



LUKE WHITTAKER

Waikiki Beach at Cape Disappointment State Park is a popular destination all year whether it's winter storm season or a serene spring day.

Pacific County tourism industry expects growth

Story by Emily Lindblom
Coast River Business Journal
elindblom@crbizjournal.com

Though the coronavirus pandemic slightly dampened visitor spending on the coast, Pacific County still saw significant crowds throughout 2020.

The county's total number of visitors was up 14.6% over the year, while Washington state overall had a drop in visitation by 27.3%.

Andi Day, the executive director of the Long Beach Peninsula Visitors Bureau, presented these numbers during a virtual State of the Industry 2021 meeting at the end of May. She said Pacific County's visitor spending declined by 4.5%, but compared to the overall state visitor spending declining by 40%, it doesn't seem so bad. Only four other counties in Washington experienced declines as small as Pacific County's.

"If you take the exceptional growth we



LUKE WHITTAKER

Visitors filled downtown Long Beach during Memorial Day Weekend.



PACIFIC COUNTY TOURISM BUREAU

Visitor spending in Pacific County dipped in 2020, but it was still above the years before 2019.