



**Skagit County Tourism Promotion Area
Advisory Board Meeting
April 16, 2025 – 1:30pm
Zoom Meeting**

Meeting Called to Order at approximately 1:30pm

Approval of January Minutes

Skagit Tourism Bureau Update for CEO Keltz

- Canadian Visitor Update
 - The month of February Canadian visitors border crossings were down – exchange rate and travel boycott
 - It is challenging to track visitor numbers
 - We will continue to monitor
- Sports Commission
 - Cody Hurd was hired as the Sports Development Manager. He has been assembling a database of all the sports facilities in the County, meeting with schools and parks staff to introduce himself and gather information.
 - Joined the Sports ETA
 - In May, USA Ultimate tournament will be held in Burlington with an estimated attendance of 5,000
 - FIFA World Cup – there will be a FIFA meeting April 28 and another meeting May 28, hope to gain more information at these meetings. Estimated attendance numbers are going up and down
- Marketing/Advertising Update
 - Kristen shared the new website was launched – www.visitskagitvalley.com
 - All DMO's have pulled back marketing efforts to Canada
 - Kristen provided updates on the new data provider
- Tour Operators Groups
 - The STB attended the Go West trade show meeting with over 40 tour operators both domestically and internationally. They also attended the International Inbound Travel Association conference meeting with several companies and attended education seminars on the group tour market. They are set to attend the IPW with the State of Washington Tourism office and plan to meet with over 60 operators.
- Wasington Filmworks – Location Scout Fam Tour
 - Skagit Tourism Bureau is realigning the itinerary for the new dates and will look forward to hosting up to 10 location manager throughout Skagit County.
- SWT Grants/Funding
 - Successful award of second data grant/marketing and production grant

- TPA Collections/SRT Reporting
 - Collections were up in January, but down in February and March
- Upcoming Events were discussed: Tulip Festival, First Annual Skagit Valley Tourism Summit was scheduled for May 15th at the Mount Vernon Library Commons