

Snohomish County Tourism Alliance

Sustainable Tourism Principals create a tourism ethos that...

- Is *integrated with our local communities* in a way that is respectful of our diverse heritage and culture;
- Provides visitors with *authentic, place-based, educational experiences* that leave them feeling enriched and inspired;
- Creates *lasting financial and social benefits* for local residents, businesses, and communities across our County;
- Is supported by public policies *with organizational support and funding*; and,
- Maintains, or contributes to, the *health and vibrancy of our natural environment*.

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Sustainable Tourism Principals create a tourism ethos that...

Is *integrated with our local communities* in a way that is respectful of our diverse heritage and culture;

- Celebrating experiential visitor regions and highlighting them as distinct places with meaningful activities
- Recognizing the shared opportunities and shared challenges of regional partners
- Making room for local efforts within each region, and connecting these county-wide
- Offering quarterly meetings to bring the industry, communities and partners together to continue collaboration
- Information sharing and using the SCTB staff as advisors

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Provides visitors with *authentic, place-based, educational experiences* that leave them feeling enriched and inspired

- Highlighting opportunities to educate visitors with experiences they take home
- Re-evaluating small and simple things that already matter and exist now, and helping visitors connect with them
- Asking visitors to care for the places we care about, and asking them to care for these places as we do
- Using marketing messages to inform and inspire positive and responsible behavior

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Creates *lasting financial and social benefits* for local residents, businesses, and communities across our County

- Being mindful to match visitors with what is offered here
- Fostering wide investment choices in quality experiences – holding out for what's best, not what's fast and easy
- Looking at Air B&B through Air DNA to understand its impacts
- Using SCPRT and SCTB staff as advisors to help your community participate in regional efforts

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Is supported by public policies *with organizational support and funding*

- Ensuring tourism efforts are working with and are connected to broader community interests
- Joining forces with partners to fill gaps
- Using all available resources of county-led efforts for regional and local benefit
- Learning about local and county lodging taxes and how they work together

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Sustainable Tourism Principals create a tourism ethos that...

Maintains, or contributes to, the *health and vibrancy of our natural environment*.

- Learning about environmental impacts of visitors, together
- Protecting and advocating for the health of fragile areas
- Understanding infrastructure needs and working together for funding to support those needs
- Shared learning about who is coming, where they go and working together to manage impacts through planning and analysis
- Using data to plan and understand the tourism ecosystem, and how to sustainably support growth