

Tourism Update City of Tenino



Important Activities YTD

Destination Master Plan

Share Your Voice for Tenino

A Destination Master Plan is a comprehensive and strategic framework that outlines the **vision, goals, and strategies** for the sustainable development of a destination's tourism sector. It serves as a **roadmap** to guide the **growth and management of tourism** facilities and activities, ensuring that economic, social, cultural, and environmental factors are balanced **for the benefit of both visitors and**



Destination Master Plan

What's Happened & What's Next

- **CSL International was hired** to produce the Plan
- **Steering Committee was formed** representing all of Thurston County.
- CSL spent 3 days visiting **39 locations and met with numerous Tenino stakeholders** in September.
- **CSL reviewed over 100 strategic and development plans** from Thurston County organizations and municipalities to distil common goals, challenges and values.
- CSL returned to Thurston County Nov. 1–3 for **one-on-one meetings and industry focus group meetings** including Tenino representation.
- An **in-depth survey** is currently being developed that will come your way, and a multi-day public visioning workshop is in the works.
- A two-day **public visioning workshop series** will take place in January.

Destination Master Plan

What's Happened & What's Next

The final Master Plan including action items, project leaders, milestones, budgets and funding targets is scheduled by the end of June, 2023.

The Destination Master Plan Steering Committee will be charged with driving the completion of project deliverables.



Tenino Visitation YTD

From 50+ Miles Away

Data obtained via location-services/ geofencing software. Volumes represent a **sample size approximately 6–15% of actual.**



Total Trips

34,106 Trips



Visitor Days

135,101 Days



Avg Length of Stay

4 Days



Unique Visitors

20,796 Visitors

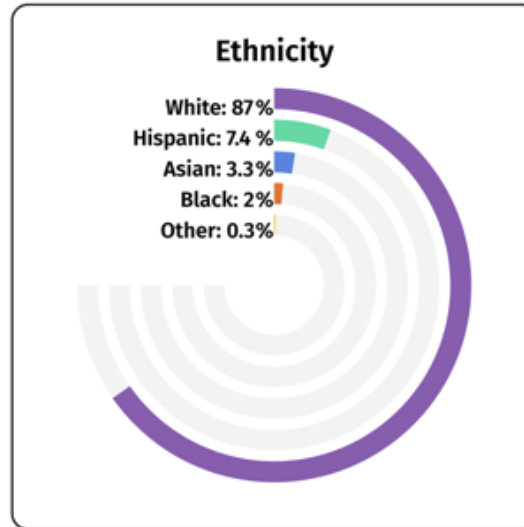
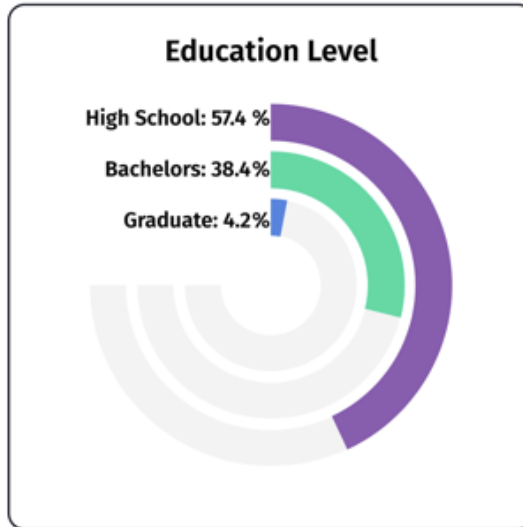
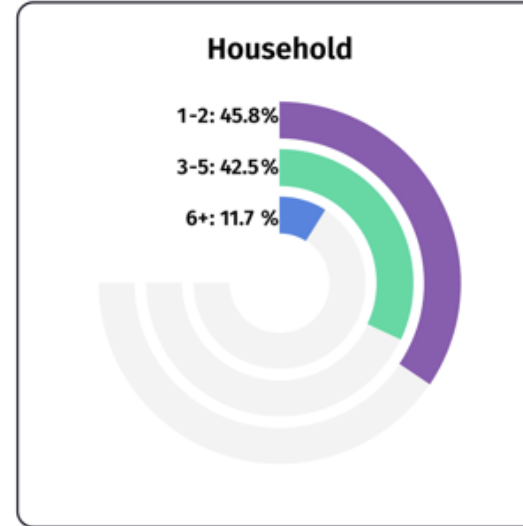
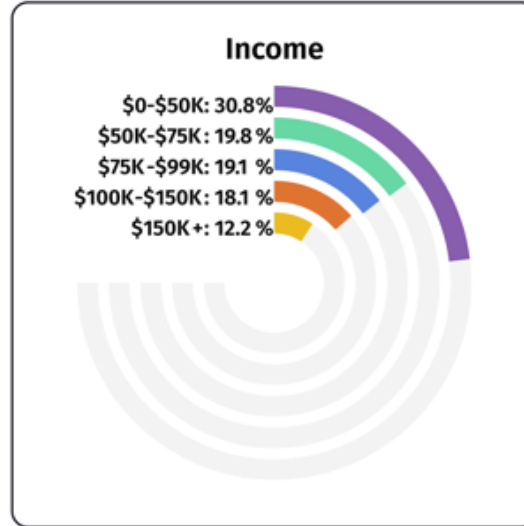
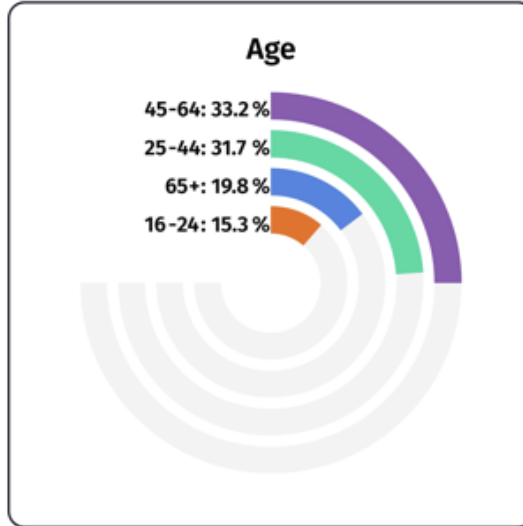
Global Filters [In-State](#) [Out-of-State](#) [Distance: 50 mi - 2,766 mi](#) [Dates: 1/1/23 - 9/30/23](#) [Region: Tenino Included](#)



Tenino Visitation YTD

Your Visitor Profile

Top Demographics



Tenino Visitation YTD

Where Visitors Came From

Top Cities

City	Trips
Vancouver, WA	2,851
Portland, OR	2,069
Longview, WA	2,013
Seattle, WA	1,380
Kelso, WA	1,123
Bellevue, WA	847
Battle Ground, WA	844
Kalama, WA	746
Salem, OR	697
Castle Rock, WA	663
Bothell, WA	621



Tenino Visitation YTD

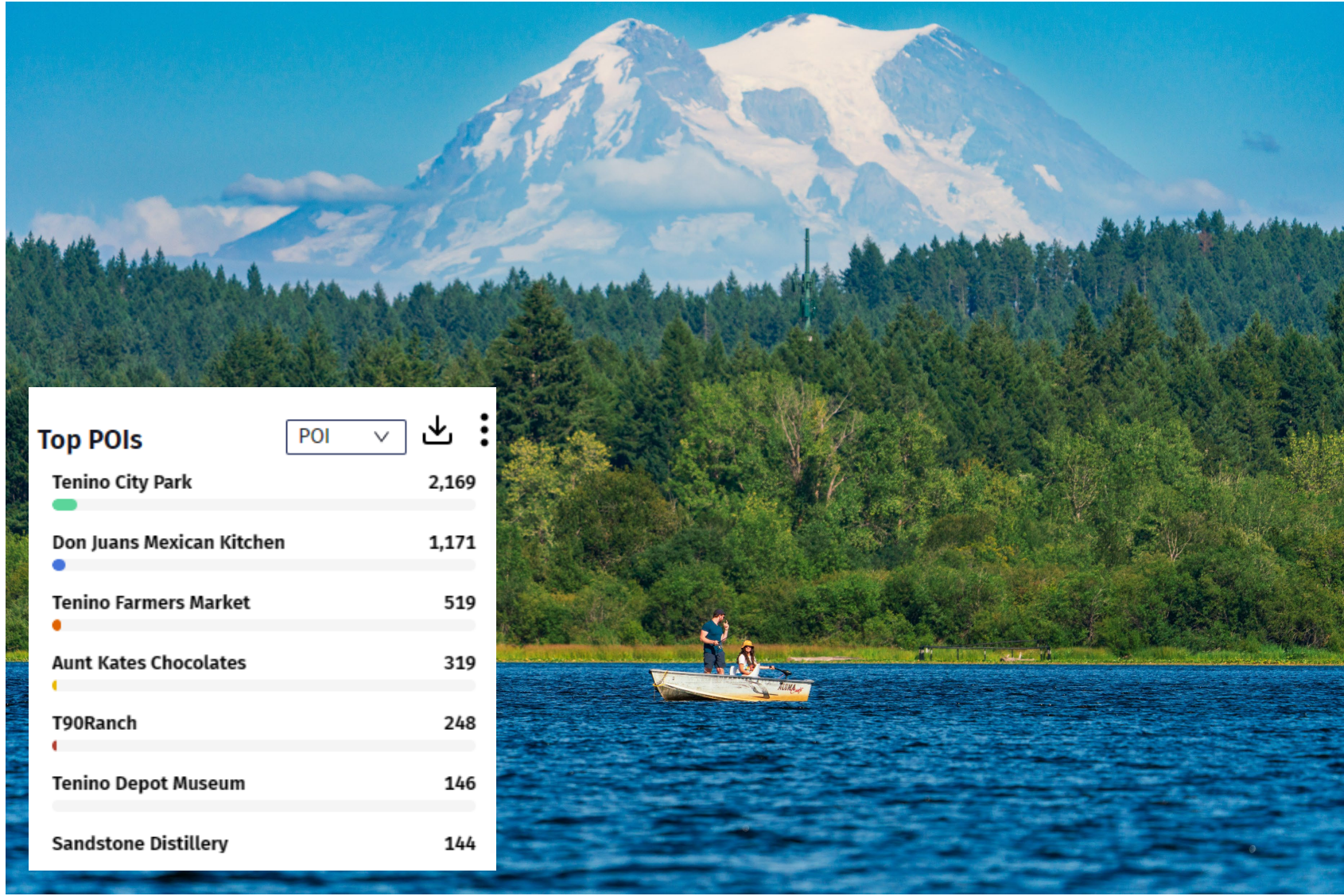
What do Tenino Visitors Like?

Top Clusters

Cluster	Trips
County & Cities	30,916
Outdoor Enthusiasts - Natural Attractions	2,104
Foodies	1,498
Shopaholics	698
Outdoor Enthusiasts - Farm & Ranch Experiences	248
Libationists	234
History Buffs	146
Art & Music Lovers	104
Active Families	62

Top POIs

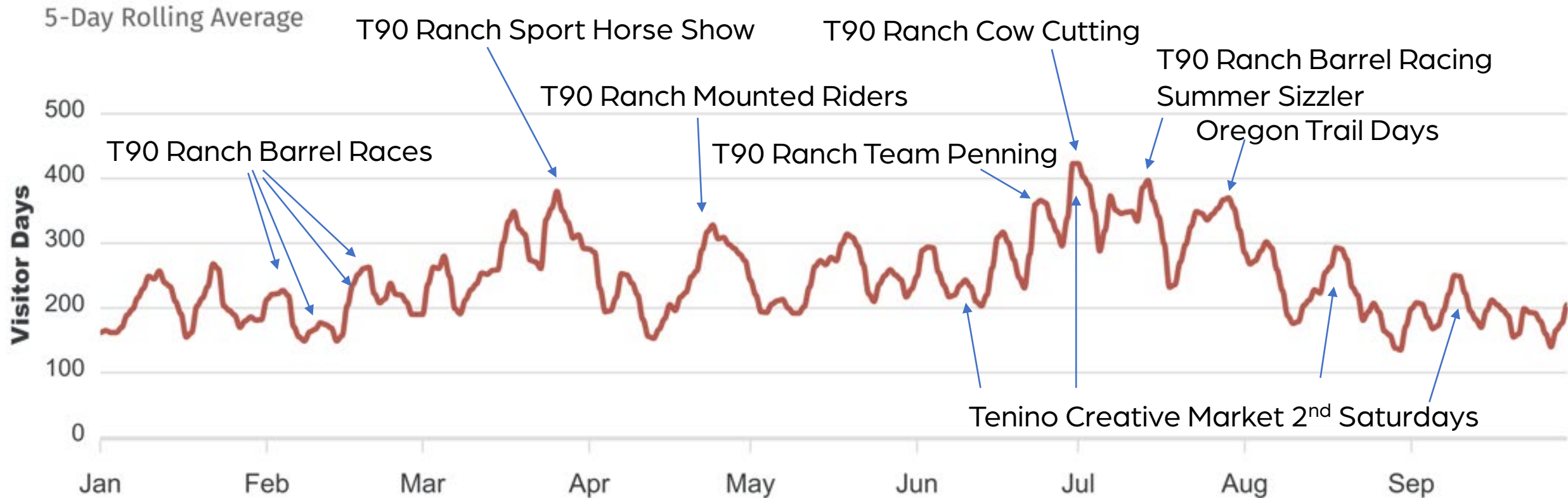
POI	Trips
Tenino City Park	2,169
Don Juans Mexican Kitchen	1,171
Tenino Farmers Market	519
Aunt Kates Chocolates	319
T90Ranch	248
Tenino Depot Museum	146
Sandstone Distillery	144



Tenino Visitation YTD

When Did Visitors Come & What Can We Learn From 2023?

Daily Visitors Trend



Any Questions?

