

# BURIEN'S TOURISM PROGRAM

PRESENTED BY  
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ECONOMIC DEVELOPMENT  
SPECIALIST

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# FAM TOURS

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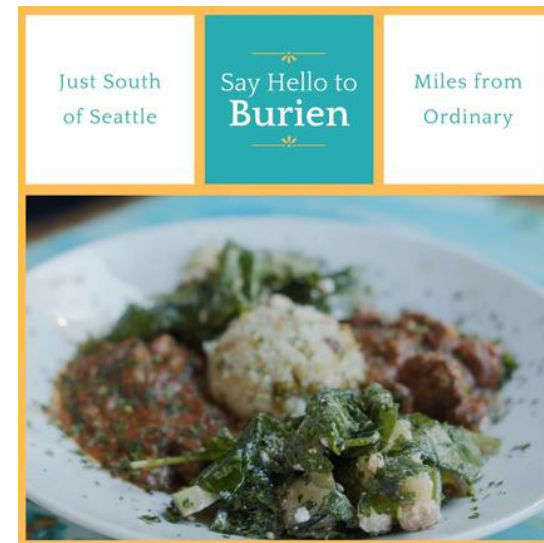


- Hospitality staff are memory makers
- Top of mind, trusted recommendations
- “You Can’t Sell What You Don’t Know!”

# SAY HELLO TO BURIEN



- Leveraging Unforeseen Opportunities
- Highlighting Our Assets
- Feedback from Businesses



# TOURISM SPOTLIGHT AIRPORT AD PROGRAM



- Rotation of Businesses Featured
- Keeping it Local
- Encouraging Selfies with Hashtags



# PORT OF SEATTLE TOURISM MARKETING GRANT



- Tourism Video Assets
- Digital Ad Campaigns
- Creation of videos in Spanish



# A BURIEN KIND OF DAY

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- #PNWLife
- Tomo Nakayama
- Watch Video



# 2024-2025 VISITOR ATTRACTION PROGRAM

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- Reallocation of \$200,000 ARPA funds to bring in tourists and day visitors to support our businesses and our local economy
- City Commission, City Manager, and Council Support
- Exciting tourism projects to come for Burien!





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# THANK YOU!

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