markets to book an estimated 41K room nights, generating more than \$6M in hotel revenue.
- Being able to participate in 1:1 matching co-ops with State of WA Tourism greatly impacts our successful ROI and “always on” capacity, specifically with Expedia.
- Through an incremental lift analysis of our Fly Market campaign with Datafy, it was calculated that people who saw our ad in these markets were 2.4 times more likely to be tracked in our destination than if they did not see our ad.
- We can see that these campaigns spread the love to all our hotels, from our budget-friendly Econo Lodge and Motel 6 to our waterfront and primary properties.
- Performance display ads served in Seattle, Tri-Cities, Salem, and Spokane generated 102K clicks to our website, where potential visitors can find events, blog posts, itineraries, and more.
- We hired a local company to produce Community Profile videos to highlight what makes Vancouver so special—the people! We have released videos about the LGBTQIA+, disabled, Latino, and Native American communities, and are planning two more in 2025.



DESTINATION PROMOTIONS

- Six mobile-friendly passes to encourage destination interaction and experiences, as well as drive customers to local breweries and wineries.
- Dine the Couve, our annual dining month, had a record number of participating restaurants, as well as pass downloads (4,388) and check-ins (1,047).
- 75K Travel Magazines and 4,500 Downtown Walking Maps were printed and distributed.

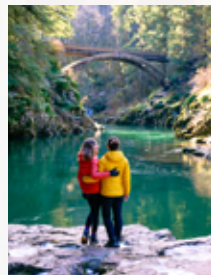


MEDIA & PUBLIC RELATIONS

TOP PAID COLLABORATION INSTAGRAM POSTS:



542,128 ACCOUNTS REACHED
 723K 18K 565 20K 3.2K



193,058 ACCOUNTS REACHED
 266K 8.5K 370 6K 4.9K



147,595 ACCOUNTS REACHED
 204K 6.1K 161 6.4K 2.1K



51,287 ACCOUNTS REACHED
 75.8K 2.6K 46 808 1.1K

+1K NET FOLLOWERS
 26% INCREASE FROM 2023

+2.4K NET FOLLOWERS
 152.39% INCREASE FROM 2023

+7K NET FOLLOWERS
 24.9% INCREASE FROM 2023

CONVENTION & GROUP BUSINESS

The Sales team is fully staffed with two new Group Sales Managers added in 2024, a Destination Sales & Services Coordinator, and Laura Yocabel-Dibble taking the helm as Director.

Notable 2024 Conference:

- Association of WA Cities
- WA State Council of Firefighters
- Society for Experimental Mechanics
- WA State Association of Counties
- WA Recreation and Park Association
- Life is Good/Unschooling Home Conference



Top Sports Organizations in 2024:

- HoopSource
- Columbia Premier Soccer
- United States Tennis Association PNW

74 SECURED
DEFINITE
EVENTS ✓

\$9.8M \$\$\$\$\$\$
ECONOMIC
IMPACT

OVER **21K** ROOM
NIGHTS

20% LEAD GROWTH
OVER 2023 ↑

COMPETITIVE OUTREACH & PROMOTIONS

Group Sales has strategically placed Vancouver in competitive markets where small destinations are highlighted, allowing our sales team to have one-on-one appointments with planners and engaging in conversations around sports that fit our sought-after destination. By offering quarterly booking incentives and making efforts to meet face-to-face with planners in our backyard, the team is able to market our growing destination and connect on a more personal level. Joining forces with Sport Oregon and PlayEasy, along with continued efforts with our Sports Commission meetings, is allowing the Vancouver sports scene to grow within our boundaries.

TRADE ASSOCIATION MEMBERSHIPS

VVW, actively participates in a variety of associations for business development, marketing, and educational opportunities. A few of them include:

- Destinations International
- Destinations West
- MPI – WA and OR Chapters
- Sports ETA
- Sport Oregon
- Professional Convention Management Association
- State of Washington Tourism
- WA State Association of Executives
- WA State Destination Marketing Organizations

A LOOK AHEAD

Much of what VVW accomplished this year was guided by long term strategic plans originally formalized in 2023. Vancouver's Destination Master Plan for 2023-2033 includes 26 targeted initiatives within five strategic goal areas. In conjunction with the stakeholder community, each year VVW prioritizes a portion of the overall plan to execute.

As part of this work, in 2024 VVW advocated for infrastructure projects, conducted market-specific economic analysis, initiated new local and regional partnerships, explored future funding opportunities, engaged research projects, and developed outdoor recreation itineraries showcasing local possibilities to enhance the local visitor experience.

In 2025 and the years to come, VVW will continue efforts to complete these long-term goals and initiatives. Articulating Vancouver's destination brand promise is the fifth goal area that will be prioritized and completed with the stakeholder community in the future.

DESTINATION MASTER PLAN/2025 PRIORITIES

GOAL 1 - DEVELOP VANCOUVER'S EXPERIENTIAL INFRASTRUCTURE:

- Develop accessible multicultural events and festivals
- Partner with local authorities to support safety, security, and accessibility measures
- Encourage sustainable experiences/events
- Increase funding for Visit Vancouver WA

GOAL 2 - ENGAGE LOCALS:

- Ensure inclusive/representative content
- Implement communication strategies for value and contribution of tourism
- Develop program to empower front line hospitality employees to increase their knowledge of the visitor economy
- Expand local-focused programs like Dine the Couve

GOAL 3 - ENHANCE ACCESS, MOBILITY, AND EASE OF MOVEMENT FOR PEOPLE OF ALL ABILITIES :

- Collaborate on wayfinding strategies during and after construction projects

GOAL 4 - STRENGTHEN OUTDOOR RECREATION TOURISM OPPORTUNITIES TO CONNECT ALL PEOPLE WITH THE OUTDOORS :

- Collaborate with regional organizations driving the visitor economy
- Increase awareness of local outdoor recreation opportunities
- Develop recreation itineraries to show visitors what's possible in Vancouver's outdoors

OFFICE & VISITOR CENTER

VISIT VANCOUVER WA BUSINESS OFFICE

1220 Main Street, Suite 220
Vancouver, WA 98660
VisitVancouverWA.com

FORT VANCOUVER VISITOR CENTER

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

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Sales & Services Coordinator



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