

TRANSPORTATION AND THE ECONOMIC IMPACT ON WENATCHEE VALLEY TOURISM



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THINK BACK TO THE LAST VACATION YOU TOOK. HOW DID YOU GET THERE? DID YOU DRIVE A CAR? FLY ON A PLANE? MAYBE YOU TOOK A RIDE ON A TRAIN.

- Transportation is critical for the tourism industry. If there isn't a way to get to the destination, people are simply not going!
- Transportation is an important component of the tourism and recreation sector and plays a major role in the ability to attract new and returning visitors.
- Transportation effects the ability to connect our travelers with goods, services and experiences.



“ YOU CAN'T UNDERSTAND A
CITY WITHOUT USING ITS
PUBLIC TRANSPORTATION
SYSTEM. ”

— EROL OZAN



- Wenatchee Valley will house 1,881 hotel/motel rooms by the end of 2021.
- The Valley has over 100,000 square feet of meeting and event space
- Over 55,000 square feet of trade show or arena style sporting event space.
- Most convention, sporting and group travel will only look at locations within a two hour drive of an international airport.

OUR TRANSPORTATION STRENGTHS IN TOURISM

- Electric Vehicles can travel all of North Central Washington with access to adequate charging stations.
- Link Transit offers "All-Electric" transit, and **free** rides to all passengers.
- Wenatchee Valley Shuttle provides service to and from SEA-TAC and Pangborn Airport.
- Department of Transportation keeps roads plowed and accessible
- We have good year round mountain passes vs. areas up north like Winthrop with seasonal closures.



OUR TRANSPORTATION WEAKNESSES IN TOURISM

- Limited Train Schedule
- Limited Motorcoach Schedule
- Limited Airline Schedule
- Airfare Cost is not competitive
- Lack of Bike Infrastructure
- Lack of creativity to drive tourism and collaboration among our communities





OUR ECONOMIC OPPORTUNITIES

- Promoting our valley as a HUB and SPOKE location with access to regional day trips off of 97 and Highway 2
- Workforce Transportation
- Livable Wage Jobs
- Generating additional revenue through conventions, sporting events and group travel
- Reduced traffic at popular trailhead's
- Growth and sustainability to many rural communities

TOURISM, FREIGHT, AND
RESOURCE INDUSTRIES SUCH
AS FORESTRY AND
MINING SOMETIMES COMPETE
FOR HIGHWAYS, RAILWAYS,
AND AIRWAYS.

IT'S IMPORTANT FOR
GOVERNMENTS TO ENGAGE
WITH VARIOUS STAKEHOLDERS
AND ATTEMPT TO JUGGLE
VARIOUS ECONOMIC
PRIORITIES — AND FOR
TOURISM TO BE AT THE TABLE
DURING THESE DISCUSSIONS.

