

For Immediate Release

Contact: Angie Riley

angie@snohomish.org | 425-348-5802 ext. 108



Snohomish County Tourism Bureau welcomes visitors to Seattle NorthCountry

New tourism and destination brand exemplifies 'True PNW'

August 15, 2018 – Snohomish, WA – Snohomish County Tourism Bureau has unveiled their new tourism and destination brand, Seattle NorthCountry, positioning Snohomish County as a region just north of Seattle, where visitors can experience everything they've heard about the Pacific Northwest—including easy day trips to Seattle attractions.

Seattle NorthCountry's goal is to build on Seattle's growing popularity as a tourism destination, attracting visitors who are interested in Seattle, but would prefer to stay outside of the city and enjoy the open spaces and beautiful natural landscapes the Pacific Northwest offers. Additionally, Snohomish County is more affordable—hotel prices are on average 47% less than Seattle.

"Following years of research showing that the majority of people visiting Snohomish County are traveling to Seattle, creating a destination that connects itself to Seattle geographically was vital," said Amy Spain, Executive Director of Snohomish County Tourism Bureau.

Seattle NorthCountry will highlight the region's world-class outdoor adventure opportunities, arts and culture, aviation attractions, dining options and more.

Though the goal is to increase overnight stays and tourism revenue, ultimately the aim is to create a sustainable tourism program that protects and even improves Snohomish County's valuable natural resources and high quality of life.

"Very few areas offer the diversity for visitors that Snohomish County offers," says Spain. "From the abundance of outdoor recreation to urban downtowns and waterfronts in the coastal communities, Snohomish County is truly one-of-a-kind."

About Snohomish County's Tourism Industry

The Washington State County Travel Impacts & Visitor Volume report for 1991-2017 found that direct visitor spending in Snohomish County topped \$1.11 billion in 2017, a year-over-year increase of 6.2 percent. When paired with outdoor recreation, tourism is Snohomish County's second largest industry and direct tourism-related jobs employ 10,910 people in the county, contributing \$307.5 million in payroll, \$22.8 million in local taxes and \$58.2 million in state taxes.

RESOURCES

Marketing Kit: snohomish.org/marketing-kit

SEATTLE NORTHCOUNTRY

Website: <http://SeattleNorthCountry.com>

Facebook: <https://www.facebook.com/SeattleNorthCountry>

Twitter: <https://twitter.com/SeaNorthCountry>

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Phone Number: 425.348.5802

E-mail: visitor@snohomish.org