



STATE OF WASHINGTON TOURISM: TOURISM RESEARCH PROGRAM, INFO WEBINAR

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AGENDA

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TOURISM RESEARCH PROGRAM

Overview

The Tourism Research Program (TRP) aims to bolster capacity and decision-making among local partners while supporting destination stewardship efforts. It will provide underserved communities with free research consultation for either resident sentiment or visitor surveys.

Key Features

- Technical assistance and project management
- Collaboration with local partners on research goals, survey questions, tourism planning, etc.
- Local partners are responsible for the promotion and distribution of surveys
- Online surveys administered by SWT
- SWT will oversee data collection and analysis, share the survey results, and produce a summary report





PROGRAM COST AND TIMELINE

SWT will not transfer any costs associated with this program to local partners. Tourism-related entities can apply for the TRP through the end of 2026 and 2027. SWT will accept research proposals for this cycle of the TRP from **June 17 until July 10**.

SWT will offer up to 40 hours of free research consultation for select projects. All work must be completed within six months and must include online questionnaires as research methods.

Eligibility

- Local governments, tribes, chambers of commerce, destination organizations, and other tourism-related nonprofit organizations may apply.
- Applicants must identify tourism as an economic driver in their community and be willing to work with SWT on research projects.
- Tourism stakeholders interested in applying for this program are encouraged to schedule an exploratory meeting with SWT before submitting their application.



RESIDENT SENTIMENT SURVEY

A resident sentiment survey is a research tool used to understand how people living in a destination community feel about tourism, its impacts, and the direction of local development.

SWT will offer successful applicants 40 hours of technical assistance and project management for a resident sentiment survey, which will include the following services and deliverables:

- Review of research project
- Survey design and implementation
- Data collection and analysis
- Summary report

The applicant and community partners will be responsible for promoting and distributing the survey.

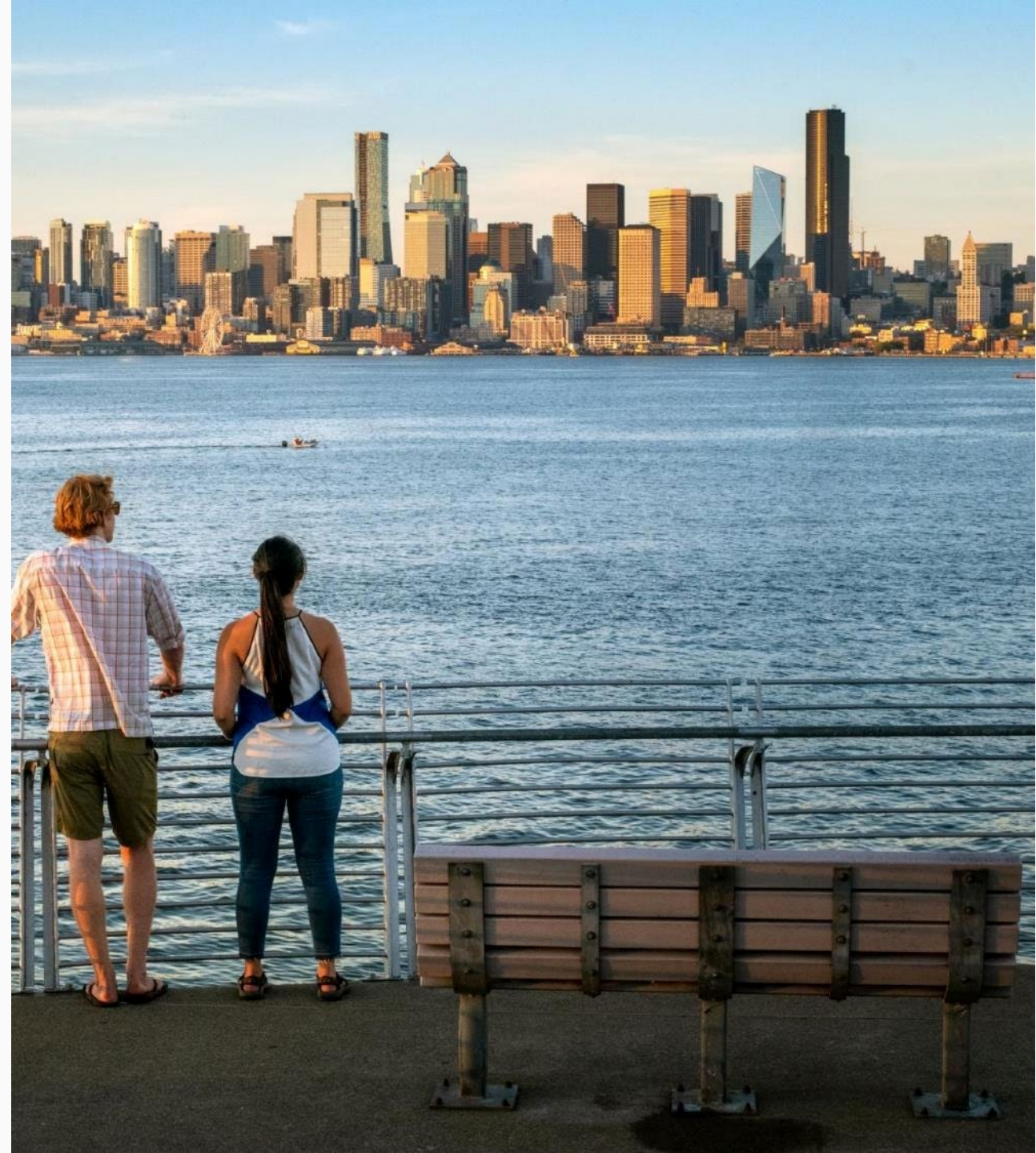
VISITOR SURVEY

A visitor survey is a structured way to gather information directly from people visiting a destination. It usually collects details about demographics, motivations, spending habits, satisfaction levels, behaviors, and perceptions.

SWT will offer successful applicants 40 hours of technical assistance and project management for a visitor survey, which will include the following services and deliverables:

- Review of research project
- Survey design and implementation
- Data collection and analysis
- Summary report

The applicant and community partners will be responsible for promoting and distributing the survey.



RESEARCH PROPOSAL AND REVIEW PROCESS

Industry experts from across the state will assist SWT in selecting two research proposals based on the following criteria.

Community Benefit

Is there a clear need for tourism research in the applicant's community? How will this research benefit both the industry and the community?

Leadership Capacity

Does the applicant have the capacity to manage and lead this project in collaboration with SWT? Is the applicant a trusted member of the community with a successful track record in the tourism industry?

Project Readiness

Does the applicant have a plan to promote and distribute the survey? Are tourism stakeholders willing to serve on a project team to support this work in other ways?





RESEARCH PHASES

Research methods will be implemented in a phased approach over several weeks.

Assessment Phase

- Planning meetings with SWT and tourism stakeholders
- Establish a project team with stakeholders
- Clarify and review the purpose of the research project
- Identify how the research project results will be utilized

Implementation Phase

- Design and launch questionnaire
- Field pilot
- Conduct outreach and promotion
- Data verification and metrics tracking

Insights Phase

- Analyze, organize, and present tourism data
- Highlight ways to apply findings to broader destination stewardship efforts in the community

TOURISM RESEARCH PROGRAM – PROJECT TIMELINE –

DATES	EVENT
June 17, 2026	TRP application period opens
July 10, 2026	TRP application period closes
July 30, 2026	TRP award announcement
August/September	Assessment Phase
September/October	Implementation Phase
October/November	Insights Phase
Early November	TRP summary report due

Specific dates for the research phases will be determined by SWT and local partners, based on the research focus and project needs.

QUESTIONS?





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THANK YOU!!!

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