

DESTINATION SCAN

NORTHEAST WASHINGTON | MAY 2022



DESTINATION SCAN

NORTHEAST WASHINGTON

The purpose of this Destination Scan is to provide Washington State Tourism and the Northeast Washington Tourism Workspace Steering Committee (SC) with additional insights and context about the situation in the destination region.

Specifically, the destination scan will help destination stakeholders understand:

- The context of the region as a visitor ‘destination’ – its logical boundaries and high-level contextual demographic and economic indicators
- Highlights of the destination’s visitor economy based on existing visitor profile and economic impact data
- How visitors perceive their destination through customer reviews of a few select attractions and what attractions/experiences might be considered drivers (“lures”) in the region by key visitor markets
- What local stakeholders feel are the big challenges and opportunities ahead for the tourism and outdoor recreation economy
- What important initiatives are underway in the community that advance their priorities outlined in the statement of intent and strategy workshop topics



DESTINATION SCAN

TABLE OF CONTENTS

DESTINATION OVERVIEW

An outline of destination boundaries, regional boundaries as outlined by state DMO, highlights about the region's history, key economic and demographic metrics, and an overview of existing tourism-related organizations.

EXISTING VISITOR DATA

Highlights from existing visitor profile and economic impact data - statewide, regional or local.

KEY VISITOR ASSETS + PERFORMANCE

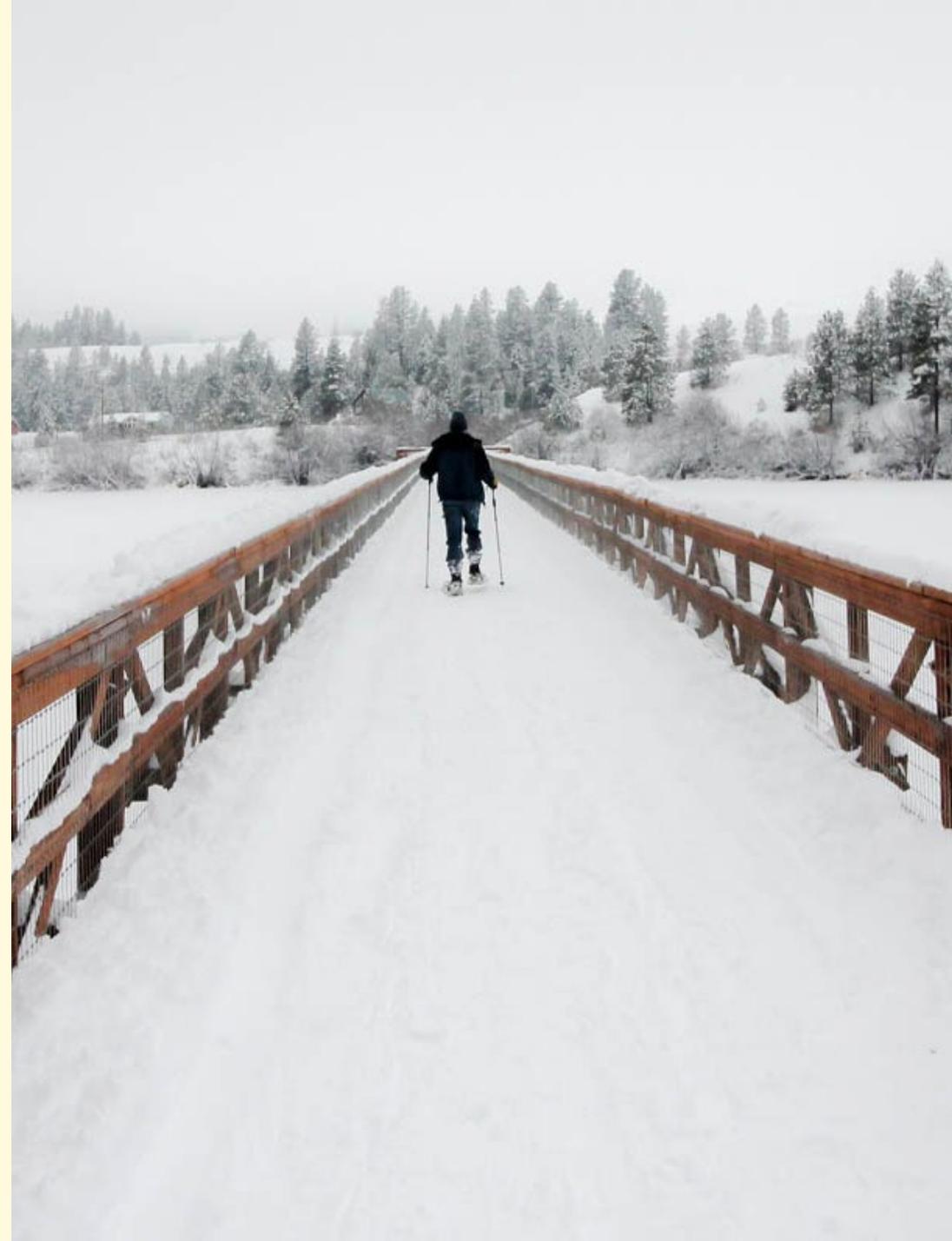
A light scan of key attractions and services including visitor reviews and information on a few of the region's key drivers (or "lures").

STAKEHOLDER INPUT

A distillation of responses from a stakeholder survey targeted at those working in the tourism and outdoor recreation economy. Perspectives will be gleaned on what current day challenges and opportunities might be in this part of the economy.

KEY INITIATIVES

A list of important projects and/or initiatives underway that might be important to include in the destination strategy. Compelling initiatives may also be featured in workshops that are part of the Washington Tourism Workspace.



NORTHEAST WASHINGTON

REPORTS REVIEWED

Crosscurrent reviewed a variety of reports and plans provided by the city and community stakeholders. Below is a list of the most relevant plans.

- Chewelah Area Recreation Planning Effort (2019)
- Chewelah Creative District application (2019)
- Economic Impact of Tourism in Washington (2020)
- Economic, Environmental, and Social Benefits of Trails in WA (2019)
- Indian Creek Community Forest Action Plan (2019)
- Northeast Washington Trails Strategy (2021)
- Parks and Recreation in Pend Oreille County Comprehensive Plan (2020)
- Stevens/Ferry Counties Economic Development Strategies (2018)
- Washington SCORP Executive Summary (2018)
- Washington SCORP Highlights (2013)
- WSU Stronger Economies Together Program (2013)
- TriCounty CEDS 2022-2026 (2022)





STATEMENT OF INTENT

NORTHEAST WASHINGTON TOURISM WORKSPACE

The Northeast Washington program steering committee is committed to developing a strong regional tourism and outdoor recreation economy. This includes protecting and enhancing the quality of life for residents, as well as building local pride in the region's unique sense of place. A key to future sustainability is the continued need to enhance the visitor experience while understanding and managing the impacts of tourism on local environments, economies and communities.

Our focus throughout this program will be to:

- Intentionally and proactively evolve our tourism economy to create the right balance between visitor and community needs
- Build our regional connections and cohesiveness, in part by improving communication and increasing collaboration
- Grow our outdoor recreation tourism economy
- Improve the visitor experience
- Find ways to incorporate and celebrate the cultural heritage of our region
- Grow and cultivate locally owned, sustainable businesses

DESTINATION OVERVIEW

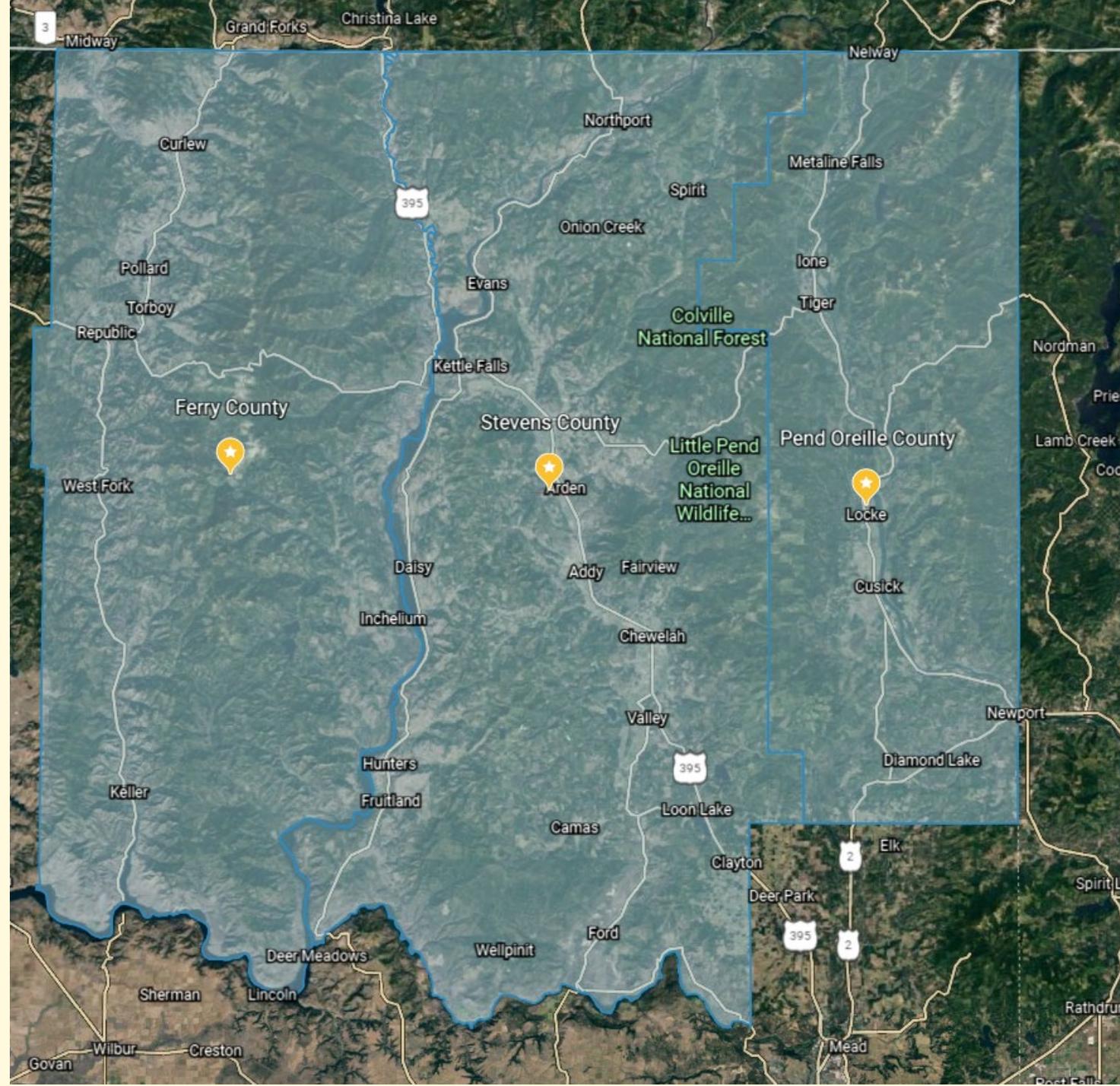
NORTHEAST WASHINGTON

NORTHEAST WASHINGTON

The tri-county area of focus includes Ferry, Stevens and Pend Oreille counties, which have a combined population of about 67,000. This is an area with substantial public lands, mountainous terrain and Native American reservations, (Colville Confederated, Kalispel and Spokane Tribal lands).

The area has an economic history closely tied to the land. Agriculture, forestry and mining are what brought many people to the area and what continues to sustain many today. The economy has diversified significantly during the last three decades, much of it driven by influx of a senior population retiring to the area and introduction of technology.

Most communities in Northeast Washington have recently experienced a surge in outdoor recreation driven by the pandemic and the desire of people to escape to sparsely populated areas. The area still retains its rural nature with limited north-south, east-west state highways in an area of 6,200 square miles. County seats include Republic in Ferry County, Colville in Stevens County, and Newport is Pend Oreille County.

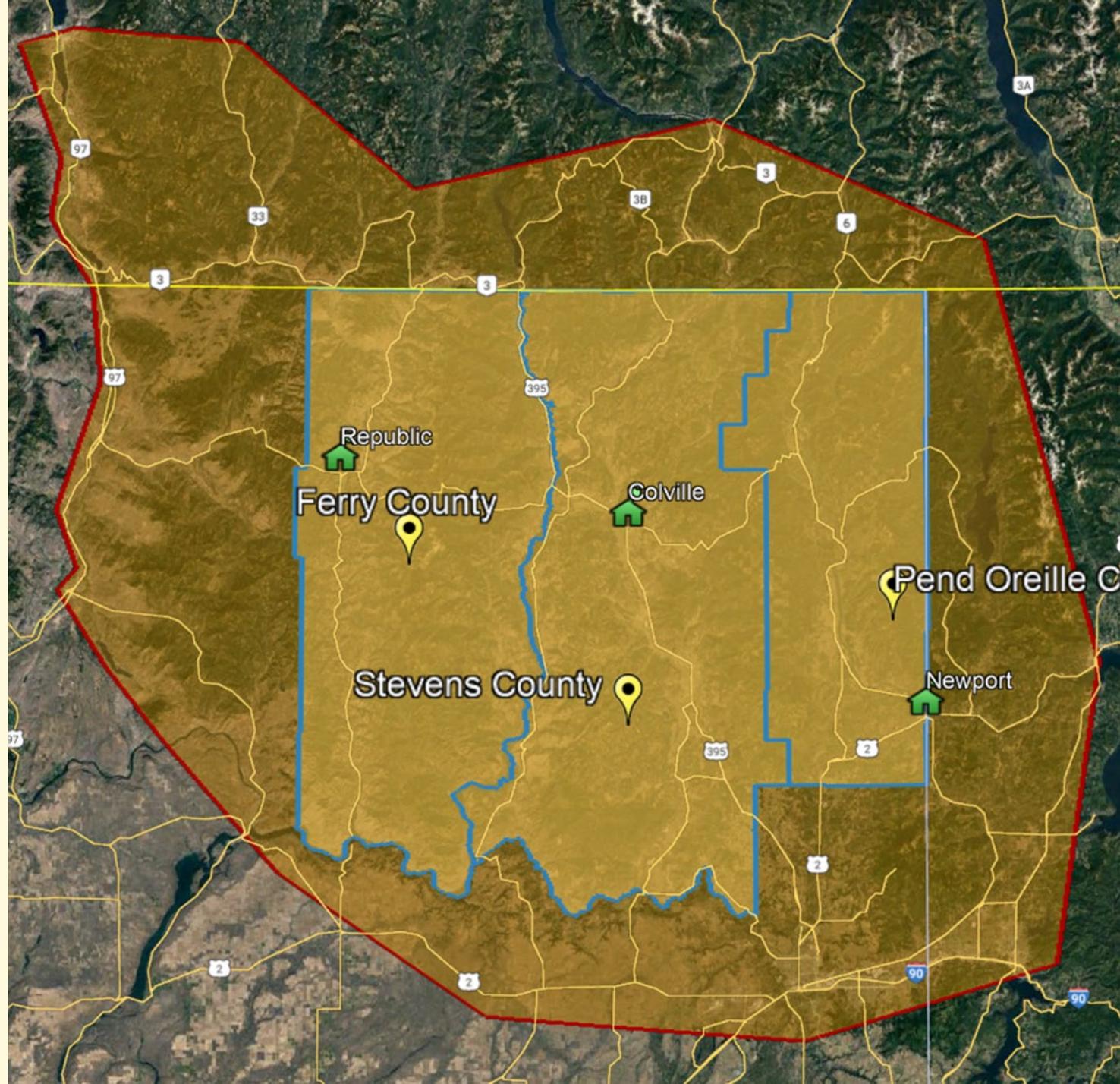


VISITOR DESTINATION AREA

The tri-county area of Ferry, Stevens, and Pend-Oreille serves as the administrative and convening hub for the Northeast Washington destination, but visitor travel habits and locations rarely conform to the same boundaries.

Visitors may use the tri-county area as a basecamp to visit other attractions or communities, effectively expanding the visitor experience, pool of potential collaborators, and relevant attractions in a way that create 'soft' usage boundaries.

Visitors to Northeast Washington can travel to and from Canada (North), Idaho (East), Spokane (South) and the 97 Highway to the West,



WASHINGTON TOURISM REGION

The tri-county region occupies the northern portion of the “Ponderosa” Destination Region promoted by Washington State Tourism, and described as:

“Filled with incredible rivers: The Columbia, The Kettle, The Colville, and The Pend Oreille rush through thousands of acres of protected National Forests and The Colville Reservation – this Ponderosa Region is truly a wild part of our state.”

Sites of historic significance are around every turn, with unique small communities scattered sparingly. Don’t miss the ghost towns, old mining claims, and remnants of the original homesteads to be spotted throughout the countryside. Come experience what the Ponderosa has to offer!”





TRI COUNTY HERITAGE

Northeast Washington is rich in both natural and historical assets and has a strong connection and proud acknowledgement of the cultural importance and contributions of its native peoples.

The area was first shaped by ancient glaciers that carved three major valleys of today's Columbia, San Poil-Curlew, and Pend Oreille rivers. Unique geology formed Kettle Falls, the traditional fishing ground of the Salish people for millennia, flooded by the creation of Grand Coulee Dam beginning in 1942. The rich heritage of logging, mining and ranching across all three counties is still a strong force today.

The creation of the 1.5 million-acre Colville National Forest in 1907 harkened the beginning of a new economy based on tourism and outdoor recreation. All three counties enjoy a strong tradition and respect for hunting and fishing. Northeast Washington possesses a true four-season climate, so winter sports such as skiing, snowmobiling and ice fishing are all enjoyed here.

The region is connected by a series of small towns, with only five traffic signals spread across 6200 square miles. With only 11 people per square mile, the whole of Northeast Washington is about as rural as you can get.

CHALLENGES + OPPORTUNITIES

NORTHEAST WASHINGTON

CHALLENGES

THE LOCAL CONTEXT — HERE'S WHAT WE HEARD

Systemic/Infrastructure

- Loss of jobs related to natural resource extraction impacting the regional economy
- Broadband lacking in most of the region

Inclusion

- How do we encourage more diversity in our outdoor recreation experience development?
- And in tourism development generally?

Knowledge/Skills Gap

- Training is needed for tourism professionals + volunteers
- Educating community leaders and decisionmakers on the importance of tourism to our region
- Business owners need to understand the value of tourism

Visitor Experience Needs Improvement

- Lack of wayfinding signage in places
- Businesses need to be able to deliver high quality experiences/services
- We lack visitor transportation options



OPPORTUNITIES

THE LOCAL CONTEXT — HERE'S WHAT WE HEARD

Community-driven strategy

- Opportunity to build a community-driven tourism strategy
- Opportunity to be more inclusive in our approach
- Cohesive strategy will attract more resources
- Opportunity to increase visitation in our shoulder/off-seasons

Strong assets to build from

- Plethora of outdoor recreation opportunities
- Our way of life is really interesting – could dev. visitor experiences
- Many historic buildings throughout the region
- A lot of community run businesses that could be supported to grow
- Emerging entrepreneurial spirit with newcomers

Untold Tribal Story

- Rich Tribal and cultural history present throughout the region

Educate visitors

- On our way of life
- How they can travel in a way that respects our values and our natural + cultural assets
- How to recreate safely in this region

Fortunate geography

- Proximity to Spokane; location as a gateway to the NW Rockies



POPULATION

POPULATION	2021	% Change (2011-21)
Ferry County	8,000	+5.26%
Stevens County	46,400	+6.42%
Pend-Oreille County	14,000	+7.69%
Spokane (city)	225,300	+7.75%
Washington State	7,766,975	+14.76%

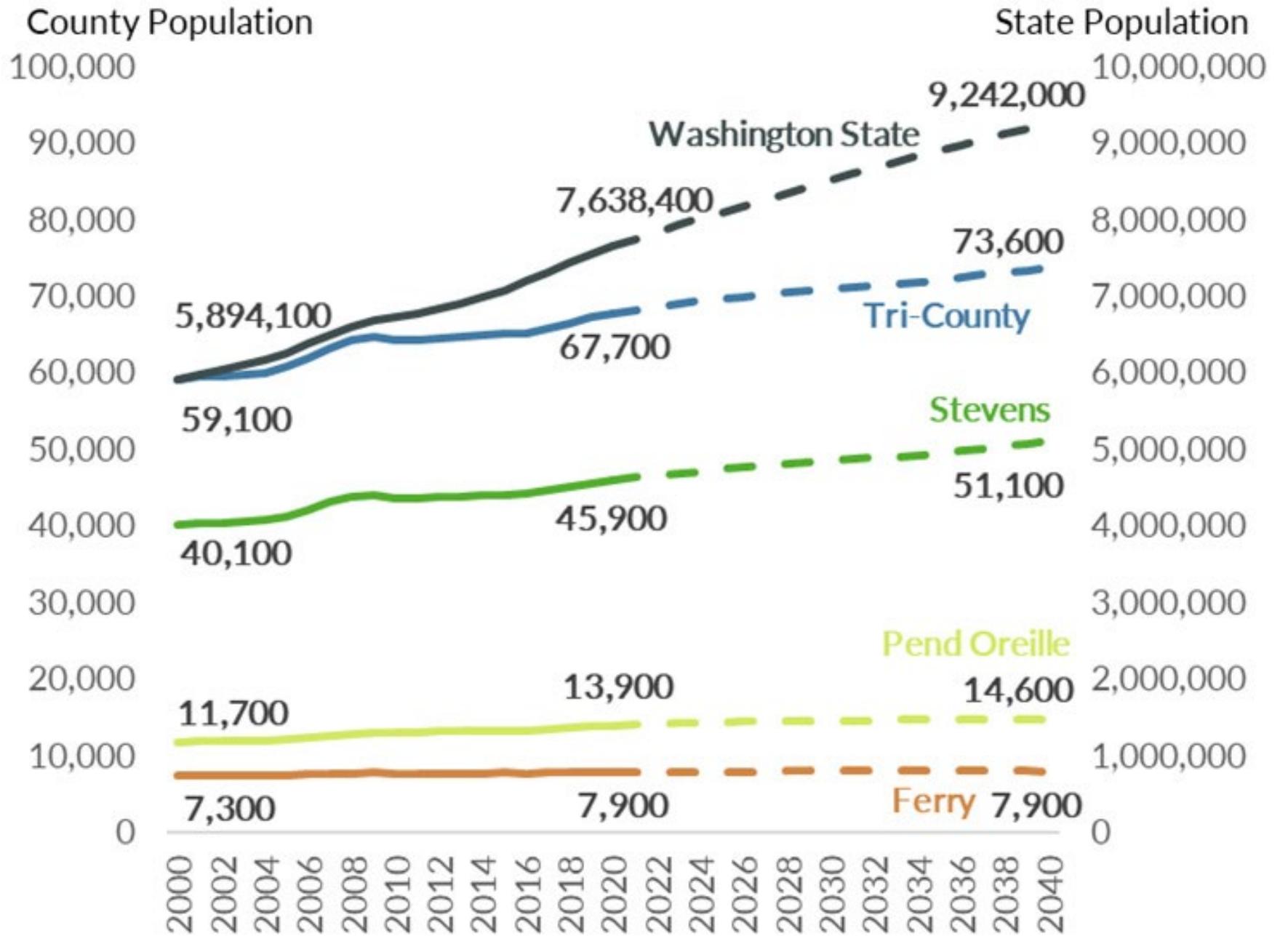
Source: [OMF WA Population Data](#)

Populations are increasing across all the counties, but at roughly 50% of the State's average growth

The city of Spokane is growing slightly faster, but Pend-Oreille is within a 1/10th of a percent.

POPULATION

Population within Washington State as well as Ferry, Pend Oreille and Stevens Counties 2000-2040



Source: Washington Office of Financial Management, 2020 (via 2022 TEDD CEDS p.9)

MEDIAN HOUSEHOLD INCOME

MEDIAN HOUSEHOLD INCOME	2019	% Change (2015-'19)
Ferry County	\$41,939	+10.00%
Stevens County	\$51,775	+23.34%
Pend-Oreille County	\$50,591	+24.61%
Spokane (city)	\$50,306	+18.69%
Washington State	\$78,687	+22.70%

Source: 2019 Census Bureau data (via datausa.io)

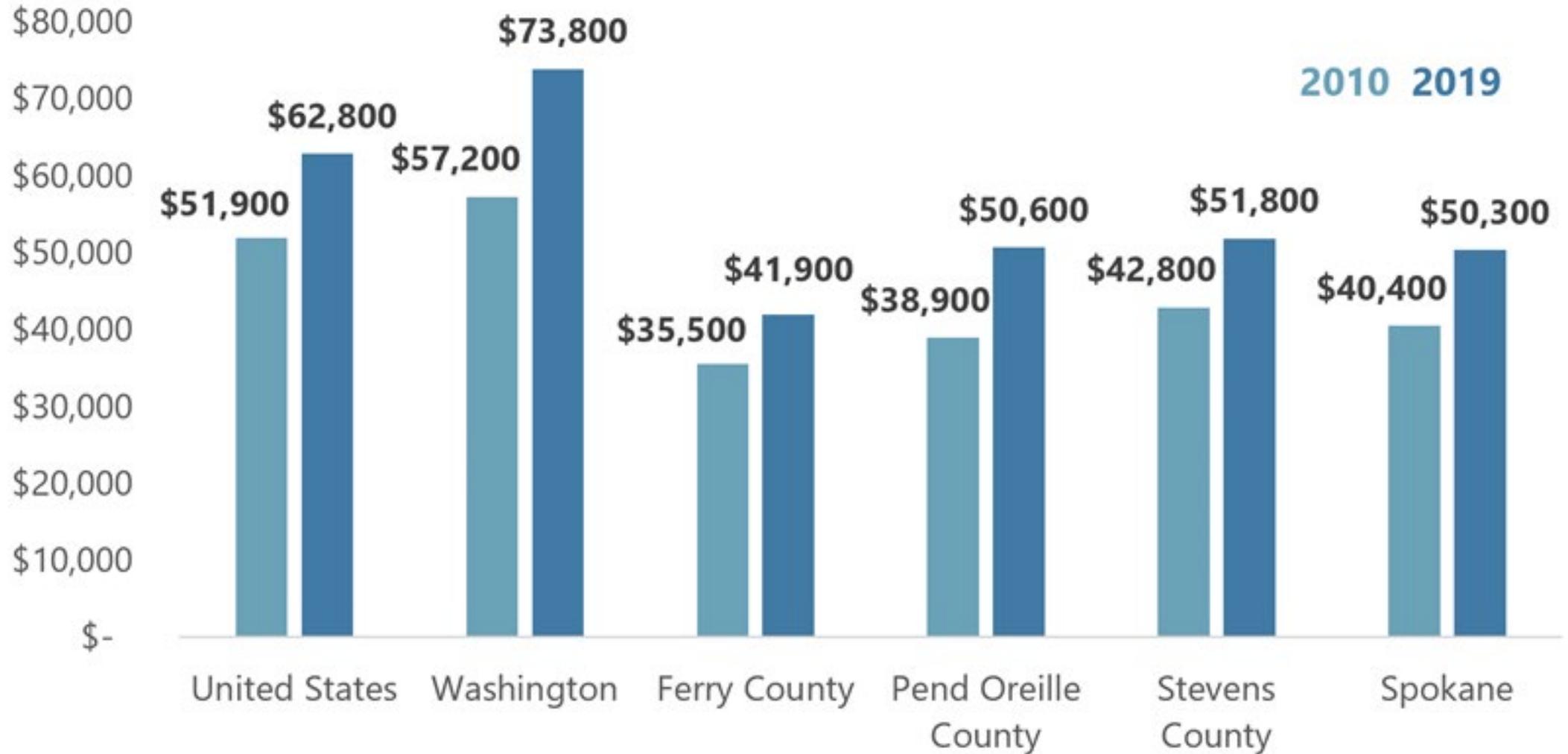
Median Household income is growing across the board.

Stevens and Pend-Oreille are growing faster than the State average and the city of Spokane.

Ferry County is growing more slowly, at roughly half the other rates.

MEDIAN HOUSEHOLD INCOME

United States, Washington, Tri-county, Ferry, Pend Oreille, and Stevens Counties, 2019



Source: US Census Bureau American Community Survey, 2019 (via TEDD CEDS 2022, p12)

MEDIAN PROPERTY VALUE

MEDIAN PROPERTY VALUE	2019	% Change (2015-'19)
Ferry County	\$169,600	+2.17%
Stevens County	\$199,200	+15.41%
Pend-Oreille County	\$216,700	+20.93%
Spokane (city)	\$187,600	+17.69%
Washington State	\$387,600	+36.48%

Source: 2019 Census Bureau data (via datausa.io)

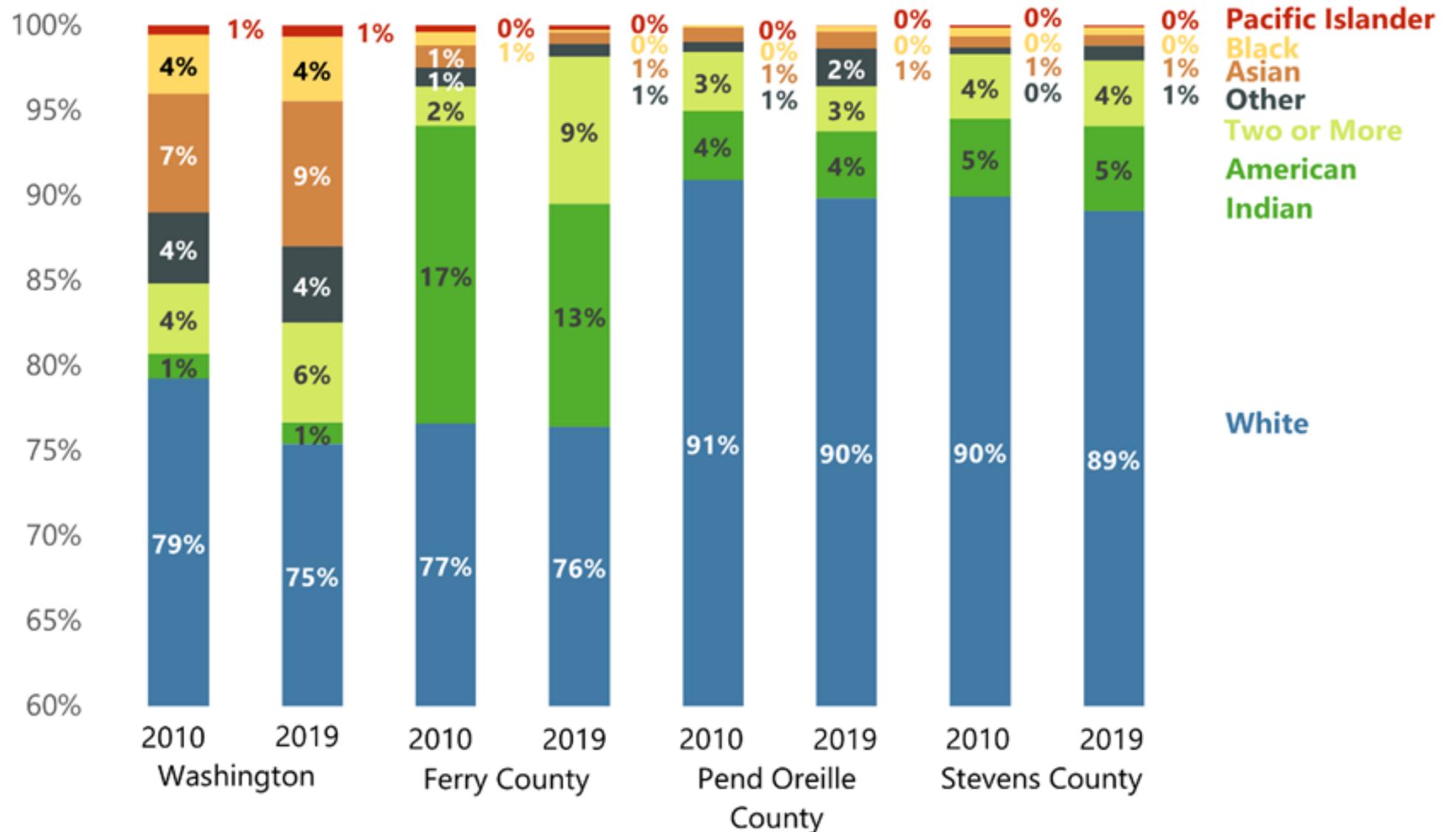
Property values are growing across the board.

Pend-Oreille is growing fastest, but still slower than the State.

Ferry is growing by a very slim margin.

RACE & ETHNICITY

Percentage of race and ethnicity per population within Washington State as well as Ferry, Pend Oreille and Stevens Counties in 2010 and 2019



Source: US Census Bureau American Community Survey, 2019 (via TEDD CEDS 2022, p35)

TOURISM ORGS + VISITOR RESOURCES

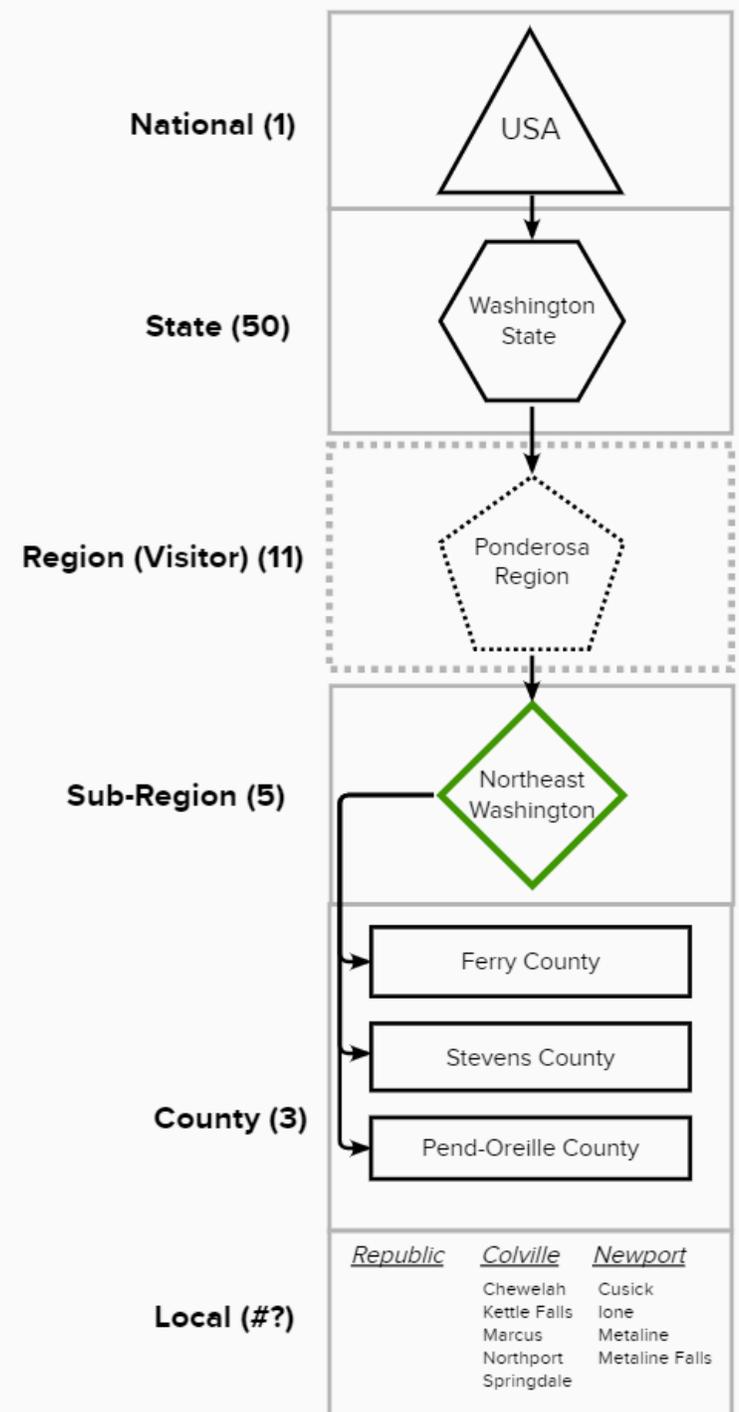
NORTHEAST WASHINGTON

TOURISM LANDSCAPE

WHO IS DOING WHAT & WHERE?

Mapping how organizations are 'nested'

- Travel USA keeps US top of mind as an international option
- State Tourism Offices attracts visitors to state, and can support and nudge to subsidiary areas
- Regions promote as an atmospheric package
- Once in a region, visitors will generally travel distance for different experiences, frequently bouncing between localities.



KEY VISITOR RESOURCES

Resource Name	Ferry	Stevens	Pend Oreille
Google Destinations	“Things to Do” Link	“Things to Do” Link	“Things to Do” Link
	Lodging Link	Lodging Link	Lodging Link
Tripadvisor*	Republic Tripadvisor link	Colville Tripadvisor Link	Newport Tripadvisor Link
AllTrails	Northeast Washington Region Alltrails Link		
Destination Website (Northeast Washington)	www.itsreal.life/ferry-county/	www.itsreal.life/stevens-county/	www.itsreal.life/pend-oreille-county/
County Tourism Websites	www.ferrycounty.com/	www.stevenscountywa.gov/	www.porta.us/
Official Instagram Visit NE WA; It's Real Life Link	n/a	n/a	PORTA Instagram Link
Instagram – Location Tag	Ferry County, WA IG Location Tag Link	Stevens County, WA IG Location Tag Link	Pend Oreille County, WA IG Location Tag Link

* Tripadvisor rarely aggregates at a county level

VISITOR DATA

NORTHEAST WASHINGTON

TOURISM IS BIG BUSINESS IN WASHINGTON

TOURISM ECONOMICS (2020)



\$13 BILLION
VISITOR
SPENDING



119,157
TOURISM
JOBS
STATEWIDE



\$1.5 BILLION
STATE &
LOCAL TAX
RECEIPTS

TOURISM ECONOMICS

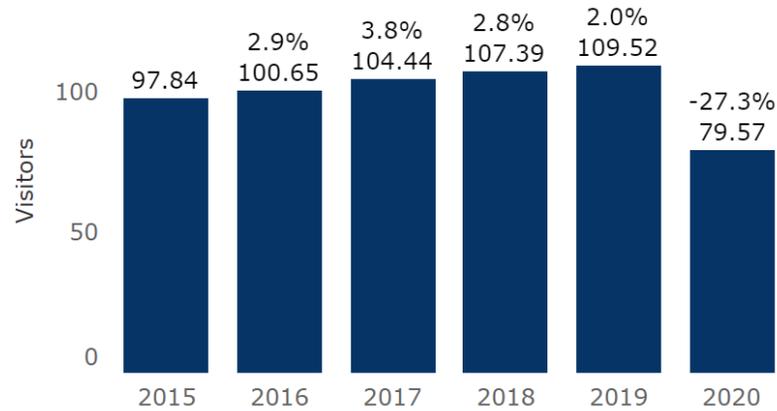
WASHINGTON STATE

(2020)

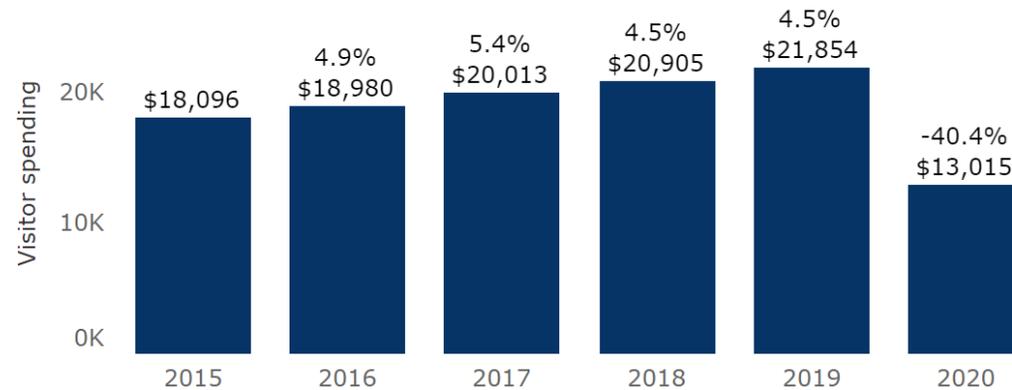
Select year

2020

Visitation Trends
millions



Visitor Spending Trends
\$millions



Visitor Spending by Category
\$millions



Visitor Spending by Source
\$millions



TOURISM ECONOMICS WASHINGTON STATE (2020)

Economic Impact in Context

Tourism generates
\$721

in state and local taxes for every household in
Washington

Select Year

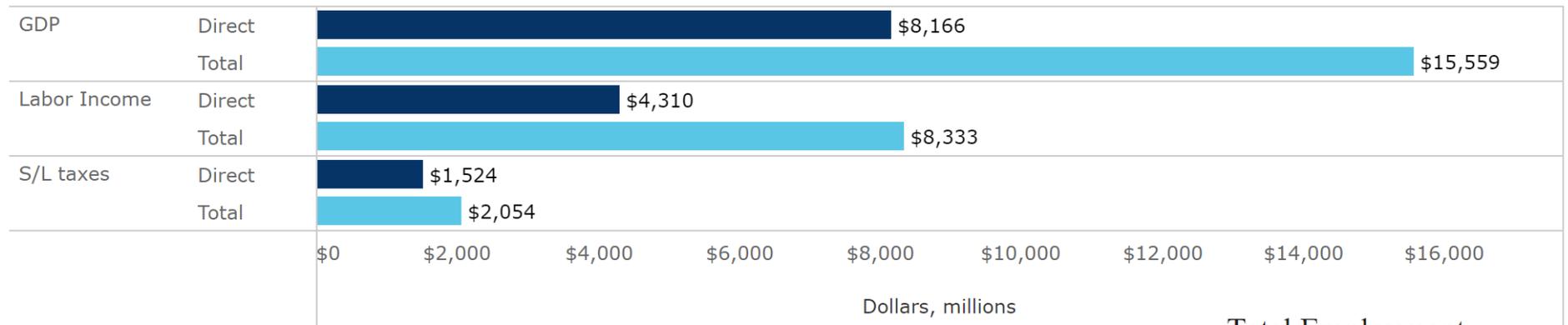
2020

Total Business Sales

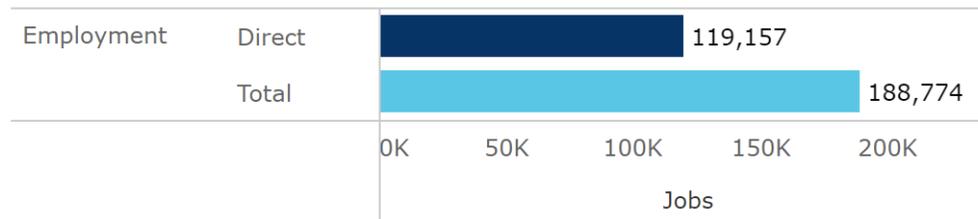
\$millions

\$23,785.4

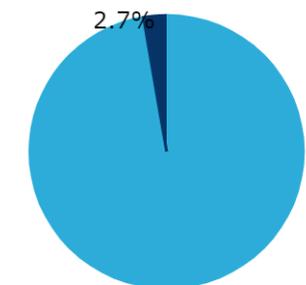
Economic impacts



State employment impacts

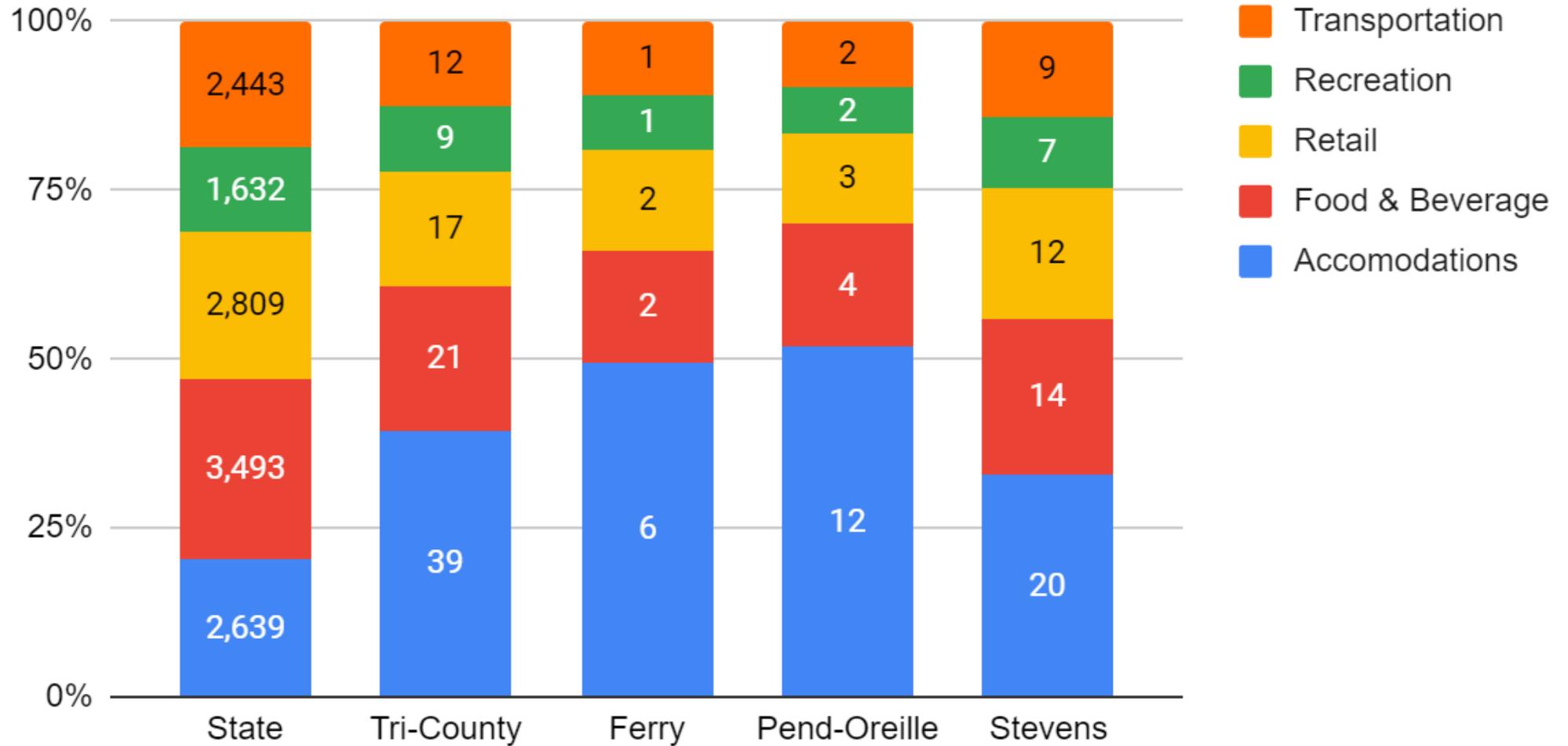


Total Employment Share of State



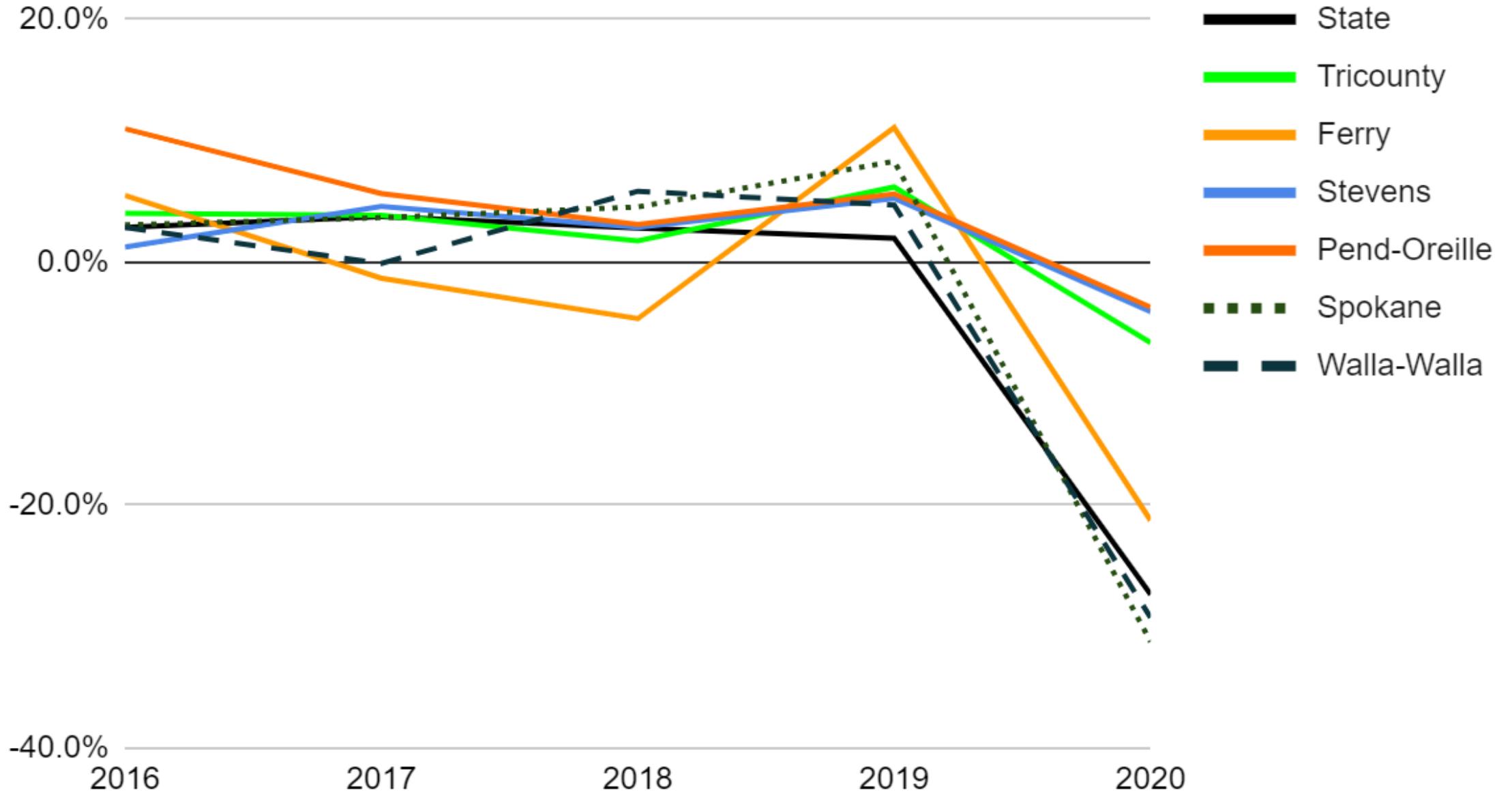
WASHINGTON VISITOR SPEND BY INDUSTRY

TOURISM ECONOMICS (2020)



2020 Visitor Spending by Industry (\$1,000s)

VISITOR ECONOMIC IMPACT CHANGES IN 2020



NORTHEAST WASHINGTON VISITOR SPEND

ECONORTHWEST 2022 VISITOR OPPORTUNITY STUDY (SLIDE)

VISITOR ECONOMIC IMPACT

Day Trips:

Average spending per party per day: **\$183**

Overnight Trips:

Average spending per party per night: **\$102**

Visitors staying in lodging (hotels, resorts, or vacation rentals) spend about **\$222** more per trip than visitors staying with friends and family or camping.

TOURISM METRICS

REGIONAL & LOCAL BED TAX

Location	State Lodging Tax Share* FY '22	Bed Tax %	Special Motel/Hotel	TPA	TIA
Ferry	\$13,866	1.50%	-	n/a	
Republic	\$5,646	"	2.00%		
Stevens	\$27,105	1.10%	-	n/a	
Colville	\$24,553	"	1.50%		
Chewelah	\$4,567	"	1.00%		
Kettle Falls	\$331	"	-		
Marcus	-	"	-		
Northport	\$1,235	"	2.00%		
Springdale	-	"	-		
Pend-Oreille	\$10,818	1.20%	2.00%	n/a	
Newport	\$2,684	"	"		
Cusick	-	"	"		
Ione	\$1,211	"	"		
Metaline	6	"	"		
Metaline Falls	\$381	"	"		

*Washington State offers revenue sharing of a portion of the state collected bed tax.

Counties and municipalities may request a set portion of the state taxes collected within their jurisdiction,

This sharing occurs in complement to other special hotel/motels taxes, tourism improvement areas, *and* tourism promotion areas.

VISITOR PROFILING

NORTHEAST + STATE

NORTHEAST WASHINGTON VISITOR PROFILE

CREATING A PRELIMINARY FOUNDATION

Visitor Profile	Tri-County Destination	
Gender	66% Male 30% Female	
Household	Couples w/ Adult Kids (44%)	
Age	41+ (72%)	
Household Income	\$75,000+ (52%)	
Visitor Volume*	490,939	
Primary Locations	Washington State – Spokane County	
Average Group Size	3.2 persons	17% were traveling with children (2.7)
Overnight Trips	48% (vs. 52% day trips)	5.8 Night average length of stay

Sources: ECONorthwest Visitor Opportunity Study 2022 ([LINK](#))

*Tourism Economic 2020 data



Travel USA Visitor Profile

Overnight Visitation



2021

Introduction

- Longwoods International began tracking domestic American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- An **overnight trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.
- A **day trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.
- This report provides an overview for Washington’s domestic tourism business in 2021.

Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the **Longwoods Travel USA®** survey. Respondents are selected to be representative of the U.S. adult population.

For Washington, the following sample was achieved in 2021:



Overnight Base Size

3,661



Day Base Size

1,908

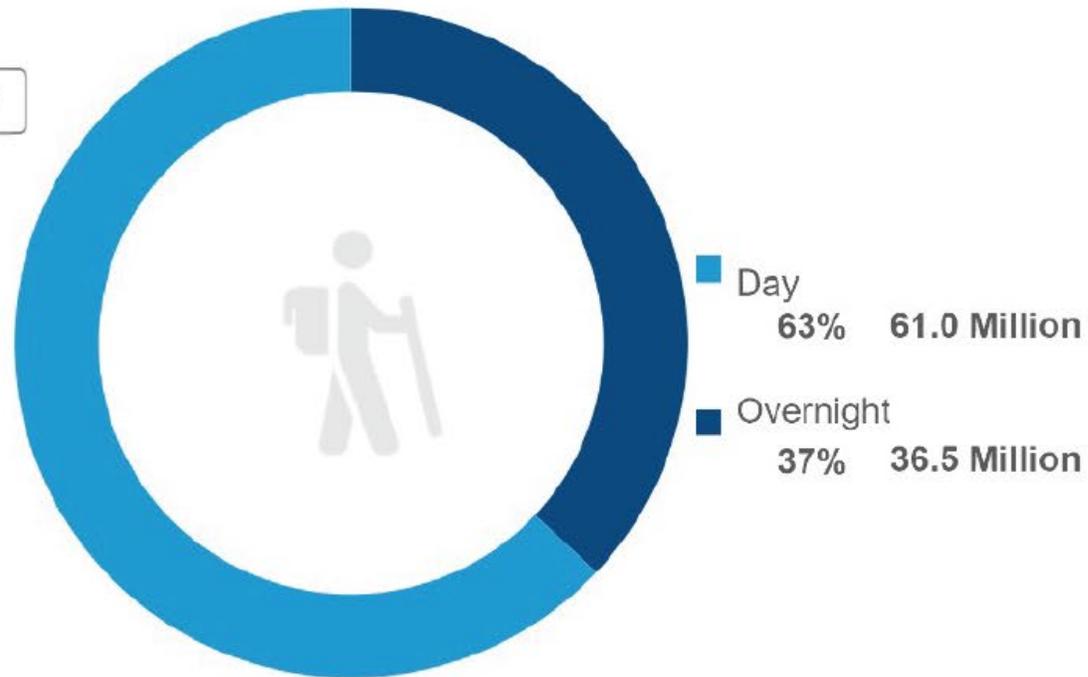
For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Total Size of Washington 2021 Domestic Travel Market

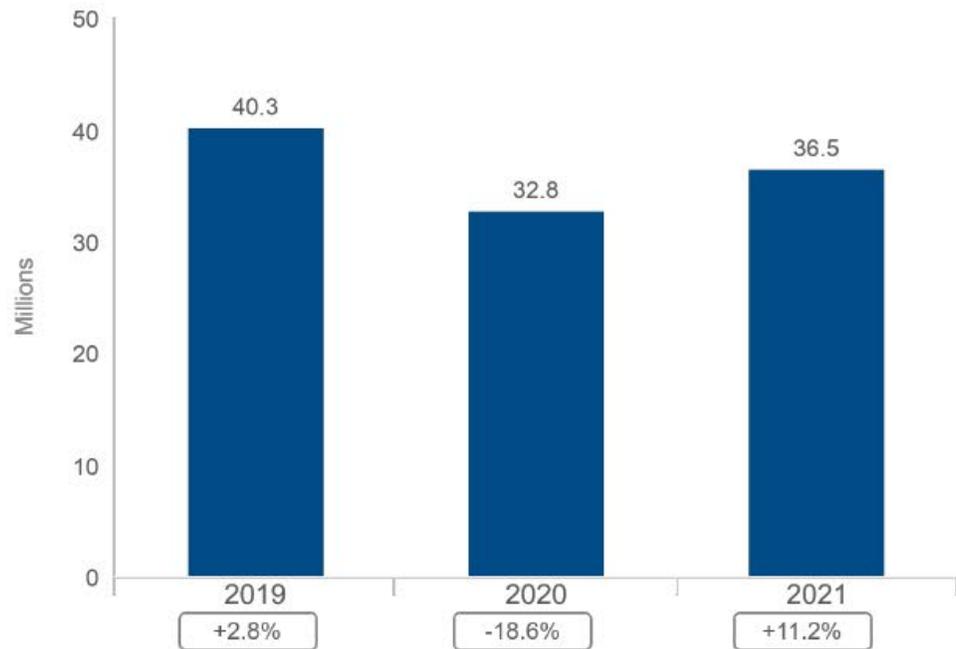
Total Person-Trips

97.4 Million

+9.1% vs. last year



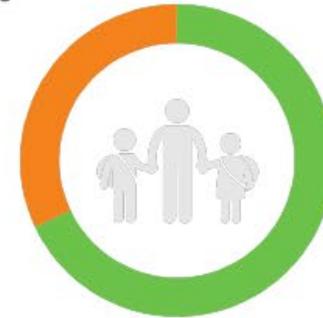
Overnight Trips to Washington



Size of Washington Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

36.5 Million



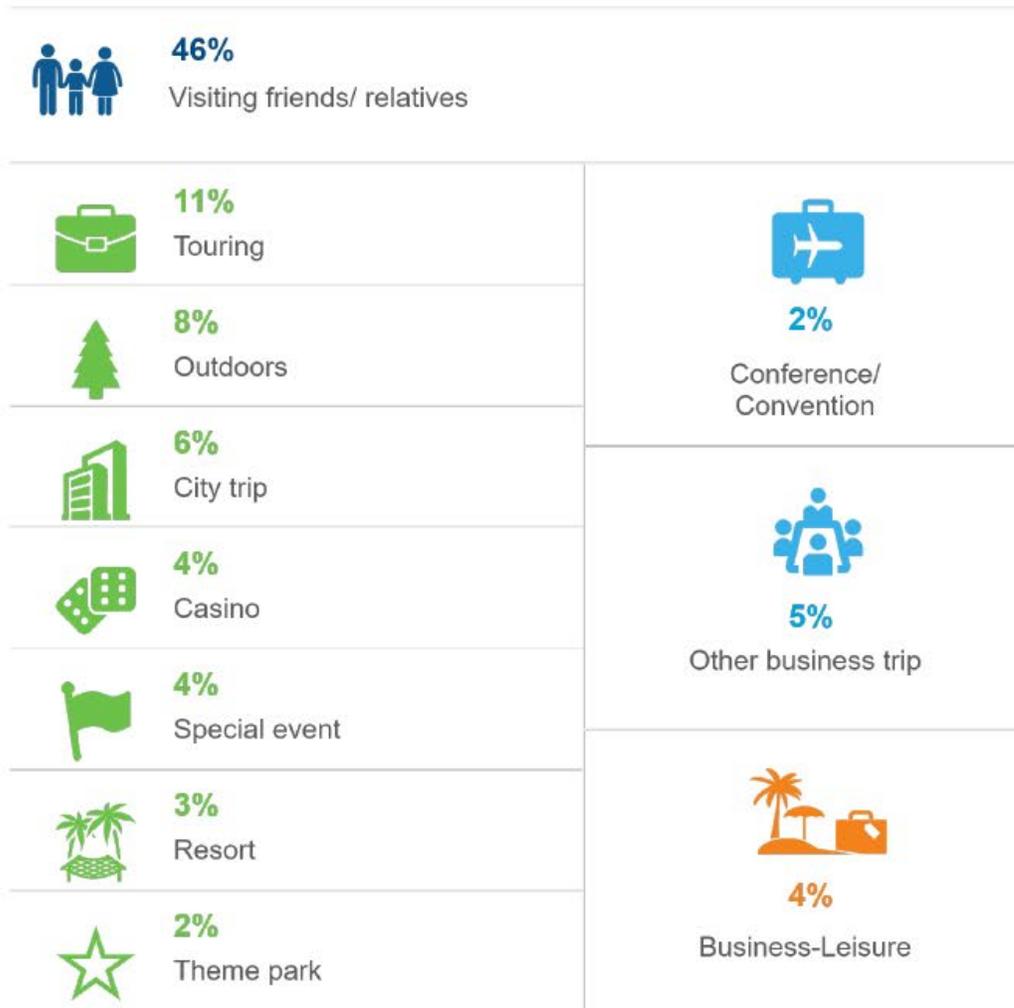
■ Adults
 68% 24.8 Million
■ Children
 32% 11.7 Million

Past Visitation to Washington

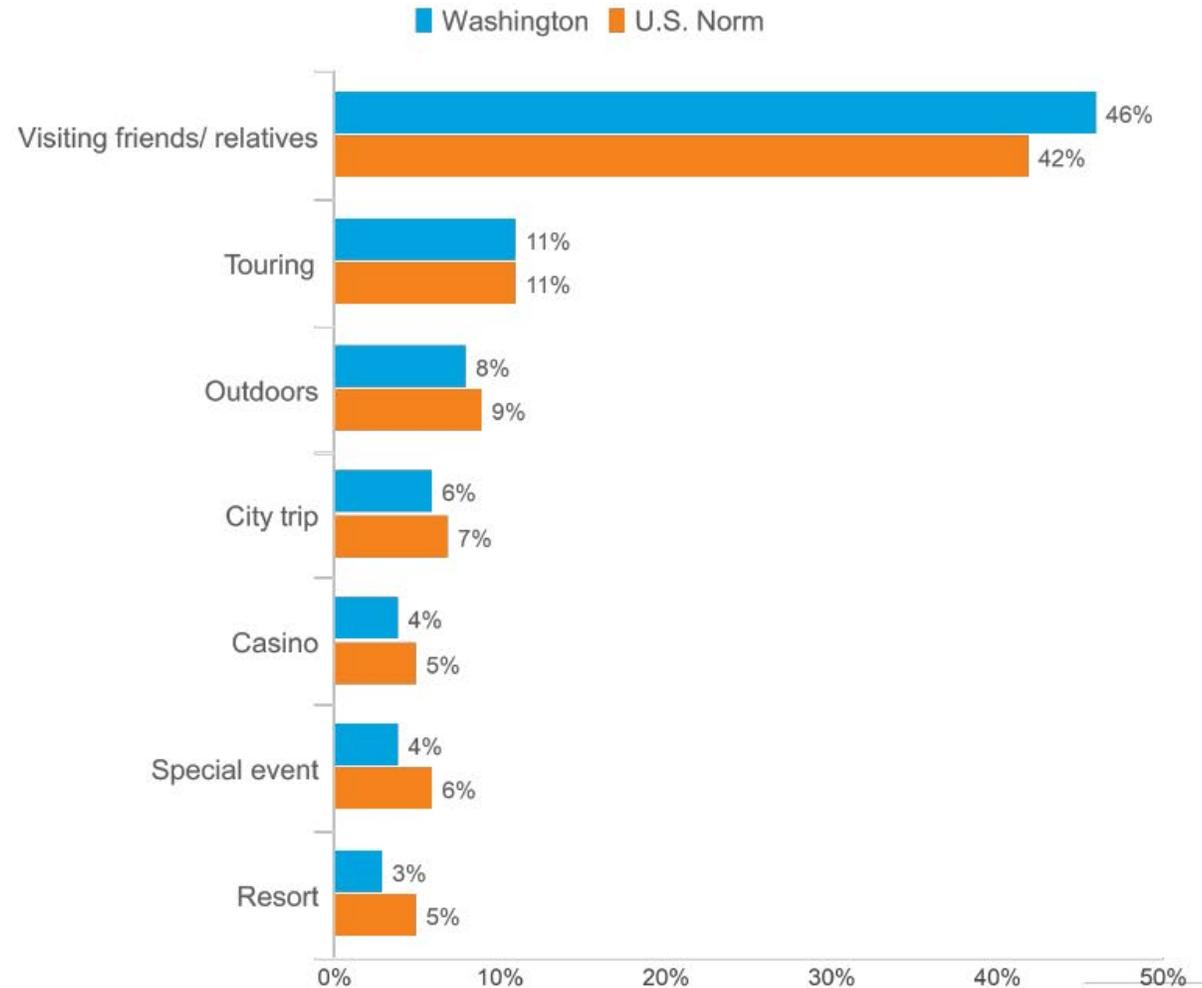
83% of overnight travelers to Washington are repeat visitors

59% of overnight travelers to Washington had visited before in the past 12 months

Main Purpose of Trip



Main Purpose of Leisure Trip



ASSET OVERVIEW

ATTRACTIONS & VISITOR INFO

NORTHEAST WA DRIVERS

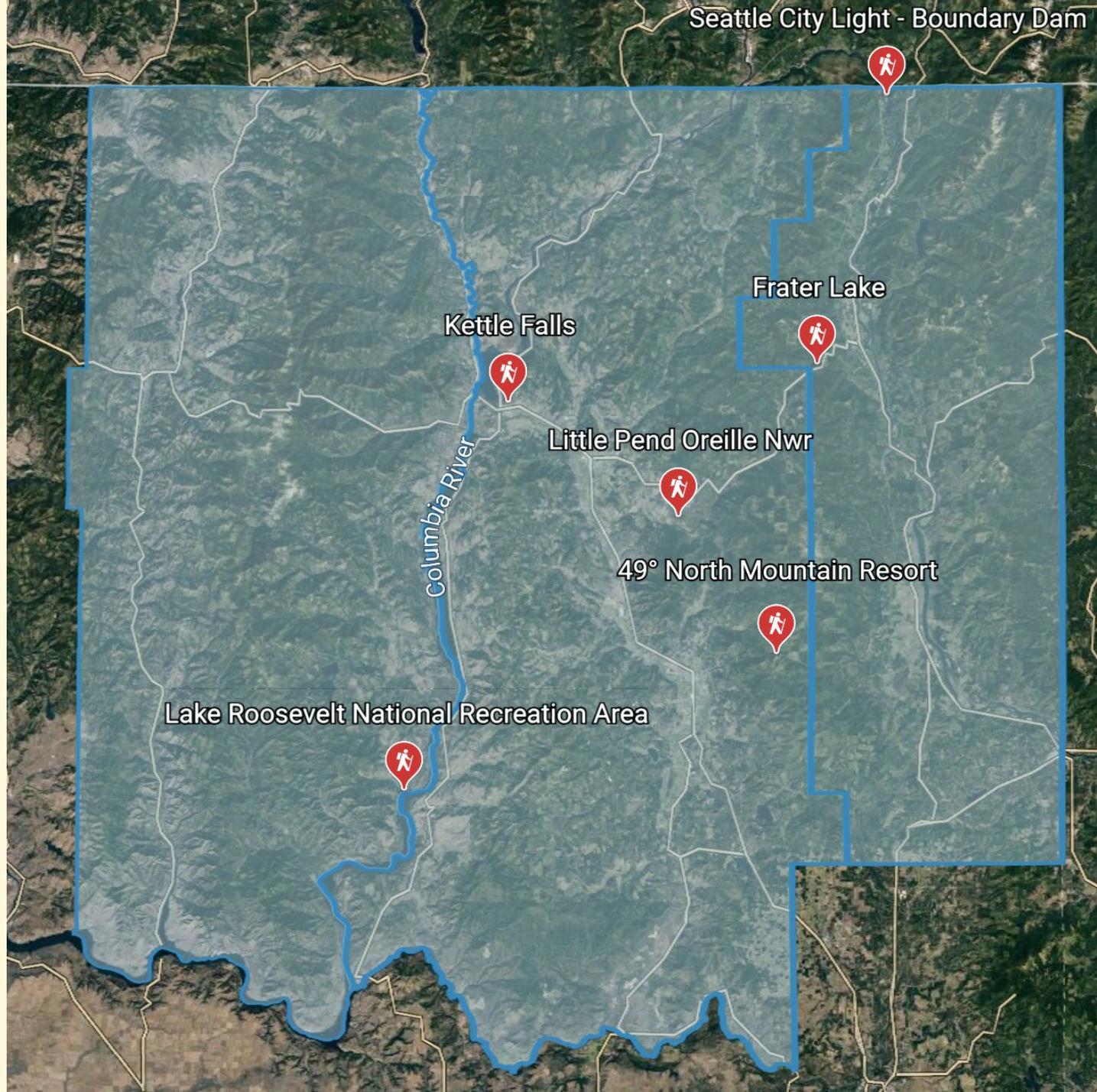
WHAT MOTIVATES PEOPLE TO VISIT?

LOCAL PERSPECTIVE:

- Kettle Falls & Kettle Falls Historic Center
- Boundary Dam Forebay Recreation Area
- 49 Degrees North
- Little Pend Oreille NW Refuge
- Lake Roosevelt National Recreation Area
- Colville National Forest

Top Drivers	Responses	Percent
1. Camping	15	32.6%
2. Hunting	11	23.9%
3. Skiing	10	21.7%
4. Fishing	10	19.6%
5. Hiking	9	19.6%

Source: Northeast Washington Stakeholder Survey (2022)



KETTLE FALLS & KETTLE FALLS HISTORIC CENTER

- Tells the early history of Kettle Falls
- Provides historic interpretation of surrounding area
- "People of Falls" exhibit provides details about local indigenous tribes
- Offers educational opportunities, exhibits, and cultural activities



BOUNDARY DAM FOREBAY RECREATION AREA

- Recently improved and reopened
- Camping with 22 sites, flush toilets, and other visitor amenities
- Day Use area with BBQ grills, picnic benches, and group shelter
- Boat Launch with recently extended launch, and parking areas
- Part of Seattle City Light dam producing 55% of their power



49 DEGREE NORTH MOUNTAIN RESORT

- Popular winter resort that offers snow sports
- During the warm season, it offers bike riding, berry picking, and hiking
- Favorite spot for locals, accompanied with strong regional draw.
- Well reviewed staff, powder, and trails
- Also popular with families and first-time skiers or snowboarders

Further Info: [Click for here for website](#)



LITTLE PEND OREILLE NATIONAL WILDLIFE REFUGE

- Popular and highly visited National Wildlife Refuge
- Located near Colville, but features multiple visited locations, resulting in several different google map listings
- 200 species of birds, along with multiple large mammals can be spotted
- Offers hiking, biking, camping, nature photography, and much more



LAKE ROOSEVELT NATIONAL RECREATION AREA

- Located near Coulee Dam
- Offers campsites with amenities
- Popular for boating, fishing, and hiking
- Historical mission and fort
- Dam features a popular 4th of July laser show



FRATER LAKE

- Offers year-round activities, snow sports during winter and biking/hiking/water sports during summer
- Warming hut and non-flush amenities available
- Day-use only
- Gravel boat ramp
- Parking by permit during Winter, fee-free otherwise.



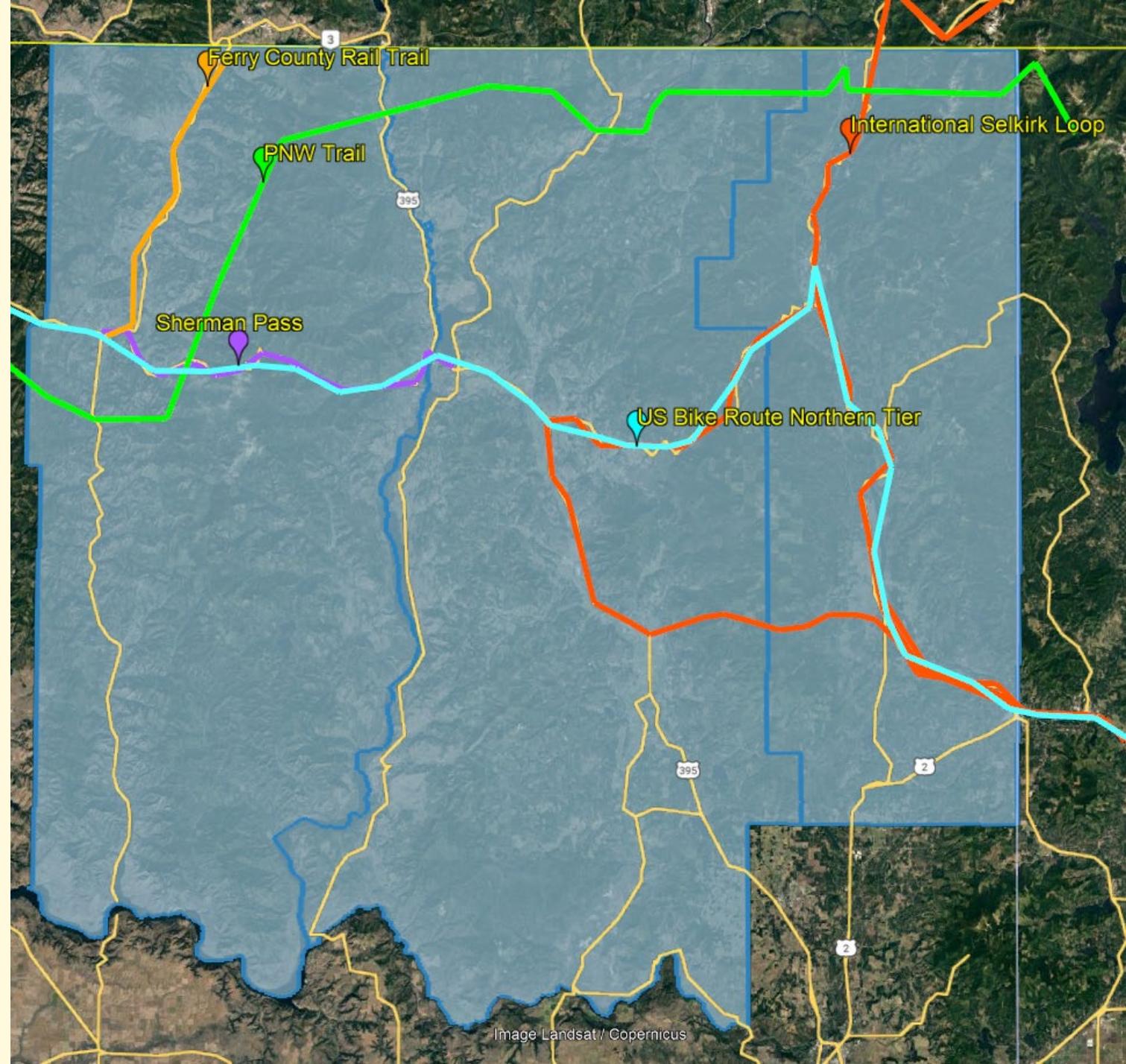
NORTHEAST WA ASSETS

NEARBY ROUTES

Routes that pass through a destination can serve as visitor channels even if the visitors themselves are unaware of where they officially are.

Routes in Northeast Washington include:

- Pacific Northwest Trail
- Ferry County Rail Trail
- Sherman Pass Scenic Byway
- US Bike Route – Northern Tier
- International Selkirk Loop



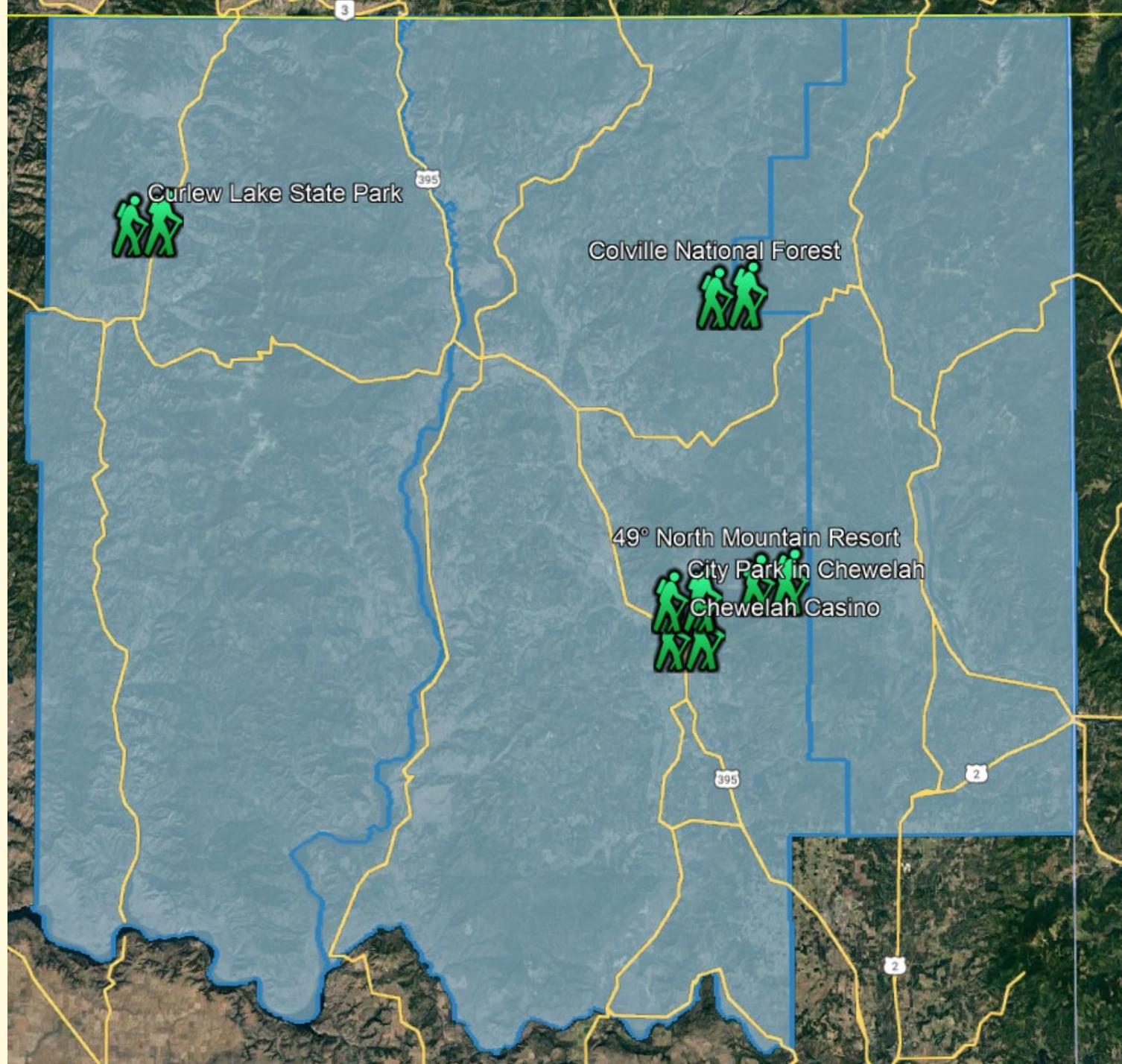
NORTHEAST WA ASSETS

TOP PLACES ON GOOGLE

These are the top 5 most reviewed specific places or businesses on google maps. They can increase length of stay, quality of experience, or likelihood to return even if they are not the primary reason for visiting.

Site Name	Rating	Reviews
1 Colville National Forest	4.7	1219
2 Chewelah Casino	3.9	1051
3 49° Degree North Mountain Resort	4.6	655
4 City Park in Chewelah	4.6	311
5 Curlew Lake State Park	4.6	176

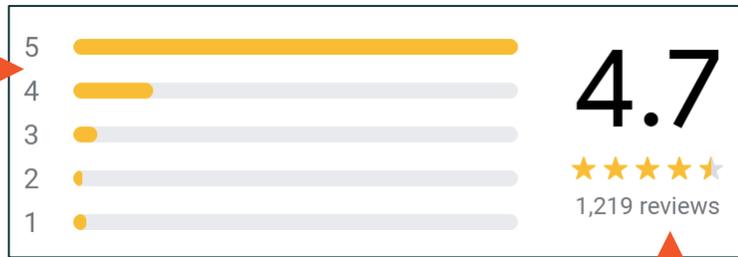
Source: # of Reviews on Google Places ([link](#))



ASSETS — WEBSCAN

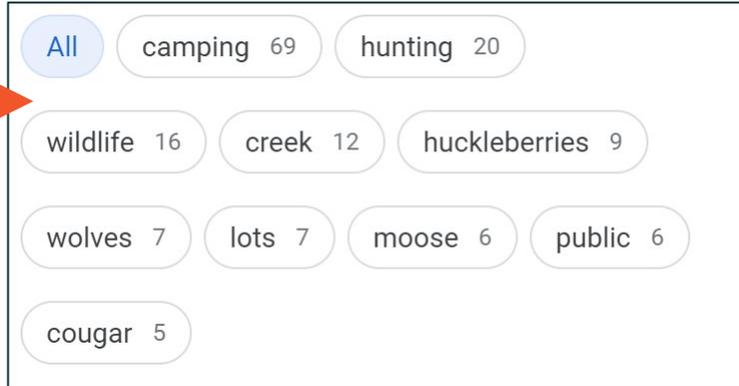
EXAMPLE & NOTES

GOOGLE PLACE PROFILE [click here](#)



The review spread gives a feel on consistency

Combined with the rating, the number of reviews could indicate a 'hidden gem' or a 'WOM nightmare'



Review 'tags' provide helpful insight into themes

Descriptive Positive (*useful*)

★★★★★ 9 months ago

We came in under chewelah and drove for hours. We used all the back logging roads. It was absolutely amazing. Definitely know you're logging roads or take a map. You could get lost if you didn't know what you were doing. Luckily I went with my husband who knows those roads well. The scenery was amazing. We didn't see very many animals. We heard a lot of birds. And there was a ton of mosquitoes.

★★★★★ 2 months ago

Before Covid my wife and I love riding our motorcycle's through the park. Obviously on the paved roads. One of my favorite rides!

★★★★☆ a year ago

Fantastic park to visit with your family for an awesome vacation or a getaway, although some of the areas were closed when we visited, they might have reopened now. I'd recommend checking out the nps for updates before you plan your trip.

Generic Positive/Negative (*less useful*)

★★★★★ 5 days ago **NEW**

Beautiful!

★☆☆☆☆ a year ago

Gross

Descriptive Negative (*situationally useful*)

★☆☆☆☆ 8 months ago

Would like to know when you go up towards Middle Fork Road why are you ripping out all the campsites!t's ridiculous? Anywhere people are having fun you guys take it out

★☆☆☆☆ 9 months ago

Would have been nice to know le Clerk rd was closed before I drove 20 miles down the primitive forest service road. Like seriously a sign at the beginning of the road saying it's not thru right now would have been so helpful

GOOGLE PLACE PROFILE

[click here](#)



Colville National Forest

4.7 ★★★★★ 1,224 reviews

National forest



Directions



Website



Save



Nearby



Share

Vast, glacier-carved acreage with mountain ranges, rivers & lakes, multi-use trails & wildlife. >



Colville, WA 99114



Open 24 hours



fs.usda.gov



(509) 684-7000



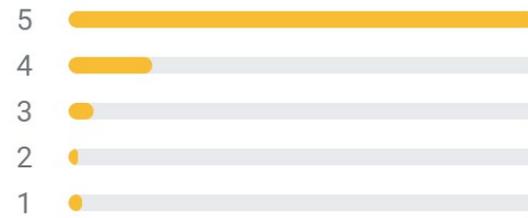
J9P8+5R Colville, Washington



Claim this business



Add a label



4.7



1,219 reviews

[Write a review](#)



Sort

All

camping 69

hunting 20

wildlife 16

creek 12

huckleberries 9

wolves 7

lots 7

moose 6

public 6

cougar 5

Descriptive Positive *(useful)*

★★★★★ 2 months ago

Before Covid my wife and I love riding our motorcycle's through the park. Obviously on the paved roads. One of my favorite rides!

★★★★★ 9 months ago

We came in under chewelah and drove for hours. We used all the back logging roads. It was absolutely amazing. Definitely know you're logging roads or take a map. You could get lost if you didn't know what you were doing. Luckily I went with my husband who knows those roads well. The scenery was amazing. We didn't see very many animals. We heard a lot of birds. And there was a ton of mosquitoes.

Generic Positive/Negative *(less useful)*

★☆☆☆☆ a year ago

Gross

★★★★★ 5 days ago **NEW**

Beautiful!

Descriptive Negative *(situationally useful)*

★☆☆☆☆ 8 months ago

Would like to know when you go up towards Middle Fork Road why are you ripping out all the campsites! It's ridiculous? Anywhere people are having fun you guys take it out

★☆☆☆☆ 9 months ago

Would have been nice to know le Clerk rd was closed before I drove 20 miles down the primitive forest service road. Like seriously a sign at the beginning of the road saying it's not thru right now would have been so helpful

GOOGLE PLACE PROFILE

[click here](#)

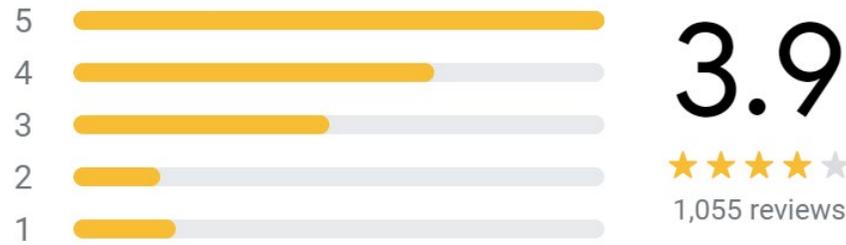


Chewelah Casino

3.9 ★★★★★ 1,068 reviews
Casino

- Directions
- Website
- Save
- Nearby
- Share

- 2555 Smith Rd, Chewelah, WA 99109
- chewelahcasino.com
- (800) 322-2788
- 67QQ+4P Chewelah, Washington
- Add a label



3.9

★★★★★
1,055 reviews

[Write a review](#)

[Search](#) [Sort](#)

- All
- food 175
- small 69
- buffet 30
- smoking 21
- brunch 11
- prime rib 11
- atmosphere 8
- ice cream 7
- mom 7
- RV 5

Descriptive Positive *(useful)*

★★★★★ 9 months ago

The food was generous severing. The hamburger I ordered was over cooked. The club sandwich my wife ordered fed us for two meals. Yes we will go back. The service was good and the staff was friendly.

★★★★★ 4 months ago

Delightful non smoking casino. Not very big but staff was extremely friendly. Food was very good and reasonably priced. Slots seem to pay more than the other Spokane and Cour de'lane casinos.

Generic Positive/Negative *(less useful)*

★★★★★ a month ago

I never win anymore

★★★★★ 3 weeks ago **NEW**

Fun

Descriptive Negative *(situationally useful)*

★★★★★ 3 months ago

I wasn't allowed to bring my little 2 pound puppy inside even though he says in a carrier, and they don't have a smoking section, it just wasn't worth the drive

★★★★★ 3 years ago

We used to go there regularly for dinner but we went the other night for the prime rib and it was so tough I said something. They must have too much business because the young man working there treated me like I was I should have just went somewhere else for dinner. Guess what, from now on that is just what I will do.

GOOGLE PLACE PROFILE

[click here](#)



49° North Mountain Resort

4.6 ★★★★★ 660 reviews
Ski resort



Year-round resort with runs atop Chewelah Peak, plus summer hiking, biking & huckleberry picking. >

3311 Flowery Trail Rd, Chewelah, WA 99109

Open · Closes 4PM
Updated by this business 3 weeks ago

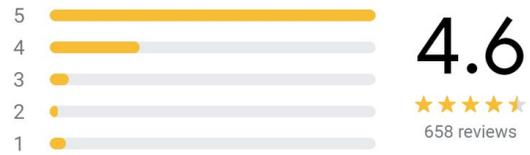
ski49n.com

ski49n.com

(509) 935-6649

8C2P+CR Chewelah, Washington

Add a label



Write a review

Search Sort

All chair 21 powder 18 tree 12

atmosphere 10 lesson 10 hill 9

glade 7 the runs 7 elevator operator 6

ski patrol 6

Descriptive Positive (useful)

★★★★★ a week ago **NEW**

Some ski areas are obviously well loved by their community, 49 is one of them. So many little details: bathrooms where they are needed, lifts for different levels, a bell and birdhouses for everyone's entertainment. Great mix of terrain with fairly quick chairs. One of the areas you want to take others too.

The new chair is great when you are trying to pickup maximum vertical in a day and it is much less likely to be stopped. A very friendly place

★★★★★ a month ago

wonderful place to sli at for beginners! lots of easy trails and also lots of challenging trails for people that like a challenge! There are also really good jumps! Good food aswell just a bit pricey! Everyone is very kind and would definitely come here again! :)

★★★★★ a month ago

Great family ski resort. Hans did a great job with 4 yr old Adelaide's first private lesson.

Generic Positive/Negative (less useful)

★★★★★ 2 months ago

Should call it 420 Degrees North because most of the lift operators seem like they're high AF. But it's my home mountain and I love it.

★☆☆☆☆ 3 months ago

Nasty!

Descriptive Negative (situationally useful)

★★★☆☆ 3 months ago

I feel like the mountain went a little downhill in terms of jumps.. the terrain park at the top has three rails.. no jumps.. but the new quad chairlift is pretty sick so shred the knar points there. Also I broke my collarbone night boarding when I was 18 when they probably should if had that run closed. And cut my 300 dollar jacket there and made me sign a bunch of stuff so I couldn't sue. Hence the 3 stars.. not cool..

★★★☆☆ a month ago

The ski school is a joke. It's extremely difficult to schedule lessons because they rarely answer the phone and you cannot reserve online. By the time you reach someone, they are completely full. Nice gimmick for them keeping your money if you buy the EZ123 package. Mary Anne in the ski school area was super rude and even hung up on me. We've been going to this mountain for YEARS and it's sad to see it go downhill. I'd give zero stars but the lift operators are super cool and it still beats Mt Spokane if you want a nice local mountain.

GOOGLE PLACE PROFILE

[click here](#)



City Park in Chewelah

4.6 ★★★★★ 315 reviews
Park

- Directions
- Website
- Save
- Nearby
- Share

Chewelah City Park, N Park St, Chewelah, WA 99109

Open 24 hours

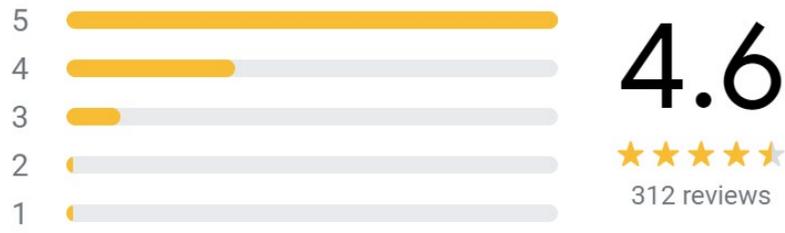
cityofchewelah.org

(509) 935-8311

77JP+Q5 Chewelah, Washington

Claim this business

Add a label



[Write a review](#)

Search Sort

All creek 53 farmers market 13

restrooms 10 clean 10 play 8

shade 7 town 6 summer 6 friday 5

night 5

Descriptive Positive (*useful*)

★★★★★ 7 months ago

Beautiful city park right in Main Street in Chewelah. There are events and farmers markets throughout the summer. There's lots of picnic tables, restrooms, and even an amphitheater for live music.

★★★★★ 7 months ago

Cute park, green, shady, lot's of room, awesome play equipment for the kids, creek runs through it, two bridges, and a farmers market some weekends.

★★★★★ 10 months ago

Went to the car show at the Chewelah City Park. Lots of awesome cars then took the littles to the the swing area. Had loads of fun!!!

Generic Positive/Negative (*less useful*)

★☆☆☆☆ 2 years ago

★★★★★ a year ago

Beautiful

Descriptive Negative (*situationally useful*)

★★★★★ 9 months ago

I had no idea there was a creek in the middle that you can actually swim in and rv hook ups and \$10 camping for tents.... No pets though or would be a solid 5star

★★★★★ 6 months ago

Trees were dripping on us. Had lunch so had to move. It wasn't raining sun was shining.

★★★★★ 8 months ago

People who have dogs just don't respect the 13 or so signs around the park that says no dogs allowed in the park.

GOOGLE PLACE PROFILE

[click here](#)



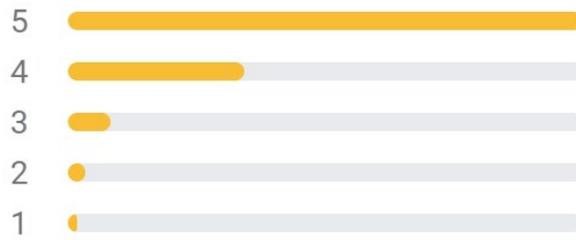
Curlew Lake State Park

4.6 ★★★★★ 177 reviews
State park

- Directions
- Website
- Save
- Nearby
- Share

Lakeside camping park for fishing, hiking, snow & water activities plus a sea plane dock. >

- 62 State Park Rd, Republic, WA 99166
- parks.wa.gov
- (509) 775-3592
- P89Q+HP Republic, Washington
- Claim this business
- Add a label



4.6

★★★★★
177 reviews

Write a review



Sort

All

campground 36

clean 28

fishing 22

swimming 18

sites 16

showers 11

tent 10

dock 8

algae 5

privacy 5

Descriptive Positive *(useful)*

★★★★★ a year ago

My family has camped here for years, Ranger Rick is a real friendly guy and staff is amazing.

★★★★★ a year ago

Ice fishing was great catching pitch and rainbow 🌈

★★★★★ a year ago

What a beautifully maintained park! The drive to get there was LONG from Seattle, but once we were there it was such a lovely oasis. The rangers and camp host were very friendly, there were lots of safe places for the kids to explore and the nearby town of Republic was very charming. We went fossil hunting at the Stonerose Interpretive Society and it was soooooo much fun.

Generic Positive/Negative *(less useful)*

★★★★★ 2 weeks ago **NEW**

Fun time!!

★☆☆☆☆ 3 years ago

Descriptive Negative *(situationally useful)*

★★★★★ a year ago

The tents area on the top of the hill could have more privacy, distance between campsites. In the RV area there is even less privacy, doesn't seem there is any.

★★★★★ 3 years ago

Very friendly staff. Sites were not private at all and the water wasn't inviting to swim in even though it was extremely hot while we were there.

NORTHEAST WA ASSETS

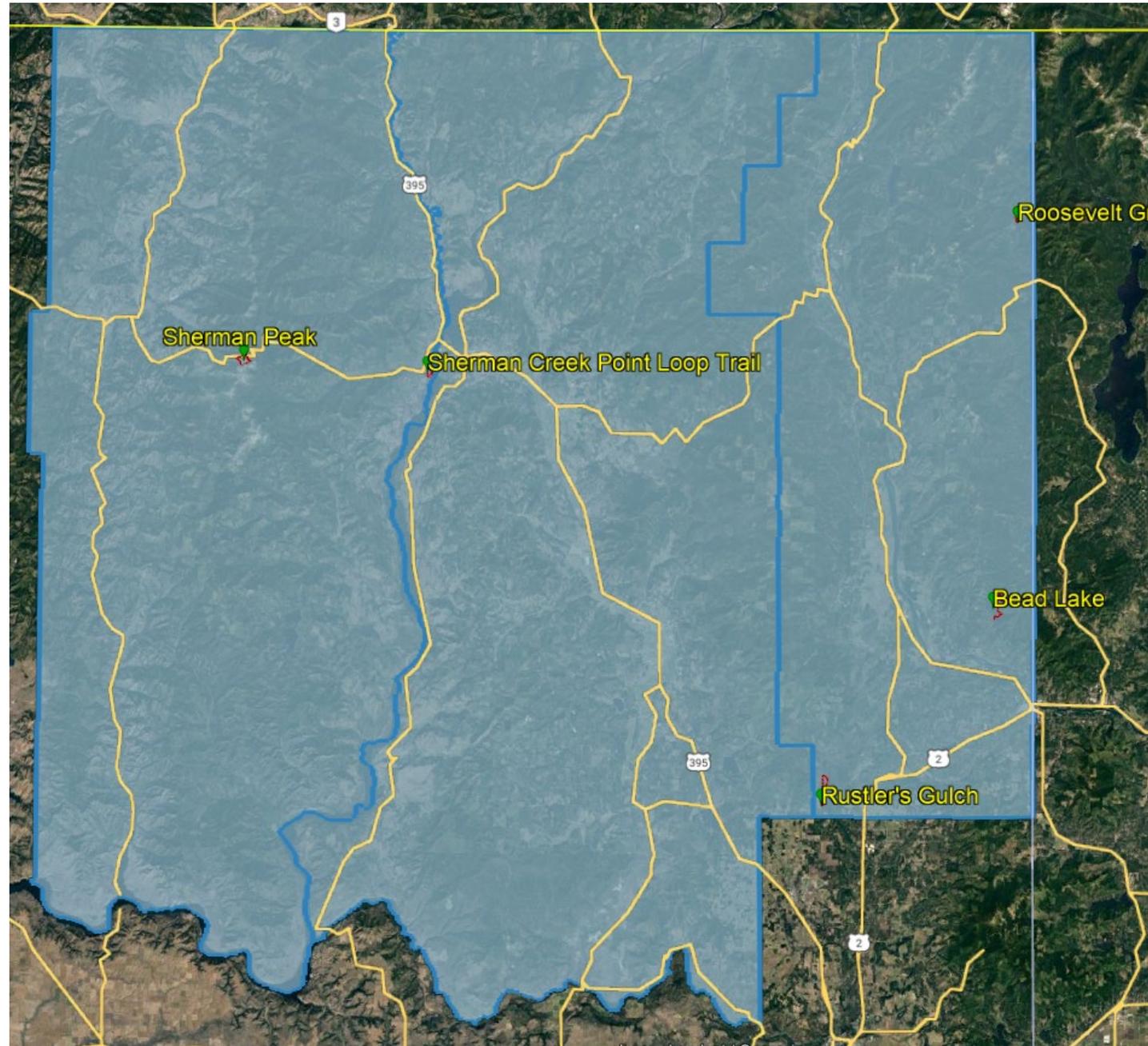
WEB SCAN - TRAILS

Trails are recognized by numerous reports as a critical part of the asset base of Northeast Washington.

Alltrails list ~106 trails in the region, with these as the top 5 most reviewed sites:

	Site Name	Rating	Reviews
1	Bead Lake Trail	4.5	308
2	Rustlers Gulch	4.5	79
3	Granite Falls & Roosevelt Grove	4.5	67
4	Sherman Peak Loop Trail	4.5	66
5	Sherman Point Loop	4.5	63

Source: # of Reviews on Google Places ([link](#))



NORTHEAST WA ASSETS

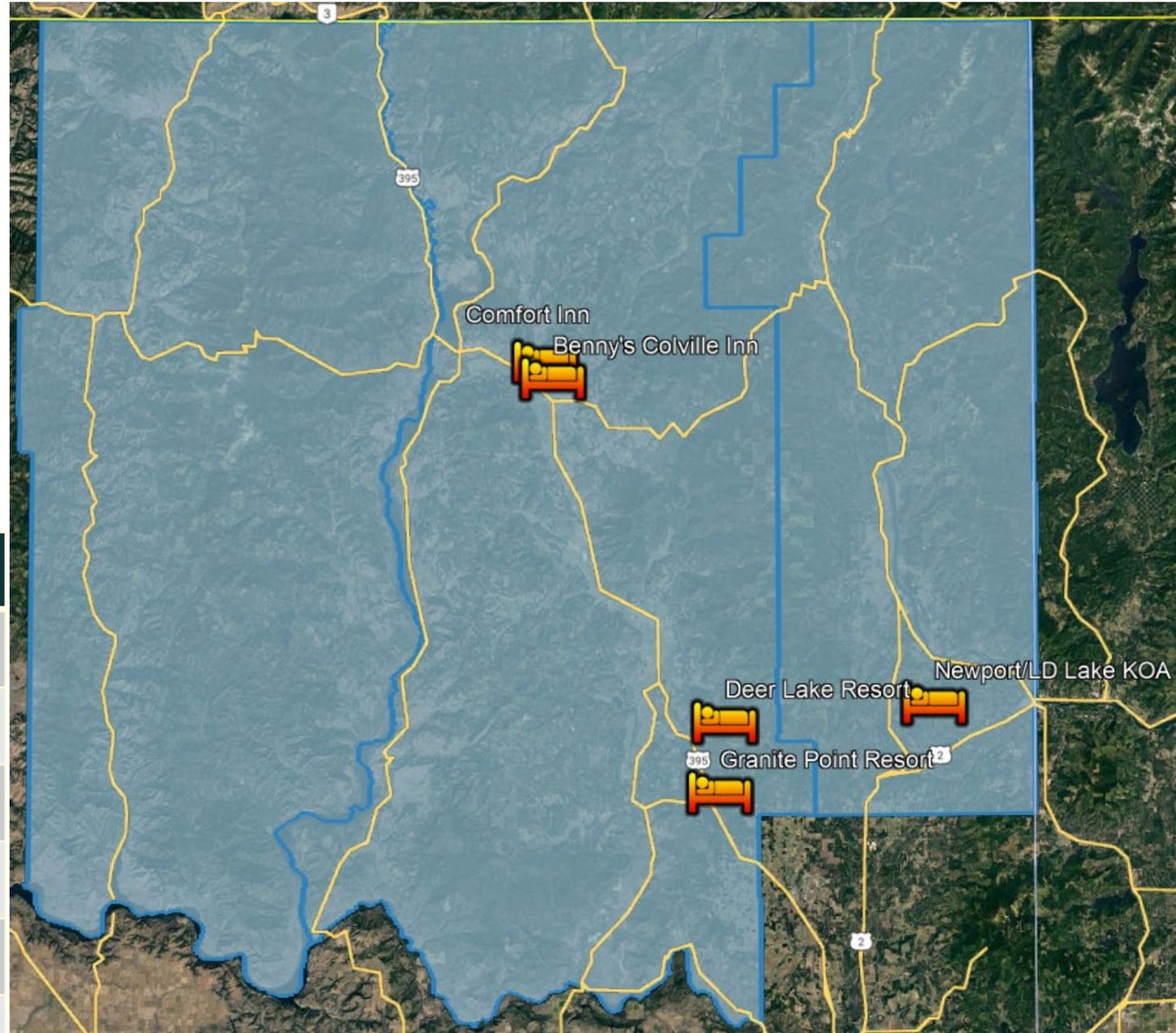
WEB SCAN - LODGING

Whether hotels, resorts, camping, or glamping, lodging is another critical part of the 'tourism supply' for any destination.

These are the top 5 most reviewed specific lodging businesses on google maps:

	Site Name	Rating	Reviews
1	Newport/Little Diamond Lake KOA Holiday	4.3	387
2	Benny's Colville Inn	4.1	378
3	Granite Point Resort	4.4	337
4	Deer Lake Resort	4.4	278
5	Comfort Inn	4	276

Source: # of Reviews on Google Places ([link](#))



NORTHEAST WA ASSETS

WEB SCAN - AIRBNBS

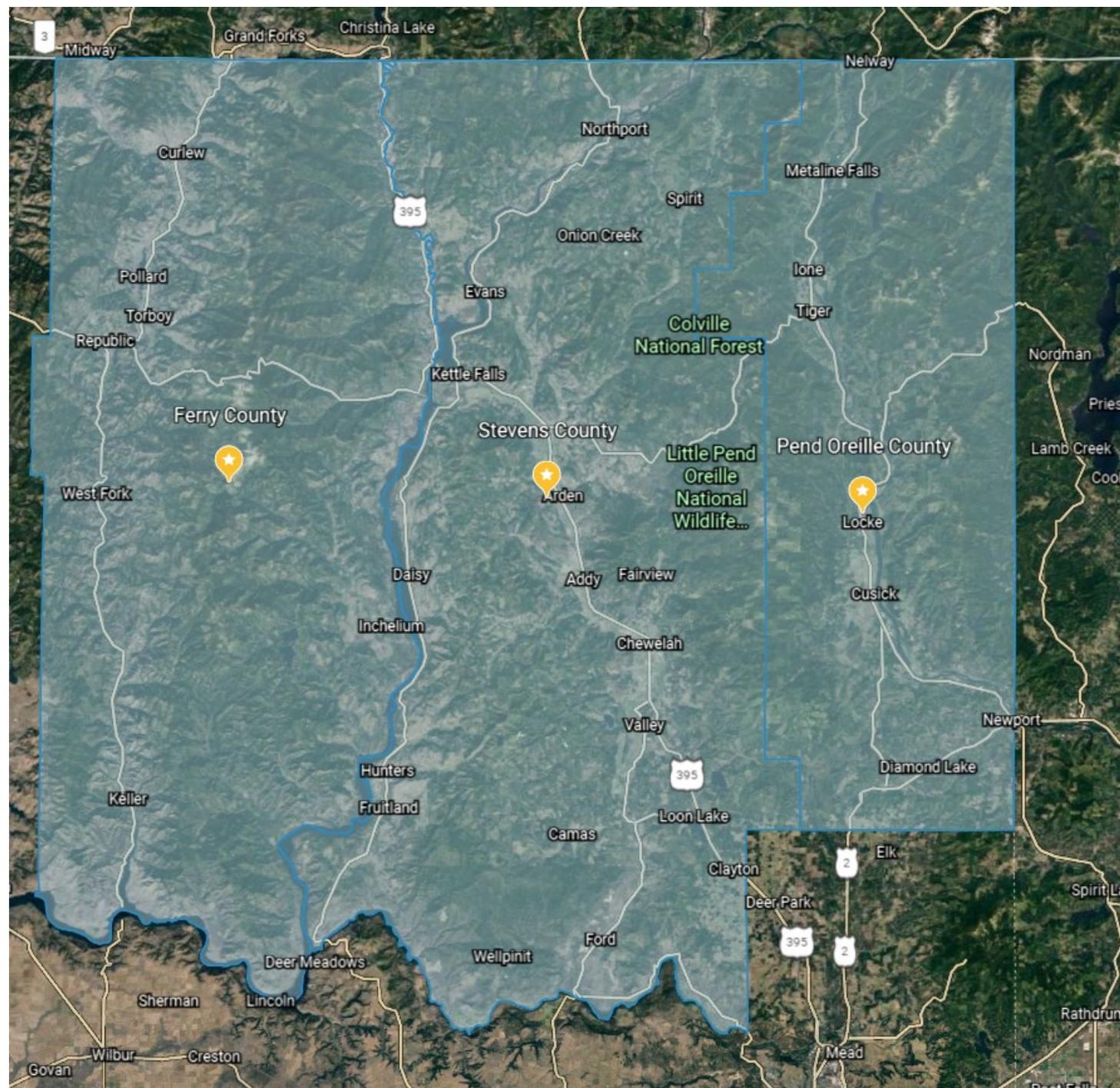
In addition to the traditional lodging businesses in Northeast Washington, there are a short term vacation rentals offered through online webs services. These can both improve visitor assets and also cause negative community impacts related to housing, congestion, and nuisance complaints.

NUMBER OF AIRBNB IN EACH COUNTY

Ferry County: 37

Stevens County: 162

Pend Oreille County: 26



NORTHEAST WA ASSETS

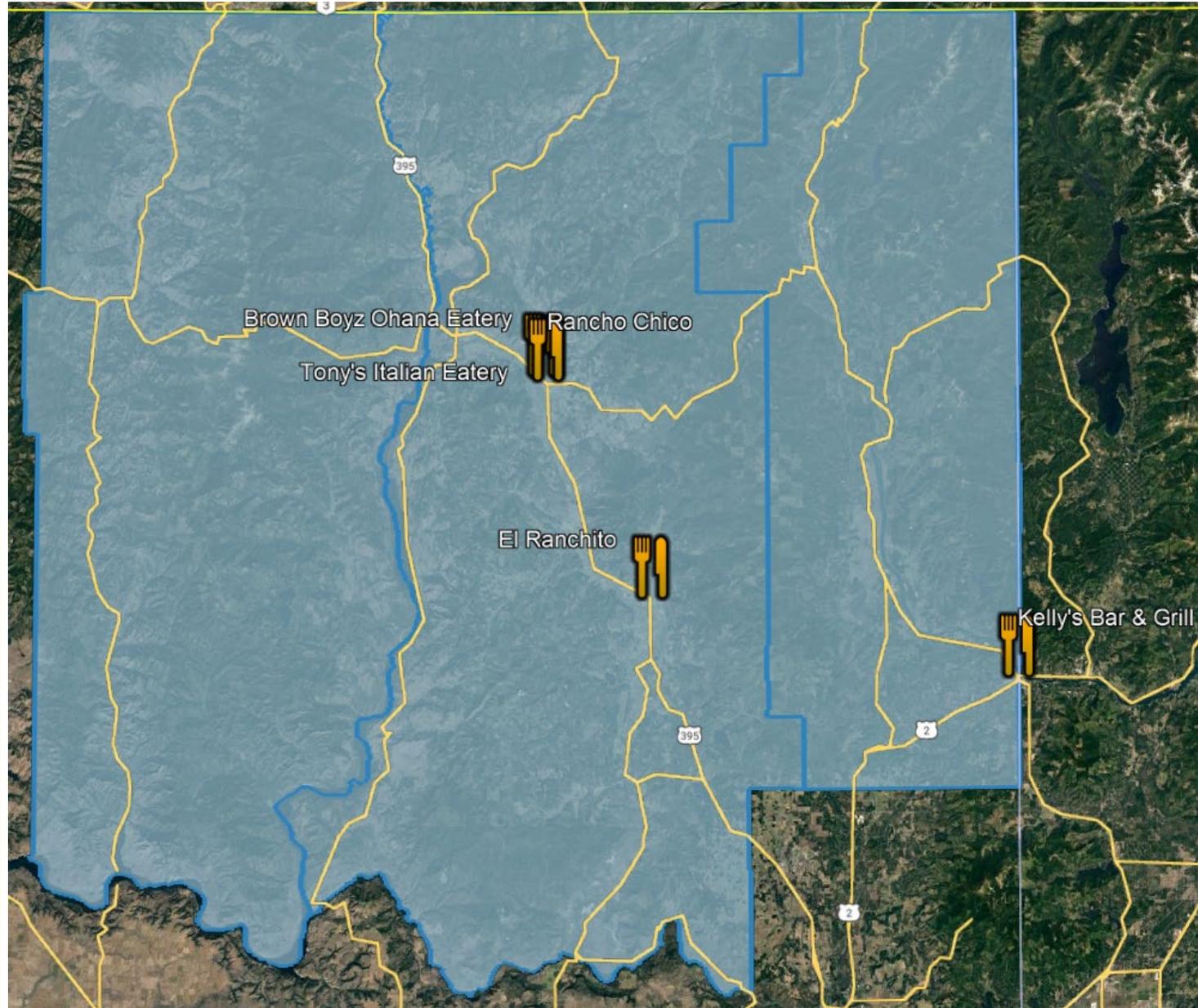
WEB SCAN - RESTAURANTS

Dining, Drinks, and Entertainment are a critical asset that rounds out the destination experience for visitors. Even if they are a secondary activity in the area, they should be monitored.

These are the top 5 most reviewed restaurants on Google Maps:

	Site Name	Rating	Reviews
1	Rancho Chico	4.6	378
2	Kelly's Bar & Grill	4.8	366
3	El Ranchito	4.5	323
4	Brown Boyz Ohana Eatery	4.6	378
5	Tony's Italian Eatery	4.8	366

Source: # of Reviews on Google Places ([link](#))



STAKEHOLDER SURVEY

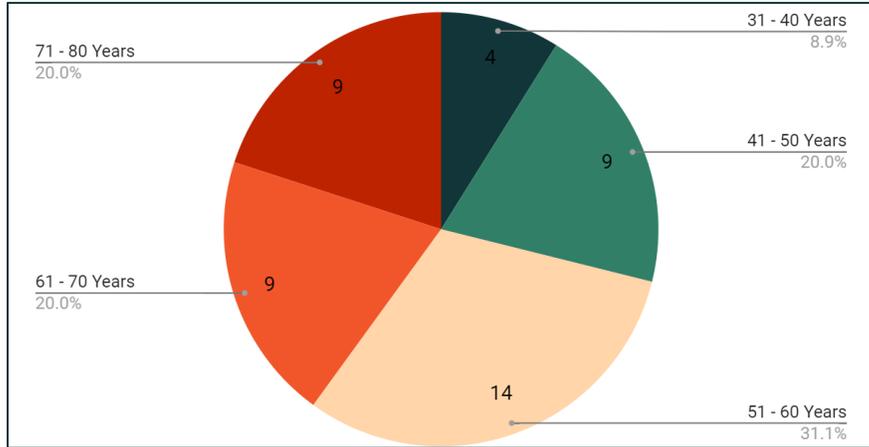
NORTHEAST WASHINGTON

NORTHEAST WASHINGTON

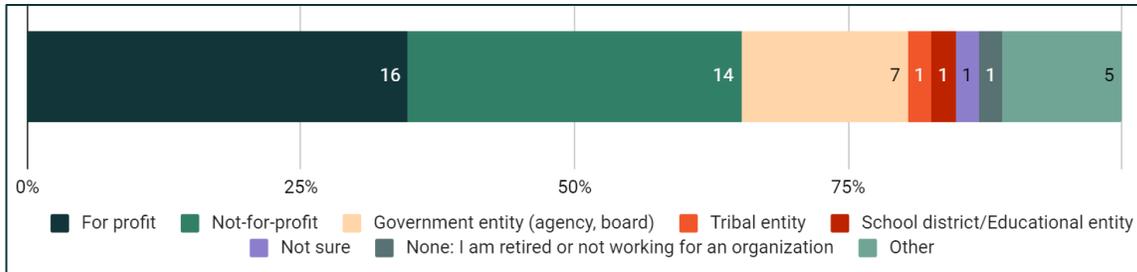
STAKEHOLDER SURVEY OVERVIEW

Total: 46 Respondents ; 45 Names Provided; 41 Emails Provided

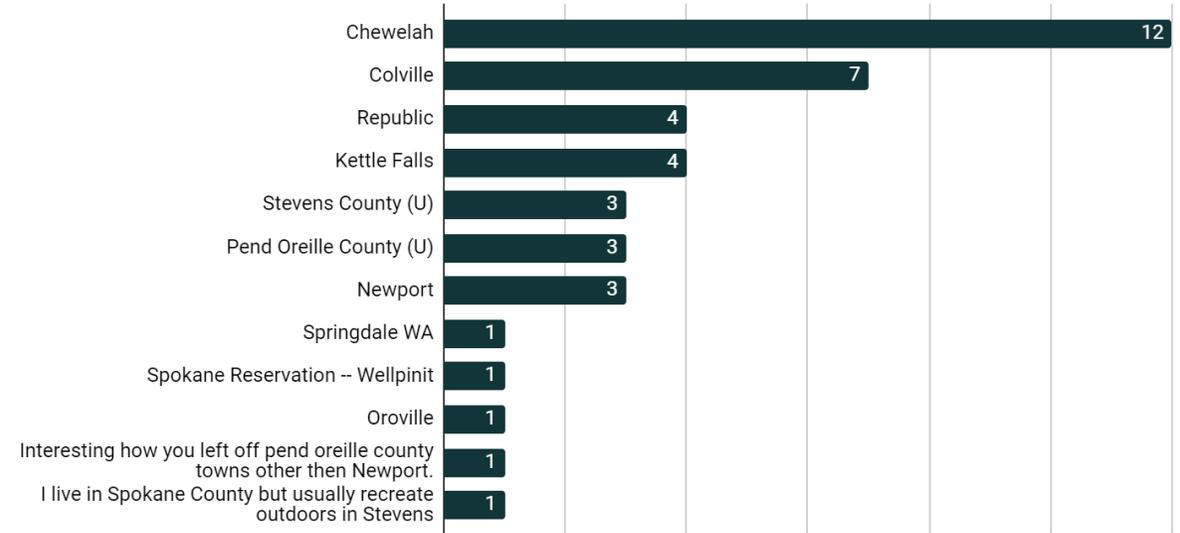
Q10: Age



Q5: Organization Type

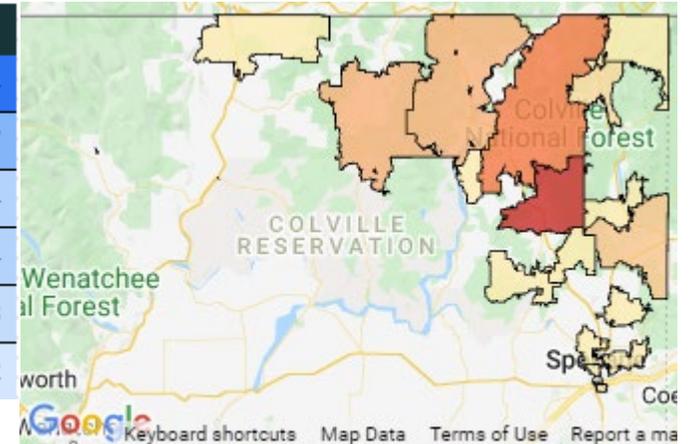


Q8: Community of Primary Residence



Q3: Zip Code of Primary Residence

Zip Code	Respondents
99109	14
99114	7
99141	4
99166	4
99156	3
99139	2

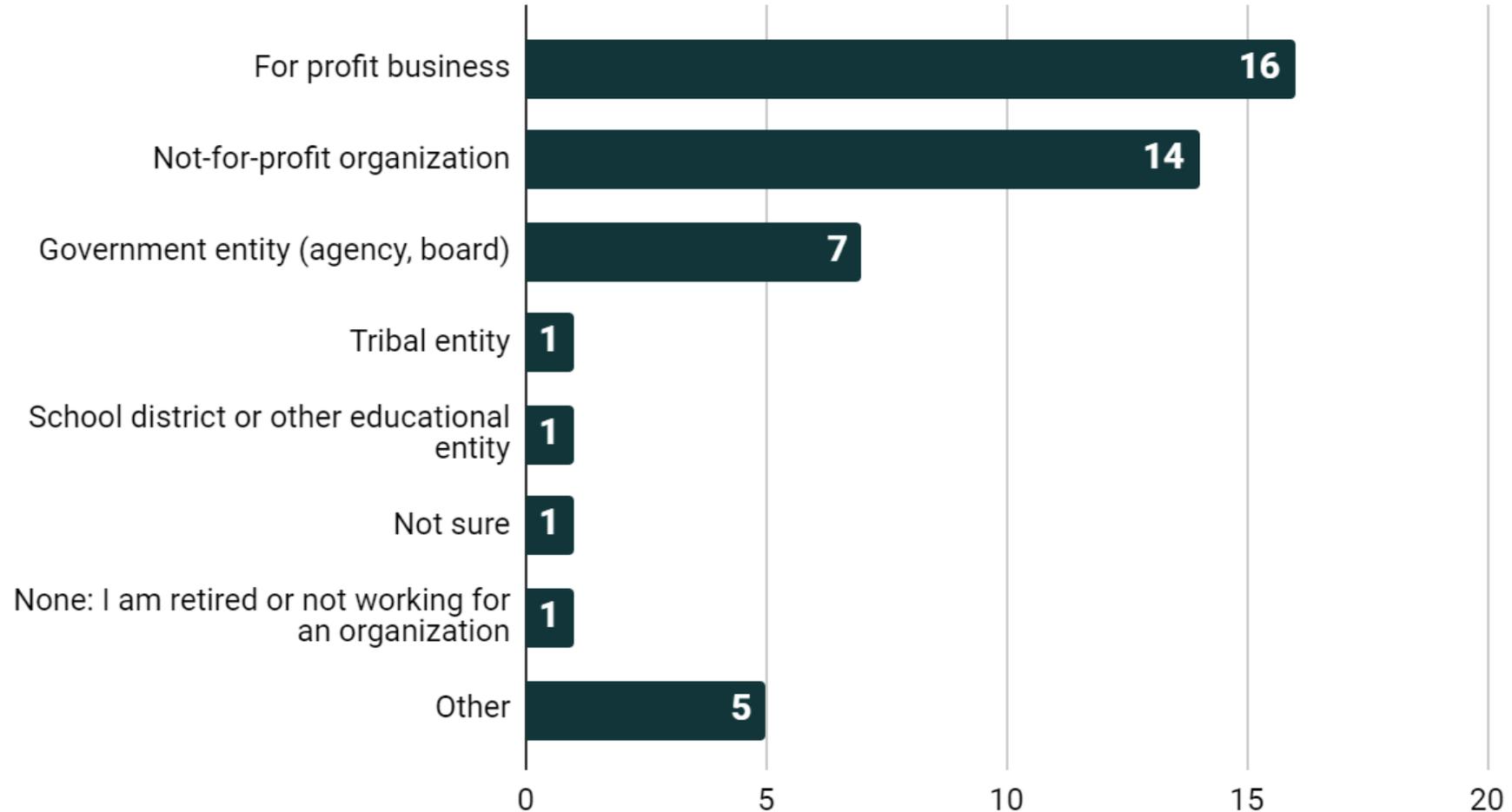


Respondents 1 14

NORTHEAST WASHINGTON

STAKEHOLDER SURVEY

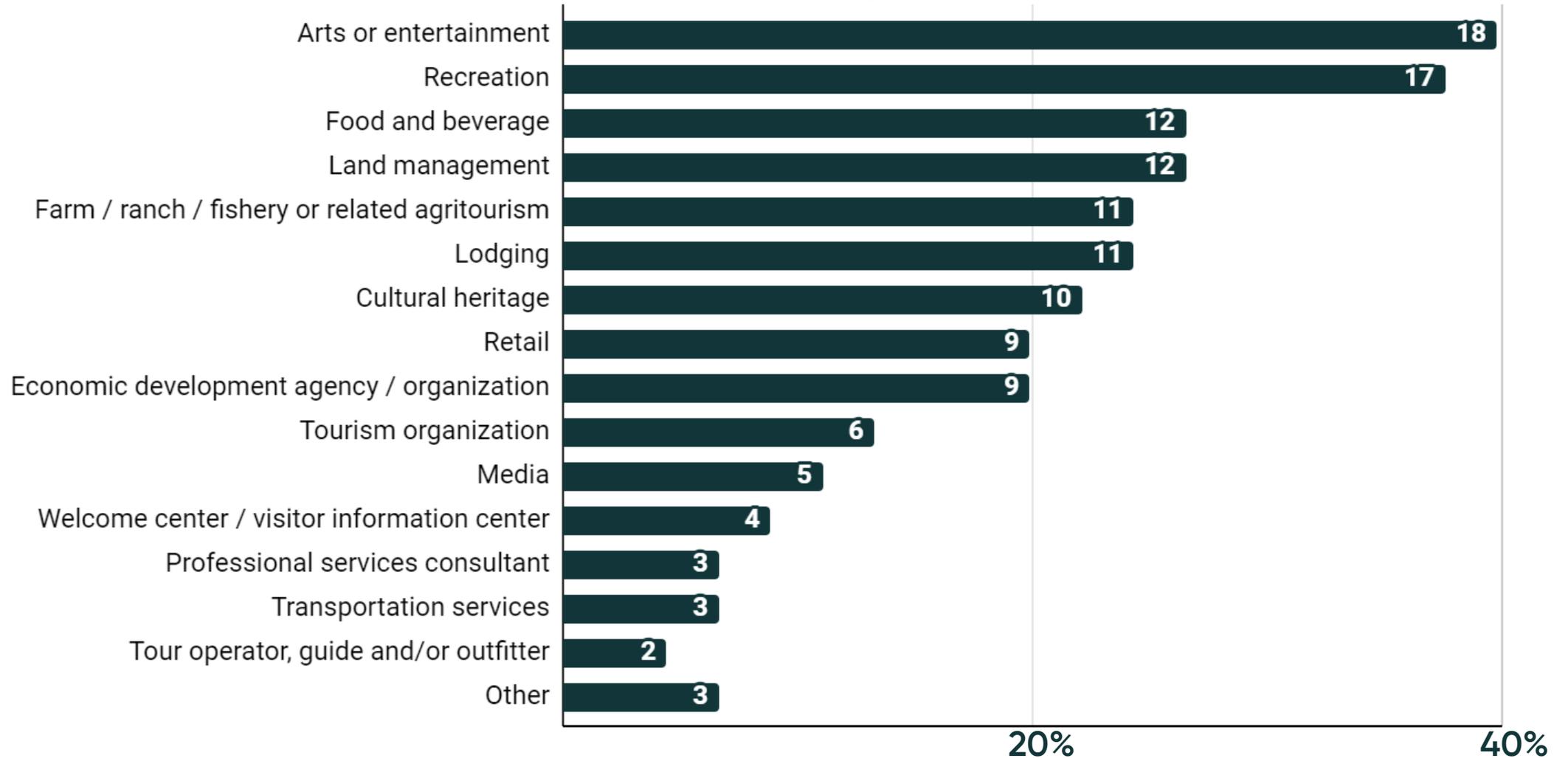
Q5 Organization Type



NORTHEAST WASHINGTON

STAKEHOLDER SURVEY

Q7 Tourism Economy Sectors

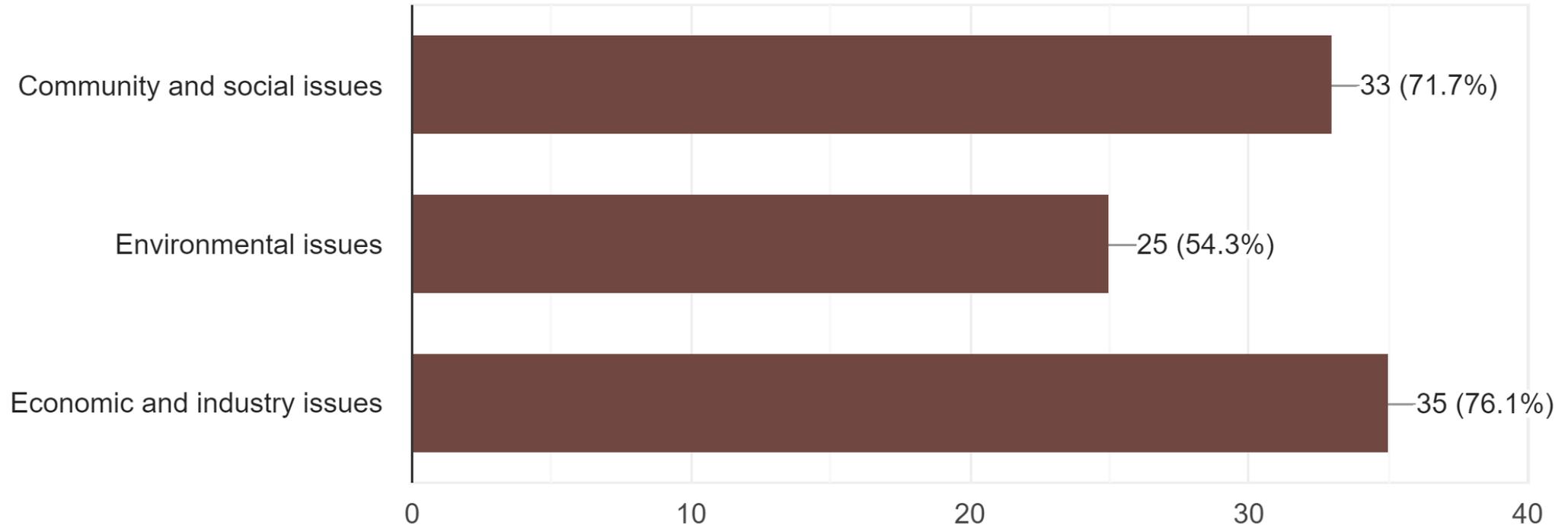


NORTHEAST WASHINGTON

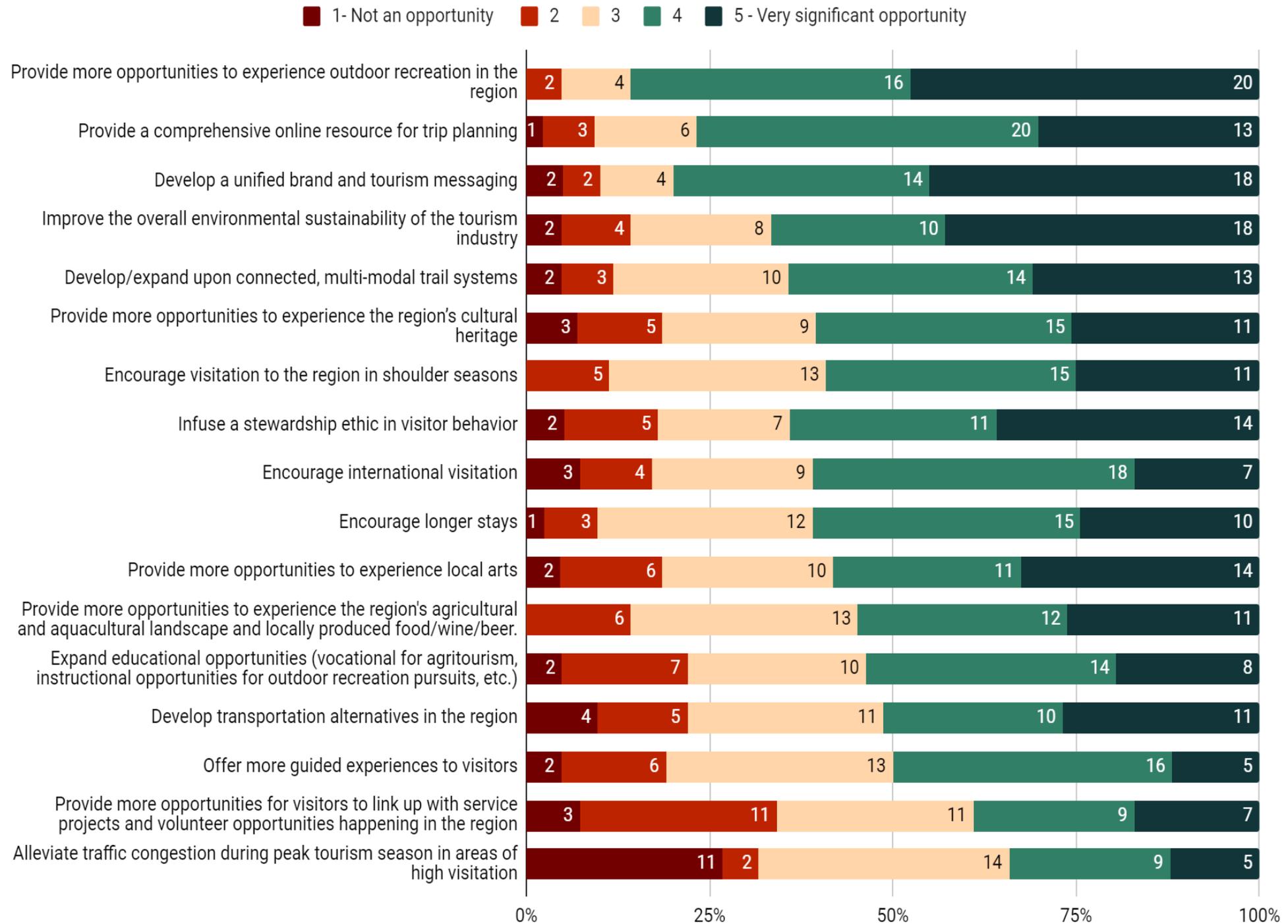
STAKEHOLDER SURVEY

11. In which broad category of topics do you identify yourself as being most interested? (Please select all that apply.)

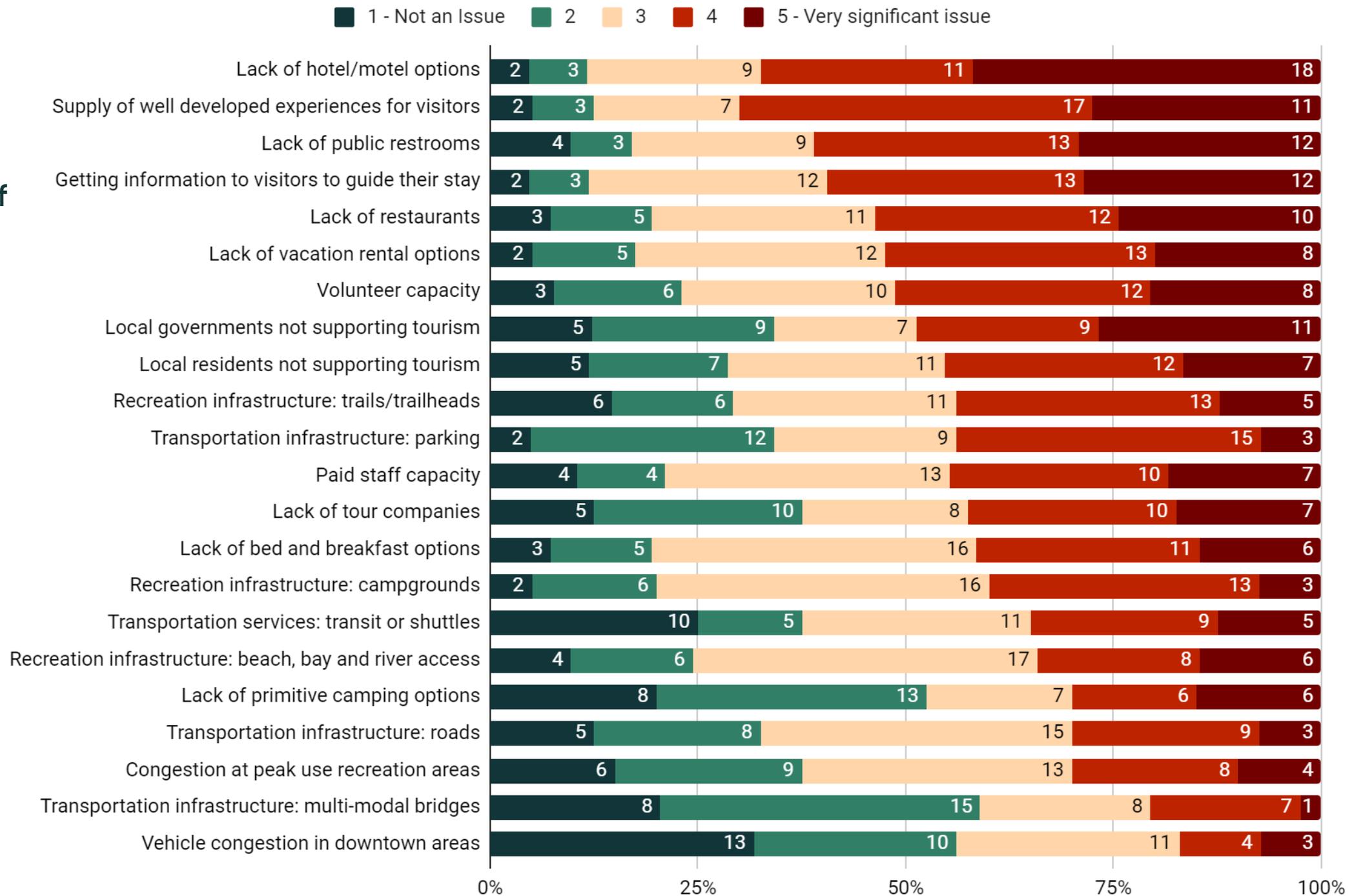
46 responses



Q20: Best OPPORTUNITIES for the development of tourism in the region over the next 3-5 years



Q25: Critical CONSTRAINTS/ CHALLENGES facing the development of tourism in the region over the next 3-5 years

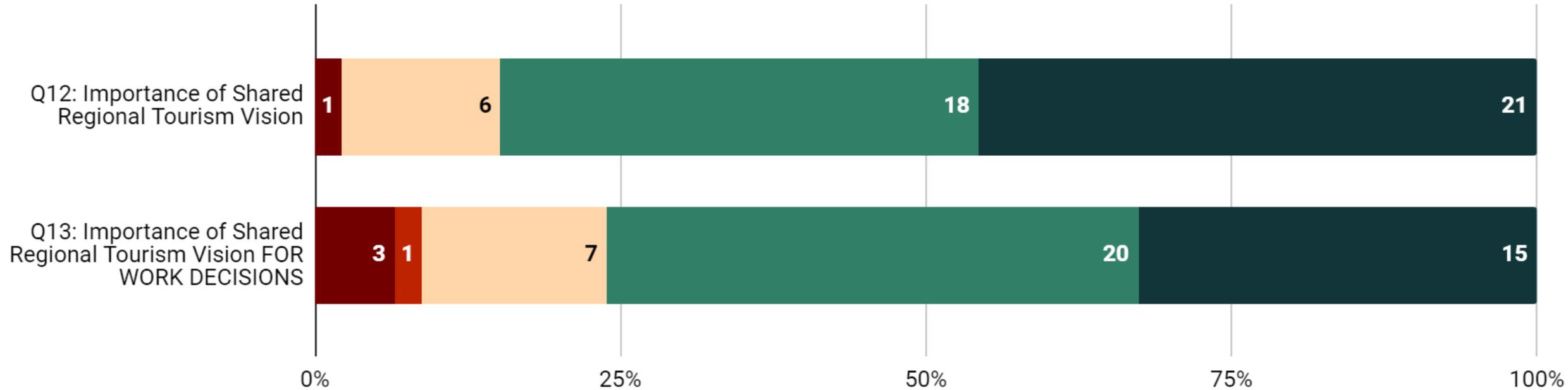


NORTHEAST WASHINGTON

STAKEHOLDER SURVEY

Importance of Regional Tourism Vision

1 - Not at All Important 2 3 4 5 - Very Important



NORTHEAST WASHINGTON

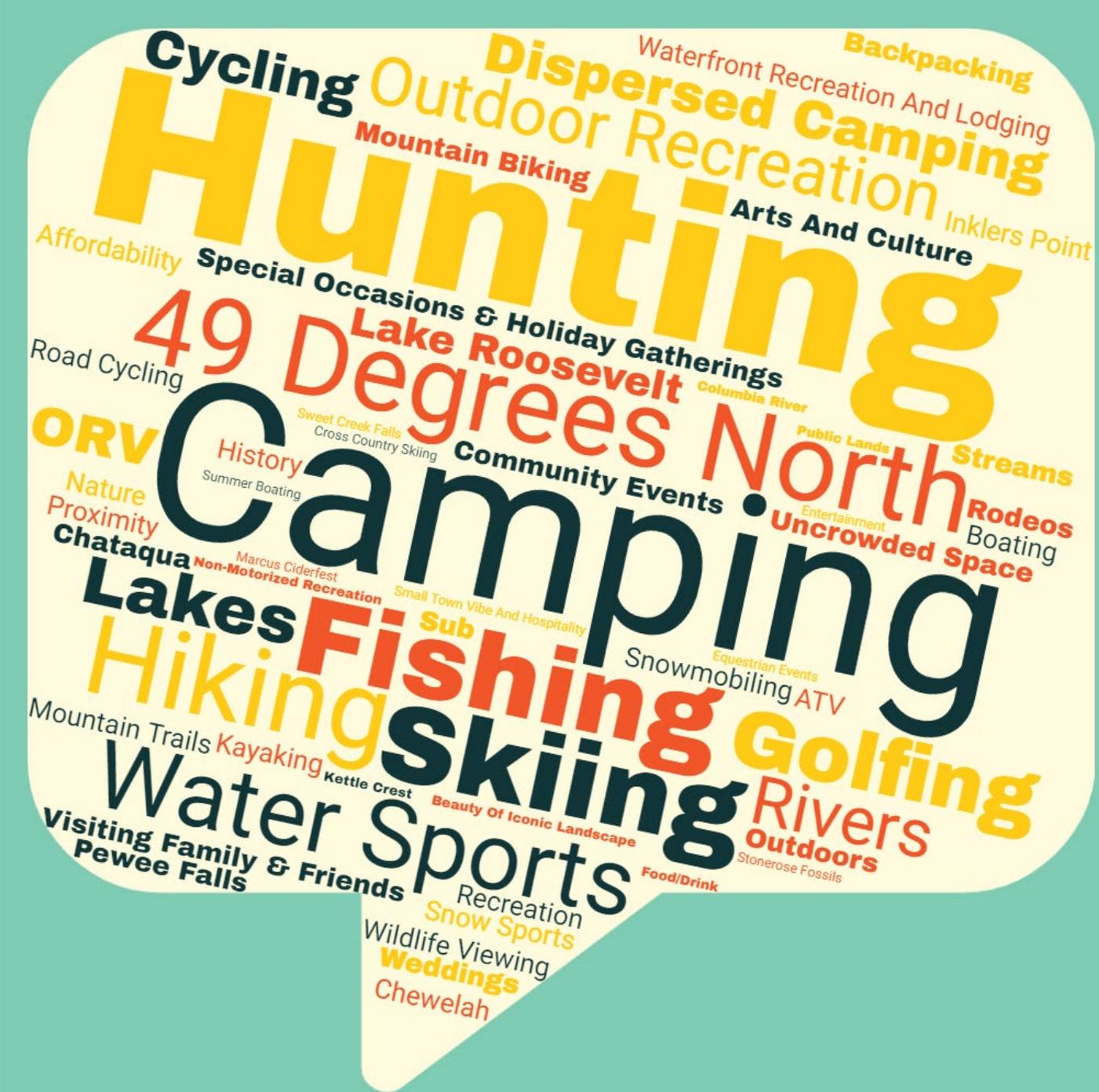
STAKEHOLDER SURVEY

Q14:
One Place
you love to share
with visitors



NORTHEAST WASHINGTON STAKEHOLDER SURVEY

Q15:
Top Drivers that
motivate and
attract visitation



Q18 TRENDS

DEMAND FOR NE WA AS A DESTINATION [18]

▶ RURAL VISITATION & RESIDENT IN-MIGRATION

- Influx of new community members from wealthy metropolitan areas that are driving up housing prices and paying significantly more than market value.
- Capacity to supply high quality experiences commensurate with unprecedented high demand.
- People looking to get away from the faster paced, more crowded urban areas.

▶ LACK OF AFFORDABLE HOUSING [9]

- Lack of affordable, adequate housing
- Rising housing costs and scarcity of homes on the market make it challenging for businesses to attract and retain employees, which results in a workforce shortage.

▶ CROWDING & OVERDEVELOPMENT

- Overcrowding of outdoor recreation resources in larger markets
- Turning our natural areas into urban sprawl
- Stretched if not inadequate basic infrastructure

SHIFTS IN WEATHER & CLIMATE [9]

- Fire/smoke impacts to summer recreation
- Lack of snow affecting winter activities
- Periodic droughts... dropping water levels, impacting boat access, swimming, fishing and general water play.

DECREASING AFFORDABILITY [11]

- The economy itself. Fuel prices could impact summer tourism
- Inflation may affect vacation decisions
- Increased cost of living in... outdoor recreation markets

WORKFORCE ISSUES & CAPACITY [7]

- Lack of local/regional job training programs
- Affordable living for work force
- Finding quality employees, especially in a seasonal position

TECHNOLOGY & TOOL OPPORTUNITIES [3]

- People relocating to more remote areas as they can work from anywhere (even though high-speed internet is still a challenge... here).
- Starlink makes every property in the region internet accessible right now
- Electric vehicles are here and will require charging stations

Q21 SPECIFIC TACTICS

ACTIVITIES & EVENTS

- Larger events in the small towns to encourage short last minute trip opportunities
- Implementing dark sky parks in our region is a great way to attract this type of person.
- More National Forest Campgrounds - further recreational development of the National Forests in the area.

COMMUNITY & OUTDOOR INTEGRATION

- Stay eat and enjoy the rural atmosphere. Pub walks, large farmers/craft market weekends
- Thinking small, empowering the retiree mom & pops would create economic opportunity, a sense of place and a stake in the resolution.
- Find funding programs to improve/subsidize housing for residents and to upgrade existing housing

LODGING & SERVICES

- Develop and advertise infrastructure for charging stations within towns in walkable areas with shopping/restaurants nearby.
- Expand opportunities to provide resort-style campgrounds with more amenities
- Business aesthetics and new and better businesses. I don't know how this can be achieved but the town has like one place to shop and eat.
- Keep up with lodging and shoulder seasons!
- Tax breaks and promotional incentives for lodging providers

MARKET POSITION & SEGMENT PROMOTION

- Emphasize the relatively low use area trails, backcountry, wilderness, and camping opportunities
- Target environmentally sensitive tourists
- Reach out to the demographic that already appreciate the great outdoors and interact with it in a stewardship manner
- A solid, comprehensive marketing outreach/campaign

VISITOR INFO & RESOURCES

- Itineraries with certain travelers/interests in mind that includes easy-to-find information
- Packaging of experiences, activities, amenities, lodging
- Online bookings for lodging
- Visitor Information Center and NE Washington Historical Museum in Chewelah.
- An attitude of suspicion of people from outside this area. Developing a sense of pride in our region as a destination and having a tangible marker of membership

RELEVANT INITIATIVES

NORTHEAST WASHINGTON

STATE OF
WASHINGTON
TOURISM

NORTHEAST WASHINGTON RELATED INITIATIVES

- **Chewelah Creative Arts District ([web link](#))**

The Creative district is supporting the development of social, cultural, and economic assets, improving front county experiences, and supporting local business and community

- **Chewelah A-Z ([web link](#))**

Restoration, recreation, and fire mitigation projects are being scoped and discussed for Chewelah portions of the CNF. All are relevant to visitor experience, particularly the improvement of dispersed activities.

- **CARPE ([plan link](#))**

The Chewelah Area Rec plan has identified a wealth of opportunities for improving recreation assets, and has already assembled a collaborative group of potential (and current) partners. If approached holistically, options (biking, trails, camping, etc) that support local residents and visitors can be emphasized.

- **Inkler's Point & Free Flight/Center of Lift ([web link](#))**

There is a burgeoning free-flight community in NE WA, and there may be opportunities for developing a particularly unique and competitive set of launch sites, diversifying local activities and potentially increasing destination draw.

- **Local Main Street Programs ([web link](#))**

Colville has an established Main Street, and Chewelah is working on starting one. These can be key collaborators to increase front-country connection, improve local attractions/services, and support local business capacity

- **Mistequa Hotel ([web link](#))**

The Spokane tribe is putting in a 70 room hotel at the Chewelah Casino, increasing lodging capacity, and visitor draw.

RELATED INITIATIVES UNDERWAY IN DESTINATION

- **NCWEDD Tourism Committee ([web link](#))**

It was mentioned that North Central Washington's Economic Development District's (NCWEDD) tourism initiative may be seeking direct collaboration with Republic in Ferry County, providing additional support and capacity for that region.

- **Northeast Washington Trails Strategy ([web link](#))**

Northeast Washington Trails is finalizing an updated Strategic plan for trails resources in the region. Trails are a critical aspect of NE WA's assets, so virtually all finding may be relevant.

- **NEWSTART ([news link](#))**

Northeast Washington Sustainable Tourism and Recreation Team (NEWSTART) is an active, but little publicized organization bringing tourism related collaborators together. Stakeholders mentioned the value of it, but very little information is easy to find.

- **Seattle City Light – Boundary Dam ([web link](#))**

Stakeholders mentioned the Forebay recreation area at Boundary Dam and recent recreation developments there. Located in the far northeastern corner of Pend-Oreille County, recent updates have continued to grow interest in the area.

- **TREAD Map ([web link](#))**

A collaborative trail mapping effort. This has implications for needs around improving visitor resources and experience, as well as visitor messaging and trail safety.

NE WA TOPIC FOCUS & RELEVANT INITIATIVES

Improve Visitor Experience	Cultivate and Support Local Business	Leverage & Protect Culture/Heritage	Improve Regional Collaboration & Implementation	Balance Community & Visitor Needs
<ul style="list-style-type: none"> • Initiatives improving the diversity of activities (Inkler's point, CARPE) • Initiatives that improve the quality of visitor experience through improved supporting services, or hospitality, etc. 	<ul style="list-style-type: none"> • Main Street programs that provide resources for new businesses, and support existing businesses, particularly around tourism skills. • CEDS oriented financing 	<ul style="list-style-type: none"> • Mainstreet & Art District programs that support cultural attractions • Trails projects that connect back & front country, creating greater cross pollination between outdoor enthusiasts and adjacent services like shopping, dining, or entertainment. 	<ul style="list-style-type: none"> • Increased awareness of “who is doing what and where” through visitor/industry information & resources • Identifying partners through the current plans and collaborations 	<ul style="list-style-type: none"> • Incorporating strategic goals and initiatives that emerge from non-tourism specific groups (Main Street, Chewelah Arts, etc.)