



Establishing a Tourism Promotion Area for Lewis County: A New Path to Growing Local Tourism

As a program under the Economic Alliance of Lewis County, Discover Lewis County is excited to share its efforts to establish a **Tourism Promotion Area (TPA)** in Lewis County—a powerful funding source that will significantly boost local tourism funding and strengthen our economy. A TPA enables lodging businesses to pool resources through a small per-night fee, charged to visitors, generating dedicated funding for marketing, visitor outreach, and tourism development.

This proven model is already in place across most of Washington, where destination marketing organizations utilize it to support local businesses, expand tourism infrastructure, and enhance the visitor experience. This funding would create a new revenue source for supporting tourism industry businesses—filling a critical gap not covered by lodging tax dollars. Now is the time for Lewis County to consider the benefits of this funding model.

What Is a Tourism Promotion Area (TPA)?

Funding Source

A TPA offers a sustainable, diversified funding source for tourism by collecting a small fee from overnight stays. Many of the Washington counties already use TPAs to support tourism, and with Lewis County's limited budget, this is a key opportunity to generate dedicated funds and strengthen our tourism industry..

A TPA is Not a Tax

A TPA is not a tax on small businesses—it's a \$2 fee collected from overnight guests and is not charged to business owners. Funding goes straight into strategic actions that strengthen and energize our tourism economy. It's a collaborative investment in community-wide economic growth, without adding costs to local businesses.

Who Collects the Funds?

The TPA fee applies to lodging businesses with 40 or more units. Participation is optional for smaller properties, such as vacation rentals or small motels. In Lewis County, lodging properties over 40 units include only large campgrounds. This proposed TPA applies to lodging in unincorporated Lewis County.

Why Tourism, Why Today?

+204%

Increase in Lodging Tax Collections

Since 2019, lodging tax revenue in unincorporated Lewis County has more than doubled, rising from \$564,000 in 2019 to \$1,153,700 in 2024.

+5.8%

Increase in Local Tourism Growth

Visitor increase in Lewis County last year

+4%

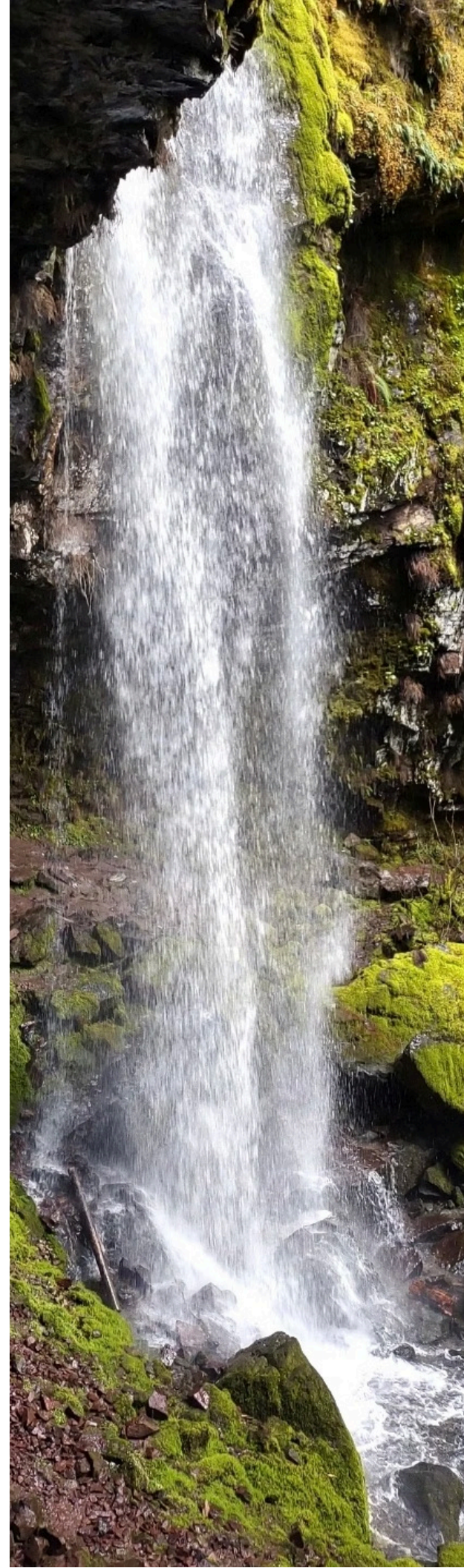
Increase in Regional Tourism Growth

Tourism expansion in neighboring counties

The Time Is Now!

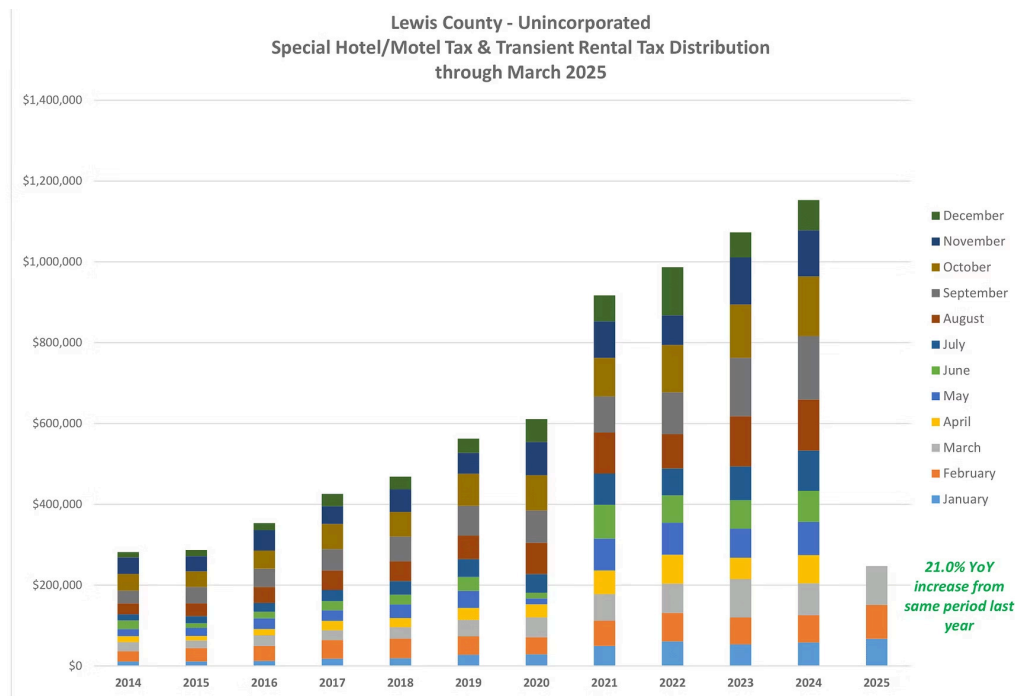
The tourism industry is growing rapidly, and it's essential that we meet the needs of visitors and protect our communities from the impacts of overcrowding. TPA funding can help us manage this growth responsibly—supporting infrastructure, planning, and visitor education to ensure tourism remains a benefit, and not a burden.

As the official Destination Marketing Organization (DMO) for Lewis County, we are focused on building a vibrant tourism industry that not only enhances the visitor experience but also supports and protects the communities they explore.



Support Growth with Purpose

Tourism is growing—let's drive this growth with purpose and direction.



Distributions are received from DOR two months after collections (i.e., August collections are distributed in October).

C:\Users\NJHudson\Desktop\2014-2025 Stacked Chart (Hotel-Motel) March

It's time to support strategic growth for tourism

Discover Lewis County is currently funded solely by Lewis County lodging tax, which is limited by law in how it can be used. Adding a new TPA revenue stream would expand our capacity—allowing us to invest in strategic initiatives, launch new programs, and attract more visitors to drive revenue for local businesses.

Promote Shoulder Seasons

Help local economies thrive year-round, not just in peak seasons

Funding for Tourism Infrastructure

Ensure safe, seamless, and enjoyable visitor experiences



Offer Small Business Grants

Offer small business grant programs to support local tourism businesses

Strengthen Tourism Edge

Enhance capacity to attract visitors and outperform competing destinations