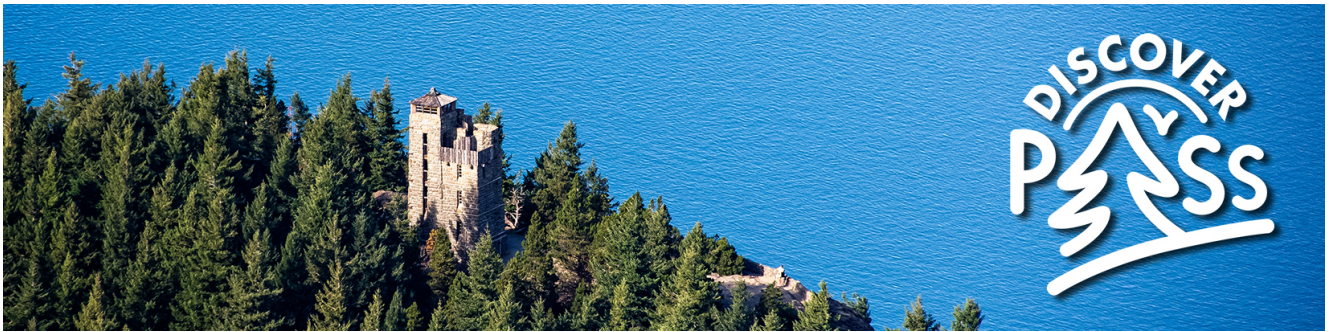


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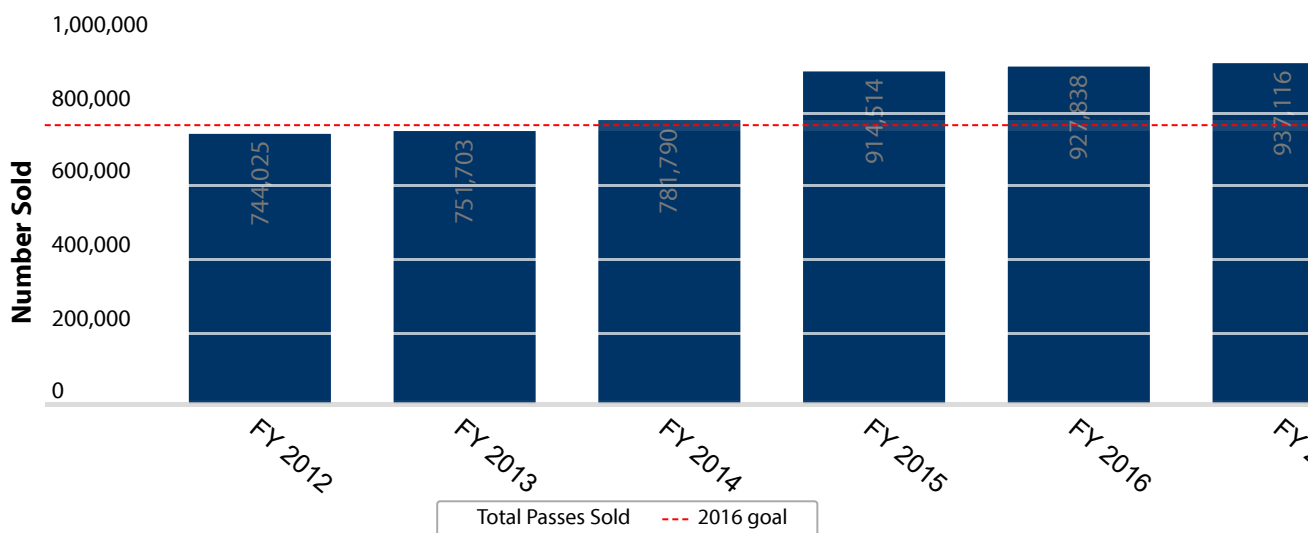
### 4.3.a: Increase access to public recreation lands by increasing the number of Discover Passes and daily permits sold



## Discover Pass Program Highlights from 2016:

- Discover Pass program generated \$21.3 million in FY 2016
- Increased multi-agency cross-channel marketing plan for 2016
- Developing new online sales portal
- Updated Website experience

## Discover Pass Sales



# Action Plan:

Problem / Opportunity	Strategies	Task	Due Date
<p>Tourists and out-of-state recreationalists often don't know about the Discover Pass. When visiting local Chamber of Commerce's or Visitor's Bureaus to plan where to go, the Discover Pass should be prominently displayed and purchased at these venues.</p>	<p>Expand opportunities to purchase the Discover Pass through partnerships. Evaluate opportunities to sell the Discover Pass in accordance with agreed upon policies. At non-WILD "booklet dealer" retail locations, only sell the Annual Discover Pass product.</p>	<p>Contact local Chambers of Commerces and Tourism Bureaus and partner with them to sell Discover Passes. In marketing and public information efforts, include markets across the state border (e.g. Portland, Idaho) that use Washington recreation areas but may not be aware of the Discover Pass.</p>	<p>09/03/2016 12:00:00 AM</p>
<b>Measure #</b>		<b>Expected Results</b>	<b>Status</b>
4.3.a.		Expanded opportunities to sell Discover Pass at retail locations and visitor centers.	Successfully piloting sales of annual and one-day passes to North Bend Visitors Center, seeking opportunities to expand sales locations. Joined Washington Tourism Alliance. Participating in Columbia Gorge Tourism Alliance.
<b>Partner</b>			
WDFW & DNR			

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