

VISIT
VANCOUVER
WASHINGTON 



2026

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 conferences and sports events to Vancouver, Visit Vancouver WA (VVW) was directly responsible for booking more than 59,000 short- and long-term hotel rooms in 2025.

But Visit Vancouver WA is so much more.

Our team offers destination services to visitors, our website is a hub of resources for events and community initiatives, we share useful data to organizations interested in where our visitors are coming from, we help shape Vancouver's unique narrative to the media, we share local business stories on our growing social media pages, and we connect our stakeholders in meaningful ways.

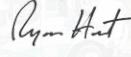
VVW is passionate about bringing Vancouver forward as the best place to live and visit in the Pacific Northwest by connecting visitors with Southwest Washington's amazing culture and experiences, and impacting the economic vitality of the place we call home.



CLIFF MYERS, PRESIDENT & CEO



RYAN HART, BOARD CHAIR



BOARD OF DIRECTORS

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Vancouver Farmers Market

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P4 Hospitality
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Visit Vancouver WA
Secretary

Cliff Myers
Visit Vancouver WA

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 a non-profit 501 (c) 6 destination management organization 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 2025 were approximately \$1.268M. In 2025, Visit Vancouver WA also received \$1M from the City of Vancouver's lodging tax collections to support ongoing priorities outlined in the Destination Master Plan.

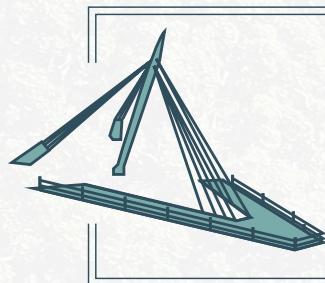
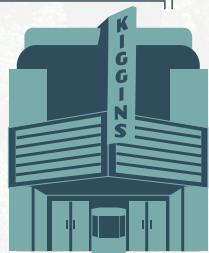
THE IMPACT OF TOURISM

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



IN 2024, VISITORS TO CLARK COUNTY GENERATED A TOTAL ECONOMIC IMPACT OF **\$743.6 MILLION**

TAX REVENUE COLLECTED FROM CLARK COUNTY VISITORS IN 2024 TOTLED **\$104 MILLION** IN STATE & LOCAL TAXES



TOURISM IN CLARK COUNTY CREATED **\$357.5 MILLION** IN JOB EARNINGS

CLARK COUNTY 2024 DESTINATION SPENDING BY COMMODITY
\$743.6 MILLION



\$25.1 BILLION

WASHINGTON STATE 2024 DESTINATION SPENDING BY COMMODITY

Data source: Tourism Economics



LEARN MORE ABOUT US

MARKETING & COMMUNICATIONS

- Six direct booking campaigns influenced people in our top drive and fly markets to book an estimated 41K room nights, generating more than \$5M in hotel revenue.
- Performance display ads served in Seattle and Los Angeles generated 80K clicks to our website, where potential visitors can find events, blog posts, itineraries, and more.
- In partnership with a local agency, Harter Creative, we produced six videos in 2025. The AAPI and Black community videos finished a series started in 2024, with "My Vancouver" wrapping up all six community videos into one destination showcase. We also created a sports reel for the Sales team, a Dine the Couve ad for social media, and a soccer-focused ad for the upcoming tournament.



DESTINATION PROMOTIONS

- Seven mobile-friendly passes to encourage destination interaction and experiences, as well as drive customers to local business and events.
 - 6,159 sign-ups & 867 passholders with redemptions
 - 1,364 check-ins and redemptions made
 - 3 passes had check-ins from 8 states, and 3 passes had check-ins from 26-29 cities.
 - Redeemed 48 prizes, including gift cards to local businesses, Brewcouver sweatshirts, wine stoppers, and a \$1K Spend It Local gift certificate.
- More than 2K Travel Magazines were mailed/delivered from our office, and 58K distributed by Certified Folder in Tacoma/Olympia, Vancouver hotels and attractions, South Sound ferries (summer only), Multnomah Falls, Oregon welcome centers, and Portland (including the Travel Portland Visitor Center).



MEDIA & PUBLIC RELATIONS

- Paid social media ads on Meta (FB & IG), Pinterest, and TikTok received nearly 8M impressions and 80,600 link clicks.
- Worked with 15 content creators, photographers, and travel writers in a variety of capacities



34K FOLLOWERS
45% GROWTH



11.8K FOLLOWERS
65% GROWTH



40.8K FOLLOWERS
15% GROWTH



VVV CONTENT CREATOR PROGRAM

Launched in 2025, the Visit Vancouver WA Content Creator Program partnered with six local creators to produce 35 short-form videos focused on authentic, community-driven storytelling.

- 744,620 total video views (Instagram)
- 505,554 total interactions (Instagram)
- 68% engagement rate (Instagram)

Content showcased local parks, neighboring towns, history, seasonal events, and visitor experiences, delivering high engagement and consistent destination coverage throughout the year.

TOP PAID COLLABORATION INSTAGRAM POSTS:



@VINEYARDSANDVOYAGES
249K VIEWS, 22.9 REACH,
11K INTERACTIONS



@GWYNANDAMI
155K VIEWS, 45.7K REACH,
6.7K INTERACTIONS



@KID.FRIENDLY.PDX
73.9K VIEWS, 52.7K REACH,
5.6K INTERACTIONS



@WANDER.WITH.VANESSA
45.8K VIEWS, 35.2K REACH,
4.1K INTERACTIONS

VISITOR TRENDS

- Looking at the results of our Datafy Drive and Fly Market ad campaigns, the cities that spent the most amount of visitor days in our lodging properties were:
 - Drive: Seattle, Eugene, Tacoma, Salem, Olympia, and Spokane
 - Fly: Phoenix, Los Angeles, San Jose, Mesa, Denver, and Anaheim
- Analyzing Expedia data showed us that the average search window for those searching Vancouver was 28 days and the average booking window was 18 days. June through September is peak travel season for the region with travelers actively searching for inspiration February through September.

CONVENTION & GROUP BUSINESS

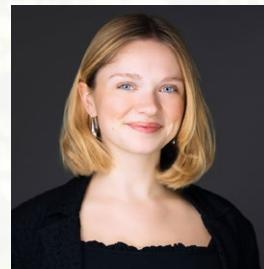
Notable 2025 Conferences:

- Pacific Seafood
- WA State Association of Counties
- WA State Labor Council
- WA State Council of Firefighters
- WA Finance Officers Association
- Association of WA Cities



Top Sports Organizations in 2025:

- HoopSource
- Columbia Premier Soccer Club
- Ridgefield Raptors
- Boss Baseball
- USA Prime Northwest
- Walla Walla Sweets Baseball



104 SECURED DEFINITE EVENTS ✓ **\$13M \$\$\$\$\$\$ ECONOMIC IMPACT**

OVER 18K ROOM NIGHTS

15% LEAD GROWTH  **OVER 2024**

COMPETITIVE OUTREACH & PROMOTIONS

The Sales Team at VVW made more intentional sales calls and honed in on conferences with planners who were aware of the Vancouver market and its opportunities. This allowed the team to have more meaningful one-on-one appointments with planners seeking smaller markets and engaging in conversations to bring planners individually to the destination to showcase all that our city offers. The team was able to strategically prospect after organizations with conferences that fit Vancouver's space.

The addition of PlayEasy as a sports lead generator increased the opportunities and potential for event organizers of more unique sports to learn about Vancouver. The sports scene continues to be developed amongst our facility partners, our sports advisory group, and event organizers. The team was able to host two familiarization tours—one at the beginning of the year with over 15 meeting planners and a more intentional Corporate-focused one in November. These allowed exposure of the downtown and Fort Vancouver areas, and opportunities for group and incentive business.

TRADE ASSOCIATION MEMBERSHIPS

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



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 2025 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 2026 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/2026 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



VISIT VANCOUVER WA STAFF

MARKETING & COMMUNICATIONS

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Art Director

Shara Burton
Communications Manager

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President & CEO

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GROUP SALES

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Director of Sales

Delaney Gonzales
Group Sales Manager

Shannon Krula
Group Sales Manager

Olivia Vanis
Sales & Services Coordinator

