



# Destination Management and Sustainable Tourism in Snohomish County

As tourism efforts transition from more of a focus on marketing to a strong balance between marketing and management, the DMO will foster and support:

- » Ongoing coordination and collaboration among countywide tourism partners and interests, acting —as a central hub and umbrella management organization.
- » Sustainable tourism and the implementation of environmentally-friendly practices which support Snohomish County’s climate economy;
- » Economic vitality and resiliency;
- » Partnerships, inclusivity, and workforce development; and
- » Protecting and enhancing the quality of life for Snohomish County residents.

Tourism is a major economic driver in Washington State and Snohomish County. According to Tourism Economics:

- » Visitors travelling to Washington State in 2022 spent \$22.1 billion and generated \$3.1 billion in state and local taxes—equal to \$793 in state and local tax savings for every household in Washington.
- » Washington State visitation accounted for 221,394 jobs including indirect and induced benefits; 4.9 percent of all jobs in the state.
- » Visitors travelling to Snohomish County in 2022 spent \$1.45 billion and generated \$504 in tax savings for every household in the county.
- » Snohomish County visitation accounted for 15,105 total jobs and; 5 percent of all employment in the county.

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Snohomish County's Climate Economy Initiative...  
*focuses on generating new jobs and investments in  
environmentally responsible and sustainable sectors.*

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# Sustainable Tourism in Snohomish County

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As part of the revised Strategic Tourism Plan, Snohomish County will implement a "triple bottom line" approach that balances social and cultural values, environmental sustainability, and economic development. The triple bottom line philosophy considers the integral relationship of people, planet, and prosperity in decisions that impact tourism. See Figure 1.1. This approach will be critical for the future success of tourism across the county, offering multiple benefits:

- » Supporting the quality of life of Snohomish County residents and creating memorable experiences for visitors.
- » Promoting sustainable tourism initiatives that are environmentally friendly.
- » Contributing to the economic vitality of the county and region.

**FIGURE 1.1**

**The Triple Bottom Line**

