

RURAL TOURISM SUPPORT PROGRAM

A COMMUNITY-BASED DESTINATION DEVELOPMENT PROGRAM

State of Washington Tourism | 2024-25



CROSSCURRENT
COLLECTIVE

TOURISM ECOSYSTEM



LEADERSHIP

TOURISM ECOSYSTEM

TOURISM INDUSTRY

- Business leaders – lodging, restaurants, tour operators, guides + outfitters, farmers
- Attractions – museums, art galleries
- Destination Management Organizations

LAND+ RESOURCE MANAGERS

- U.S. Forest Service
- U.S. Bureau of Land Management
- National Park Service
- State Parks and Recreation Dept.
- State Dept. of Fish and Wildlife
- Land trusts
- Transportation organizations

ECONOMIC DEVELOPMENT

- Economic Development Districts
- Chambers

COMMUNITY ORGANIZATIONS

- Watershed enhancements orgs
- Trail collaboratives
- Outdoor rec clubs / associations
- Arts + culture orgs
- Educational orgs

IMPORTANT COMMUNITIES

- Indigenous
- Historically under-represented

SNOQUALMIE VALLEY

Responsible Tourism Project

- **Unite a diversity of people** – community and visitors – behind the fulfillment of a common vision of the future
- **Protect and restore our land, water, and wildlife** for future generations; educate, engage, and inspire our community and visitors to join us in these practices
- **Improve our visitor management practices** with the adoption of new strategies and visitor experiences afforded through stronger collaboration and coordination between land managers, residents, Tribes, and local businesses and organizations
- **Enhance visitor safety** through education, experience design, collaboration, and proactive management
- **Curate creative opportunities to experience our local cultures** – past and present
- **Evolve our visitor experiences** in a way that generates regional economic prosperity by fostering an environment where our unique local businesses can flourish, and encourages smart visitor use patterns across the landscape, days of the week, and months of the year
- **Improve community livability** by aligning destination work to be reflective of and responsive to local goals, values, and challenges

PROGRAM PROCESS OVERVIEW

The Snoqualmie Valley Tourism Workspace spanned three phases over an eight-month period, from October 2024 through May 2025.

PHASE 1: BUILD THE FOUNDATION

Oct. 2024–Jan. 2025



Diverse Steering Committee



3.5 months

PHASE 2: ENGAGE THE COMMUNITY

Jan. – Mar. 2025



Diverse Stakeholders



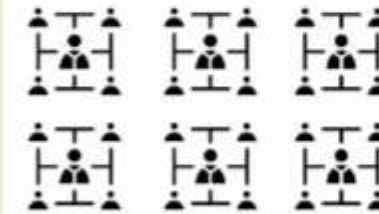
2.5 months

PHASE 3: MOVE INTO ACTION

Apr.–May 2025



Steering Committee +
Stakeholders



2 months

15-YEAR COMMUNITY VISION OF SUCCESS

HOW THINGS LOOK IN 2040

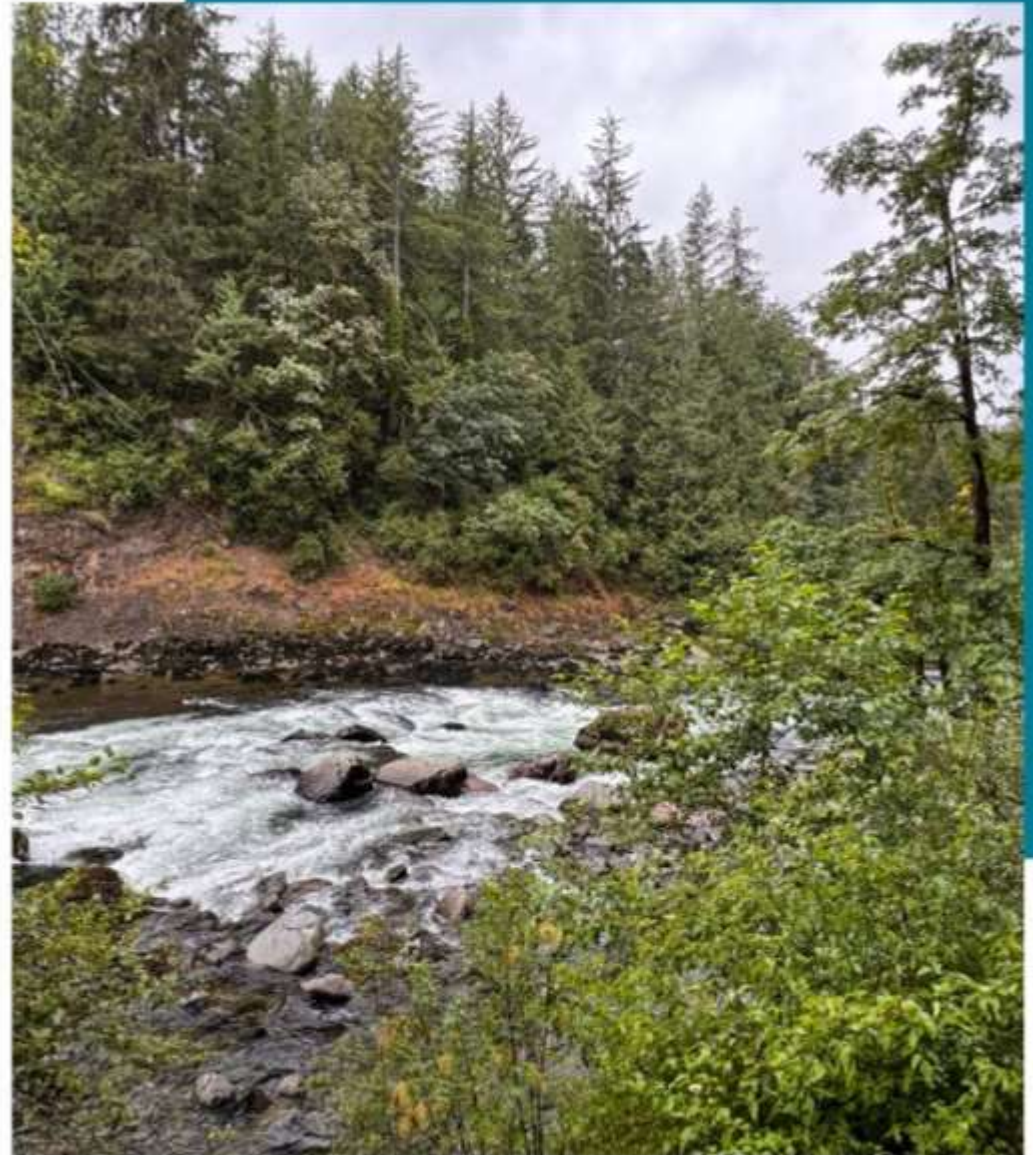
Snoqualmie Valley communities are thriving on a foundation of stewardship, economic resiliency and collaboration. We're an established destination for food, farms and the outdoors – a place where connoisseurs come to enjoy unique places to eat, alongside high-quality museums, heritage experiences and some of the best hiking, mountain biking and trail running in the world. With “stacked experiences” we foster a slower pace of travel. People linger for multiple days, enjoying farm-to-table dinners and blueberry picking, taking leisurely walks, or joining a community native species planting event. All are invited to give back to this place while they're here, as if it were their own home.

STEWARDSHIP AS OUR FOUNDATION

Environmental and cultural stewardship is central to our planning efforts and development. We take care of the lands, waters and air, helping to restore and protect areas in consultation and collaboration with local Tribes. Visitors are inspired to learn more and participate in this restoration while they're here. Careful planning and implementation of visitor management strategies allow wildlife and humans to coexist in the valley, while protecting historic resources and archaeological sites. Our rivers, meadowlands and forests see improved health for years to come.

RESIDENT AND VISITOR EDUCATION

A distinct regional brand and effective marketing and communication strategies help share stewardship messaging and showcase each community's unique character and heritage. Our strong leadership messaging reflects appreciation for this place by acknowledging the past, representing the contemporary and envisioning a future. Whether about safety, seasonal weather alerts, responsible recreation, or curated experiences that showcase community pride, we efficiently deploy these messages to influence visitor behavior, strengthen connections and celebrate the valley as a whole.



MANAGED OUTDOOR RECREATION

Recreation systems in the valley have matured and are taking a proactive approach to visitor use management. Locals and visitors understand they are treading on important and sensitive lands when they recreate here, and they actively steward the air, water and lands we share with wildlife and plantlife out of a deep connection to this place. Existing outdoor areas are well-maintained, and new trail connections have emerged within and among communities, inviting locals to explore their own backyard and encouraging more family-friendly and accessible contact with nature.

TURN-KEY VISITOR TRANSPORTATION NETWORK

The entire valley is served by a year-round active transportation system with integrated networks of transit, trails, pathways and "last-leg" biking and micro-transit options. This system supports mobility between communities, to trailheads and water access points, and to key transit hubs in the Seattle metro. These improvements have helped ease parking congestion, improved accessibility, and made it easier for residents and workers to get around to meet daily needs. It's much easier for visitors and residents alike to make eco-friendly transportation choices. Over the long-term, this transportation system has helped evolve visitor patterns, moving guests beyond the traditional attractions to spend more time in our downtowns.

ECONOMIC RESILIENCY

Thoughtful travel is increasing, with people immersing themselves in our historic communities and supporting multiple businesses during each trip. This has strengthened the shoulder season to help businesses offer locally produced products and services year-round. Bars and restaurants serve meals made with local ingredients and beverages; whether enjoying morning coffee or replenishing in the evening, it's easy to find the valley's local flavors! With increased stability in the visitor economy across the year, small businesses are able to set down roots for longer, which has a direct connection to preserving the small-town feel and individuality of our communities. We support sustainable economic development by crafting experiences that engage local businesses, farms, service providers and artisans to showcase the valley's unique character and culture.

SENSE OF PLACE: OUR RICH TAPESTRY OF CULTURE

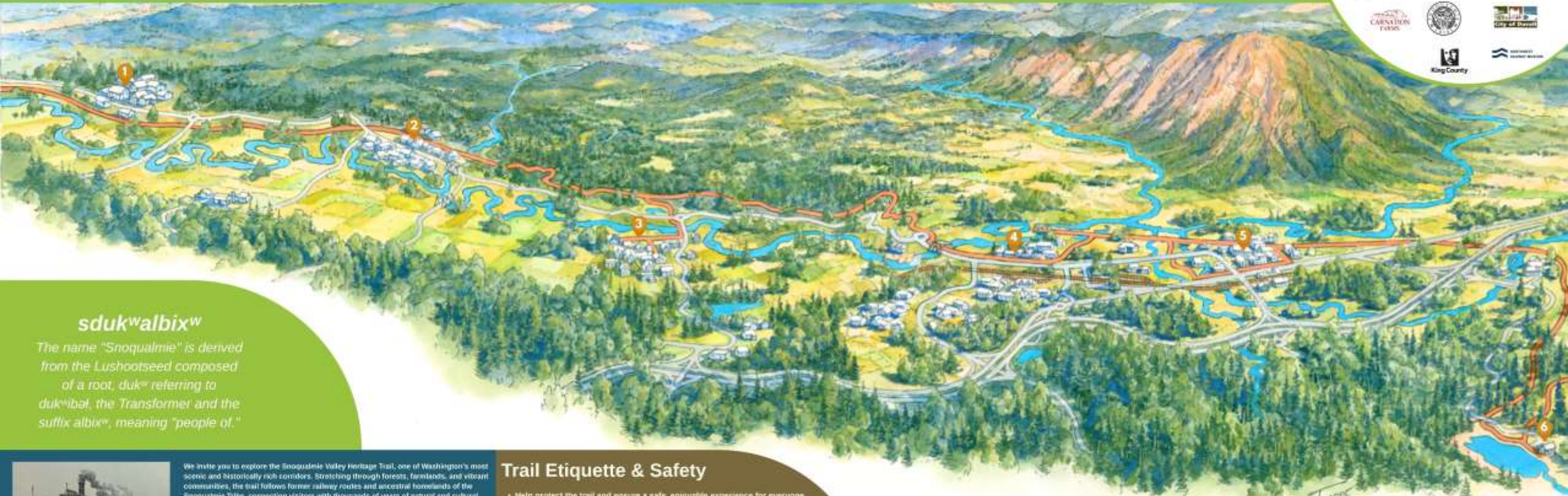
Locals and visitors share a sense of place built on the rich cultures, heritage and history of the valley and seek out our high-quality museums to gain a deeper understanding of it. Each community celebrates their distinct identities through signature events and immersive experiences, including train rides, historic tours, festivals, sporting events, restoration events, storytelling and artisan markets. Niche experiences (Twin Peaks, treehouses) help the valley stand out amongst other Pacific Northwest destinations. The Snoqualmie Tribe's Ancestral Lands Movement drives place-based stewardship messaging, while the Mountains to Sound Greenway Heritage Area imparts the significance of natural and human stories throughout the valley. Local artists and makers are celebrated and supported to flourish, and frontline staff share stories with visitors about the valley, their own products and other businesses.

VALLEY-WIDE DESTINATION LEADERSHIP

A new destination organization is firmly established and serves the whole valley with a unified voice, brand and strategy. Valley-wide collaboration across organizations enables strategic project planning, implementation and assessment to track progress on our stewardship and marketing goals over time. Our work is driven by a strategy that connects attractions, guides visitors and residents to the right areas at the right times, maintains the region's rural feel, and diversifies our visitation beyond day trips and outdoor recreation. Our destination work is well-funded through a diversity of sources, not reliant on any single funding stream. Tourism leadership and our residents communicate regularly, driving a unified approach to tourism.

Snoqualmie Valley Heritage Trail

This sign was created in partnership with:



sduk^walbi^{xw}

The name "Snoqualmie" is derived from the Lushootseed composed of a root, *duk^w*, referring to *duk^wibal*, the Transformer and the suffix *albi^{xw}*, meaning "people of."

We invite you to explore the Snoqualmie Valley Heritage Trail, one of Washington's most scenic and historically rich corridors. Stretching through forests, farmlands, and vibrant communities, the trail follows former railway routes and ancestral homelands of the Snoqualmie Tribe, connecting visitors with thousands of years of natural and cultural history.

Lakes, rivers, and streams formed the region's first highways, with dugout canoes carrying people and goods across the Valley. On the Snoqualmie, Yolt, and Raging Rivers, shovel-nosed cedar canoes navigated both rapids and shallows. Later, small steamers and settlers' flat-bottom scows joined them. The Snoqualmie River remained a main route to Puget Sound for thousands of years and into the 1880s, with flat-bottomed steamboats carrying Valley farm produce downstream.

Trail Etiquette & Safety

- Help protect the trail and ensure a safe, enjoyable experience for everyone.
- Stay alert and share the trail. Bicyclists yield to pedestrians and horses.
- Keep right, pass on the left. Signal when passing.
- Leash and clean up after pets.
- Respect wildlife and private property. Stay on the trail.
- Be prepared. Weather and conditions can change quickly — carry water, layers, and essentials.
- Leave no trace. Pack out what you pack in.

Emergency? Call 911

1 Duvall

Heritage Sites
Dugout Ferry
Cherry Valley Pioneer Cemetery
Taylor's Landing
Historic Duvall
Duvall Historic Depot

2 Carnation

Heritage Sites
Carnation Historic District
Tul Historical Museum
Carnation Center
Needle Museum
Carnation Cemetery

3 Fall City

Heritage Sites
Historic Downtown District
Historic Residential District
Fall City Hop Shop

4 Snoqualmie

Heritage Sites
Historic Lanesboro District
Snoqualmie Falls
Northwest Railway Museum
PSE Hydroelectric Museum
Meadowbrook Farm Preserve

5 North Bend

Heritage Sites
Snoqualmie Valley Museum
Historic Lanesboro District
Tulgate Farm
USPS Raging River Station
Hwy 9 to View Park

6 Cedar Falls

Heritage Sites
Cedar River Waterfront & Cultural Center
East Home State Park



wander wisely

Tips for safe and
respectful recreation
in the Snoqualmie Valley



Cold Water Can Kill

Rivers are cold and dangerous.
Cold water shock, strong currents, and
strainers are all potential hazards here.
Always wear a life jacket and have
a float plan.



Respect Ancestral Lands

These lands are sacred to Coast Salish
peoples. Please treat the lands with the
respect they deserve. Learn more at
snoqualmientribe.us.



Wildlife Safety

Observe wildlife from a distance,
never feed or approach an animal.
One big way you can respect wildlife is
keeping your pets under control at all
times. Particularly sensitive times for
wildlife at during mating, nesting,
raising young or in winter.



Leave It Better

Be aware of and try to minimize the
impact you are making on the land,
wildlife, and other visitors. Be respectful
and pack it in, pack it out.



Fire Season Safety

During hot, dry, and windy weather,
fire risk is high. Check air quality and
active fires, and stay away from fire
danger areas.



In Case of Emergency

In an emergency,
call/text 911.

Learn more at kingcountysar.org
Prevent emergencies by wandering wisely.



For visitor information, visit snovalley.org.

15-YEAR RESPONSIBLE TOURISM PLAN

Snoqualmie Valley
and City of Snoqualmie

2025 TO 2040



VISION FOR 2040

By 2040, the Snoqualmie Valley is a well-managed, year-round destination known for stewardship, outdoor recreation, heritage, local food, arts, and small-town character.

Visitors stay longer, move throughout the Valley more responsibly, support local businesses, and understand they are guests in a place with deep cultural, environmental, and community significance.

Tourism strengthens the local economy while protecting quality of life, natural resources, public safety, and the unique identity of each community.

CORE GOALS



1 STEWARDSHIP FIRST

Protect land, water, wildlife, cultural resources, and sacred places through education, responsible recreation messaging, and collaboration.



2 BETTER VISITOR MANAGEMENT

Reduce pressure on high-use areas with signage, digital maps, trailhead ambassadors, safety messaging, seasonal alerts, and tools that guide visitors to the right places at the right times.



3 YEAR-ROUND ECONOMIC RESILIENCY

Encourage longer stays, shoulder season visits, and support for local restaurants, shops, farms, museums, lodging, events, and service providers.



4 TRANSPORTATION & ACCESS

Improve visitor movement with transit awareness, car-free options, trail connections, parking strategies, and partnerships with mobility providers.



5 ONE VALLEY, CLEAR LEADERSHIP

Create a unified leadership structure with sustainable funding, shared data, regular partner coordination, and a clear regional brand.



SNOQUALMIE VALLEY
Naturally Connected. Responsibly Welcoming.



HOW WE MOVE FROM VISION TO ACTION



PHASE 1: YEARS 1 TO 2 FOUNDATION & EARLY ACTION

- Formalize Destination Leadership Team
- Develop sustainable funding strategy
- Launch responsible visitor communications
- Plan trailhead ambassador program
- Create digital maps, tools & alerts
- Host networking events
- Pilot experiences (FIFA 2026 & more)



PHASE 2: YEARS 3 TO 5 DESTINATION DEVELOPMENT

- Establish destination organization & regional brand
- Create stacked itineraries to extend stays
- Develop Valley-wide heritage trail
- Improve visitor transportation options
- Strengthen local food & farm partnerships
- Support map murals & wayfinding in communities



PHASE 3: YEARS 6 TO 10 REGIONAL SYSTEMS & LONG-TERM INVESTMENT

- Track progress with data & assessment framework
- Expand trailhead ambassadors & education
- Improve visitor infrastructure & transit connections
- Strengthen cultural tourism & events
- Support local businesses with tools & training
- Advocate for transportation & safety investments



PHASE 4: YEARS 11 TO 15 MATURE DESTINATION STEWARDSHIP

- Maintain well-funded destination organization
- Ensure visitors respect local values
- Expand car-free & low-impact travel
- Grow shoulder-season & multi-day visits
- Continue restoration & volunteer opportunities
- Use data to adapt & protect sensitive places
- Preserve small-town feel & strengthen Snoqualmie's gateway role



RECOMMENDED CITY OF SNOQUALMIE ROLE



Participate in Destination Leadership Team



Support visitor communication & safety



Invest in wayfinding, signage, restrooms & visitor infrastructure



Support local businesses, events, arts & heritage



Partner on transportation solutions



Help secure long-term funding

THE BOTTOM LINE



BETTER VISITORS



LONGER STAYS



STRONGER BUSINESSES



PROTECTED PLACES



A HEALTHIER COMMUNITY

➤ Better visitors. Longer stays. Stronger businesses. Protected places. A healthier community. ➤



Thank you for
your time!
Questions?