



# Where are we today?

## Taking a snapshot of your community

In this phase you will carry out an assessment of the resources your community has. In addition to some of the obvious resources for nature tourism - public parks, hiking trails, bed and breakfasts, etc. – we will ask you to consider some other components of your community, such as your human and cultural resources, as well as thinking about things you may not have considered as tourist attractions – like abandoned railroad tracks or sewage lagoons! Following the steps below as completely as possible will make each additional step easier. Use the links from the “Assess Your Raw Materials” page to help you. If you get totally stuck, consult our “Resources” page or contact us.

**Step 1. Form a Team.** For nature tourism to be successful, it needs to involve input from all the stakeholders in the community. You simply can't do this on your own! In this step you must gather around you all your potential partners in this venture. The first form in this packet will help you to identify these people. We recommend that you use this list to form a working group who will collaborate on the rest of the assessment and planning process.

**This is the most important step. Just trust us here: you can't afford to skip this one.**

**Step 2. Gather Baseline Economic Data.** This is where you need to start using those links we gave you. The U.S. Travel Data Center in Washington, D.C. collects economic data that can help you to readily assess your economic baseline, and give you an idea of your potential. Since you most likely are not in a position to conduct extensive research (if you are, great! You probably don't need us!), you should start by networking and identifying what data is available to you from regional travel organizations. We have given you some links to some resources in Washington State. Then, use our form to create your own “resource directory” of travel statistics.

**Step 3. Create a Market Profile.** To effectively promote your community and develop it to best suit the needs of both visitors and residents, you should decide who your desired audience is. What sorts of people are visiting your town now, and what sort of people do you *want* visiting? Once you have a handle on this, it will be easier to develop a plan to market your community to the right people.

**Step 4. Inventory Your Community.** At this point you need to get away from your computer screen and out into your community. You need to figure out what resources for tourism your community has and where they are. We have provided a checklist for you to work through. Expect this step to take a few weeks to complete, and be sure you can call on your team for help. Again, doing this right will make the rest a lot easier.

**Step 5. Map Your Community.** This step involves translating your community inventory onto a community map, to help you get a sense of where potential “hotspots” and/or problem areas might be, and where you should be focusing your efforts. Getting some mapping supplies will make this a lot easier. If they aren't available locally, we have provided a link for where to get what you need. If you can't afford professional stuff, that's okay: make do – butcher paper, markers and a map of your community will be fine.

**Step 6. Create a Calendar.** You have mapped your attractions in space: now map them in time. What attractions are at their best during which months or seasons of the year? Are there any special events or festivals that you would like to draw people to? What times of year does your community need extra income? Having this data will enable you to determine which attractions you should be promoting to best serve the needs of your community.

## 1. Forming a team

Everyone in your community will be impacted by successful nature tourism, either positively or negatively. By creating a thumbnail sketch of all the interested parties, you will gain a better idea of how to approach each of them, and who should be brought into the planning process. In the chart below, list the relevant groups or individuals for each category, and try to think of all the ways each party will be affected, both positively and negatively, by nature tourism. Remember that in many cases you will be dealing with sensitive ecological systems and potentially threatened or endangered species. Therefore, it is essential that you work with the legal authorities, such as the state and federal Departments of Fish and Wildlife and of Natural Resources, as you proceed with your planning process.

### People to consider:

Land owners State agencies  
Local governments Service clubs  
Tourism organizations Chamber of commerce  
Recreation groups Corporations  
Conservation groups Birders/naturalists  
Private sector tourism operators Tribes  
Fish and game association Education  
Elected officials Farm organizations  
Students Seniors  
Church groups Financial groups  
Local businesses and industry Opinion leaders  
School youth Teachers  
Economic Development Councils

**Federal Agencies**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:
3. Contact Person:  
Telephone Number:

**State Agencies**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:
3. Contact Person:  
Telephone Number:

**Tribal Agencies**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:
3. Contact Person:  
Telephone Number:

**County Agencies**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:
3. Contact Person:  
Telephone Number:

**City and Local Agencies**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:
3. Contact Person:  
Telephone Number:

**Elected Officials**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:
3. Contact Person:  
Telephone Number:

**Affected Party**

**Positive Impacts**

**Negative Impacts**

**Private Foundations**

- 1. Contact Person:  
Telephone Number:
- 2. Contact Person:  
Telephone Number:
- 3. Contact Person:  
Telephone Number:

**Merchants. Associations**

- 1. Contact Person:  
Telephone Number:
- 2. Contact Person:  
Telephone Number:

**Chambers of Commerce**

- 1. Contact Person:  
Telephone Number:
- 2. Contact Person:  
Telephone Number:

**Corporations**

- 1. Contact Person:  
Telephone Number:
- 2. Contact Person:  
Telephone Number:
- 3. Contact Person:  
Telephone Number:

**Tourist Services**

- 1. Contact Person:  
Telephone Number:
- 2. Contact Person:  
Telephone Number:
- 3. Contact Person:  
Telephone Number:

**Outfitters and Guides**

- 1. Contact Person:  
Telephone Number:
- 2. Contact Person:  
Telephone Number:

**Communications**

- 1. Contact Person:  
Telephone Number:
- 2. Contact Person:  
Telephone Number:

**Transportation Services**

- 1. Contact Person:  
Telephone Number:
- 2. Contact Person:  
Telephone Number:

**Affected Party**

**Positive Impacts**

**Negative Impacts**

**Other Small Businesses**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:
3. Contact Person:  
Telephone Number:
4. Contact Person:  
Telephone Number:
5. Contact Person:  
Telephone Number:
6. Contact Person:  
Telephone Number:
7. Contact Person:  
Telephone Number:
8. Contact Person:  
Telephone Number:

**Conservation Groups**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:

**Recreation Groups**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:

**Education Groups**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:

**Historical Societies**

1. Contact Person:  
Telephone Number:
2. Contact Person:  
Telephone Number:

**Concerned Individuals**

1. Name:  
Telephone number:
2. Name:  
Telephone number:
3. Name:  
Telephone number:
4. Name:  
Telephone number:

## 2. Baseline Economic Data

To complete this form, you will most likely need to connect to the Travel Industry Association of America, the U.S. Department of the Census, and the Washington State Department of Tourism. Other agencies that may have useful information are the Washington Department of Transportation and Washington Department of Fish and Wildlife. There are links to all these organizations from our web site. You may also find data from local and regional tourism organizations, economic development, arts and agriculture organizations.

Following the general data sheet is a Chamber of Commerce data sheet, which you should photocopy and ask each of the chambers of commerce in the region you are assessing to fill out. It may also be useful to provide this sheet to any local tourism or economic development organizations in your area and request their input, as well.

Finally, there is a questionnaire that you should begin asking visitors to your community to fill out. Put copies of this at places you know visitors come. Give copies to hotels, restaurants and visitors' centers. Use hotel guest books to develop mailing lists to send the questionnaires out to. Get as many visitors as possible to fill these out over the course of several months. This can be an ongoing process and you may proceed with the other steps in our sequence before this is completed. This will help you to identify why people are coming to your community and how you can improve their experience.

### Visitor Counts

	Number	Average Length of Stay (if known)	Year
Park visits			
Forest Visits			
Tourism Attraction Visits			
Attendance at Special Events			
Visitor Information Center Records			
Visitor Inquiries in Response to Promotion			
Highway or Border Counts			
Air, rail and bus arrivals and departures			

### Business Impact

Travel Expenditures:	Dollar Amount	Year of Data
Transportation		
Lodging		
Food		
Entertainment		
Recreation		
Other		

Number of Travel-Related Jobs: \_\_\_\_\_ Year of Data: \_\_\_\_\_

Total Value of Payroll: \_\_\_\_\_ Year of Data: \_\_\_\_\_

Lodging Occupancy Rate: \_\_\_\_\_ Year of Data: \_\_\_\_\_

Camping Occupancy rate: \_\_\_\_\_ Year of Data: \_\_\_\_\_

## Public Revenues:

	Dollar Amount	Year of Data
<b>Local Tax Receipts</b>		
Retail Sales		
Food		
Lodging		
Other		
<b>State Tax Receipts</b>		
Fuel		
Retail Sales		
Other		
<b>Business permits</b>		
<b>Other</b>		

## Chamber of Commerce Data Sheet

Community or Tribe: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

1. How many hotels or motels are in your coverage area?
2. How many beds and breakfasts are in your coverage area?
3. Approximately how many *beds* does your coverage area have (total number of beds from all facilities listed above)?
4. How many lodgings are accessible to the disabled?
5. How many and what type of restaurants are in your coverage area?

Total:

Fast food:

Family:

Ethnic:

Ice cream:

Coffee shops:

6. What is the general price range for a meal in your coverage area?

Breakfast:

Lunch:

Dinner:

8. Please indicate whether the following accommodations are being utilized at capacity, under capacity, or are in an over-capacity status, considering both the peak season of use and off seasons.

	Under Capacity	At Capacity	Over Capacity
a. Peak season - beds			
b. Off season – beds			
c. Peak season – restaurants			
d. Off season – restaurants			

9. Is there a range of affordability for overnight accommodations and restaurants to fit the needs of the types of visitor, i.e., from low to high income levels?

Restaurants: Yes:  No:

Please explain:

Overnight accommodations: Yes:  No:

Please explain:

10. Does the price charged for these two visitor services represent a good value for the money?

Restaurants: Yes:  No:

Please explain:

Overnight accommodations: Yes:  No:

11. Among the five basic tourism markets please indicate the percentage of visitation for each area, and whether that area has the potential for expansion.

Visitor Market	Current %	Potential for Expansion?
a. Pass-through traveler		
b. Vacation/leisure		
c. Friends and family		
d. Commercial business		
e. Personal business		

12. From what communities, states or regions do most of your visitors come?

13. Describe the demographic characteristics of the typical visitor:

Age:

Other:

Family size:

Income level:



14. Indicate the modes of transportation that visitors use to reach your coverage area by putting a 1 by the most used, a 2 by the second most used, etc.

- |                 |                                    |
|-----------------|------------------------------------|
| a. Airline      | e. Recreational vehicle            |
| b. Personal car | f. Bus                             |
| c. Rental car   | g. Other ( <i>please specify</i> ) |
| d. Rail         |                                    |

15. Approximately how much money does the typical visitor spend each day in your coverage area?

16. Is information about public land attractions, recreation and user fees made available in your coverage area? Yes:  No:

If yes, please list the attractions and the type of information provided:

# Visitor Questionnaire

Date:

***Thank you for participating in our visitor survey.***

Your answers will be held in confidence; however, summary statistics will be used to improve services for you and other visitors.

1. How many times, including today, have you visited our area during the past 12 months?

2. Other than today, when have you visited our area?

Spring  Summer  Fall  Winter

3. What was the main purpose of your visits?

Attending a conference or meeting.

Month(s):

Other business.

Month(s):

Visiting friends/relatives.

Month(s):

Pleasure/vacation.

Month(s):

Just passing through.

Month(s):

Other:

Month(s):

4. Which of the following activities have you participated in during the past year in this area?

Outdoor recreation

Activity and season:

Cultural events

Activity and season:

Museums/historical sites

Activity and season:

Nature viewing

Activity and season:

Other tourism attractions

Activity and season:

Other activity

Activity and season:

5. Usually, what is your main mode of transportation to this area?

Commercial Airline

Personal car

Other:

6. How many days and nights did you stay in our area during the last year?

Trip 1: \_\_\_\_\_ days, \_\_\_\_\_ nights

Trip 2: \_\_\_\_\_ days, \_\_\_\_\_ nights

Trip 3: \_\_\_\_\_ days, \_\_\_\_\_ nights

7. If you stayed overnight, how many overnights did you stay?

\_\_\_\_\_ in a motel or similar facility?

\_\_\_\_\_ with friends/relatives?

\_\_\_\_\_ at a bed and breakfast?

\_\_\_\_\_ other? Please specify:

8. Approximately how much money did you spend during your longest visit to our area? Please exclude transportation costs to and from and money spent elsewhere for purchase of services here.

\$ \_\_\_\_\_

9. For how many people were these expenditures?

Adults:

Children (less than 18 years old):

10. What three things did you like most about your visit?

1.

2.

3.

11. What three things did you not like about your visit?

1.

2.

3.

12. When seeking information about an area, would you rather (mark just one)

Read about it in the:  newspaper  book  brochure  directory

Ask a:  friend/acquaintance  travel agent  visitors bureau

Watch/hear a:  TV program  radio program  TV ad  radio ad

Word of mouth:  while still at home  while traveling in the area

Other:

13. What sources of information did you use in preparation for this trip?

14. How far in advance did you plan your trip?

spur of the moment  1-2 months  3-6 months  over 6 months

15. What is your home town? \_\_\_\_\_

### 3. Community inventory

Now you need to get out into the community and figure out what resources you have. Enlist the help of your newly formed team to do this. Local knowledge of your area is invaluable in this step. If there are tour guides or naturalists in your area, see if they can arrange a tour for key people on your team, so you can really get a feel for what your assets are. One thing that some communities have tried is to hand out disposable cameras to schoolchildren and have them go out and photograph their favorite places. If there are birders, hunters, fishers or other recreational users of wildlife, talk to them about what the best places for wildlife are. In addition to assessing potential tourist attractions, you will need to assess your tourism infrastructure. Use this inventory sheet to help you in this process.

#### Tourism Attractions Inventory

**Ratings:** Low – Out of the way, unattractive or uninteresting  
 Medium – Attractive  
 High – Accessible, very attractive

Number	Attraction	Rating	Comments
<i>Natural or Scenic Attractions</i>			
	Arboretum and botanical gardens	L M H	
	Beaches	L M H	
	Bird-watching areas	L M H	
	Deserts	L M H	
	Fall foliage	L M H	
	Spring blossoms	L M H	
	Forests	L M H	
	Environmental programs	L M H	
	Geological formations	L M H	
	Geysers	L M H	
	Islands	L M H	
	Lakes	L M H	
	Mountains, hills, cliffs	L M H	
	National parks	L M H	
	Nature trails	L M H	
	Natural lookout points	L M H	
	Oceans	L M H	

Prairies and grasslands	L	M	H
Wetlands	L	M	H
Rivers, streams or creeks	L	M	H
Sand dunes	L	M	H
Star gazing sites	L	M	H
Tide pools	L	M	H
Volcanoes	L	M	H
Waterfalls	L	M	H
Waterways (canals, harbors, straits)	L	M	H
Wildlife sanctuaries/refuges/preserves	L	M	H
Wilderness areas	L	M	H
Woodlands	L	M	H
Other:	L	M	H
Other:	L	M	H
<b><i>Recreation</i></b>			
Beaches	L	M	H
Bicycling	L	M	H
Bird watching	L	M	H
Boat rides	L	M	H
Camping	L	M	H
Canoeing	L	M	H
Dams	L	M	H
Farms	L	M	H
Fish hatcheries	L	M	H
Fishing and fishing contests	L	M	H
Float trips	L	M	H
Fossil hunting	L	M	H
Game ranches	L	M	H
Hang gliding	L	M	H

Hiking, walking	L	M	H
Horseback riding	L	M	H
Hot air ballooning	L	M	H
Hunting	L	M	H
Kite flying	L	M	H
Local parks	L	M	H
Marinas	L	M	H
Mountain climbing	L	M	H
Parachuting	L	M	H
Picnic areas	L	M	H
Playgrounds	L	M	H
Rock climbing	L	M	H
Rock/mineral hunting	L	M	H
Roller skating	L	M	H
Running areas	L	M	H
Sailing	L	M	H
Scenic highways	L	M	H
Scuba diving/snorkeling	L	M	H
Skiing	L	M	H
Sledding	L	M	H
State parks	L	M	H
Swimming	L	M	H
Square dancing/folk dancing	L	M	H
Tennis	L	M	H
Whale watching	L	M	H
Zoos	L	M	H
Other:	L	M	H
Other:	L	M	H

***Cultural and Heritage Attractions***

Archaeological sites	L	M	H
Battlefields and old forts	L	M	H
Birthplaces/homes of famous people	L	M	H
Buildings of architectural interest	L	M	H
Burial grounds	L	M	H
Ceremonial dances	L	M	H
Churches, synagogues, temples	L	M	H
Conservatory	L	M	H
Early settlements	L	M	H
Ethnic celebrations	L	M	H
Folklore programs	L	M	H
Ghost towns	L	M	H
Historic districts	L	M	H
Historic theaters and opera houses	L	M	H
Historical tours	L	M	H
Interpretive centers	L	M	H
Landmarks	L	M	H
Libraries	L	M	H
Lumber and mining camps	L	M	H
Memorials and monuments	L	M	H
Missions and shrines	L	M	H
Military bases	L	M	H
Museums	L	M	H
Native American historical sites or museums	L	M	H
Recreated villages	L	M	H
Re-enactment of events	L	M	H
Ruins	L	M	H
Ships	L	M	H

Walking tours	L	M	H
Waterfront restorations	L	M	H
Other:	L	M	H
Other:	L	M	H
<b><i>Special events</i></b>			
Arts and crafts/hobby fairs	L	M	H
Barbeques, special food events	L	M	H
Boat shows	L	M	H
Camps (athletic, training, language, computer, work)	L	M	H
Concerts	L	M	H
Dance or opera productions	L	M	H
Ethnic/multi-cultural celebrations	L	M	H
Fairs (agricultural/others)	L	M	H
Farm tours	L	M	H
Farmer's market	L	M	H
Other farming activities	L	M	H
Film series	L	M	H
Fish/wildlife festivals	L	M	H
Flower shows	L	M	H
Food processing tours	L	M	H
Food festivals	L	M	H
Forest tours	L	M	H
Harvest celebrations	L	M	H
Hay rides	L	M	H
Holiday celebrations, festivities	L	M	H
Home and artisan studio tours	L	M	H
Educational vacations	L	M	H
Local centennials/bicentennials	L	M	H



Local theater	L	M	H
Livestock exhibitions	L	M	H
Music festivals, concerts	L	M	H
Native American celebrations	L	M	H
Parades	L	M	H
Religious/spiritual observances	L	M	H
Sports events	L	M	H
Symphony and orchestra performances	L	M	H
Theater productions	L	M	H
Workshops, seminars, retreats	L	M	H
Other:	L	M	H
Other:	L	M	H
<b><i>Other attractions</i></b>			
Bed and breakfasts	L	M	H
Barns, windmills	L	M	H
Bridges	L	M	H
Country inns	L	M	H
Dams, power stations, hydro plants	L	M	H
Dude ranches and farms	L	M	H
Ethnic grocery stores	L	M	H
Geothermal installations	L	M	H
Government buildings	L	M	H
Herb farms and sales outlets	L	M	H
Libraries	L	M	H
Locally prepared and packaged food specialties	L	M	H
Miniature railroads	L	M	H
Observation towers, observatory	L	M	H
Outlets for artisans or other locally-made products	L	M	H

Railroad depots	L	M	H
Railway rides	L	M	H
Restaurants and bars with locally grown or ethnic foods	L	M	H
Retreat and learning centers	L	M	H
Roadside produce stands	L	M	H
Showboats, ferry boats	L	M	H
Universities, colleges, other schools	L	M	H
Winery tours and tasting rooms	L	M	H
Local oddities (the best, the worst)	L	M	H
Most remote spot	L	M	H
The biggest/smallest something	L	M	H
The first of its kind	L	M	H
The highest/lowest	L	M	H
Other:	L	M	H
Other:	L	M	H
<b><i>Public Services/Facilities/Infrastructure</i></b>			
Public restrooms	L	M	H
Public water fountains	L	M	H
Police/sheriff/patrol stations	L	M	H
Fire stations	L	M	H
Interpretive centers	L	M	H
Water supplies	L	M	H
Waste disposal facilities	L	M	H
Recycling facilities	L	M	H
Parking spaces	L	M	H
Emergency road service	L	M	H
Emergency medical facilities	L	M	H
Hospitals	L	M	H

Ambulance service	L	M	H
Visitor information centers	L	M	H
<b><i>Transportation</i></b>			
Main access roads	L	M	H
Freeways	L	M	H
Directional signs	L	M	H
Signs for major attractions	L	M	H
Airport with regularly scheduled commercial service	L	M	H
Taxi, limousine, bus and/or rental car service for air travelers	L	M	H
Landing facilities for private aircraft	L	M	H
Commercial bus service	L	M	H
Train service	L	M	H

## 4. Mapping your community

At this stage you are going to create a map of your community, upon which you will base future planning activities. The process discussed is a simplified version of a more elaborate community mapping guide offered by the Sonoran Institute. The “quick-and-dirty” process outlined here will provide your group with a useful tool for planning for tourism, while the Sonoran Institute’s guide will help you create a high-quality set of maps suitable for presentations. Our web site has links to an order form for the Sonoran Institute’s guide, and to sources for mapping supplies.

You will need the following materials:

- Maps of your region showing parks and protected areas, trails, historical and cultural attractions, streets and political boundaries, zoning and any other areas of interest.
  - Aerial photos and topographical maps, if available.
  - A 36” x 24” vellum mapping sheet
  - Pencils and erasers
  - Straight-edged rulers
  - Masking tape
  - Colored pencils
1. Choose one of your maps that is approximately the same size as the vellum mapping sheet. Lay it under the mapping sheet and trace the map boundaries and significant physical features.
  2. Create a legend of symbols and colors that will represent specific types of information on the map. Keep it simple. Endeavor to have no more than 5-7 colors and 15 symbols on your map.
  3. Using the community inventory completed previously, and the colors and symbols you have just agreed on, map your community’s assets. Stick with assets that scored an “M” or higher. Use the maps to answer the following questions on a separate sheet of paper:
    - A. What areas could become tourism “hot spots?”
    - B. What areas could become problem areas?
    - C. Do any of these sites require special attention in terms of protection, preservation, accessibility or enhancements?
    - D. What is the overall quality of these resources? Consider cleanliness, safety, diversity of recreational and educational opportunities, authenticity, existing levels of use, etc.

## 5. Create a calendar

In this step you will review the attractions that will bring tourists to your community, and figure out when the tourists should be coming. Take out your inventory and go through the items that you marked as an M or an H.

Highlight up to 30 that you think tourists will be most likely to come see, or that your community is most eager to share with others. Skip the section on services and infrastructure.

Write down each of the attractions in the appropriate column on the following page. Then put an “X” in the row next to the attraction, under each month that the attraction is available for viewing. Below is an example of this sort of “timemapping.” When you’re finished creating the calendar chart, there are two things you can do with it. First, you can use it to determine what months will be best for tourism in your community, by simply looking for the months that have the most attractions. Second, your team can discuss during seasons your community would most benefit from additional tourism. Then you can use your chart to determine which attractions you should be marketing, to bring tourists to your town when they’re most wanted.

For example only

### Washington State Wildlife Area:

	Sandhill Crane Staging	Waterfowl Migration	Heron & Egret Colony	Bald Eagle Nest
January				●
February				●
March	●		●	●
April	●	●	●	●
May		●	●	●
June			●	●
July			●	●
August	●	●	●	●
September	●	●		●
October				●
November				●
December				●



## 6. Market profile

Using the data collected during the “Baseline Economic Data” stage, draw up a profile of the tourists coming to your town. Your team should discuss and attempt to answer the following questions:

1. Who currently comes to our community, and why?
2. From what town, city, state, region or country are our visitors coming?
3. What types of attractions and services appeal to our visitors? Are there any trends that could indicate future interests?
4. How do visitors learn about resources and services available in our community? What are their reactions once they’ve experienced what our community has to offer?
5. What marketing strategies currently exist to promote our community to both visitors and residents?

## Web links

Here are some links to help you through the assessment process. These links are also available from our web page.

### 1. Forming a Team

Federal Agency Index: [www.lib.lsu.edu/gov/fedgov.html](http://www.lib.lsu.edu/gov/fedgov.html)

State Agency Index: [access.wa.gov/government/awstate.asp](http://access.wa.gov/government/awstate.asp)

Washington Tribes: [www.wa.gov/wdfw/tourism/tribes.htm](http://www.wa.gov/wdfw/tourism/tribes.htm)

Washington Counties: [access.wa.gov/government/awco.asp](http://access.wa.gov/government/awco.asp)

Washington Cities: [access.wa.gov/government/awcity.asp](http://access.wa.gov/government/awcity.asp)

Regional Resources: [access.wa.gov/government/awreg.asp](http://access.wa.gov/government/awreg.asp)

### 2. Baseline Economic Data

Travel Industry of America, Publications and Products: [www.tia.org/pubs/domestic.asp](http://www.tia.org/pubs/domestic.asp)

Census 2000 Data for Washington State: [www.census.gov/census2000/states/wa.html](http://www.census.gov/census2000/states/wa.html)

Washington Department of Tourism: [www.experiencewashington.com/industry](http://www.experiencewashington.com/industry)

Washington Department of Transportation: [www.wsdot.wa.gov](http://www.wsdot.wa.gov)

Washington Department of Fish and Wildlife: [www.wa.gov/wdfw](http://www.wa.gov/wdfw)

### 4. Mapping Your Community

Maps: The Map Store.biz: [www.themapstore.biz/home\\_about.htm](http://www.themapstore.biz/home_about.htm)

The Map Store.com: [www.themapstore.com](http://www.themapstore.com)

Mapping supplies: Drafting Deals.com: [store.yahoo.com/draftingdeals/index.html](http://store.yahoo.com/draftingdeals/index.html)

The Sonoran Institute, order form for “Balancing Nature and

Commerce in Gateway Communities”: [www.sonoran.org/pdf/publist.pdf](http://www.sonoran.org/pdf/publist.pdf)

\* These are links to web sites operated by other government agencies, nonprofit organizations and private businesses. Neither the State of Washington, nor any agency, officer, or employee of the State of Washington warrants the accuracy, reliability or timeliness of any information published on these sites, nor endorses any content, viewpoints, products, or services on these sites, and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. Portions of such information may be incorrect or not current. Any person or entity that relies on any information obtained from these sites does so at their own risk.