

# SNOHOMISH COUNTY STRATEGIC TOURISM PLAN - DESTINATION ASSESSMENT

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RESONANCE 

January 6, 2017



# DESTINATION ASSESSMENT

Resonance Consultancy has undertaken Destination Assessments for a wide range of destinations, cities, states and countries. Through our work, we've learned that traditional performance indicators – economic output, spending and visitors – don't tell destinations and their tourism and economic development agencies the whole story.

In our experience, Destination Marketing Organizations focus primarily on growing visitor numbers, but there is relatively scant attention paid to the product development and programming required to maintain and improve the quality of the visitor experience.

As a growing number of visitors base their judgment about destinations on overall experiential quality rather than just the number of must-see attractions, growth in demand must be matched by expansion and improvement in supply to ensure the viability and sustainability of a destination's tourism industry over the long term.

From a demand side perspective, it's generally straightforward to assess a destination's performance using standardized measures of visitor traffic, spending or hotel occupancy rates. But when it comes to evaluating the supply side of a destination, no standardized measures exist to benchmark the experiential quality of one destination to the next. Traditional visitor intercept surveys provide destinations with insight into what visitors find appealing or lacking, but there is no efficient or standardized way to compare and benchmark these results with those of other destinations.

To solve this problem, Resonance Consultancy has analyzed social media channels from increasingly influential websites such as TripAdvisor and Yelp. We've identified how many quality experiences cities offer from one product and experience category to the next as rated by locals and visitors themselves. With more than 270 million combined reviews, these sites are both powerful marketing channels for destinations, and can also provide new insight and intelligence into the experiential quality and differentiating characteristics of destinations themselves.

We think you'll find that this approach to examining the quality of destinations from the visitors' point of view is both an effective and efficient method to measure supply side performance from one destination to the next and a valuable tool to better understand the competitive advantages – and weaknesses – of your destination.

Please note, Quality Experiences are those with an overall rating of “very good” or “excellent”.

## DESTINATION ASSESSMENT - METHODOLOGY

This Destination Assessment for Snohomish County measures tourism's supply-side performance and competitiveness based on both absolute and indexed scales: the absolute scale measures the total number of quality experiences; the indexed scale evaluates performance in terms of how many quality experiences are delivered per visitor (i.e. the number of quality experiences per 100,000 visitors).

Visitor estimates for all Washington Counties have been gathered from Dean Runyan Associates. Estimates for Metro Vancouver have been constructed using publicly available data. Changes to visitor estimates will have an inverse impact on the index results.

The rankings that follow are based on an analysis of the number of products or experiences rated as 'very good' or 'excellent' in 17 different areas using TripAdvisor and YELP data.

We have grouped the seventeen areas into six core categories:

### 1. Culture

The arts and culture in a city

- Major Events
- Museums
- Theaters & Concerts

### 2. Entertainment

Fun attractions and experiences

- Shopping
- Nightlife
- Amusement Parks
- Zoos & Aquariums
- Casinos & Gambling
- Fun & Games

### 3. Sightseeing

The natural and built environment of a city

- Sights & Landmarks
- Nature & Parks
- Sightseeing Tours

## 4. Sports & Adventure

A destination's outdoor activities and adventures

- Outdoor Activities
- Boat Tours & Water Sports

## 5. Culinary

The food experiences in a destination

- Food & Drink
- Restaurants

## 6. Lodging

Accommodations in a city

- Hotels

In the creation of the Destination Assessment, Resonance worked with Snohomish County to select 14 “competing” destinations based on locale, well known alternative destinations from previous visitor studies, and aspirational destinations that Snohomish County may seek to emulate.

The competitive set that was selected for Snohomish County includes:

- Chelan County, WA (Wenatchee)
- Clallam County, WA (Port Angeles)
- Deschutes County, OR (Bend)
- Jefferson County, WA (Port Townsend)
- King County, WA (Seattle)
- Kitsap County, WA (Port Orchard / Bremerton)
- Lane County, OR (Eugene)
- Metro Vancouver, BC (Vancouver)
- Multnomah County, OR (Portland)
- Pierce County, WA (Tacoma)
- Skagit County, WA (Mount Vernon)
- Spokane County, WA (Spokane)
- Thurston County, WA (Olympia)
- Whatcom County, WA (Bellingham)

## DESTINATION ASSESSMENT - SUMMARY NOTES

### Overview

Generally speaking, Snohomish County scores in the top half (1st-8th place) of its competitive set in 15 of the 17 areas of analysis on the absolute scale. This is a reflection of Snohomish County's modest strength as a tourism destination.

In comparison and in contrast, on a relative basis (ie quality experiences per 100k visitors), Snohomish County only maintains top half rankings in 7 of the 17 categories.

Overall, Snohomish County is ranked in 5th place within its competitive set on the absolute scale and 4th place on the indexed scale.

In absolute terms, Snohomish County scores best in regard to Restaurants (819 quality establishments), Hotels (50), Outdoor Activities (32 quality establishments) and Nature & Parks (31 quality establishments).

In relative terms (ie quality experiences per 100k visitors), Snohomish County scores best in regard to Casinos & Gambling (2nd place) and Restaurants (4th place).

Full results for the Destination Assessment (Charts & Tables) are included after this summary.

### Restaurants

For Restaurants, Snohomish County's 819 quality establishments translate into 10.7 establishments per 100k visitors or 4th place among its competitive set. Only Metro Vancouver, Multnomah County and King County have more quality restaurants per 100k visitors. Metro Vancouver holds a significant margin for Restaurants per 100k visitors.

### Food & Drink

For Food & Drink experiences, TripAdvisor lists 19 quality establishments in Snohomish County placing it in the middle of the pack (7th place) among its competitive set of 15 counties.

On a relative basis (Quality Experiences per 100k visitors) for Food & Drink, Chelan County is 1st by a wide margin over the rest of the field including Metro Vancouver. Snohomish County is 12th on the indexed scale in a mid-tier grouping of 7 counties.

### Culinary

The Culinary grouping is an aggregate of Restaurants and Food & Drink experiences. Snohomish County is 5th on the absolute scale and 4th on the relative scale due to its strength in quality Restaurants.

## Major Events

Snohomish County is at the bottom of the list (tie for 5<sup>th</sup> in absolute and relative terms) in the category of Major Events as a result of no postings with qualifying scores in this category.

In absolute terms, King County is the winner in this category (Major Events), while Skagit County and Metro Vancouver do very well on the indexed scale.

## Museums

Snohomish County registers 16 quality experiences for Museums, putting it in 6th place on the absolute scale and 10th place on the relative scale. Metro Vancouver and King County are the first and second place finishers (absolute terms) in this category with 71 and 66 quality establishments respectively. In relative terms, Metro Vancouver is the top destination on the relative scale, while Jefferson County's 11 quality establishments for Museums and a lower visitor count puts it in second place just shy of Metro Vancouver.

## Theaters & Concerts

Snohomish County has registered 8 quality experiences for Theaters & Concerts putting it in 7th place on the absolute scale and 10th place on the relative scale. Metro Vancouver, King County and Multnomah County score very well on the absolute scale, while Metro Vancouver and Multnomah County also score very well on the relative scale.

## Culture

Culture is an aggregate of Major Events, Museums and Theaters & Concerts, and as such Snohomish County scores 6th place on the absolute scale and 10th and relative scale.

## Nightlife

Snohomish County scores only 14 quality Nightlife establishments putting it in 7th place on the absolute scale and 12th place on the relative scale. King County, Multnomah County and Metro Vancouver do quite well in absolute terms, while Multnomah County, Metro Vancouver, Spokane County and King County are stronger for Nightlife on the indexed scale per 100k visitors.

## Shopping

For Shopping, Snohomish County registers 26 quality establishments placing it in 8th position among its competitive set (absolute terms) and in 14th place among its competitive set (relative terms). The counties of King, Metro Vancouver and Multnomah are the clear winners in absolute terms with 160, 111 and 95 quality establishments respectively. In relative terms (adjusted for 100k visitors), Jefferson County and Metro Vancouver are the top shopping destinations by a clear margin. Please note, this result may be somewhat misleading since Seattle Premium Outlets in Marysville only counts as one quality establishment even though it includes 131 individual brands. If counted separately, this collection of shops would significantly move Snohomish County up the ranking. Of course this would also be true for other counties in the competitive set with their own “malls”.

## Amusement Parks

Snohomish County registers one quality establishment in the category of Amusement Parks (Whirly Ball in Edmonds) putting it in a tie for 4th place (absolute and relative) with 3 other destinations, while King County and Metro Vancouver are the absolute winners with 5 and 4 quality establishments respectively in this area. On a relative basis, Metro Vancouver is 1st for Amusement Parks.

## Casinos & Gambling

Snohomish County registers three quality establishment in the category of Casinos & Gambling (Tulalip Casino, Angel of the Winds Casino and Quil Ceda Creek Casino) putting it in 1st place (absolute) and 2nd place (relative) among its competitive set in this category. Three Counties each register 2 quality Casinos & Gambling establishments, while 4 others register a single establishment.

## Fun & Games

TripAdvisor reports that Snohomish County has 18 quality Fun & Games establishments ranking it 5th out of its competitive set in absolute terms and 8th out of its competitive set in relative terms. Metro Vancouver and King County top the absolute list by a wide margin, while Metro Vancouver tops the relative list by a wide margin.

## Zoos & Aquariums

For Zoos & Aquariums, Snohomish County is tied for 5th with 1 quality establishment (The Reptile Zoo in Monroe), while Pierce County leads the competitive set with 6 quality establishments in this category. On the relative scale, Pierce County and Jefferson County do very well in first and second position. Snohomish County is 7th on the relative scale.

## Entertainment

Entertainment is the aggregate grouping of Nightlife, Shopping, Amusement Parks, Casinos & Gambling and Zoos & Aquariums. In total, Snohomish County has 63 quality Entertainment establishments putting it in 7th place among its competitive set (absolute scale) or 13th, near the bottom of the scale on a relative basis (per 100k visitors).

## Hotels

Snohomish County registers 50 quality Hotels according to TripAdvisor, putting it in 5th place in absolute terms and 11th place in relative terms among the competitive set of 15 destinations. King County and Metro Vancouver lead the list of total quality establishments for Hotels (absolute), while Metro Vancouver and Clallam County lead the relative list of Hotels per 100k visitors.

Lodging is a duplicate of the results for Hotels.

## Nature & Parks

For Nature & Parks, Snohomish County's 31 establishments rank it 9th out of 15 (absolute scale) and 13th out of 15 (relative scale). King County, Metro Vancouver and Multnomah County lead the absolute scale, while Metro Vancouver, Clallam County and Whatcom County lead the group on the index scale. Please note that this category does not take into consideration the size or scope of individual Nature & Parks establishments, only the number of establishments.

## Sights & Landmarks

Snohomish County's 21 quality Sights & Landmarks put it in 4th place on the absolute scale and 6th place on the relative scale. Metro Vancouver is the 1st place finisher (absolute scale) with 101 quality Sights & Landmarks followed by King County (84) and Multnomah (77). Metro Vancouver is also the big winner for Sights & Landmarks on the relative scale (adjusted for visitor counts).

## Sightseeing Tours

Metro Vancouver and King County are particularly strong (absolute terms) in the area of Sightseeing Tours with 149 and 142 quality establishments respectively. Snohomish County's 19 quality establishments in this category place it in 9th position on the absolute scale and 11th position on the relative scale. Metro Vancouver places first by a wide margin on the relative scale.

## Sightseeing

In the aggregate grouping of Sightseeing, Snohomish County's 71 quality establishments place it in 5th position on the absolute scale and 11th place on the relative scale.

## Boat Tours & Water Sports

For a County defined by the coast on its western side, Snohomish County registers 10 quality Boat Tours & Water Sports establishments, putting it in 8th place out of 15 on the absolute scale and 10th place on the relative scale. Metro Vancouver and King County are the major players in this area with 62 and 47 establishments respectively. Metro Vancouver and Clallam County are the leaders on the relative scale by a good margin.

## Outdoor Activities

Outdoor Activities is dominated by Metro Vancouver with a first place ranking on the absolute scale and relative scales. Snohomish County's 32 quality establishments (8th place absolute) puts it in 11th place on the relative scale.

## Sports & Adventure

Sports & Adventure is the aggregate grouping of Boat Tours & Water Sports and Outdoor Activities. Snohomish County's total of 42 establishments places it 9th of 15 on the absolute scale and 11th of 15 on the relative scale. Metro Vancouver is the leader of both absolute and relative rankings.

## Total

The Total rankings for quality tourism within this customized competitive set shows Snohomish County in the top tier of the absolute scale (5th place ) and relative scales (4th place). King County and Metro Vancouver lead in absolute terms, while Metro Vancouver and Multnomah County lead in relative terms.

## Spider Web Charts

Based on the relative scale, the spider web charts show Snohomish County is generally strongest in Lodging, followed by Culinary (due to Restaurants) and Entertainment (due to Casinos), moderately strong in the aggregate groupings of Sports & Adventure, Sightseeing and Culture.

## Snohomish County vs Chelan

On the absolute scale, Snohomish County tourism is about the same size as Chelan County tourism, except for Culinary where Snohomish does very well. In looking at the one-to-one comparisons on the relative scale, Snohomish County does less well against Chelan County in the categories of Shopping, Nature & Parks, Sightseeing Tours and Outdoor Activities.

## Snohomish County vs Clallam County

On the absolute scale, Snohomish County tourism is about the same size as Clallam County tourism, except for Culinary where Snohomish does very well. Comparing Snohomish County against Clallam County on the indexed scale shows Clallam catching up in most categories as a result of lower visitor numbers.

## Snohomish County vs Deschutes County

In Snohomish County vs Deschutes County, Deschutes County is slightly better in the categories (absolute and indexed) of Nature & Parks, Sightseeing Tours and Outdoor Activities.

## Snohomish County vs Jefferson County

On an absolute basis, Snohomish and Jefferson County are about the same in all categories except Restaurants and Hotels. On a relative basis, the table is turned in favor of Jefferson County now doing better in Museums, Shopping, Sightseeing Tours and Outdoor Activities.

## Snohomish County vs King County

In comparing Snohomish County to King County on a relative basis, many categories are about even except in Restaurants where King County leads. In absolute terms, King County is a larger tourism destination.

## Snohomish County vs Kitsap County

Snohomish County is about even with Kitsap County (absolute and relative terms) in almost all categories. The exception to the rule is Restaurants where Snohomish County excels.

## Snohomish County vs Lane County

Snohomish County is about even with Lane County (absolute and relative terms) in almost all categories. The exception to the rule is Restaurants where Snohomish County excels.

## Snohomish County vs Metro Vancouver

Metro Vancouver tourism beats Snohomish County tourism (absolute and relative terms) in all categories.

## Snohomish County vs Multnomah County

Multnomah County tourism beats Snohomish County tourism (absolute and relative terms) in all categories.

## Snohomish County vs Pierce County

Snohomish County is about even with Pierce County (absolute and relative terms) in almost all categories.

## Snohomish County vs Skagit County

Generally speaking, Snohomish County is even with Skagit County across most categories on the absolute scale except for Hotels and Restaurants where Snohomish is stronger. On the relative scale adjusted for visitor counts, Skagit is stronger in all categories except Restaurants.

## Snohomish County vs Spokane County

Snohomish County is about even with Spokane County (absolute and relative terms) in almost all categories. The exception to the rule is Restaurants where Snohomish County excels.

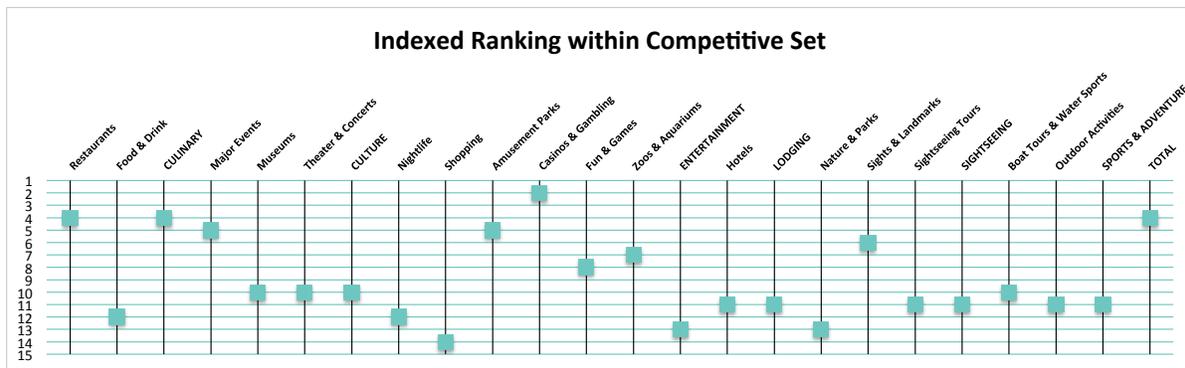
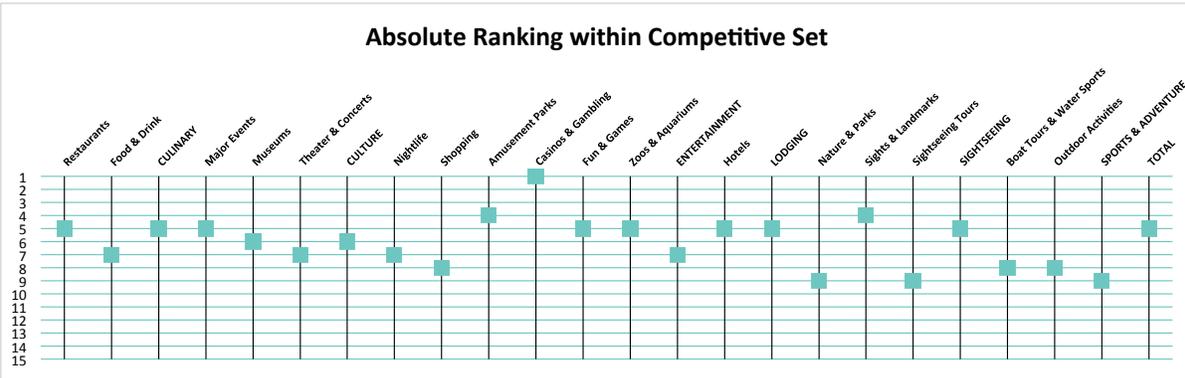
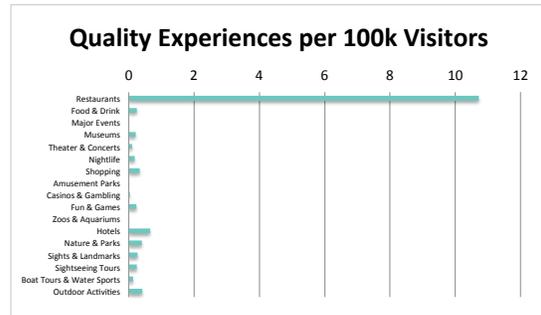
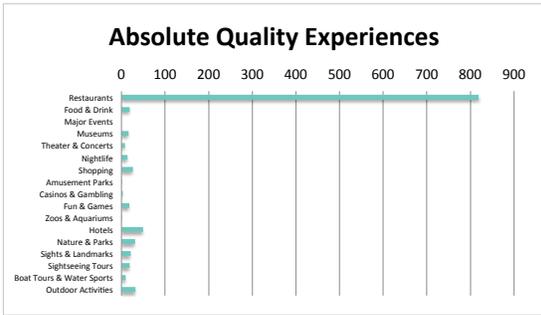
## Snohomish County vs Thurston County

Generally speaking, Snohomish County is even against Thurston County across most categories on the absolute scale except in Restaurants and Hotels where Snohomish excels. On the relative scale Thurston does well especially in Nature & Parks.

## Snohomish County vs Whatcom County

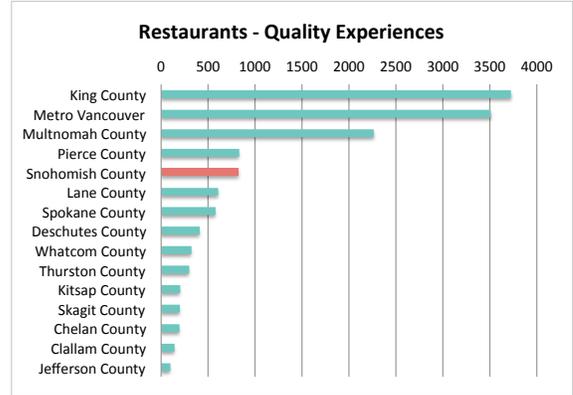
Generally speaking, Snohomish County is even against Whatcom County across most categories on the absolute scale except in Restaurants where Snohomish excels. On the relative scale Whatcom does well especially in Nature & Parks.

Snohomish County		Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15	
Restaurants	819	5	10.7	4	
Food & Drink	19	7	0.2	12	
<b>CULINARY</b>	<b>838</b>	<b>5</b>	<b>11.0</b>	<b>4</b>	
Major Events	0	5	0.0	5	
Museums	16	6	0.2	10	
Theater & Concerts	8	7	0.1	10	
<b>CULTURE</b>	<b>24</b>	<b>6</b>	<b>0.3</b>	<b>10</b>	
Nightlife	14	7	0.2	12	
Shopping	26	8	0.3	14	
Amusement Parks	1	4	0.0	5	
Casinos & Gambling	3	1	0.0	2	
Fun & Games	18	5	0.2	8	
Zoos & Aquariums	1	5	0.0	7	
<b>ENTERTAINMENT</b>	<b>63</b>	<b>7</b>	<b>0.8</b>	<b>13</b>	
Hotels	50	5	0.7	11	
<b>LODGING</b>	<b>50</b>	<b>5</b>	<b>0.7</b>	<b>11</b>	
Nature & Parks	31	9	0.4	13	
Sights & Landmarks	21	4	0.3	6	
Sightseeing Tours	19	9	0.2	11	
<b>SIGHTSEEING</b>	<b>71</b>	<b>5</b>	<b>0.9</b>	<b>11</b>	
Boat Tours & Water Sports	10	8	0.1	10	
Outdoor Activities	32	8	0.4	11	
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>9</b>	<b>0.5</b>	<b>11</b>	
<b>TOTAL</b>	<b>1088</b>	<b>5</b>	<b>14.2</b>	<b>4</b>	

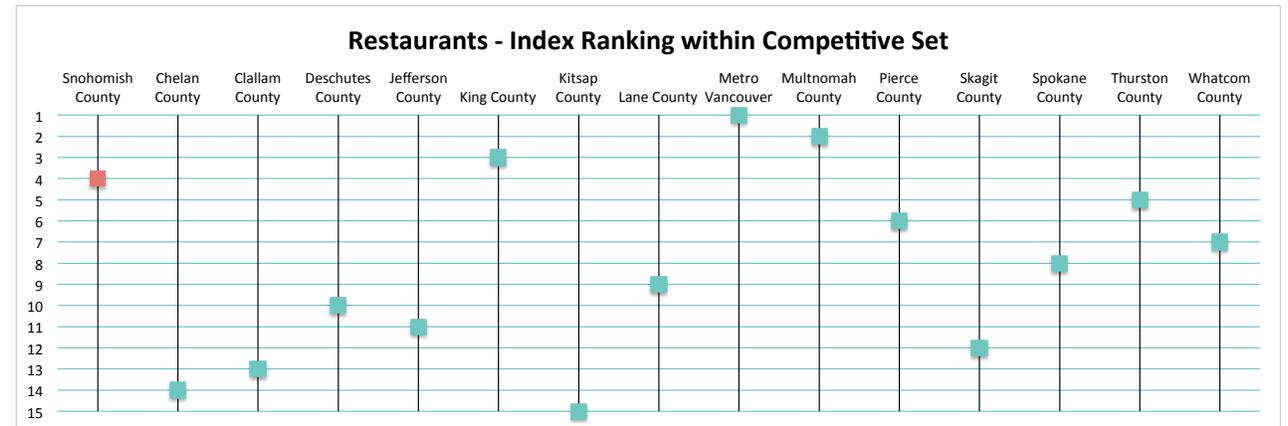
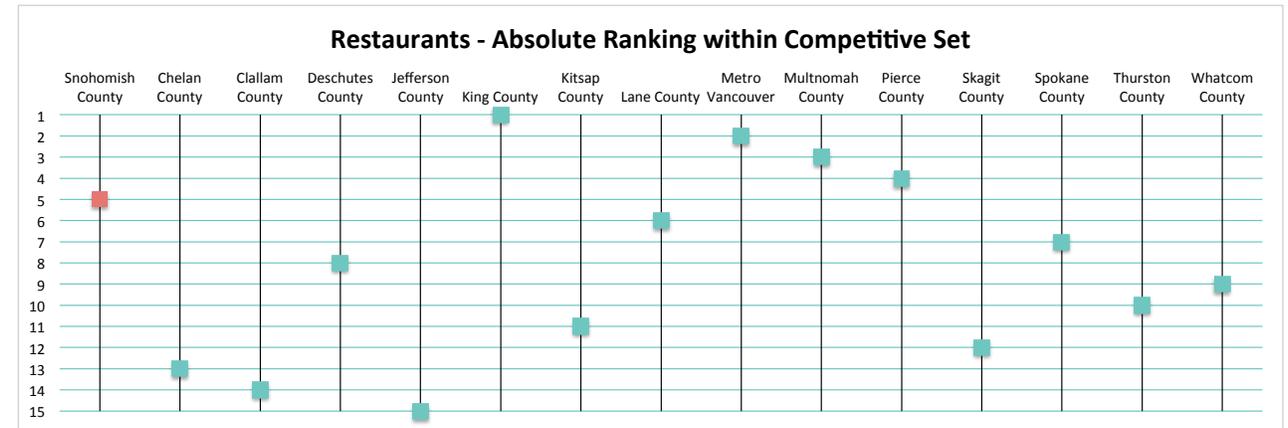
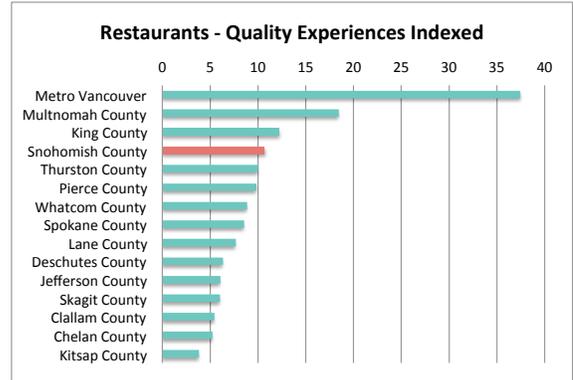


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Restaurants	819	5	10.7	4

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	3723	1
Metro Vancouver	3508	2
Multnomah County	2264	3
Pierce County	831	4
Snohomish County	819	5
Lane County	609	6
Spokane County	580	7
Deschutes County	412	8
Whatcom County	324	9
Thurston County	299	10
Kitsap County	202	11
Skagit County	200	12
Chelan County	197	13
Clallam County	144	14
Jefferson County	98	15

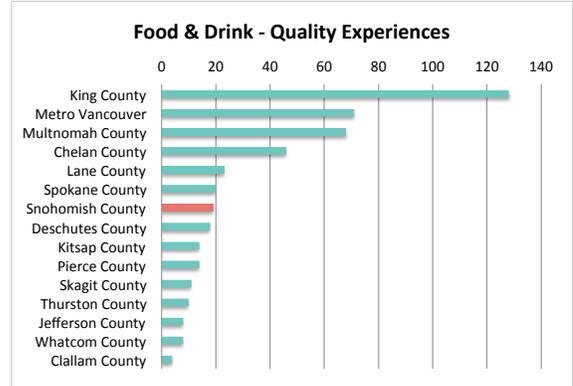


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	37.4	1
Multnomah County	18.5	2
King County	12.2	3
Snohomish County	10.7	4
Thurston County	10.0	5
Pierce County	9.8	6
Whatcom County	8.9	7
Spokane County	8.6	8
Lane County	7.7	9
Deschutes County	6.3	10
Jefferson County	6.1	11
Skagit County	6.0	12
Clallam County	5.5	13
Chelan County	5.3	14
Kitsap County	3.9	15

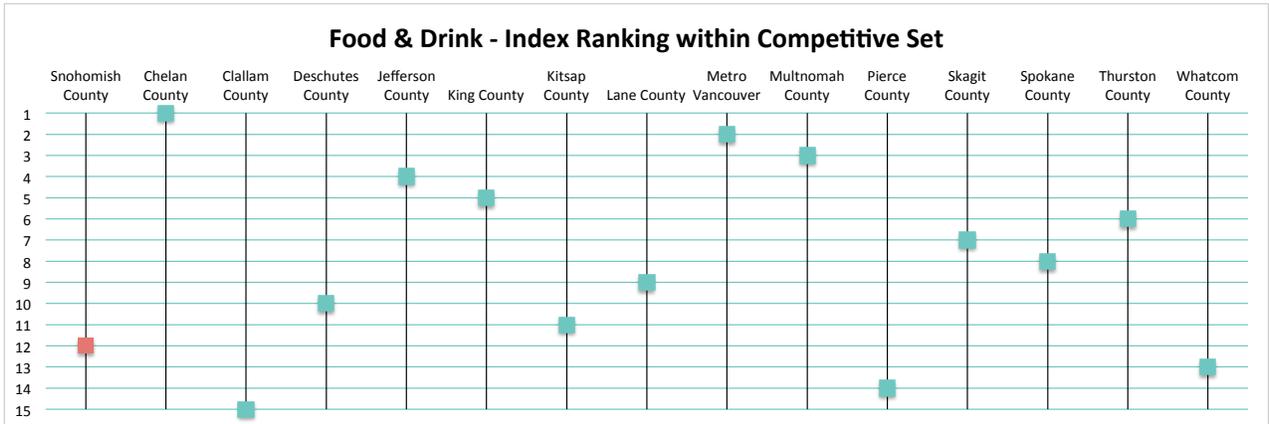
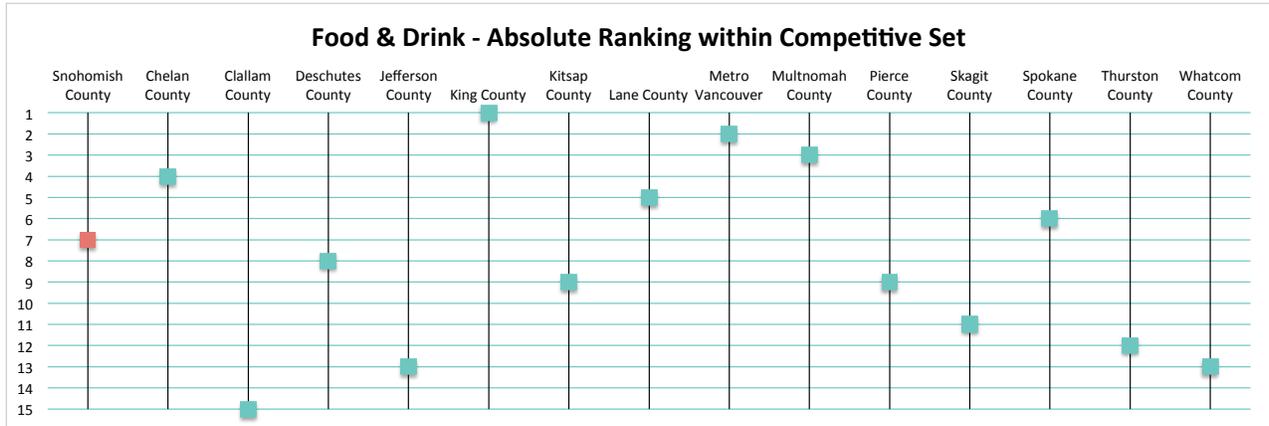
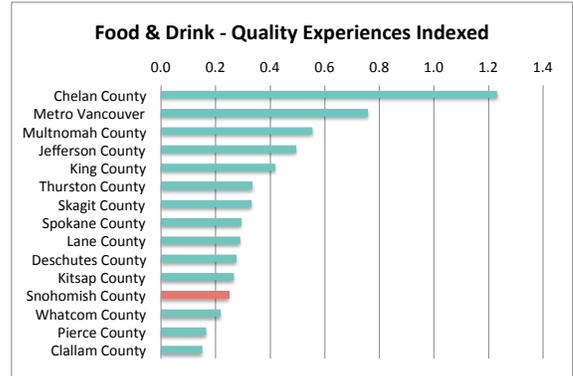


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Food & Drink	19	7	0.2	12

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	128	1
Metro Vancouver	71	2
Multnomah County	68	3
Chelan County	46	4
Lane County	23	5
Spokane County	20	6
Snohomish County	19	7
Deschutes County	18	8
Kitsap County	14	9
Pierce County	14	9
Skagit County	11	11
Thurston County	10	12
Jefferson County	8	13
Whatcom County	8	13
Clallam County	4	15

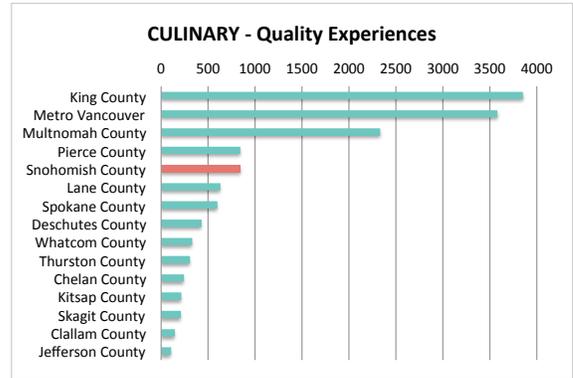


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Chelan County	1.2	1
Metro Vancouver	0.8	2
Multnomah County	0.6	3
Jefferson County	0.5	4
King County	0.4	5
Thurston County	0.3	6
Skagit County	0.3	7
Spokane County	0.3	8
Lane County	0.3	9
Deschutes County	0.3	10
Kitsap County	0.3	11
Snohomish County	0.2	12
Whatcom County	0.2	13
Pierce County	0.2	14
Clallam County	0.2	15

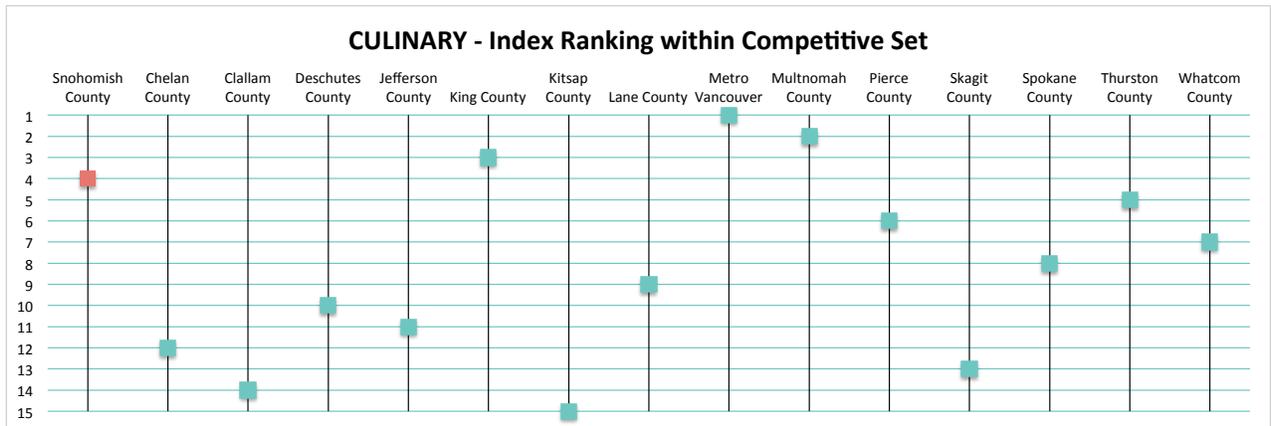
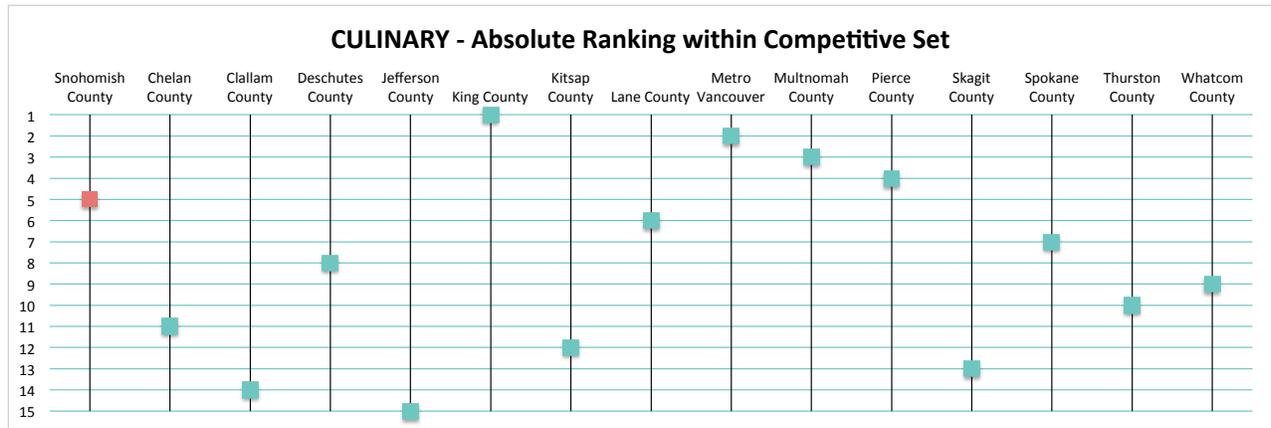
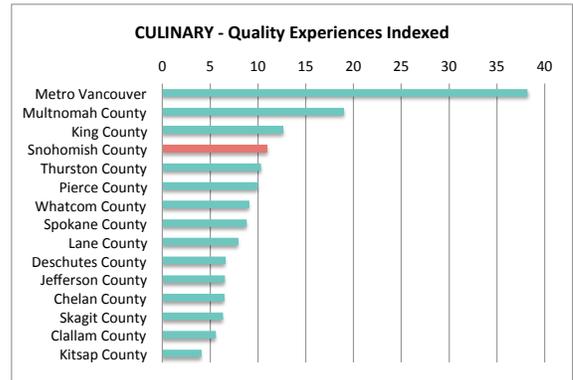


Snohomish County	Absolute		Indexed	
	Category	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors
CULINARY	838	5	11.0	4

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	3851	1
Metro Vancouver	3579	2
Multnomah County	2332	3
Pierce County	845	4
Snohomish County	838	5
Lane County	632	6
Spokane County	600	7
Deschutes County	430	8
Whatcom County	332	9
Thurston County	309	10
Chelan County	243	11
Kitsap County	216	12
Skagit County	211	13
Clallam County	148	14
Jefferson County	106	15

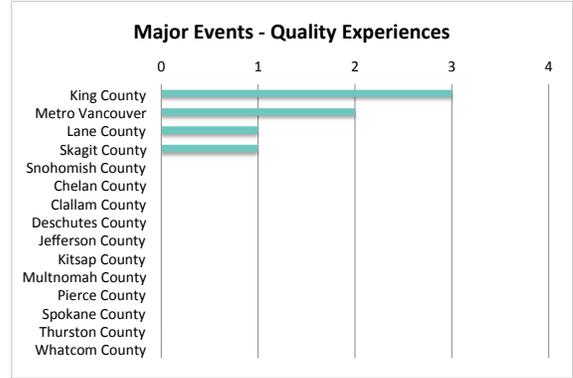


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	38.2	1
Multnomah County	19.0	2
King County	12.6	3
Snohomish County	11.0	4
Thurston County	10.3	5
Pierce County	10.0	6
Whatcom County	9.1	7
Spokane County	8.9	8
Lane County	8.0	9
Deschutes County	6.6	10
Jefferson County	6.6	11
Chelan County	6.5	12
Skagit County	6.4	13
Clallam County	5.6	14
Kitsap County	4.1	15

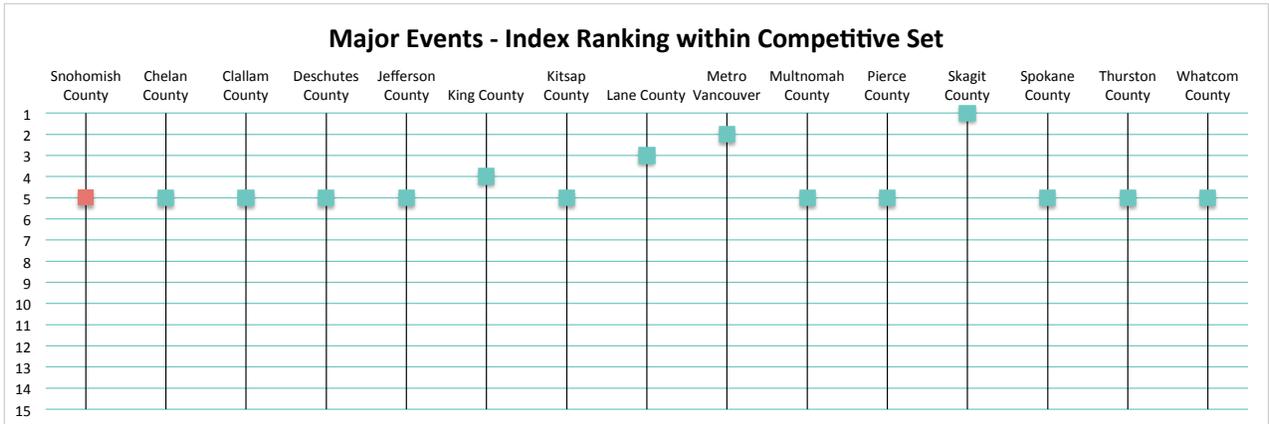
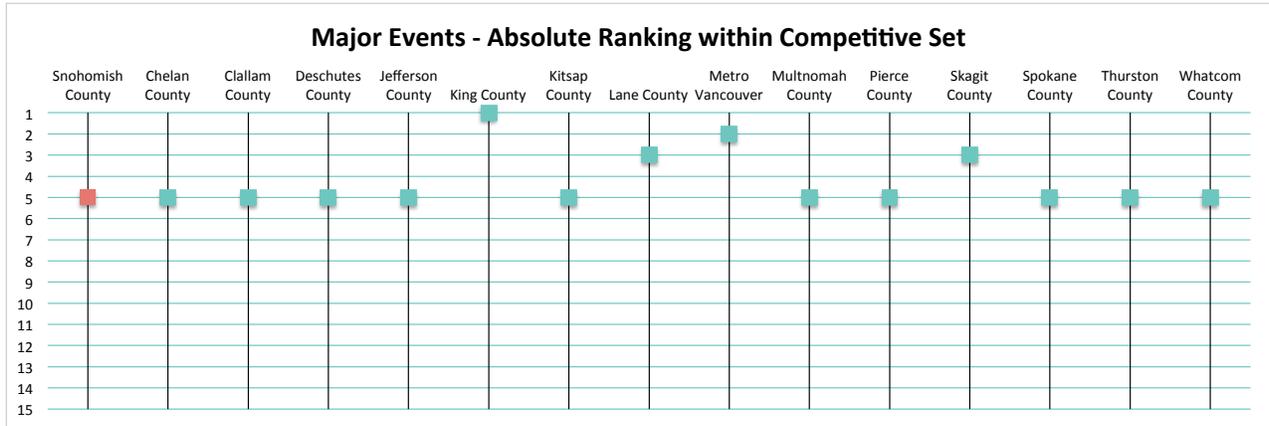
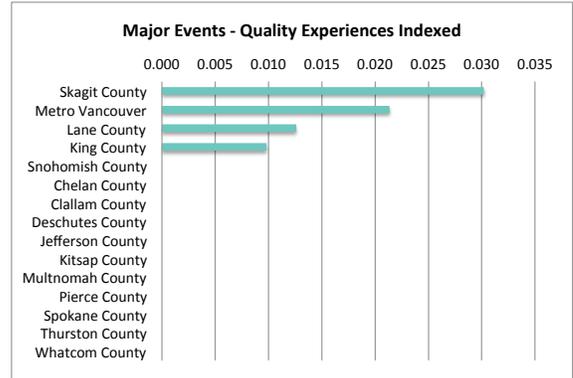


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Major Events	0	5	0.0	5

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	3	1
Metro Vancouver	2	2
Lane County	1	3
Skagit County	1	3
Snohomish County	0	5
Chelan County	0	5
Clallam County	0	5
Deschutes County	0	5
Jefferson County	0	5
Kitsap County	0	5
Multnomah County	0	5
Pierce County	0	5
Spokane County	0	5
Thurston County	0	5
Whatcom County	0	5

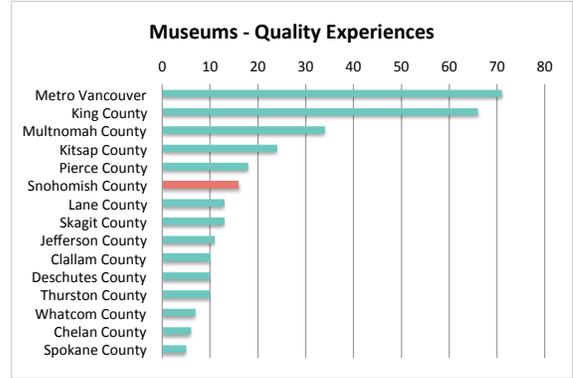


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Skagit County	0.0	1
Metro Vancouver	0.0	2
Lane County	0.0	3
King County	0.0	4
Snohomish County	0.0	5
Chelan County	0.0	5
Clallam County	0.0	5
Deschutes County	0.0	5
Jefferson County	0.0	5
Kitsap County	0.0	5
Multnomah County	0.0	5
Pierce County	0.0	5
Spokane County	0.0	5
Thurston County	0.0	5
Whatcom County	0.0	5

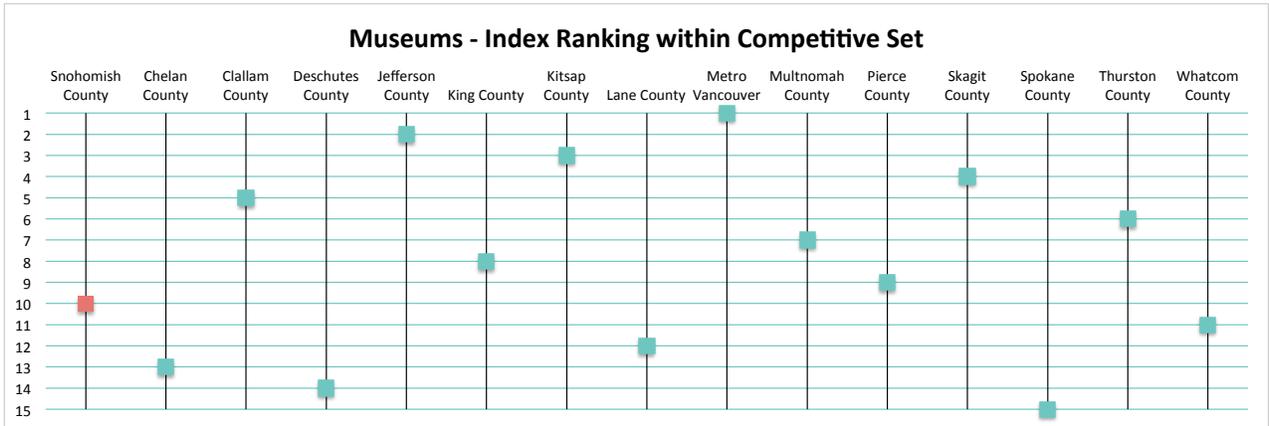
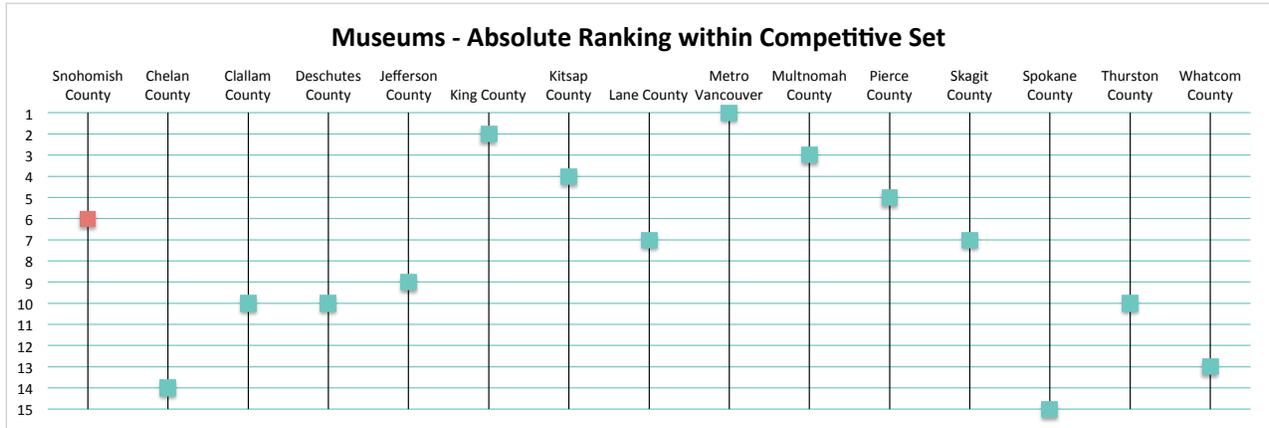
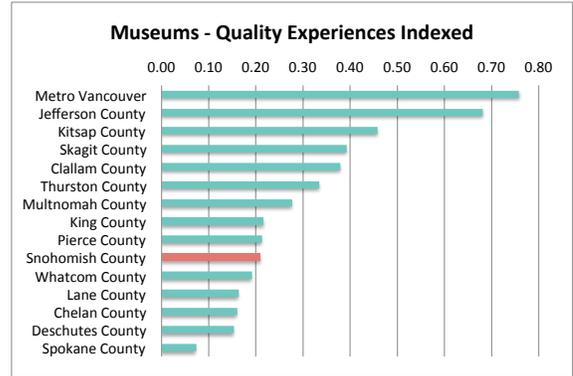


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Museums	16	6	0.2	10

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	71	1
King County	66	2
Multnomah County	34	3
Kitsap County	24	4
Pierce County	18	5
Snohomish County	16	6
Lane County	13	7
Skagit County	13	7
Jefferson County	11	9
Clallam County	10	10
Deschutes County	10	10
Thurston County	10	10
Whatcom County	7	13
Chelan County	6	14
Spokane County	5	15

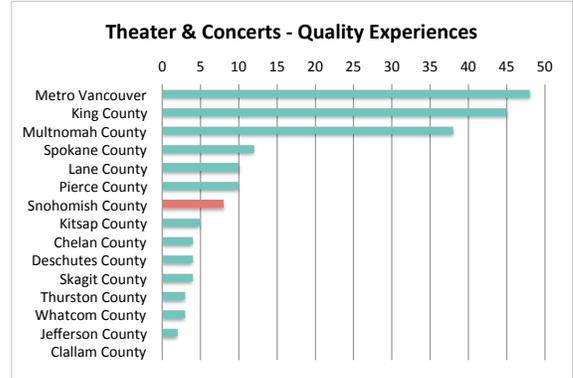


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	0.8	1
Jefferson County	0.7	2
Kitsap County	0.5	3
Skagit County	0.4	4
Clallam County	0.4	5
Thurston County	0.3	6
Multnomah County	0.3	7
King County	0.2	8
Pierce County	0.2	9
Snohomish County	0.2	10
Whatcom County	0.2	11
Lane County	0.2	12
Chelan County	0.2	13
Deschutes County	0.2	14
Spokane County	0.1	15

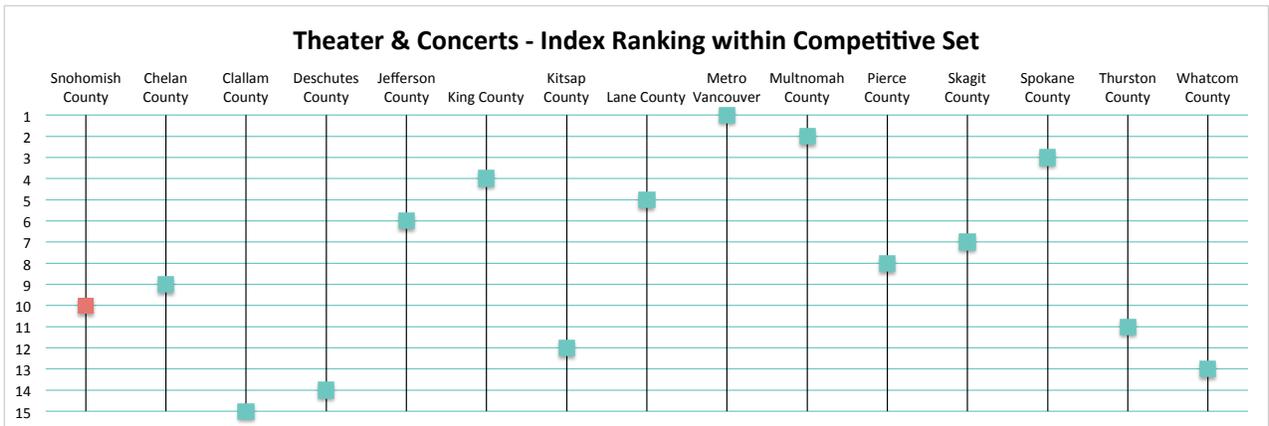
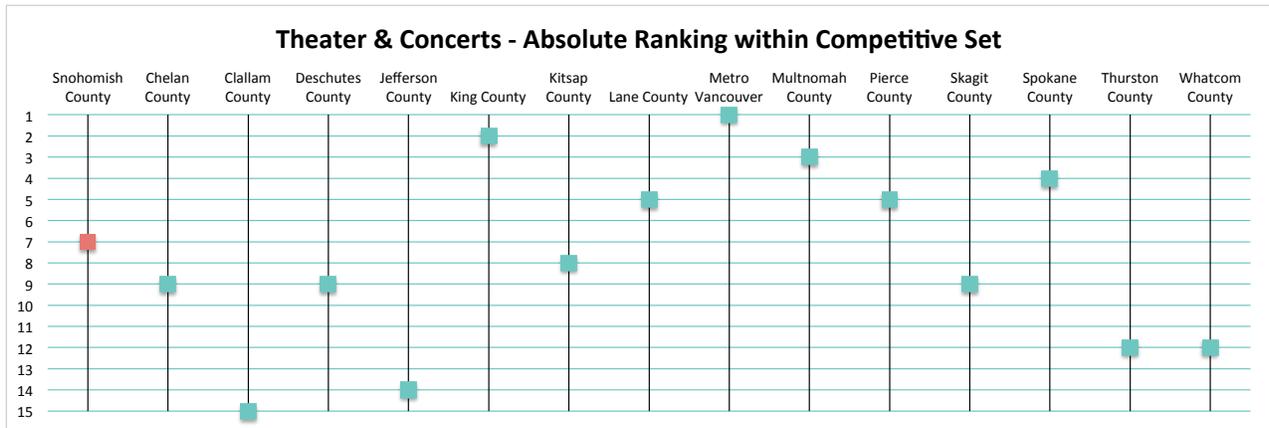
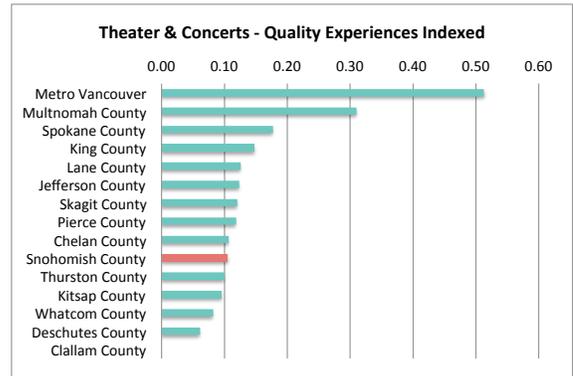


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Theater & Concerts	8	7	0.1	10

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	48	1
King County	45	2
Multnomah County	38	3
Spokane County	12	4
Lane County	10	5
Pierce County	10	5
Snohomish County	8	7
Kitsap County	5	8
Chelan County	4	9
Deschutes County	4	9
Skagit County	4	9
Thurston County	3	12
Whatcom County	3	12
Jefferson County	2	14
Clallam County	0	15

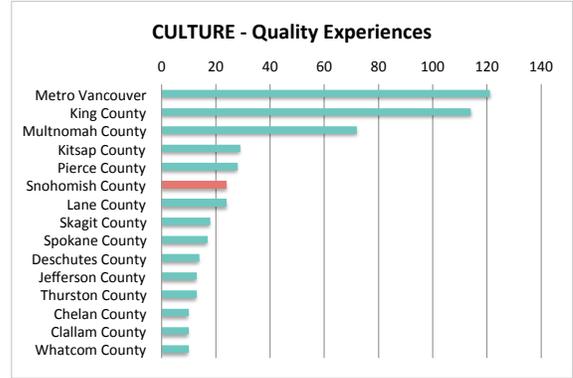


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	0.5	1
Multnomah County	0.3	2
Spokane County	0.2	3
King County	0.1	4
Lane County	0.1	5
Jefferson County	0.1	6
Skagit County	0.1	7
Pierce County	0.1	8
Chelan County	0.1	9
Snohomish County	0.1	10
Thurston County	0.1	11
Kitsap County	0.1	12
Whatcom County	0.1	13
Deschutes County	0.1	14
Clallam County	0.0	15

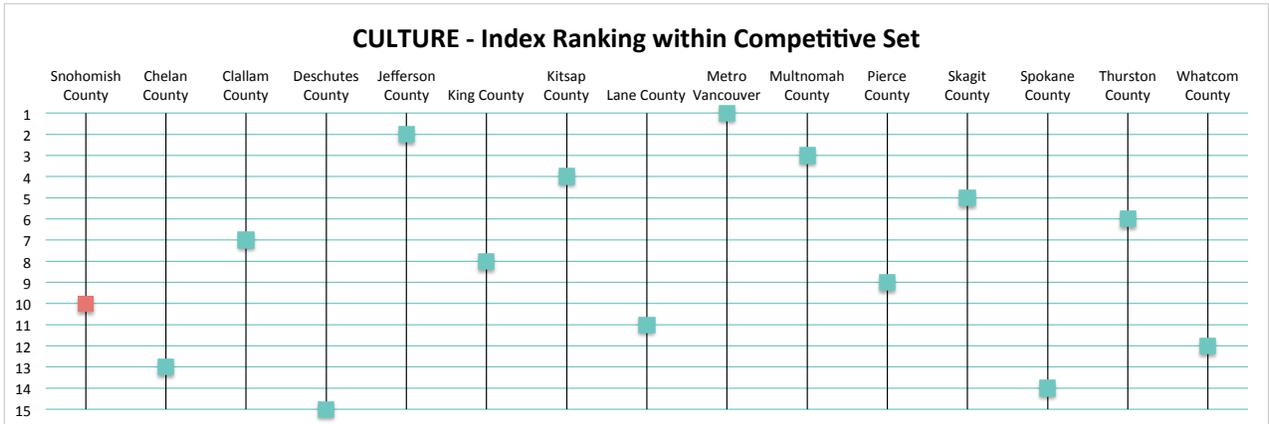
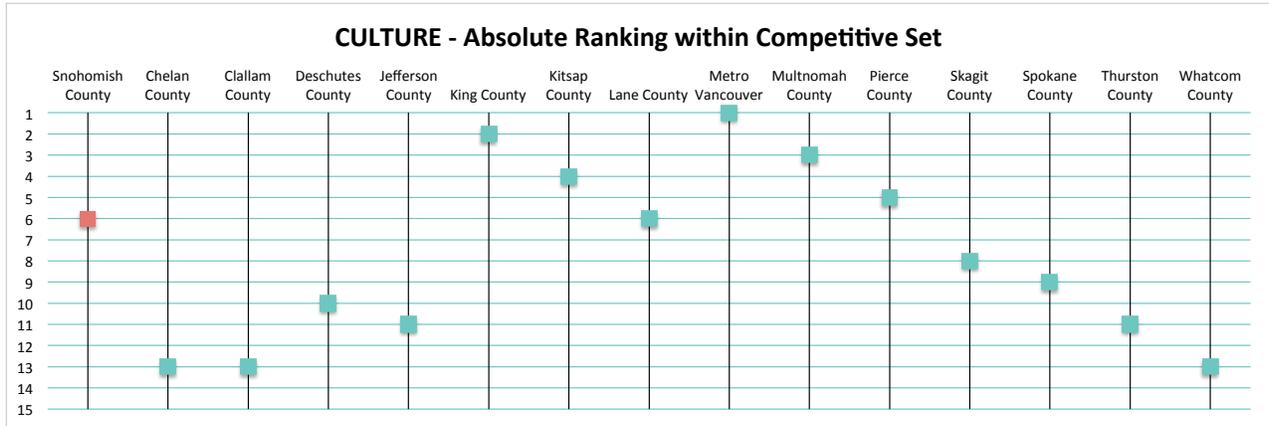
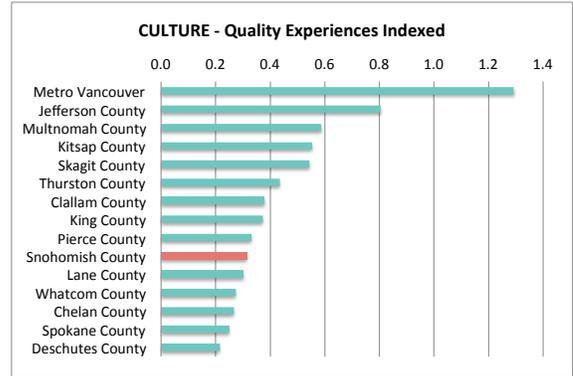


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
CULTURE	24	6	0.3	10

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	121	1
King County	114	2
Multnomah County	72	3
Kitsap County	29	4
Pierce County	28	5
Snohomish County	24	6
Lane County	24	6
Skagit County	18	8
Spokane County	17	9
Deschutes County	14	10
Jefferson County	13	11
Thurston County	13	11
Chelan County	10	13
Clallam County	10	13
Whatcom County	10	13

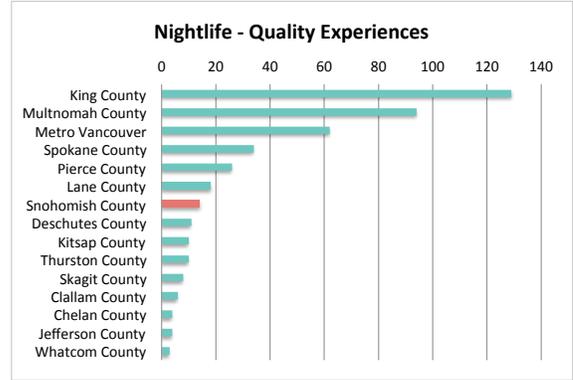


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	1.3	1
Jefferson County	0.8	2
Multnomah County	0.6	3
Kitsap County	0.6	4
Skagit County	0.5	5
Thurston County	0.4	6
Clallam County	0.4	7
King County	0.4	8
Pierce County	0.3	9
Snohomish County	0.3	10
Lane County	0.3	11
Whatcom County	0.3	12
Chelan County	0.3	13
Spokane County	0.3	14
Deschutes County	0.2	15

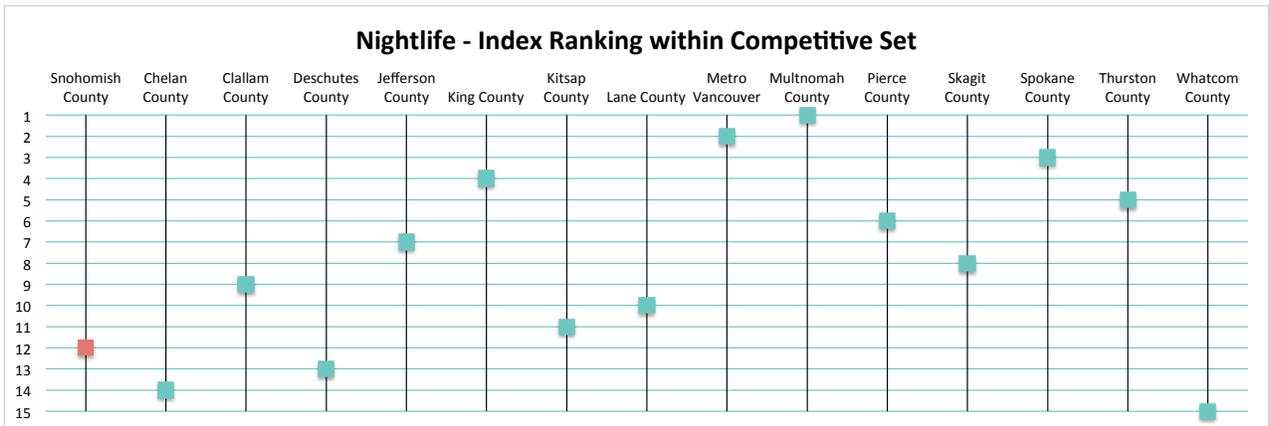
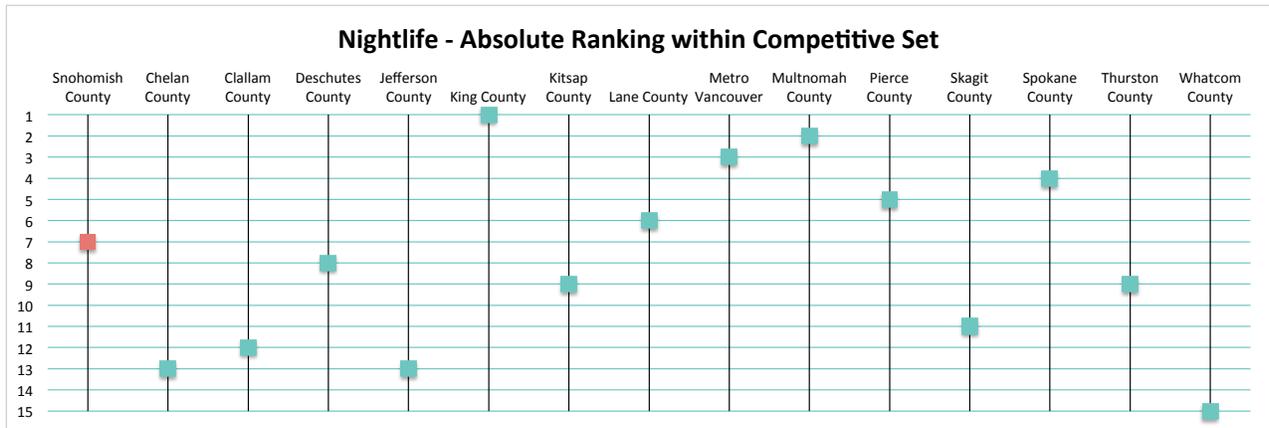
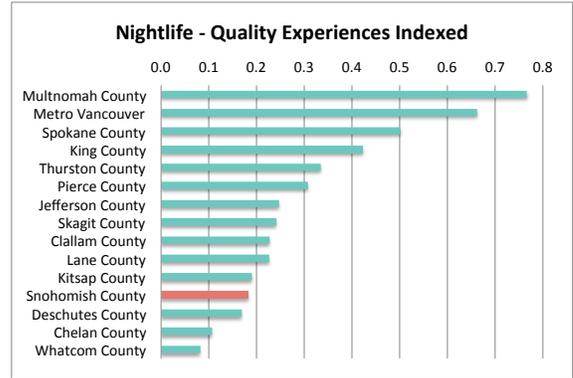


Category	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Nightlife	14	7	0.2	12

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	129	1
Multnomah County	94	2
Metro Vancouver	62	3
Spokane County	34	4
Pierce County	26	5
Lane County	18	6
Snohomish County	14	7
Deschutes County	11	8
Kitsap County	10	9
Thurston County	10	9
Skagit County	8	11
Clallam County	6	12
Chelan County	4	13
Jefferson County	4	13
Whatcom County	3	15

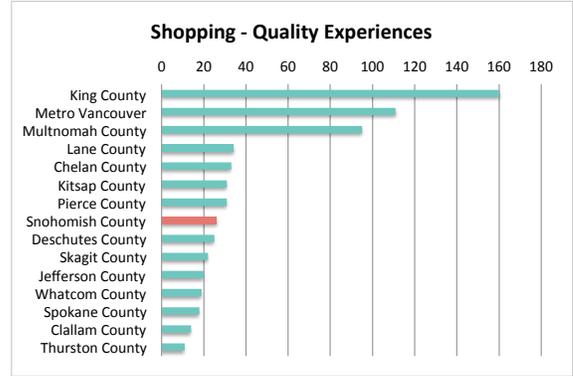


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Multnomah County	0.8	1
Metro Vancouver	0.7	2
Spokane County	0.5	3
King County	0.4	4
Thurston County	0.3	5
Pierce County	0.3	6
Jefferson County	0.2	7
Skagit County	0.2	8
Clallam County	0.2	9
Lane County	0.2	10
Kitsap County	0.2	11
Snohomish County	0.2	12
Deschutes County	0.2	13
Chelan County	0.1	14
Whatcom County	0.1	15

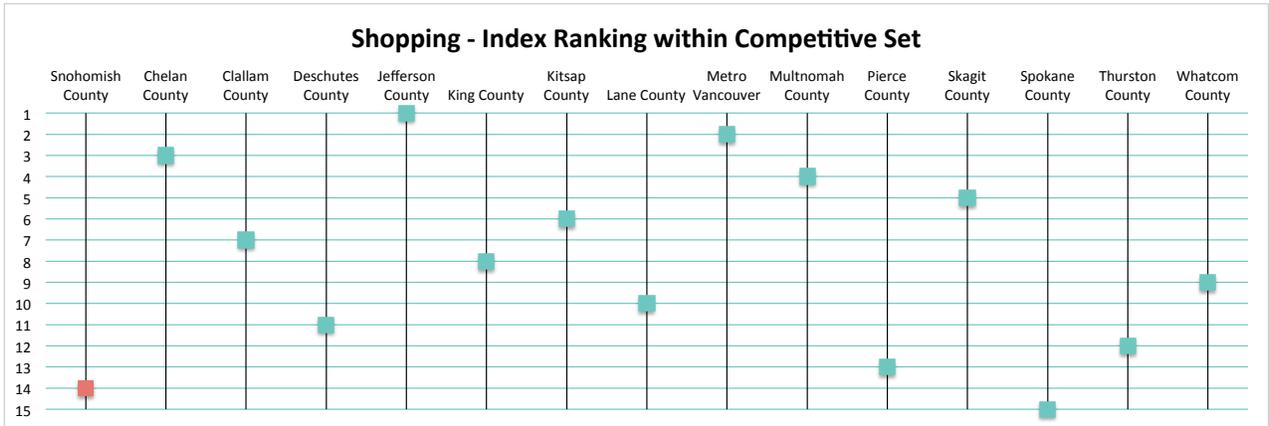
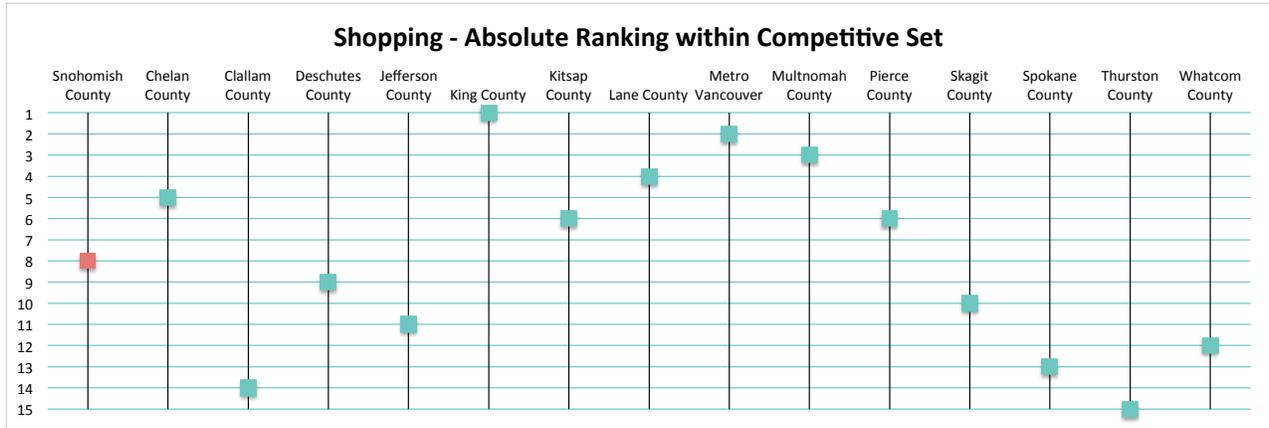


Category	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Shopping	26	8	0.3	14

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	160	1
Metro Vancouver	111	2
Multnomah County	95	3
Lane County	34	4
Chelan County	33	5
Kitsap County	31	6
Pierce County	31	6
Snohomish County	26	8
Deschutes County	25	9
Skagit County	22	10
Jefferson County	20	11
Whatcom County	19	12
Spokane County	18	13
Clallam County	14	14
Thurston County	11	15

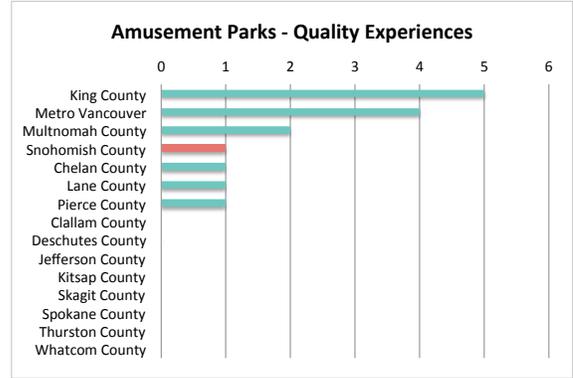


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Jefferson County	1.2	1
Metro Vancouver	1.2	2
Chelan County	0.9	3
Multnomah County	0.8	4
Skagit County	0.7	5
Kitsap County	0.6	6
Clallam County	0.5	7
King County	0.5	8
Whatcom County	0.5	9
Lane County	0.4	10
Deschutes County	0.4	11
Thurston County	0.4	12
Pierce County	0.4	13
Snohomish County	0.3	14
Spokane County	0.3	15

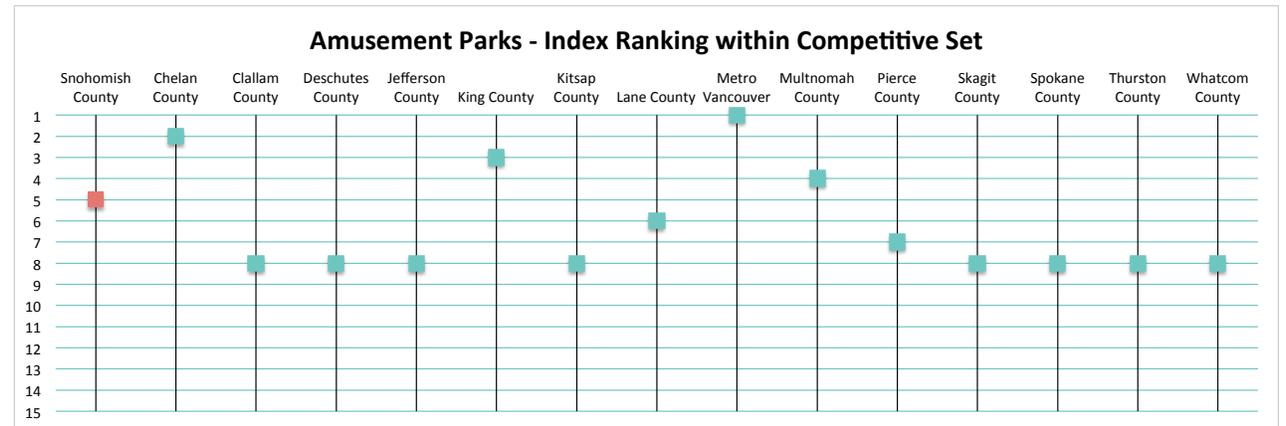
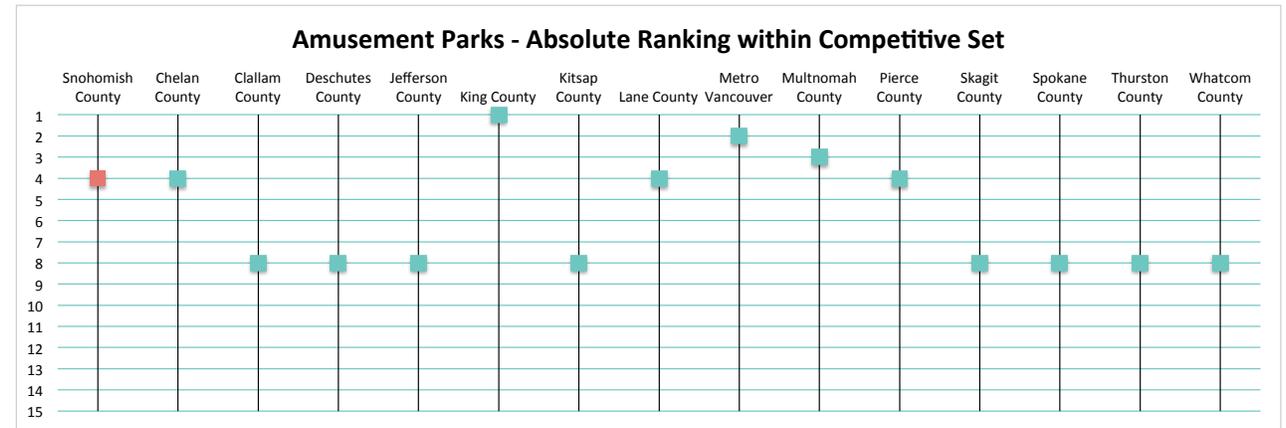
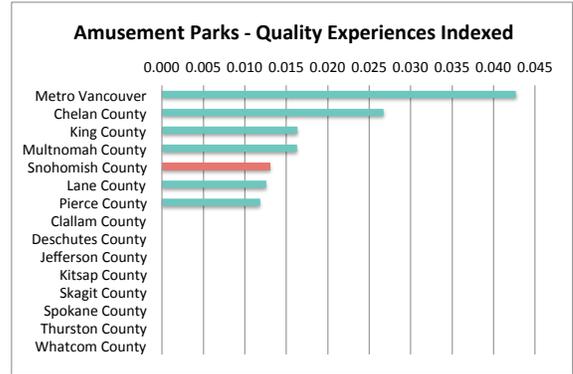


Category	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Amusement Parks	1	4	0.0	5

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	5	1
Metro Vancouver	4	2
Multnomah County	2	3
Snohomish County	1	4
Chelan County	1	4
Lane County	1	4
Pierce County	1	4
Clallam County	0	8
Deschutes County	0	8
Jefferson County	0	8
Kitsap County	0	8
Skagit County	0	8
Spokane County	0	8
Thurston County	0	8
Whatcom County	0	8

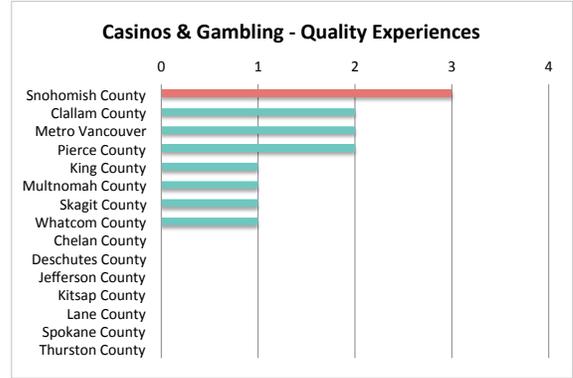


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	0.0	1
Chelan County	0.0	2
King County	0.0	3
Multnomah County	0.0	4
Snohomish County	0.0	5
Lane County	0.0	6
Pierce County	0.0	7
Clallam County	0.0	8
Deschutes County	0.0	8
Jefferson County	0.0	8
Kitsap County	0.0	8
Skagit County	0.0	8
Spokane County	0.0	8
Thurston County	0.0	8
Whatcom County	0.0	8

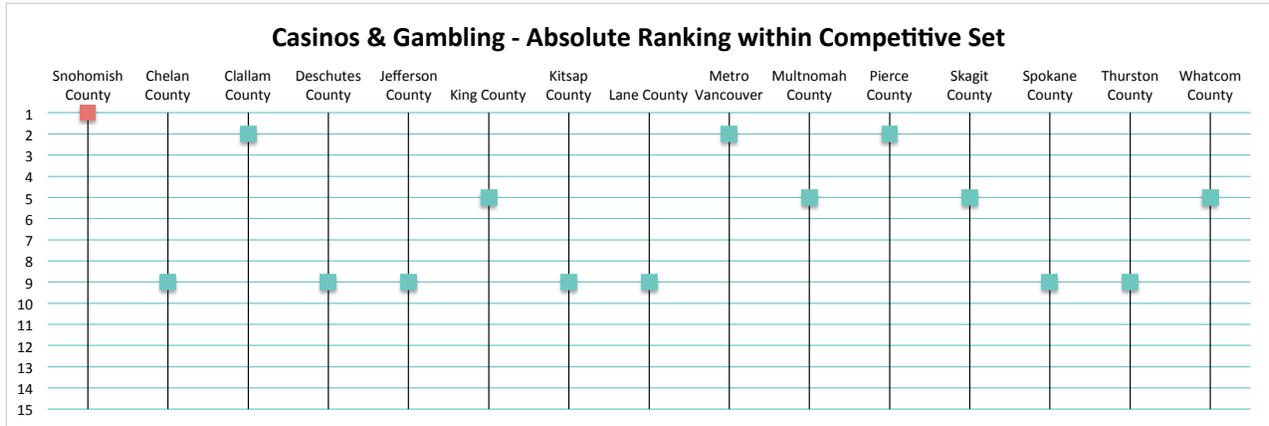
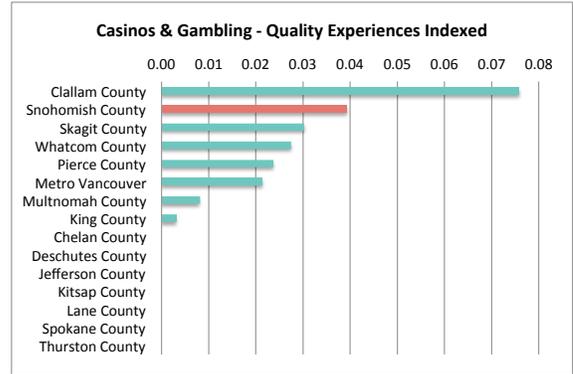


Category	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Casinos & Gambling	3	1	0.0	2

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Snohomish County	3	1
Clallam County	2	2
Metro Vancouver	2	2
Pierce County	2	2
King County	1	5
Multnomah County	1	5
Skagit County	1	5
Whatcom County	1	5
Chelan County	0	9
Deschutes County	0	9
Jefferson County	0	9
Kitsap County	0	9
Lane County	0	9
Spokane County	0	9
Thurston County	0	9

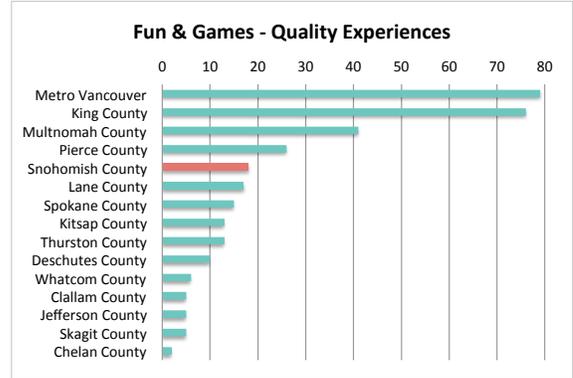


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Clallam County	0.1	1
Snohomish County	0.0	2
Skagit County	0.0	3
Whatcom County	0.0	4
Pierce County	0.0	5
Metro Vancouver	0.0	6
Multnomah County	0.0	7
King County	0.0	8
Chelan County	0.0	9
Deschutes County	0.0	9
Jefferson County	0.0	9
Kitsap County	0.0	9
Lane County	0.0	9
Spokane County	0.0	9
Thurston County	0.0	9

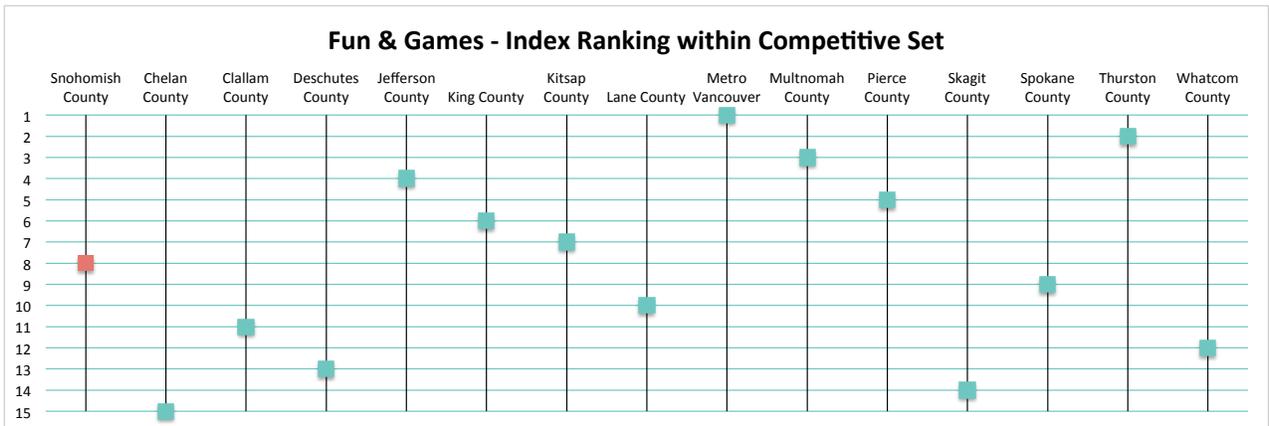
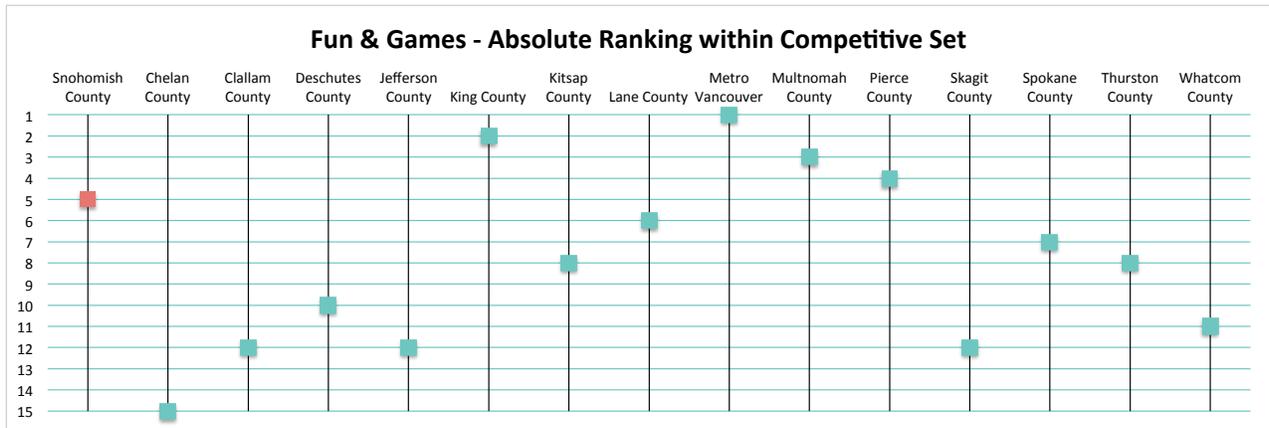
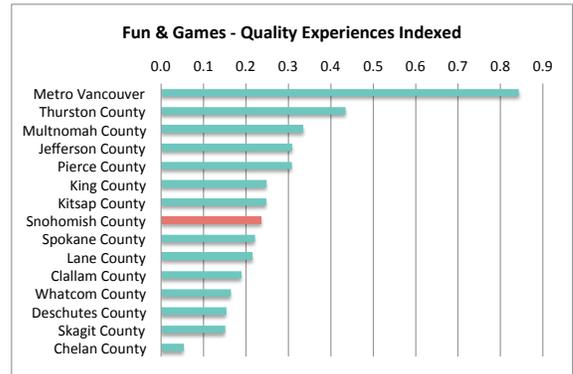


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Category				
Fun & Games	18	5	0.2	8

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	79	1
King County	76	2
Multnomah County	41	3
Pierce County	26	4
Snohomish County	18	5
Lane County	17	6
Spokane County	15	7
Kitsap County	13	8
Thurston County	13	8
Deschutes County	10	10
Whatcom County	6	11
Clallam County	5	12
Jefferson County	5	12
Skagit County	5	12
Chelan County	2	15

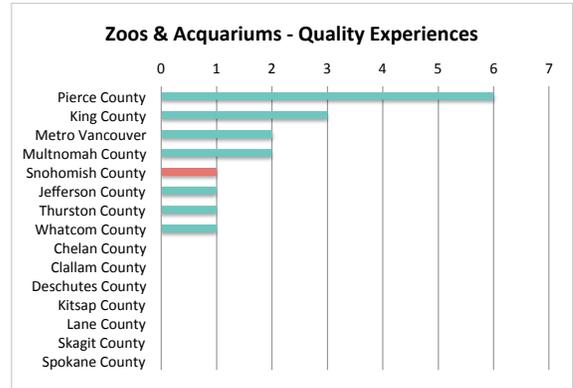


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	0.8	1
Thurston County	0.4	2
Multnomah County	0.3	3
Jefferson County	0.3	4
Pierce County	0.3	5
King County	0.2	6
Kitsap County	0.2	7
Snohomish County	0.2	8
Spokane County	0.2	9
Lane County	0.2	10
Clallam County	0.2	11
Whatcom County	0.2	12
Deschutes County	0.2	13
Skagit County	0.2	14
Chelan County	0.1	15

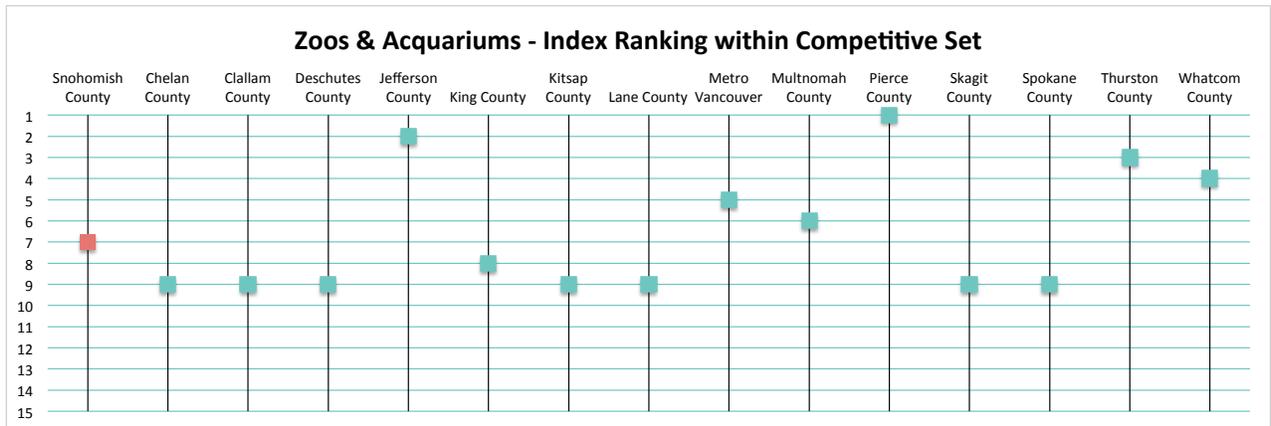
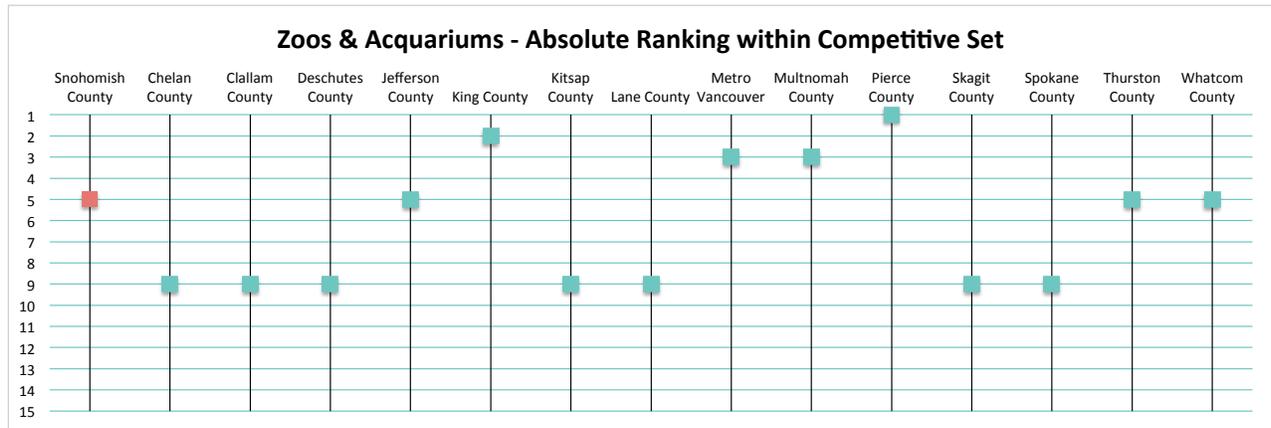
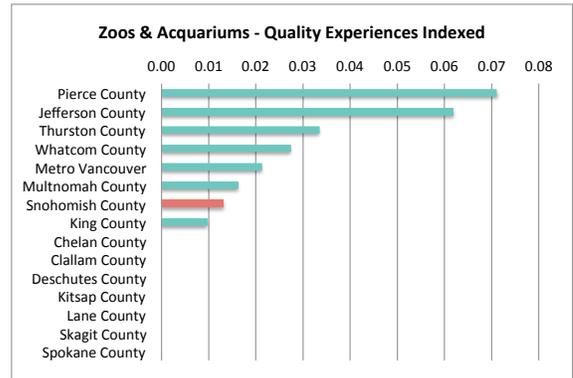


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Zoos & Aquariums	1	5	0.0	7

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Pierce County	6	1
King County	3	2
Metro Vancouver	2	3
Multnomah County	2	3
Snohomish County	1	5
Jefferson County	1	5
Thurston County	1	5
Whatcom County	1	5
Chelan County	0	9
Clallam County	0	9
Deschutes County	0	9
Kitsap County	0	9
Lane County	0	9
Skagit County	0	9
Spokane County	0	9

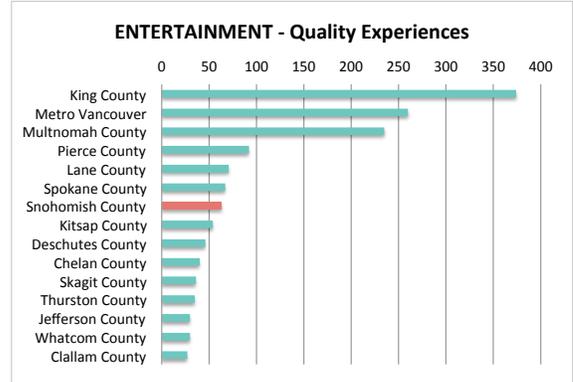


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Pierce County	0.1	1
Jefferson County	0.1	2
Thurston County	0.0	3
Whatcom County	0.0	4
Metro Vancouver	0.0	5
Multnomah County	0.0	6
Snohomish County	0.0	7
King County	0.0	8
Chelan County	0.0	9
Clallam County	0.0	9
Deschutes County	0.0	9
Kitsap County	0.0	9
Lane County	0.0	9
Skagit County	0.0	9
Spokane County	0.0	9

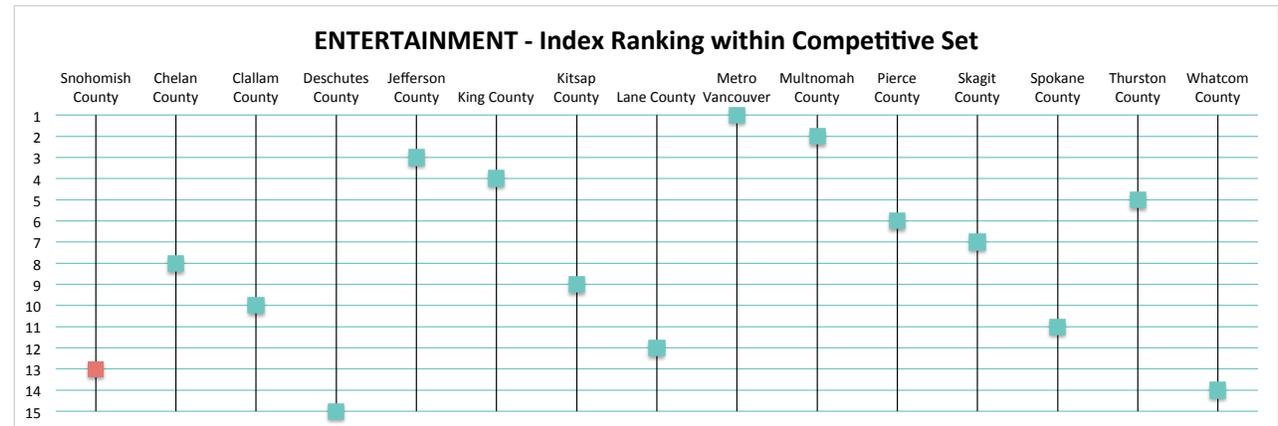
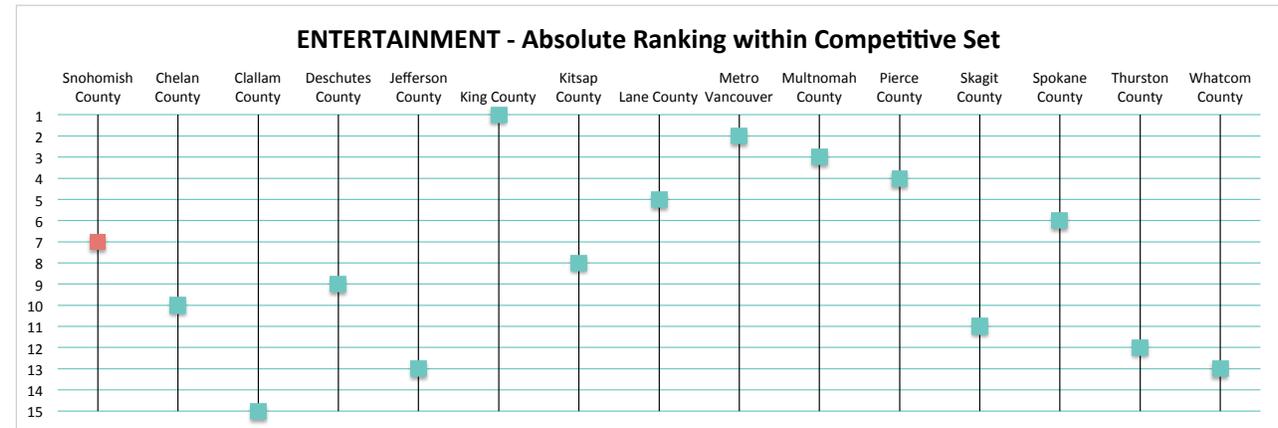
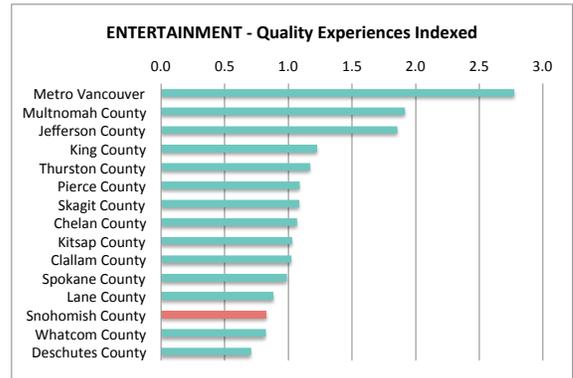


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
ENTERTAINMENT	63	7	0.8	13

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	374	1
Metro Vancouver	260	2
Multnomah County	235	3
Pierce County	92	4
Lane County	70	5
Spokane County	67	6
Snohomish County	63	7
Kitsap County	54	8
Deschutes County	46	9
Chelan County	40	10
Skagit County	36	11
Thurston County	35	12
Jefferson County	30	13
Whatcom County	30	13
Clallam County	27	15



Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	2.8	1
Multnomah County	1.9	2
Jefferson County	1.9	3
King County	1.2	4
Thurston County	1.2	5
Pierce County	1.1	6
Skagit County	1.1	7
Chelan County	1.1	8
Kitsap County	1.0	9
Clallam County	1.0	10
Spokane County	1.0	11
Lane County	0.9	12
Snohomish County	0.8	13
Whatcom County	0.8	14
Deschutes County	0.7	15

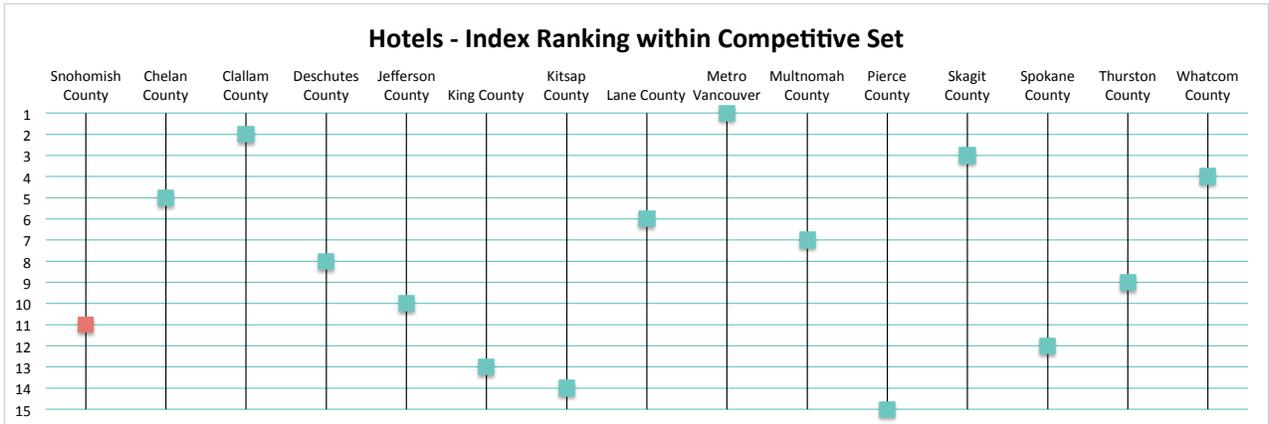
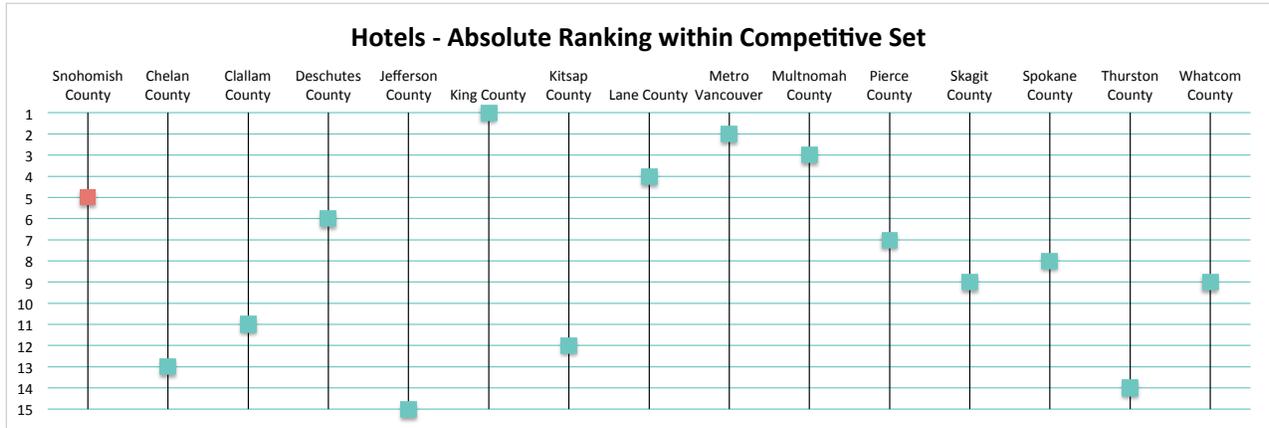


Snohomish County		Absolute		Indexed	
Category	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15	
Hotels	50	5	0.7	11	

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	176	1
Metro Vancouver	139	2
Multnomah County	90	3
Lane County	59	4
Snohomish County	50	5
Deschutes County	47	6
Pierce County	44	7
Spokane County	40	8
Skagit County	33	9
Whatcom County	33	9
Clallam County	31	11
Kitsap County	30	12
Chelan County	29	13
Thurston County	21	14
Jefferson County	11	15

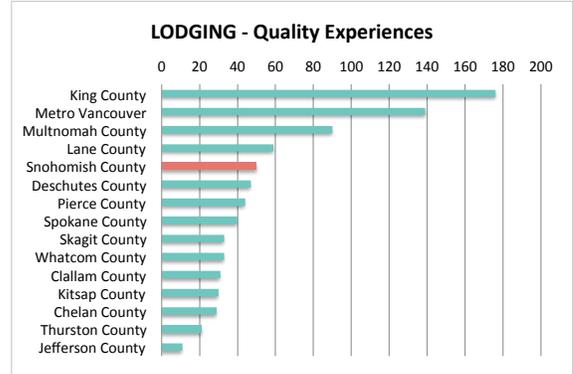


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	1.5	1
Clallam County	1.2	2
Skagit County	1.0	3
Whatcom County	0.9	4
Chelan County	0.8	5
Lane County	0.7	6
Multnomah County	0.7	7
Deschutes County	0.7	8
Thurston County	0.7	9
Jefferson County	0.7	10
Snohomish County	0.7	11
Spokane County	0.6	12
King County	0.6	13
Kitsap County	0.6	14
Pierce County	0.5	15

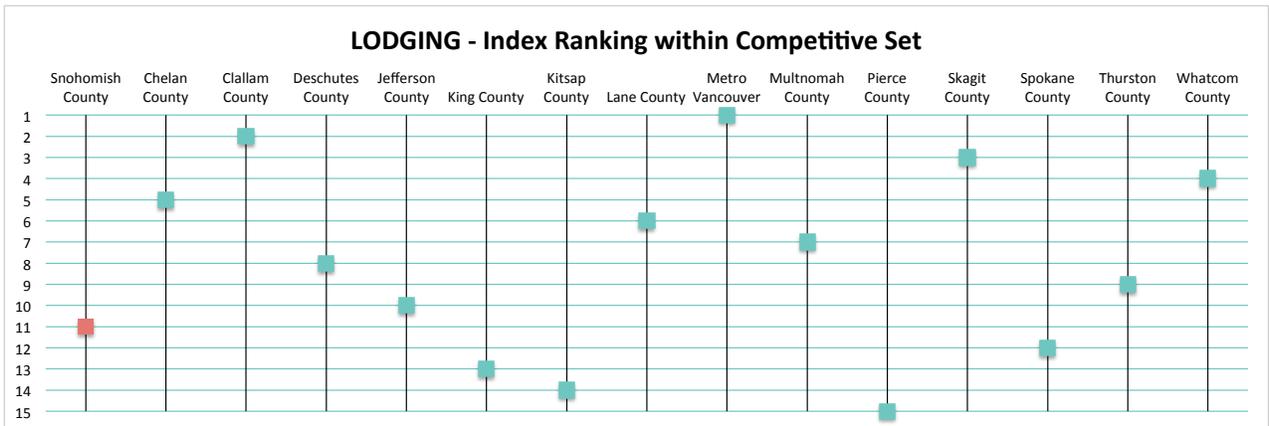
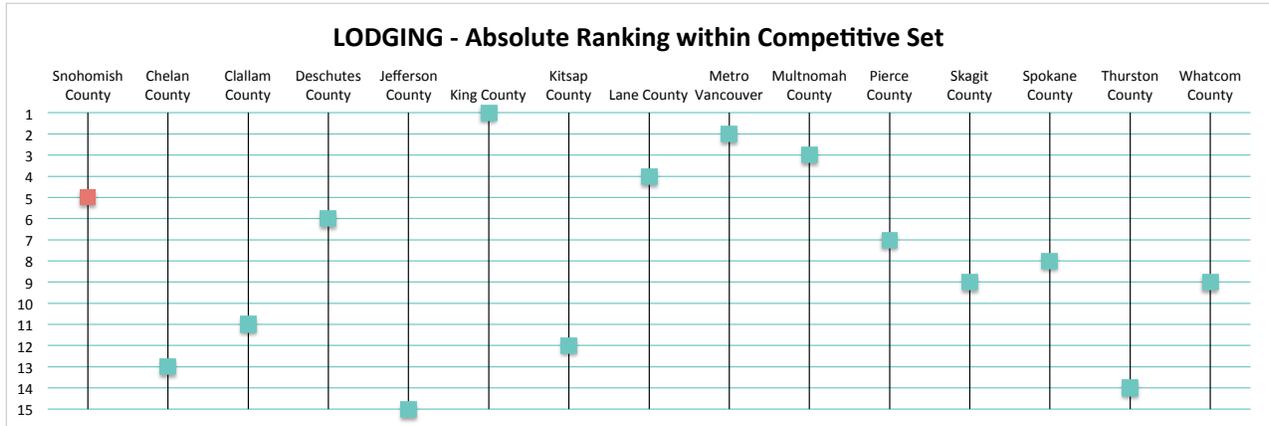
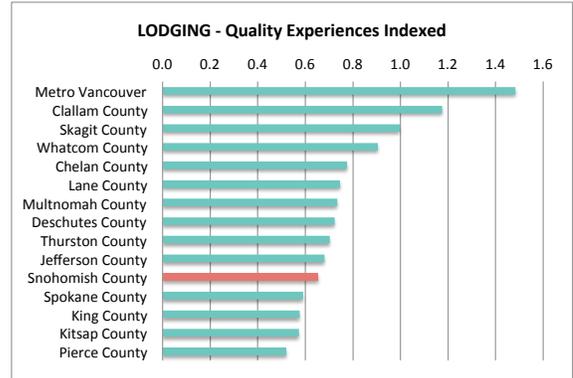


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Category	50	5	0.7	11
LODGING	50	5	0.7	11

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	176	1
Metro Vancouver	139	2
Multnomah County	90	3
Lane County	59	4
Snohomish County	50	5
Deschutes County	47	6
Pierce County	44	7
Spokane County	40	8
Skagit County	33	9
Whatcom County	33	9
Clallam County	31	11
Kitsap County	30	12
Chelan County	29	13
Thurston County	21	14
Jefferson County	11	15

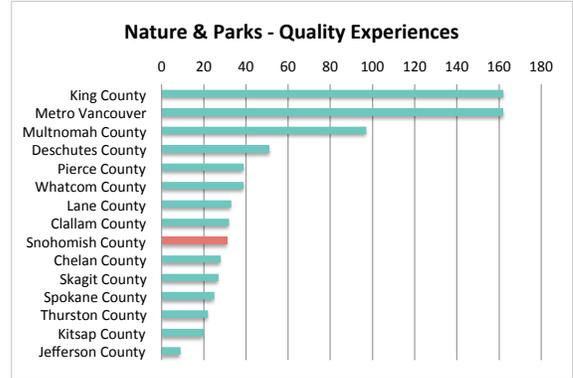


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	1.5	1
Clallam County	1.2	2
Skagit County	1.0	3
Whatcom County	0.9	4
Chelan County	0.8	5
Lane County	0.7	6
Multnomah County	0.7	7
Deschutes County	0.7	8
Thurston County	0.7	9
Jefferson County	0.7	10
Snohomish County	0.7	11
Spokane County	0.6	12
King County	0.6	13
Kitsap County	0.6	14
Pierce County	0.5	15

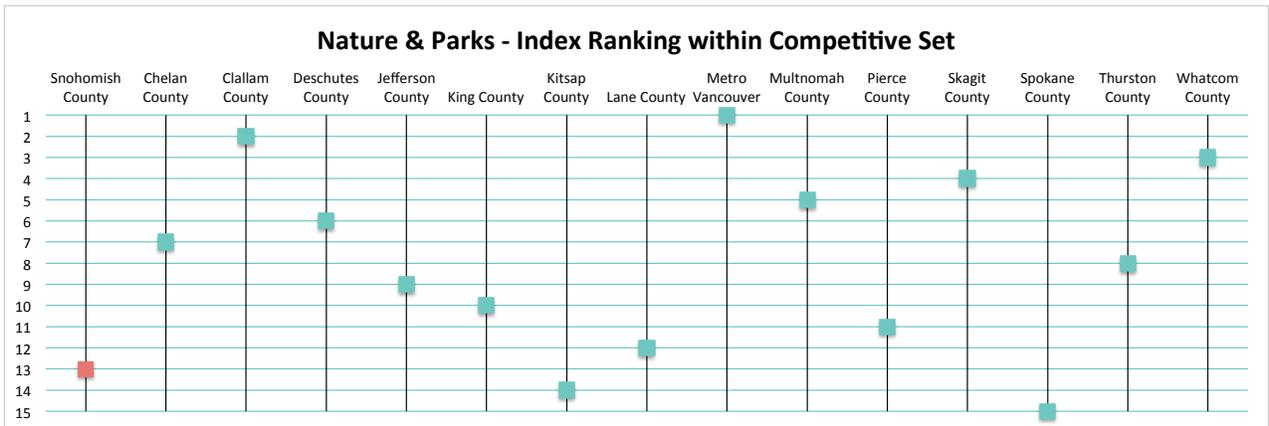
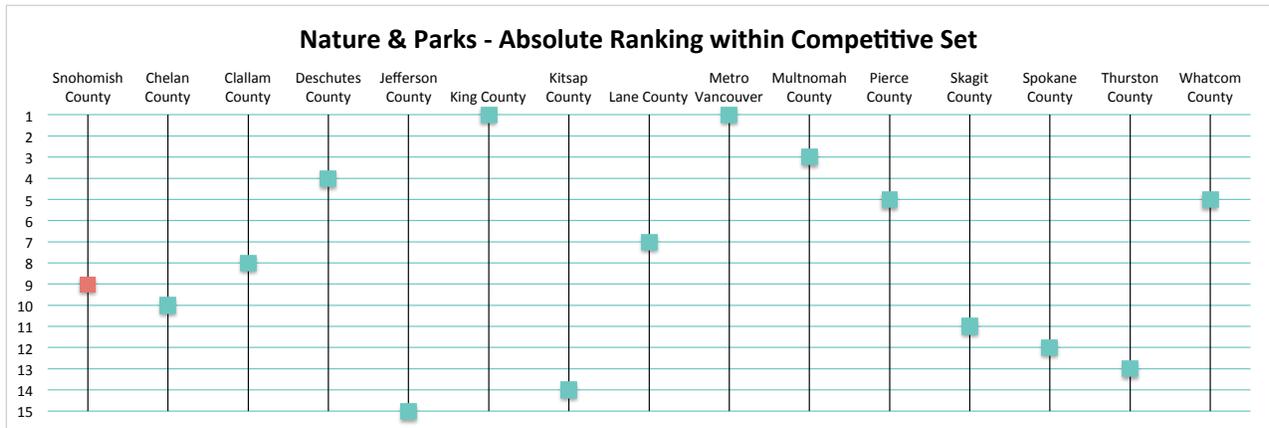
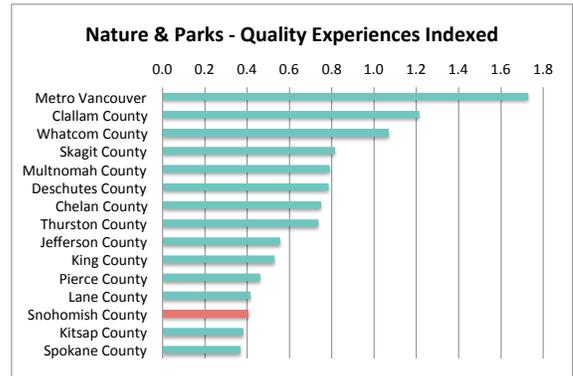


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Nature & Parks	31	9	0.4	13

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	162	1
Metro Vancouver	162	1
Multnomah County	97	3
Deschutes County	51	4
Pierce County	39	5
Whatcom County	39	5
Lane County	33	7
Clallam County	32	8
Snohomish County	31	9
Chelan County	28	10
Skagit County	27	11
Spokane County	25	12
Thurston County	22	13
Kitsap County	20	14
Jefferson County	9	15

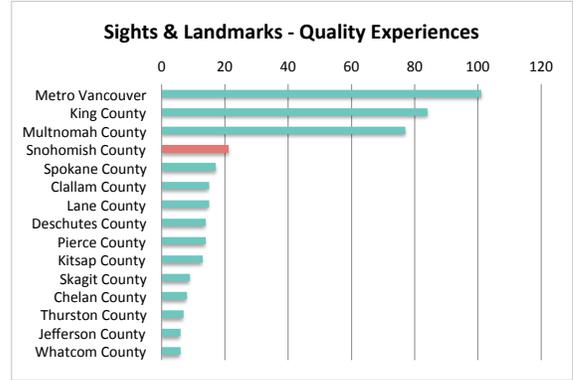


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	1.7	1
Clallam County	1.2	2
Whatcom County	1.1	3
Skagit County	0.8	4
Multnomah County	0.8	5
Deschutes County	0.8	6
Chelan County	0.7	7
Thurston County	0.7	8
Jefferson County	0.6	9
King County	0.5	10
Pierce County	0.5	11
Lane County	0.4	12
Snohomish County	0.4	13
Kitsap County	0.4	14
Spokane County	0.4	15

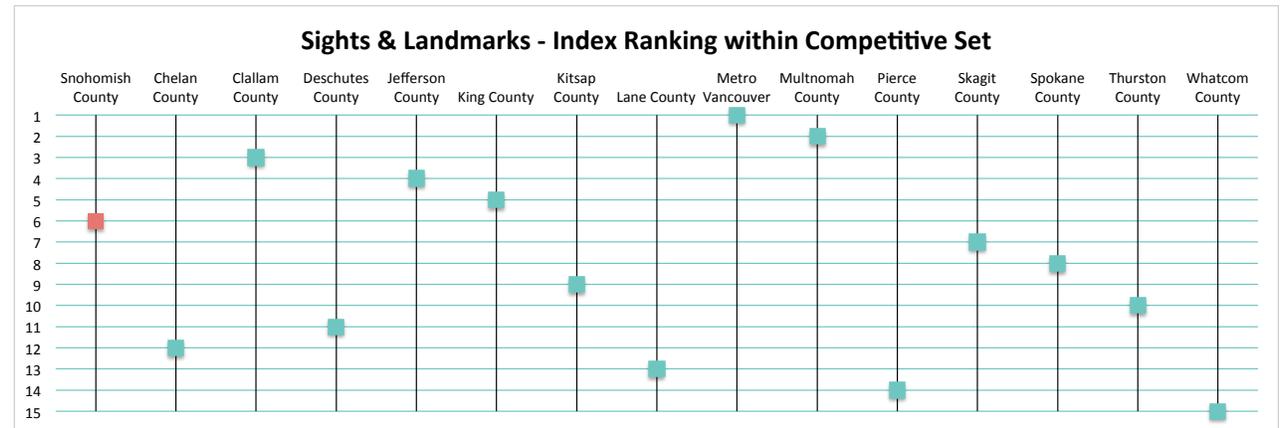
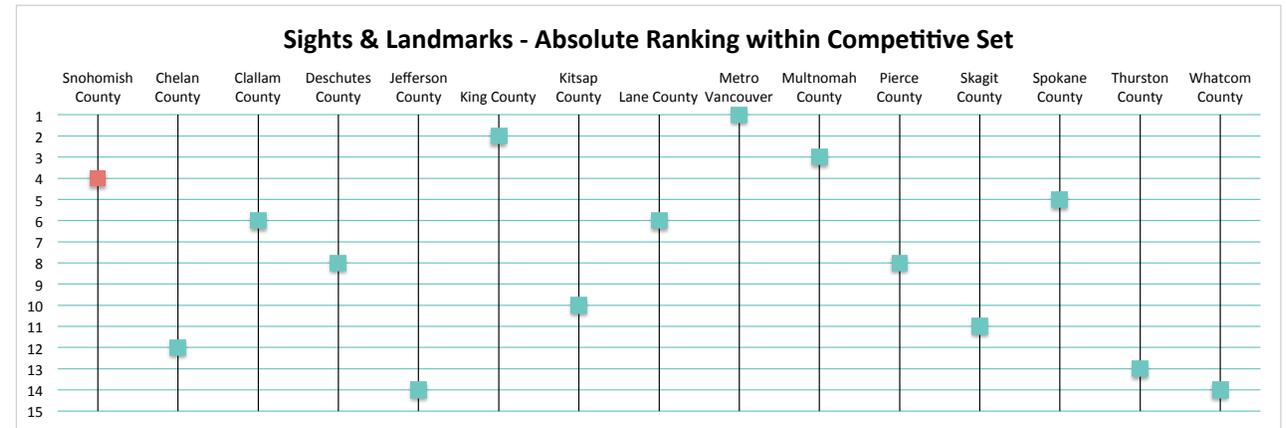
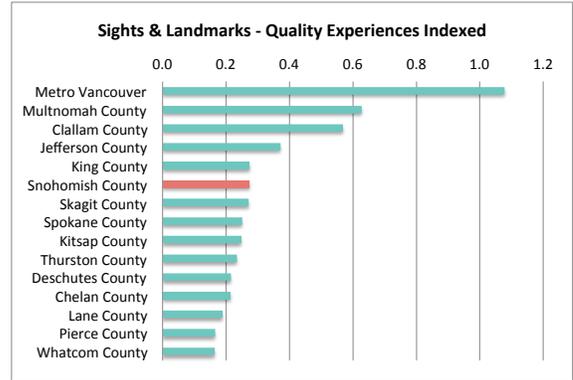


Snohomish County	Absolute		Indexed	
	Category	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors
Sights & Landmarks	21	4	0.3	6

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	101	1
King County	84	2
Multnomah County	77	3
Snohomish County	21	4
Spokane County	17	5
Clallam County	15	6
Lane County	15	6
Deschutes County	14	8
Pierce County	14	8
Kitsap County	13	10
Skagit County	9	11
Chelan County	8	12
Thurston County	7	13
Jefferson County	6	14
Whatcom County	6	14



Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	1.1	1
Multnomah County	0.6	2
Clallam County	0.6	3
Jefferson County	0.4	4
King County	0.3	5
Snohomish County	0.3	6
Skagit County	0.3	7
Spokane County	0.3	8
Kitsap County	0.2	9
Thurston County	0.2	10
Deschutes County	0.2	11
Chelan County	0.2	12
Lane County	0.2	13
Pierce County	0.2	14
Whatcom County	0.2	15

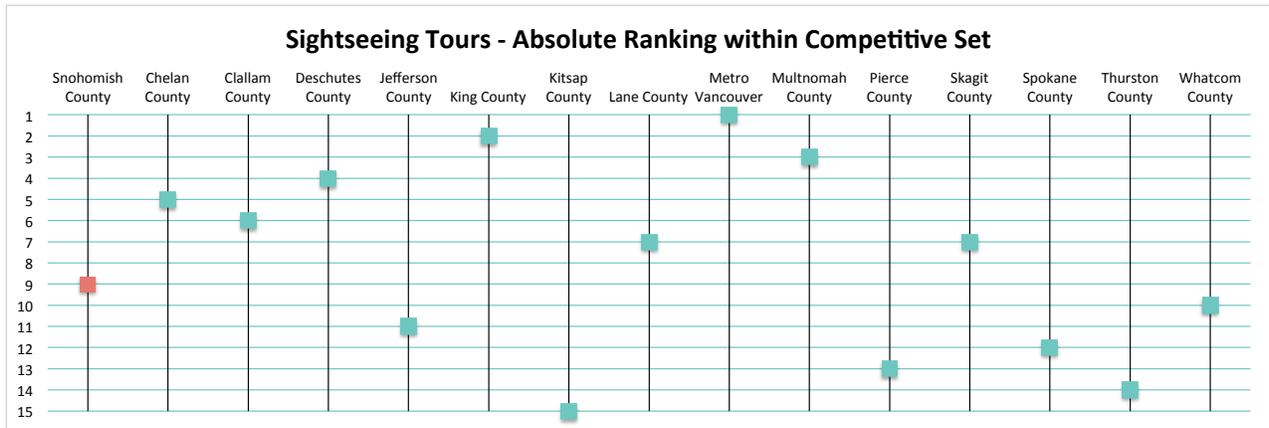


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Sightseeing Tours	19	9	0.2	11

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	149	1
King County	142	2
Multnomah County	84	3
Deschutes County	40	4
Chelan County	31	5
Clallam County	23	6
Lane County	21	7
Skagit County	21	7
Snohomish County	19	9
Whatcom County	17	10
Jefferson County	11	11
Spokane County	9	12
Pierce County	8	13
Thurston County	4	14
Kitsap County	3	15

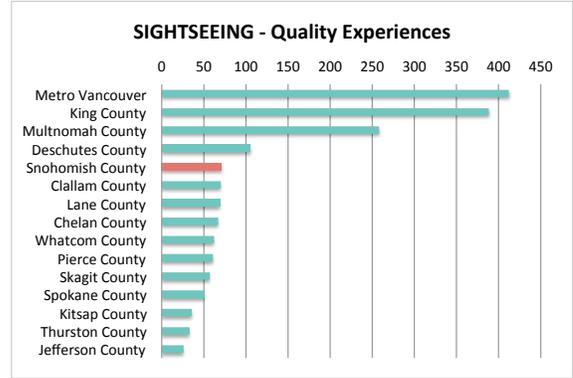


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	1.6	1
Clallam County	0.9	2
Chelan County	0.8	3
Multnomah County	0.7	4
Jefferson County	0.7	5
Skagit County	0.6	6
Deschutes County	0.6	7
Whatcom County	0.5	8
King County	0.5	9
Lane County	0.3	10
Snohomish County	0.2	11
Thurston County	0.1	12
Spokane County	0.1	13
Pierce County	0.1	14
Kitsap County	0.1	15

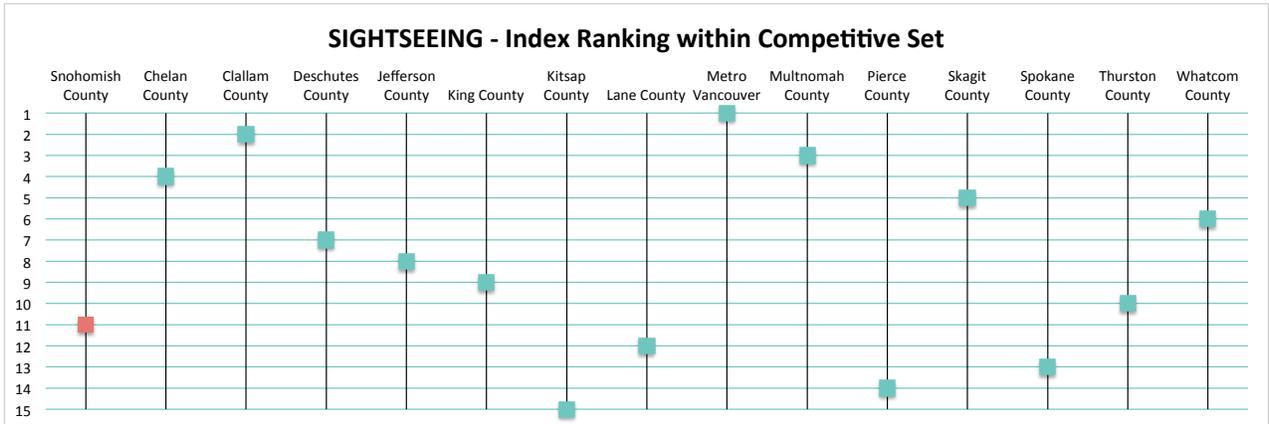
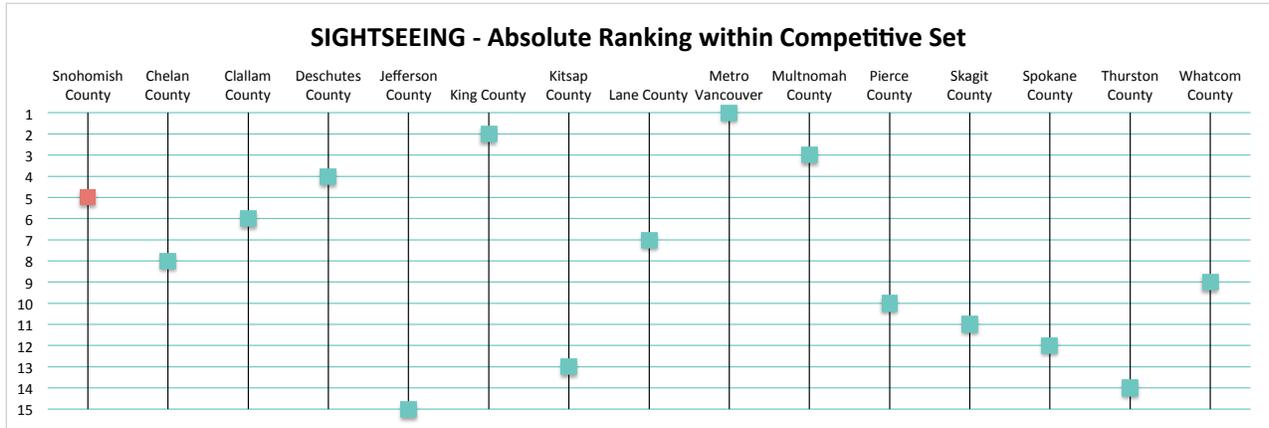


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
SIGHTSEEING	71	5	0.9	11

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	412	1
King County	388	2
Multnomah County	258	3
Deschutes County	105	4
Snohomish County	71	5
Clallam County	70	6
Lane County	69	7
Chelan County	67	8
Whatcom County	62	9
Pierce County	61	10
Skagit County	57	11
Spokane County	51	12
Kitsap County	36	13
Thurston County	33	14
Jefferson County	26	15

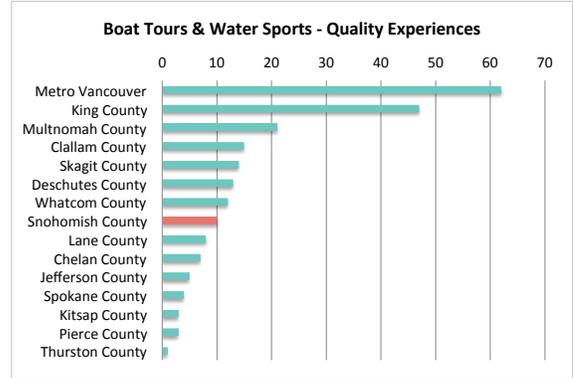


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	4.4	1
Clallam County	2.7	2
Multnomah County	2.1	3
Chelan County	1.8	4
Skagit County	1.7	5
Whatcom County	1.7	6
Deschutes County	1.6	7
Jefferson County	1.6	8
King County	1.3	9
Thurston County	1.1	10
Snohomish County	0.9	11
Lane County	0.9	12
Spokane County	0.8	13
Pierce County	0.7	14
Kitsap County	0.7	15

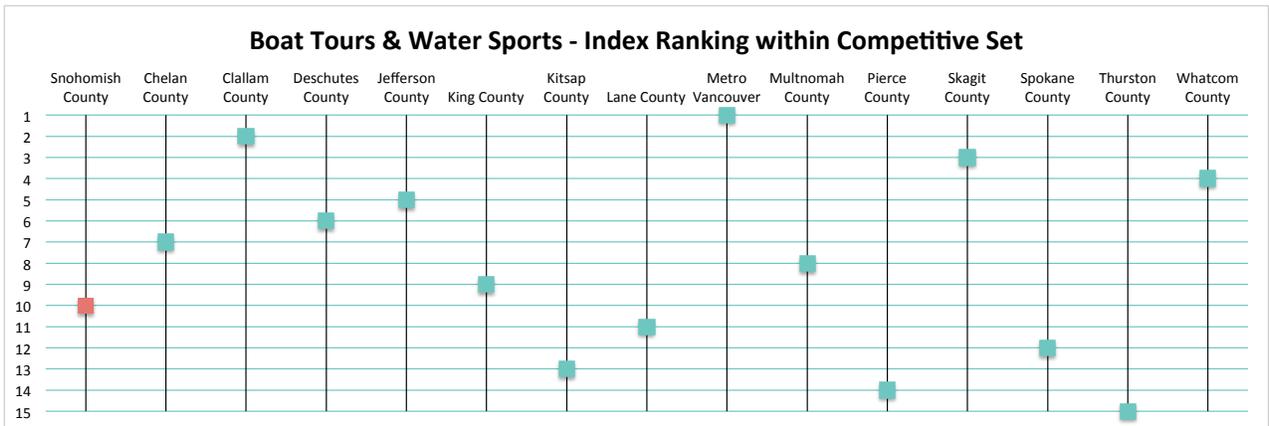
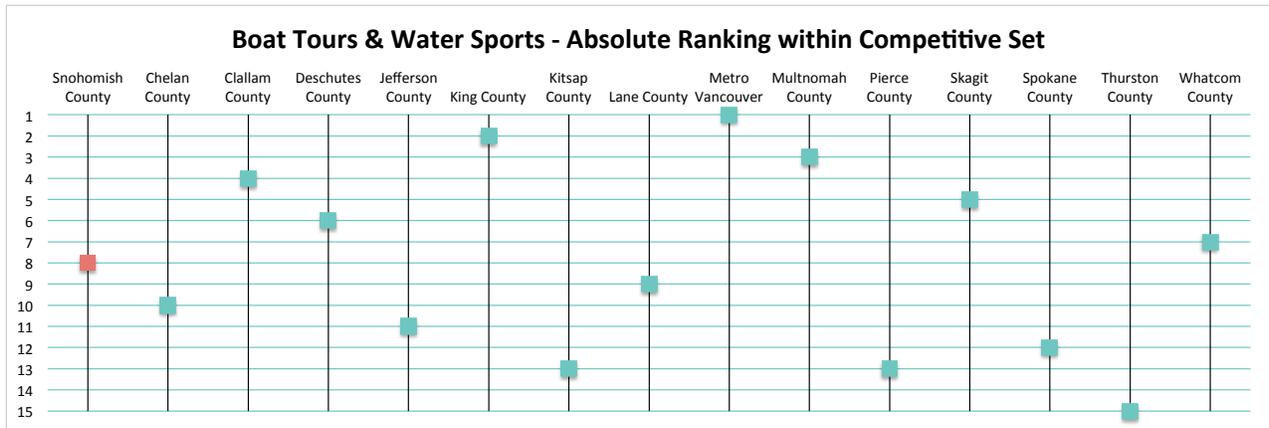
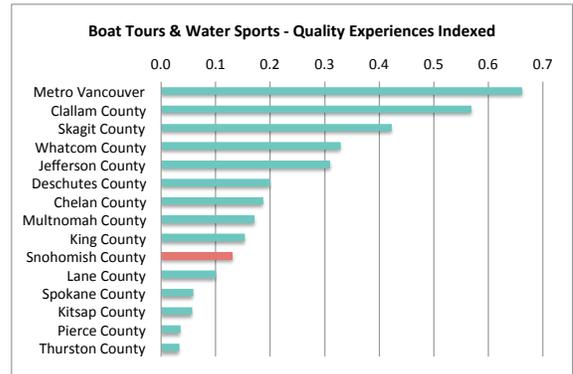


Snohomish County	Absolute		Indexed	
	Category	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors
Boat Tours & Water Sports	10	8	0.1	10

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	62	1
King County	47	2
Multnomah County	21	3
Clallam County	15	4
Skagit County	14	5
Deschutes County	13	6
Whatcom County	12	7
Snohomish County	10	8
Lane County	8	9
Chelan County	7	10
Jefferson County	5	11
Spokane County	4	12
Kitsap County	3	13
Pierce County	3	13
Thurston County	1	15

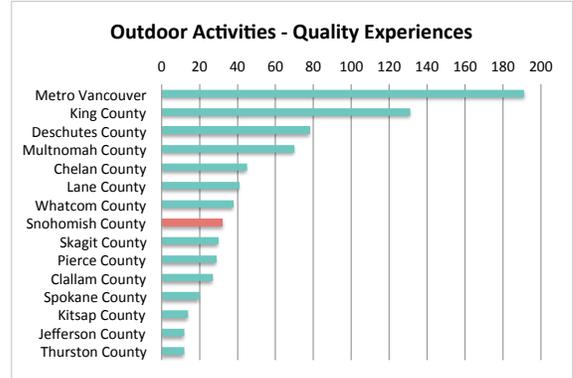


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	0.7	1
Clallam County	0.6	2
Skagit County	0.4	3
Whatcom County	0.3	4
Jefferson County	0.3	5
Deschutes County	0.2	6
Chelan County	0.2	7
Multnomah County	0.2	8
King County	0.2	9
Snohomish County	0.1	10
Lane County	0.1	11
Spokane County	0.1	12
Kitsap County	0.1	13
Pierce County	0.0	14
Thurston County	0.0	15

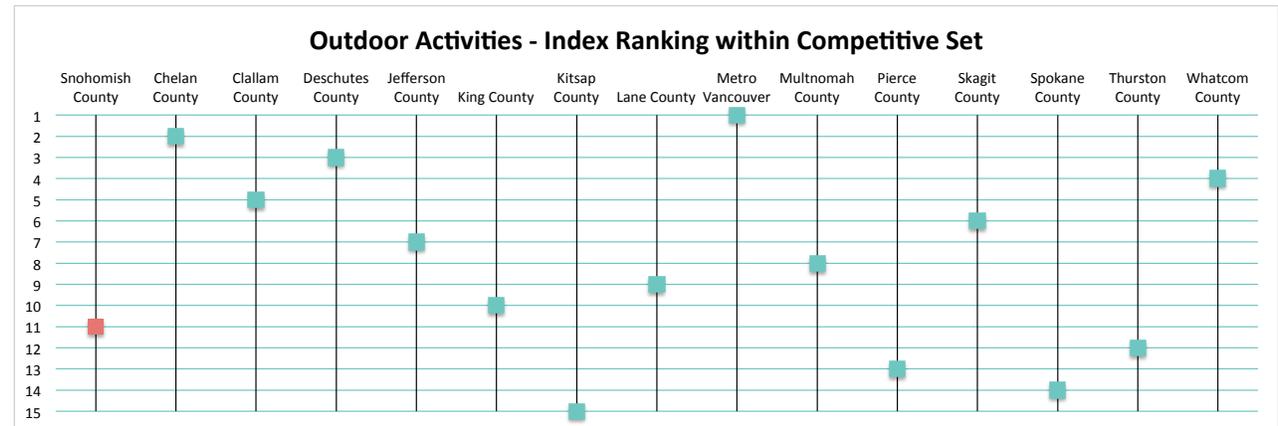
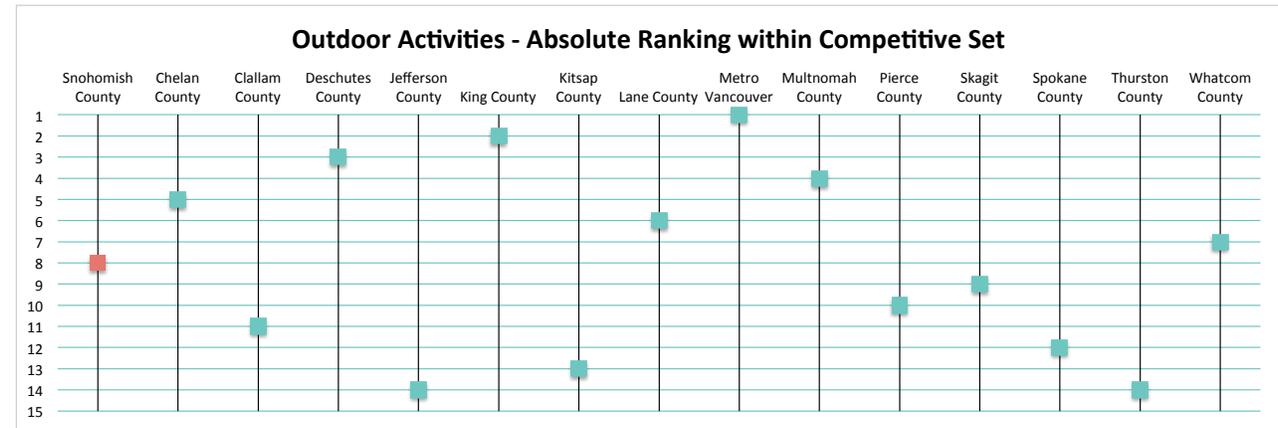
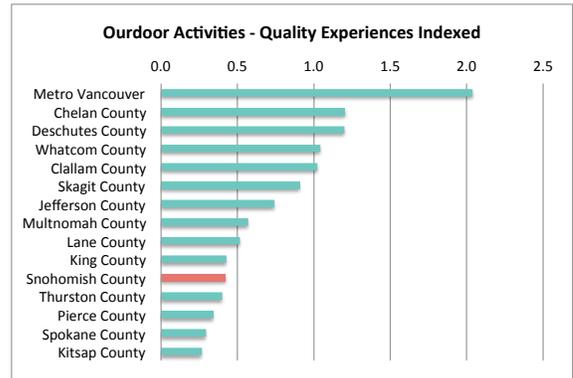


Snohomish County	Absolute		Indexed	
	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors	Ranking of 15
Outdoor Activities	32	8	0.4	11

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	191	1
King County	131	2
Deschutes County	78	3
Multnomah County	70	4
Chelan County	45	5
Lane County	41	6
Whatcom County	38	7
Snohomish County	32	8
Skagit County	30	9
Pierce County	29	10
Clallam County	27	11
Spokane County	20	12
Kitsap County	14	13
Jefferson County	12	14
Thurston County	12	14

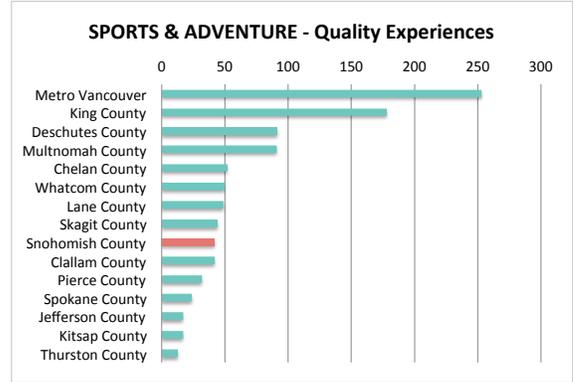


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	2.0	1
Chelan County	1.2	2
Deschutes County	1.2	3
Whatcom County	1.0	4
Clallam County	1.0	5
Skagit County	0.9	6
Jefferson County	0.7	7
Multnomah County	0.6	8
Lane County	0.5	9
King County	0.4	10
Snohomish County	0.4	11
Thurston County	0.4	12
Pierce County	0.3	13
Spokane County	0.3	14
Kitsap County	0.3	15

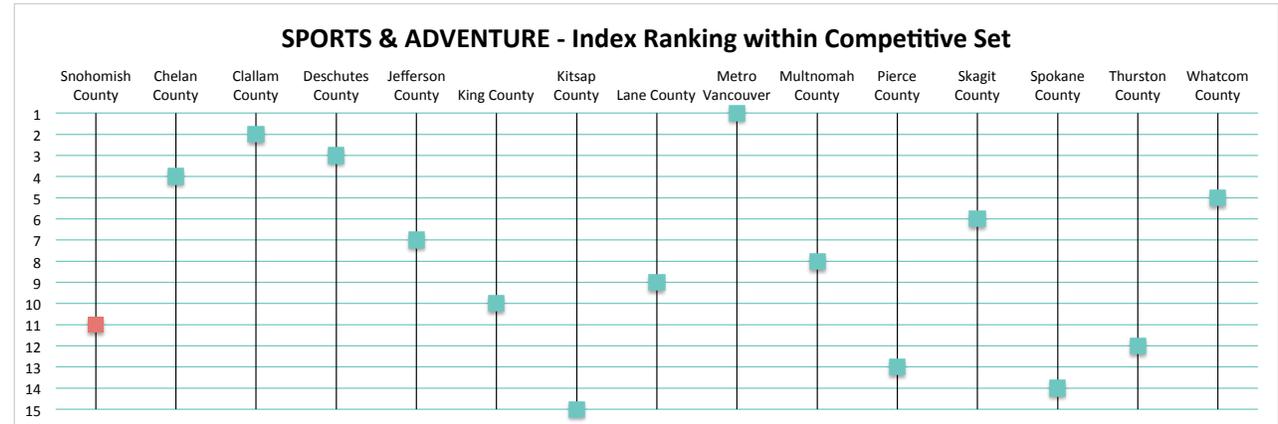
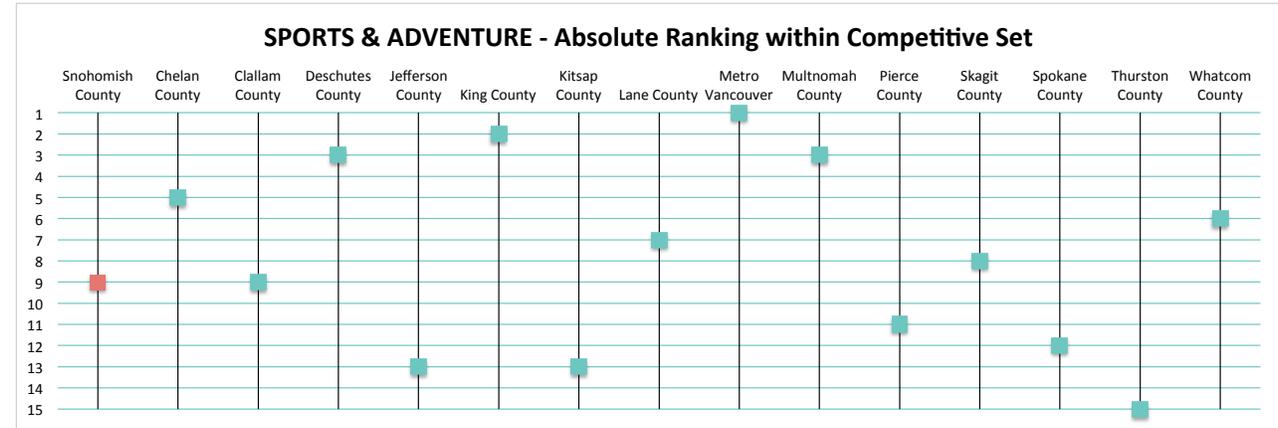
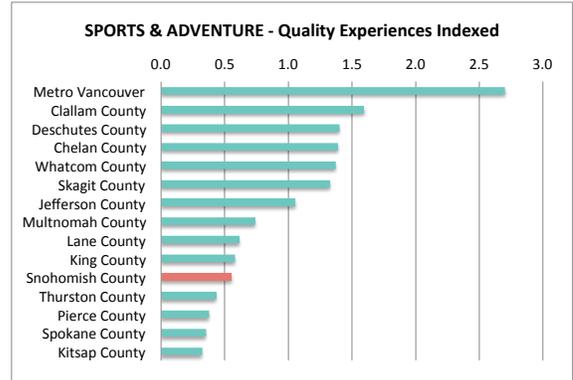


Snohomish County	Absolute		Indexed	
	Category	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors
SPORTS & ADVENTURE	42	9	0.5	11

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
Metro Vancouver	253	1
King County	178	2
Deschutes County	91	3
Multnomah County	91	3
Chelan County	52	5
Whatcom County	50	6
Lane County	49	7
Skagit County	44	8
Snohomish County	42	9
Clallam County	42	9
Pierce County	32	11
Spokane County	24	12
Jefferson County	17	13
Kitsap County	17	13
Thurston County	13	15

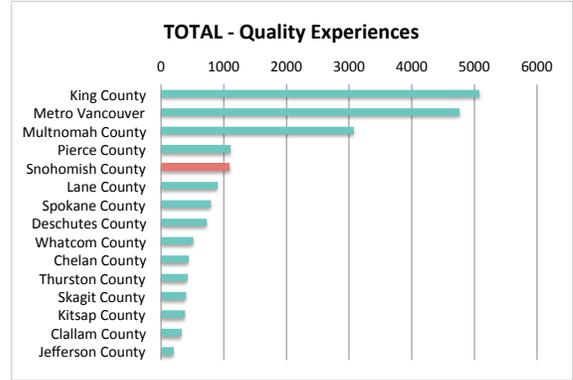


Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	2.7	1
Clallam County	1.6	2
Deschutes County	1.4	3
Chelan County	1.4	4
Whatcom County	1.4	5
Skagit County	1.3	6
Jefferson County	1.1	7
Multnomah County	0.7	8
Lane County	0.6	9
King County	0.6	10
Snohomish County	0.5	11
Thurston County	0.4	12
Pierce County	0.4	13
Spokane County	0.4	14
Kitsap County	0.3	15

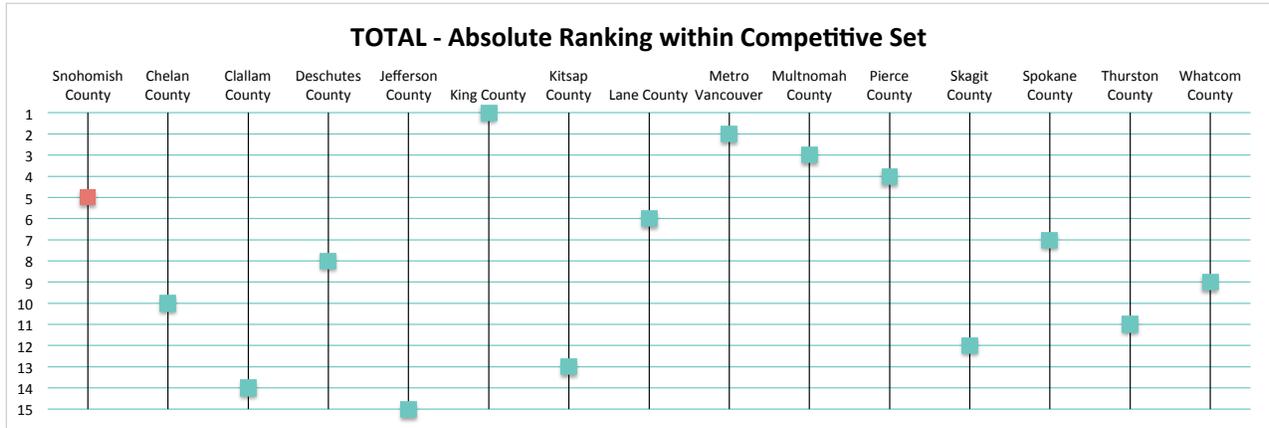
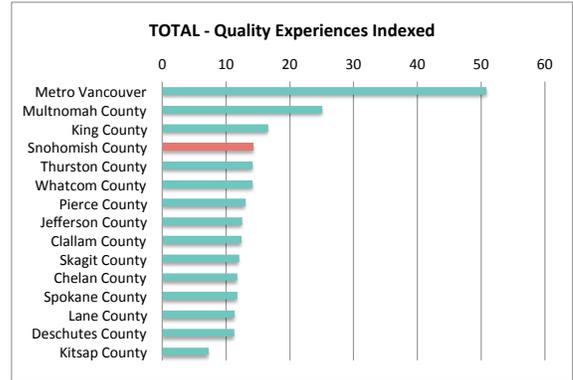


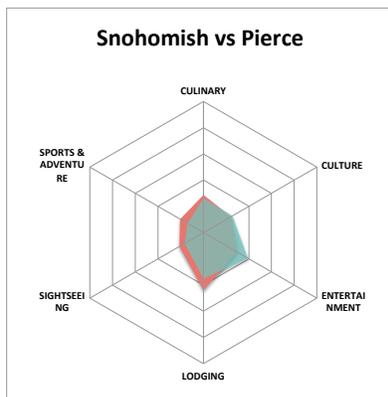
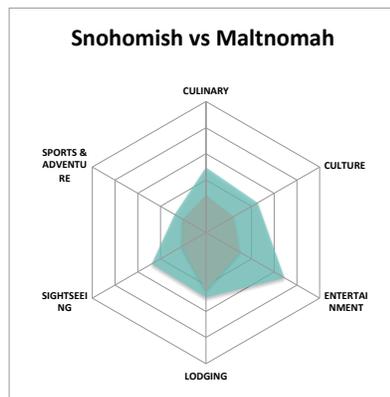
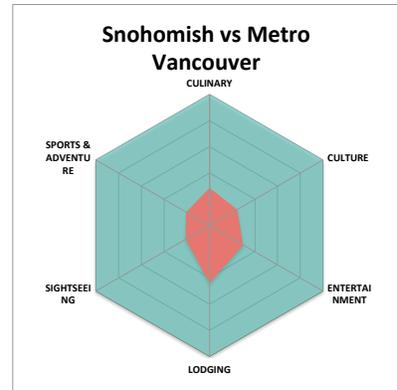
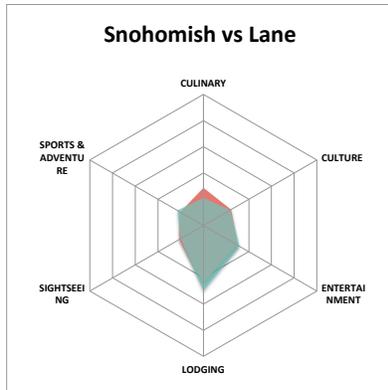
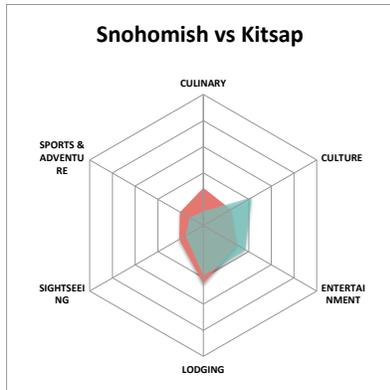
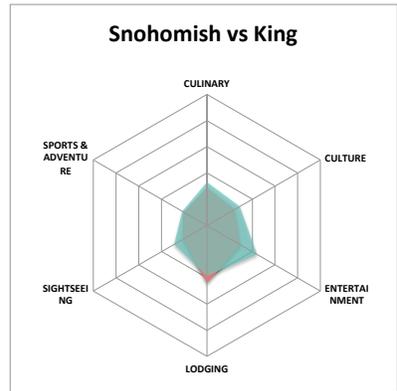
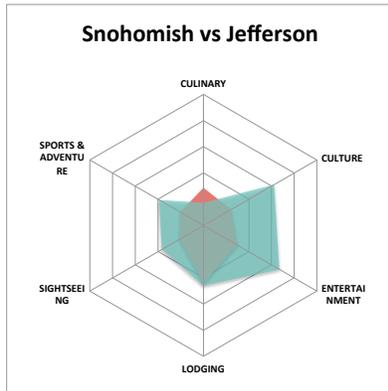
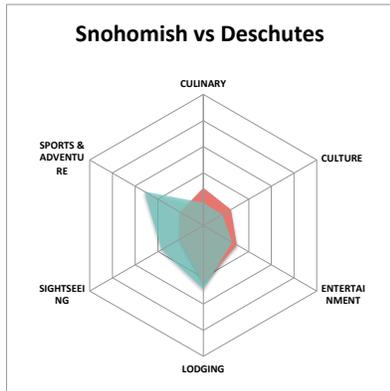
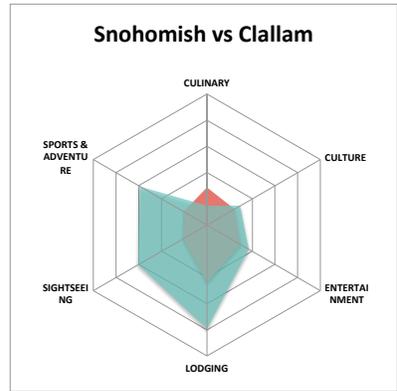
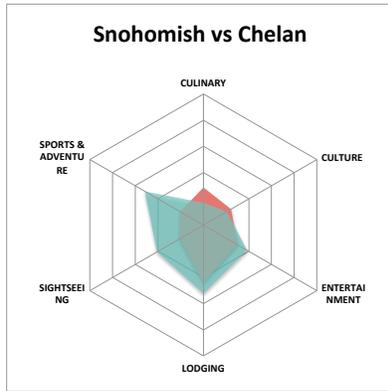
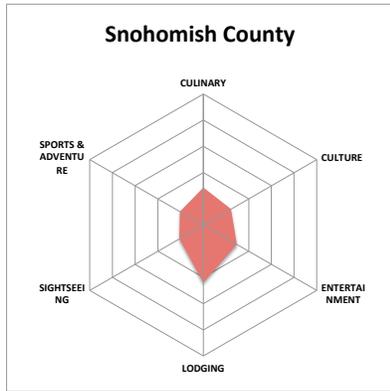
Snohomish County	Absolute		Indexed	
	Category	Quality Experiences (QE)	Ranking of 15	QE per 100k Visitors
TOTAL	1088	5	14.2	4

Competitive Set (Absolute Results)	Quality Experiences (QE)	Ranking of 15
King County	5081	1
Metro Vancouver	4764	2
Multnomah County	3078	3
Pierce County	1102	4
Snohomish County	1088	5
Lane County	903	6
Spokane County	799	7
Deschutes County	733	8
Whatcom County	517	9
Chelan County	441	10
Thurston County	424	11
Skagit County	399	12
Kitsap County	382	13
Clallam County	328	14
Jefferson County	203	15



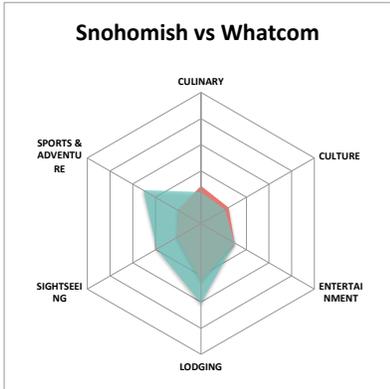
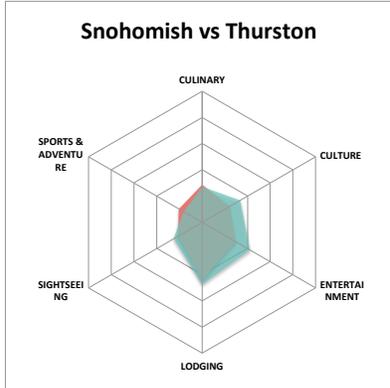
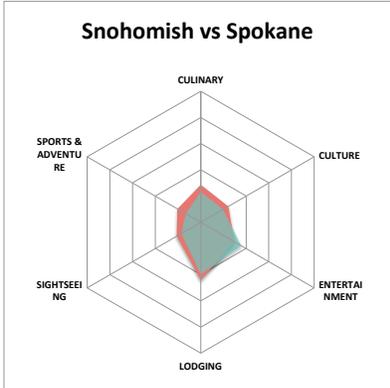
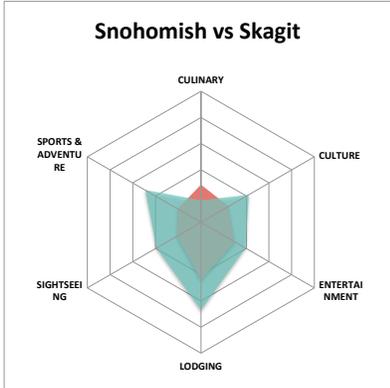
Competitive Set (Indexed Results)	QE per 100k Visitors	Ranking of 15
Metro Vancouver	50.9	1
Multnomah County	25.1	2
King County	16.6	3
Snohomish County	14.2	4
Thurston County	14.2	5
Whatcom County	14.2	6
Pierce County	13.1	7
Jefferson County	12.6	8
Clallam County	12.4	9
Skagit County	12.0	10
Chelan County	11.8	11
Spokane County	11.8	12
Lane County	11.4	13
Deschutes County	11.3	14
Kitsap County	7.3	15



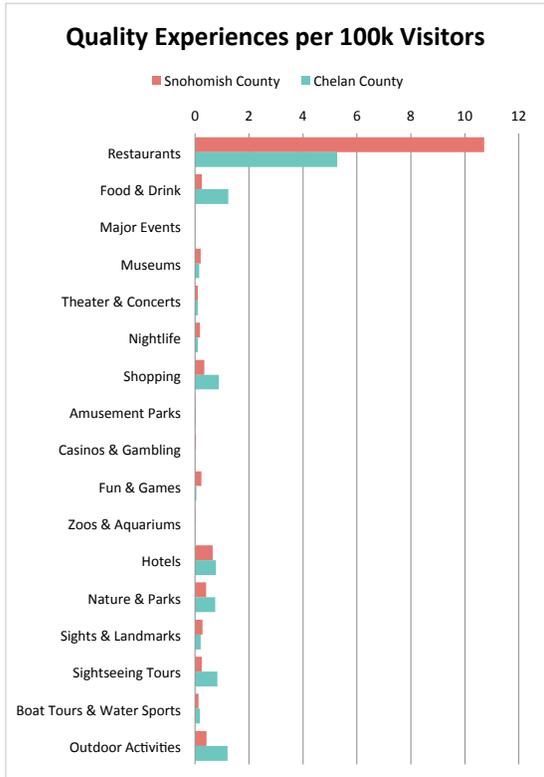
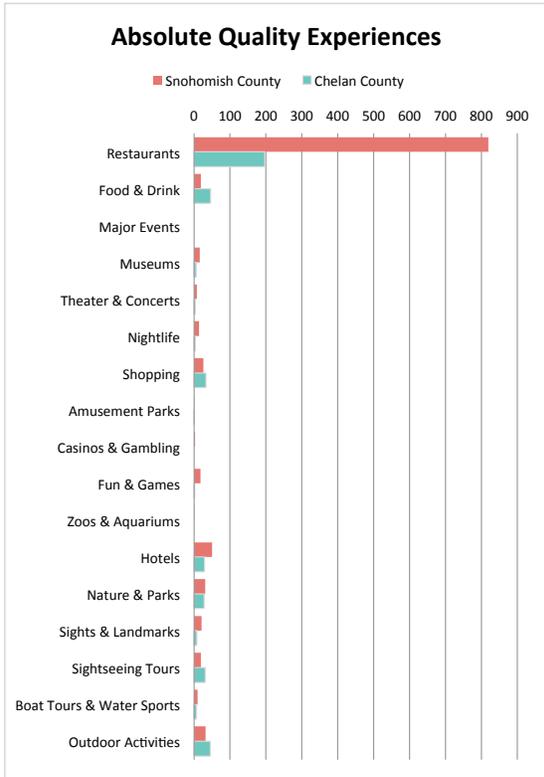
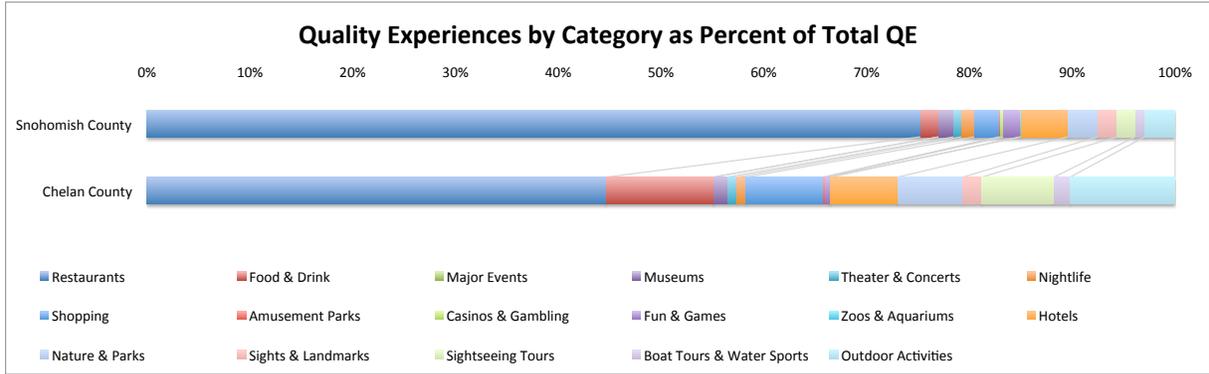


#### Web Charts Explained

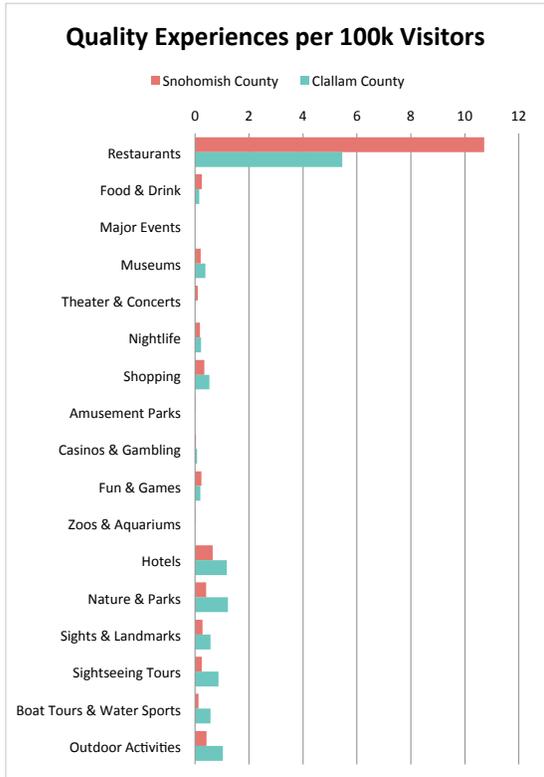
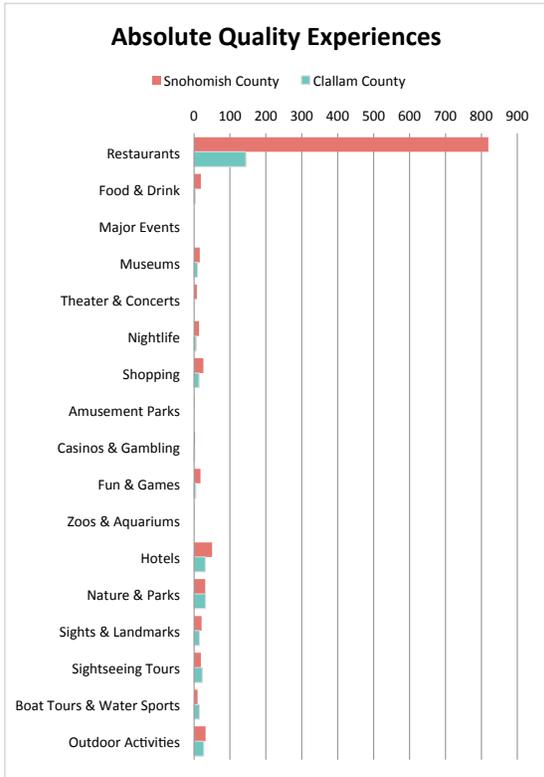
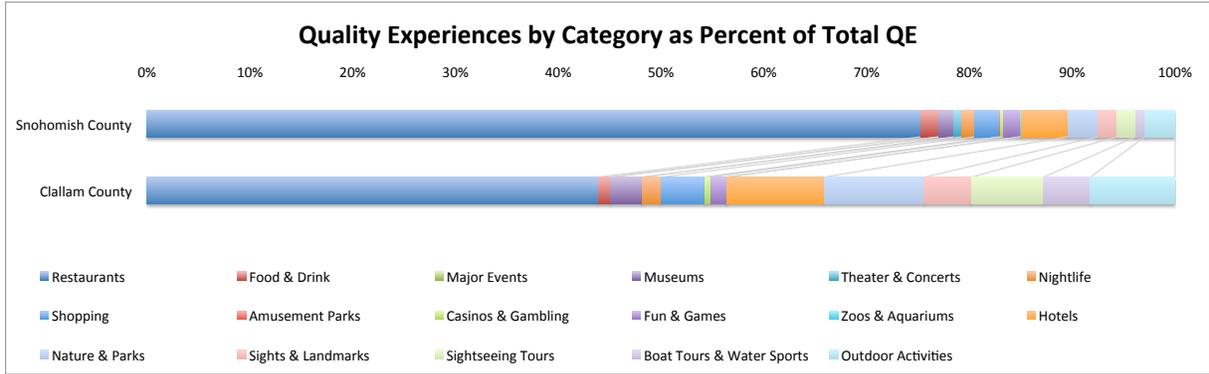
For each of the six groupings, we have taken the indexed results and compared each of them to the best result in each grouping from the competitive set. The larger the shaded area, the better this destination compares to the best of the competitive set. The further the shaded area expands to the outside edge in any grouping, the better this destination compares to the best of the competitive set in this grouping.



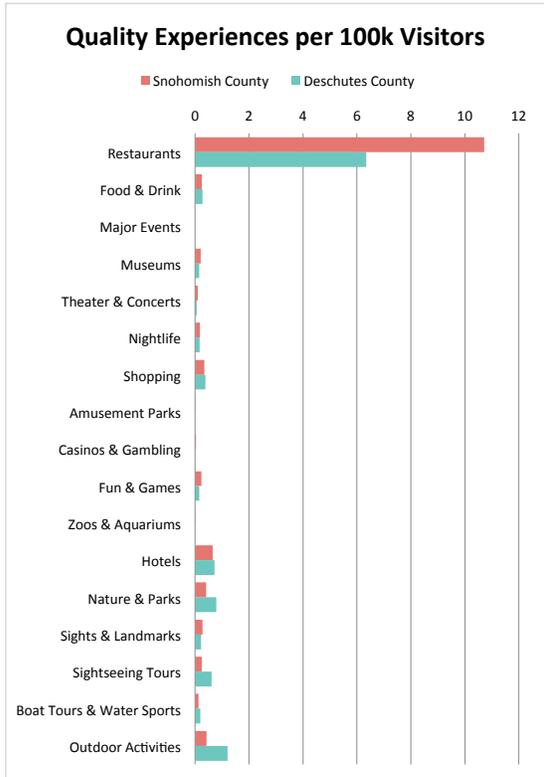
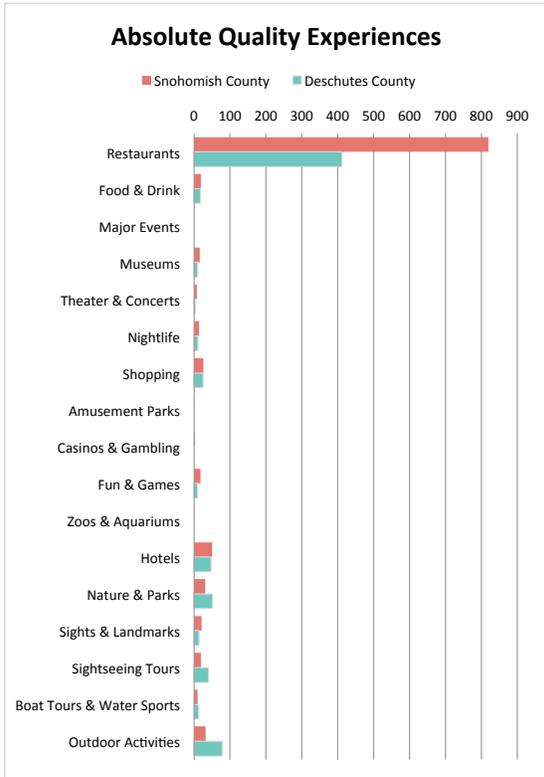
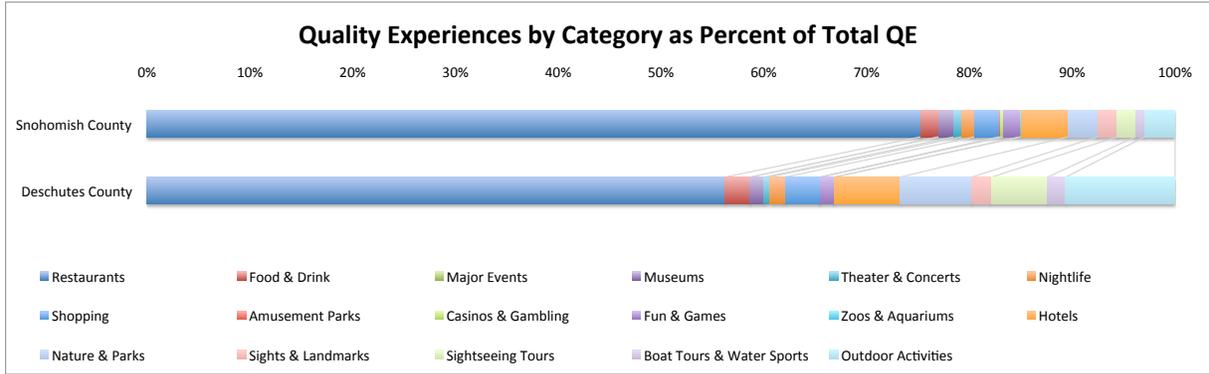
Snohomish County vs Chelan County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Chelan County	Snohomish County	Chelan County
Restaurants	819	197	10.7	5.3
Food & Drink	19	46	0.2	1.2
<b>CULINARY</b>	<b>838</b>	<b>243</b>	<b>11.0</b>	<b>6.5</b>
Major Events	0	0	0.0	0.0
Museums	16	6	0.2	0.2
Theater & Concerts	8	4	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>10</b>	<b>0.3</b>	<b>0.3</b>
Nightlife	14	4	0.2	0.1
Shopping	26	33	0.3	0.9
Amusement Parks	1	1	0.0	0.0
Casinos & Gambling	3	0	0.0	0.0
Fun & Games	18	2	0.2	0.1
Zoos & Aquariums	1	0	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>40</b>	<b>0.8</b>	<b>1.1</b>
Hotels	50	29	0.7	0.8
<b>LODGING</b>	<b>50</b>	<b>29</b>	<b>0.7</b>	<b>0.8</b>
Nature & Parks	31	28	0.4	0.7
Sights & Landmarks	21	8	0.3	0.2
Sightseeing Tours	19	31	0.2	0.8
<b>SIGHTSEEING</b>	<b>71</b>	<b>67</b>	<b>0.9</b>	<b>1.8</b>
Boat Tours & Water Sports	10	7	0.1	0.2
Outdoor Activities	32	45	0.4	1.2
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>52</b>	<b>0.5</b>	<b>1.4</b>
<b>TOTAL</b>	<b>1088</b>	<b>441</b>	<b>14.2</b>	<b>11.8</b>



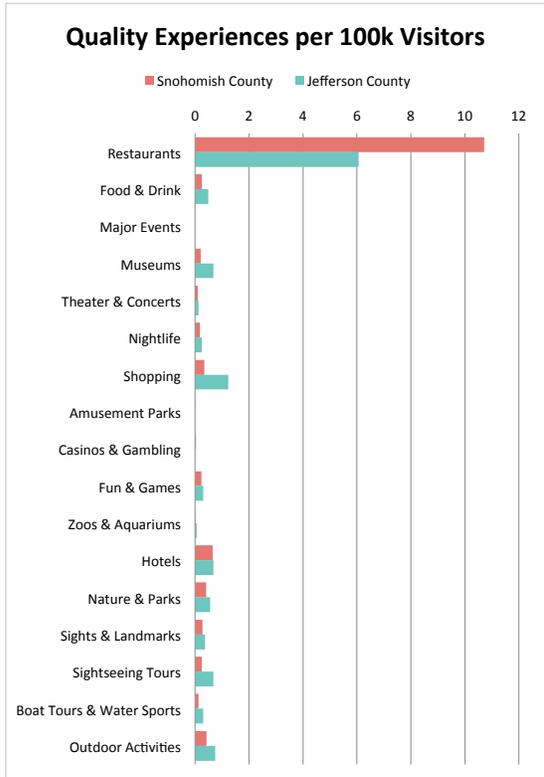
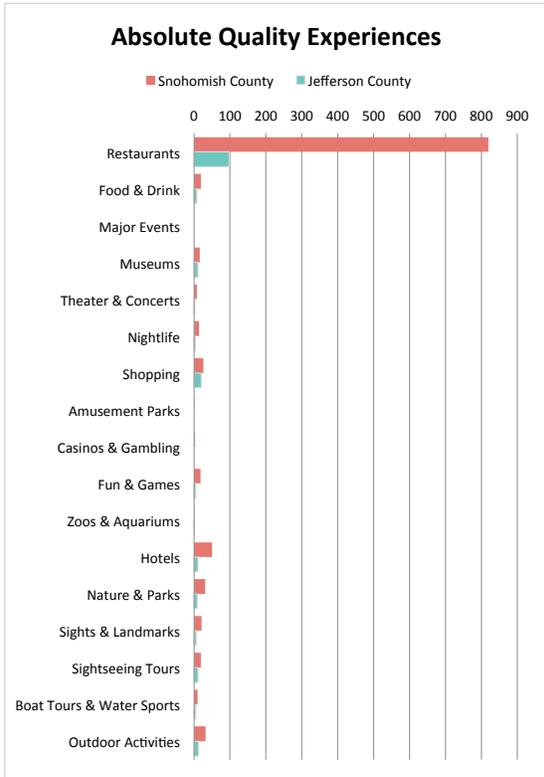
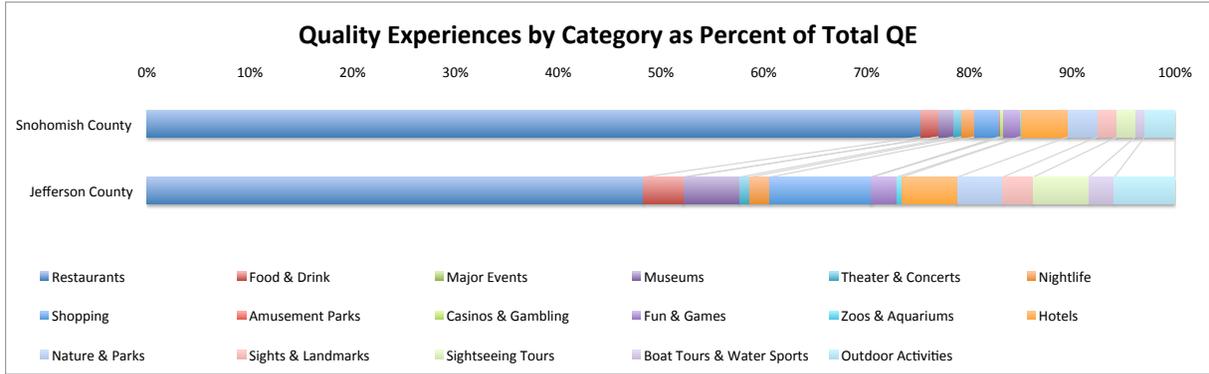
Snohomish County vs Clallam County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Clallam County	Snohomish County	Clallam County
Restaurants	819	144	10.7	5.5
Food & Drink	19	4	0.2	0.2
<b>CULINARY</b>	<b>838</b>	<b>148</b>	<b>11.0</b>	<b>5.6</b>
Major Events	0	0	0.0	0.0
Museums	16	10	0.2	0.4
Theater & Concerts	8	0	0.1	0.0
<b>CULTURE</b>	<b>24</b>	<b>10</b>	<b>0.3</b>	<b>0.4</b>
Nightlife	14	6	0.2	0.2
Shopping	26	14	0.3	0.5
Amusement Parks	1	0	0.0	0.0
Casinos & Gambling	3	2	0.0	0.1
Fun & Games	18	5	0.2	0.2
Zoos & Aquariums	1	0	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>27</b>	<b>0.8</b>	<b>1.0</b>
Hotels	50	31	0.7	1.2
<b>LODGING</b>	<b>50</b>	<b>31</b>	<b>0.7</b>	<b>1.2</b>
Nature & Parks	31	32	0.4	1.2
Sights & Landmarks	21	15	0.3	0.6
Sightseeing Tours	19	23	0.2	0.9
<b>SIGHTSEEING</b>	<b>71</b>	<b>70</b>	<b>0.9</b>	<b>2.7</b>
Boat Tours & Water Sports	10	15	0.1	0.6
Outdoor Activities	32	27	0.4	1.0
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>42</b>	<b>0.5</b>	<b>1.6</b>
<b>TOTAL</b>	<b>1088</b>	<b>328</b>	<b>14.2</b>	<b>12.4</b>



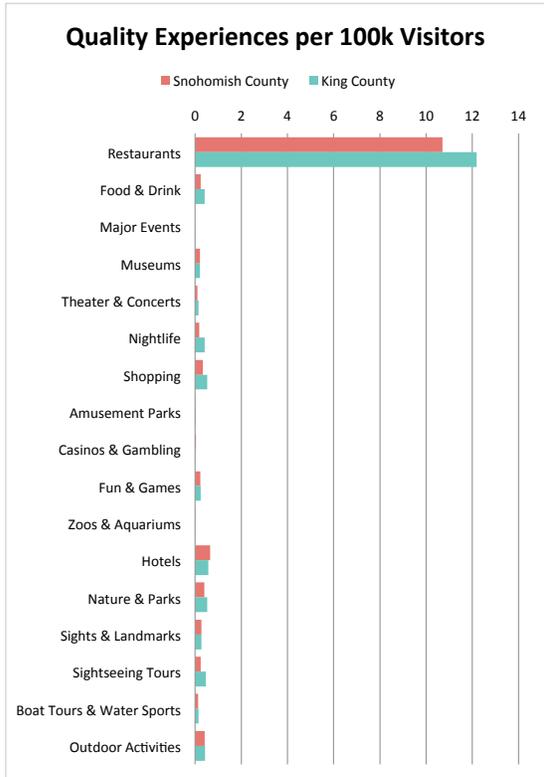
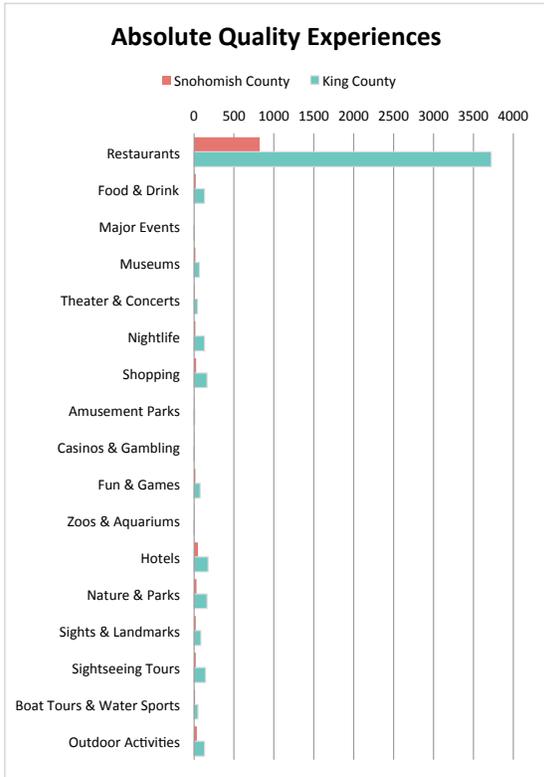
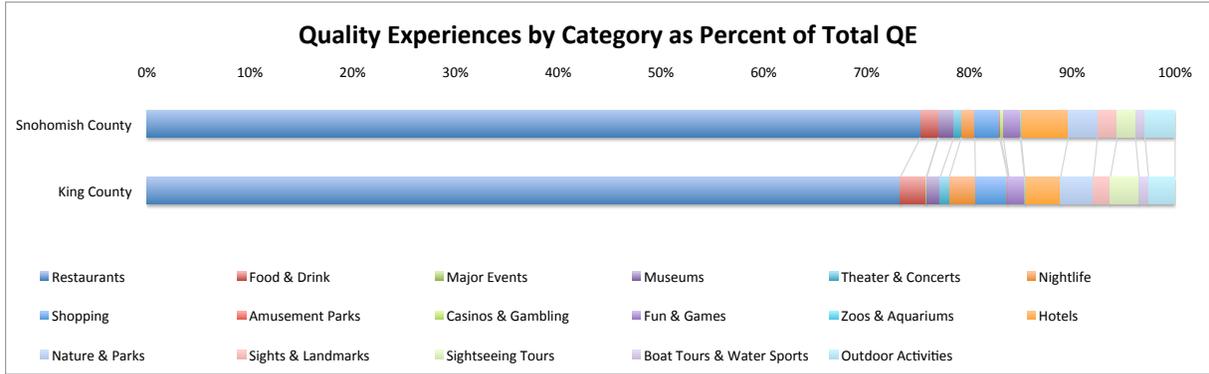
Snohomish County vs Deschutes County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Deschutes County	Snohomish County	Deschutes County
Restaurants	819	412	10.7	6.3
Food & Drink	19	18	0.2	0.3
<b>CULINARY</b>	<b>838</b>	<b>430</b>	<b>11.0</b>	<b>6.6</b>
Major Events	0	0	0.0	0.0
Museums	16	10	0.2	0.2
Theater & Concerts	8	4	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>14</b>	<b>0.3</b>	<b>0.2</b>
Nightlife	14	11	0.2	0.2
Shopping	26	25	0.3	0.4
Amusement Parks	1	0	0.0	0.0
Casinos & Gambling	3	0	0.0	0.0
Fun & Games	18	10	0.2	0.2
Zoos & Aquariums	1	0	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>46</b>	<b>0.8</b>	<b>0.7</b>
Hotels	50	47	0.7	0.7
<b>LODGING</b>	<b>50</b>	<b>47</b>	<b>0.7</b>	<b>0.7</b>
Nature & Parks	31	51	0.4	0.8
Sights & Landmarks	21	14	0.3	0.2
Sightseeing Tours	19	40	0.2	0.6
<b>SIGHTSEEING</b>	<b>71</b>	<b>105</b>	<b>0.9</b>	<b>1.6</b>
Boat Tours & Water Sports	10	13	0.1	0.2
Outdoor Activities	32	78	0.4	1.2
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>91</b>	<b>0.5</b>	<b>1.4</b>
<b>TOTAL</b>	<b>1088</b>	<b>733</b>	<b>14.2</b>	<b>11.3</b>



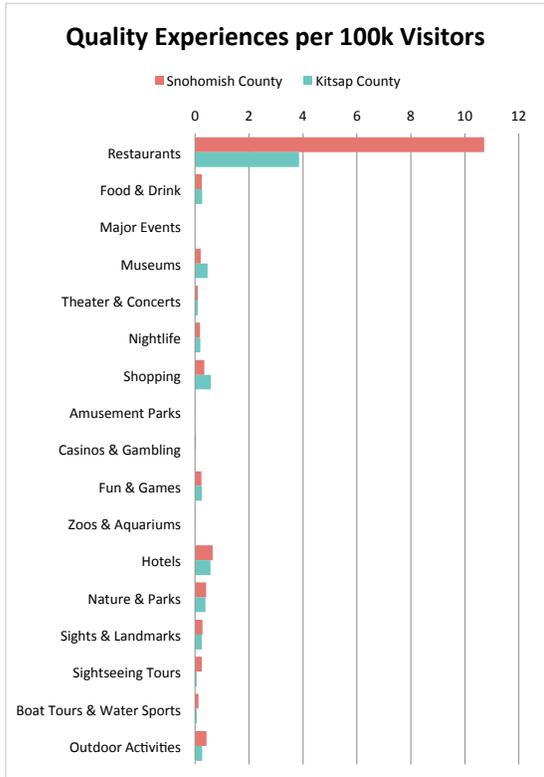
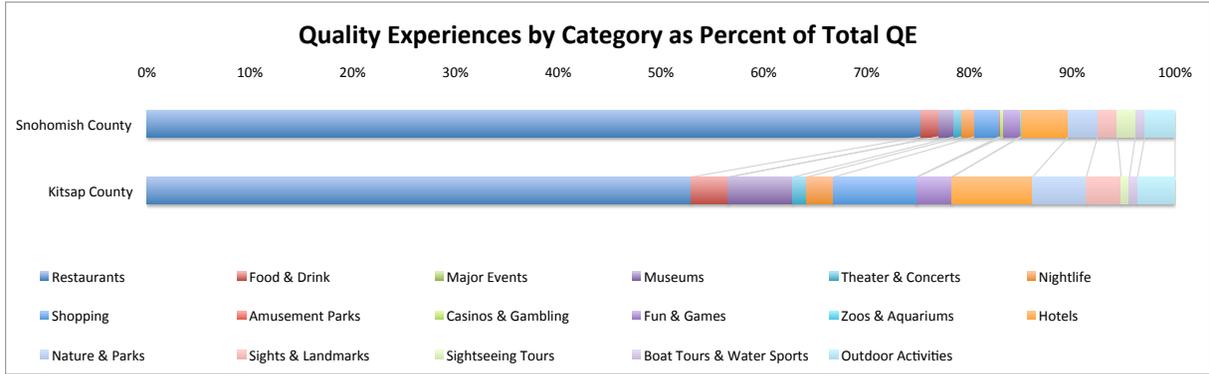
Snohomish County vs Jefferson County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Jefferson County	Snohomish County	Jefferson County
Restaurants	819	98	10.7	6.1
Food & Drink	19	8	0.2	0.5
<b>CULINARY</b>	<b>838</b>	<b>106</b>	<b>11.0</b>	<b>6.6</b>
Major Events	0	0	0.0	0.0
Museums	16	11	0.2	0.7
Theater & Concerts	8	2	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>13</b>	<b>0.3</b>	<b>0.8</b>
Nightlife	14	4	0.2	0.2
Shopping	26	20	0.3	1.2
Amusement Parks	1	0	0.0	0.0
Casinos & Gambling	3	0	0.0	0.0
Fun & Games	18	5	0.2	0.3
Zoos & Aquariums	1	1	0.0	0.1
<b>ENTERTAINMENT</b>	<b>63</b>	<b>30</b>	<b>0.8</b>	<b>1.9</b>
Hotels	50	11	0.7	0.7
<b>LODGING</b>	<b>50</b>	<b>11</b>	<b>0.7</b>	<b>0.7</b>
Nature & Parks	31	9	0.4	0.6
Sights & Landmarks	21	6	0.3	0.4
Sightseeing Tours	19	11	0.2	0.7
<b>SIGHTSEEING</b>	<b>71</b>	<b>26</b>	<b>0.9</b>	<b>1.6</b>
Boat Tours & Water Sports	10	5	0.1	0.3
Outdoor Activities	32	12	0.4	0.7
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>17</b>	<b>0.5</b>	<b>1.1</b>
<b>TOTAL</b>	<b>1088</b>	<b>203</b>	<b>14.2</b>	<b>12.6</b>



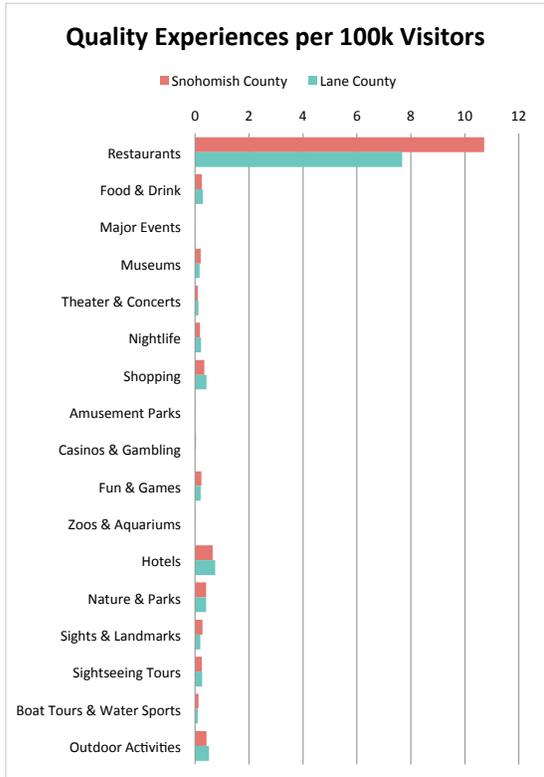
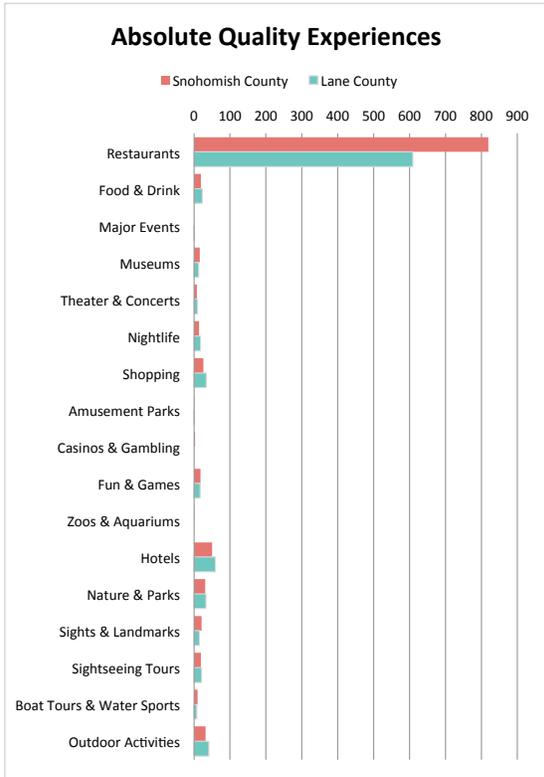
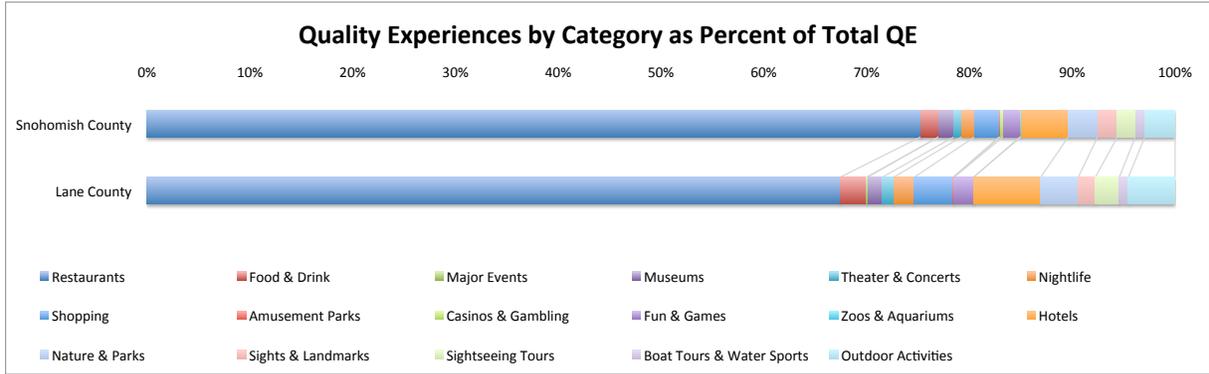
Snohomish County vs King County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	King County	Snohomish County	King County
Restaurants	819	3723	10.7	12.2
Food & Drink	19	128	0.2	0.4
<b>CULINARY</b>	<b>838</b>	<b>3851</b>	<b>11.0</b>	<b>12.6</b>
Major Events	0	3	0.0	0.0
Museums	16	66	0.2	0.2
Theater & Concerts	8	45	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>114</b>	<b>0.3</b>	<b>0.4</b>
Nightlife	14	129	0.2	0.4
Shopping	26	160	0.3	0.5
Amusement Parks	1	5	0.0	0.0
Casinos & Gambling	3	1	0.0	0.0
Fun & Games	18	76	0.2	0.2
Zoos & Aquariums	1	3	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>374</b>	<b>0.8</b>	<b>1.2</b>
Hotels	50	176	0.7	0.6
<b>LODGING</b>	<b>50</b>	<b>176</b>	<b>0.7</b>	<b>0.6</b>
Nature & Parks	31	162	0.4	0.5
Sights & Landmarks	21	84	0.3	0.3
Sightseeing Tours	19	142	0.2	0.5
<b>SIGHTSEEING</b>	<b>71</b>	<b>388</b>	<b>0.9</b>	<b>1.3</b>
Boat Tours & Water Sports	10	47	0.1	0.2
Outdoor Activities	32	131	0.4	0.4
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>178</b>	<b>0.5</b>	<b>0.6</b>
<b>TOTAL</b>	<b>1088</b>	<b>5081</b>	<b>14.2</b>	<b>16.6</b>



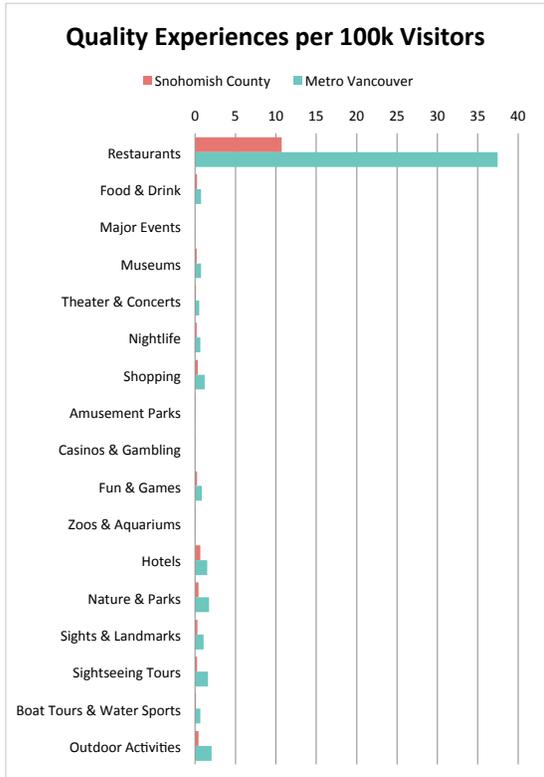
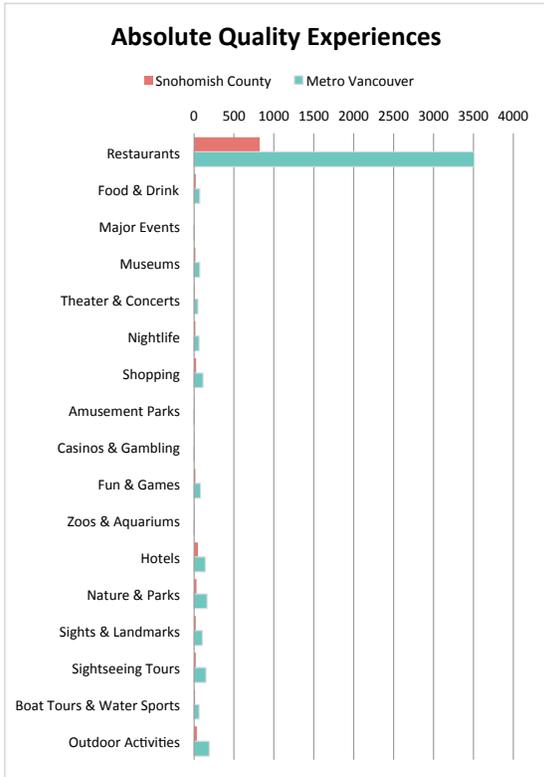
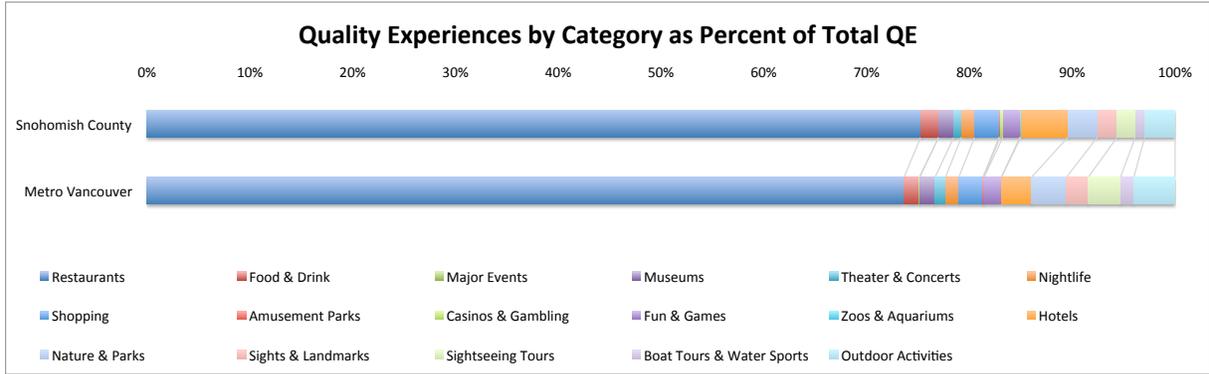
Snohomish County vs Kitsap County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Kitsap County	Snohomish County	Kitsap County
Restaurants	819	202	10.7	3.9
Food & Drink	19	14	0.2	0.3
<b>CULINARY</b>	<b>838</b>	<b>216</b>	<b>11.0</b>	<b>4.1</b>
Major Events	0	0	0.0	0.0
Museums	16	24	0.2	0.5
Theater & Concerts	8	5	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>29</b>	<b>0.3</b>	<b>0.6</b>
Nightlife	14	10	0.2	0.2
Shopping	26	31	0.3	0.6
Amusement Parks	1	0	0.0	0.0
Casinos & Gambling	3	0	0.0	0.0
Fun & Games	18	13	0.2	0.2
Zoos & Aquariums	1	0	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>54</b>	<b>0.8</b>	<b>1.0</b>
Hotels	50	30	0.7	0.6
<b>LODGING</b>	<b>50</b>	<b>30</b>	<b>0.7</b>	<b>0.6</b>
Nature & Parks	31	20	0.4	0.4
Sights & Landmarks	21	13	0.3	0.2
Sightseeing Tours	19	3	0.2	0.1
<b>SIGHTSEEING</b>	<b>71</b>	<b>36</b>	<b>0.9</b>	<b>0.7</b>
Boat Tours & Water Sports	10	3	0.1	0.1
Outdoor Activities	32	14	0.4	0.3
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>17</b>	<b>0.5</b>	<b>0.3</b>
<b>TOTAL</b>	<b>1088</b>	<b>382</b>	<b>14.2</b>	<b>7.3</b>



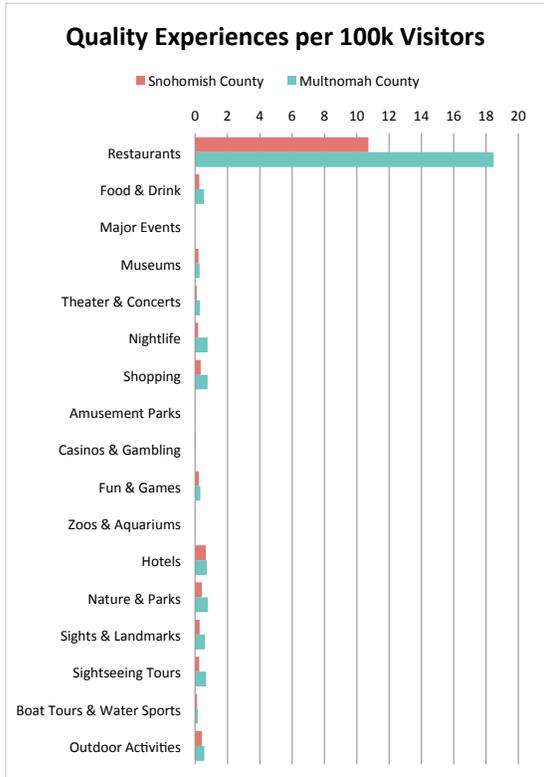
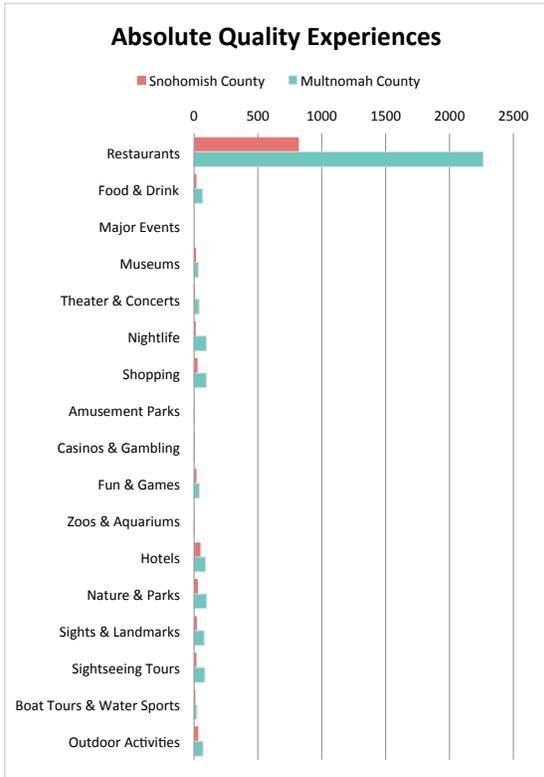
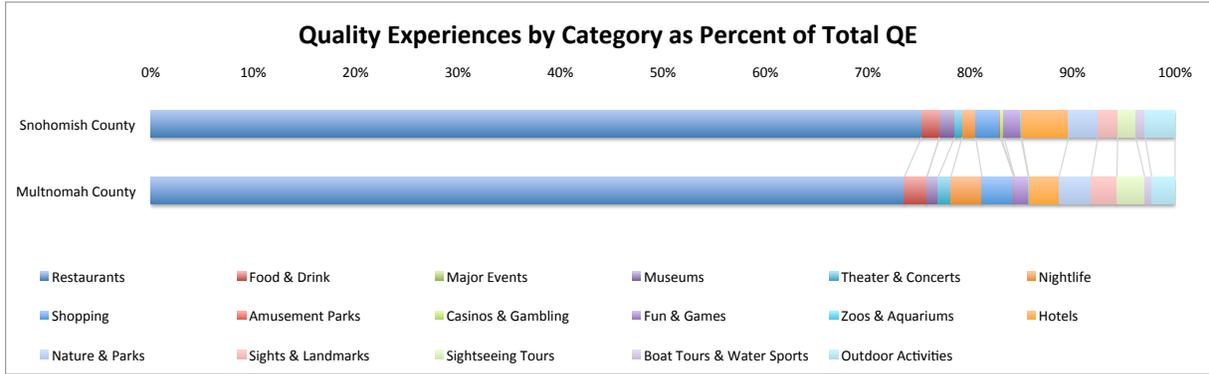
Snohomish County vs Lane County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Lane County	Snohomish County	Lane County
Restaurants	819	609	10.7	7.7
Food & Drink	19	23	0.2	0.3
<b>CULINARY</b>	<b>838</b>	<b>632</b>	<b>11.0</b>	<b>8.0</b>
Major Events	0	1	0.0	0.0
Museums	16	13	0.2	0.2
Theater & Concerts	8	10	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>24</b>	<b>0.3</b>	<b>0.3</b>
Nightlife	14	18	0.2	0.2
Shopping	26	34	0.3	0.4
Amusement Parks	1	1	0.0	0.0
Casinos & Gambling	3	0	0.0	0.0
Fun & Games	18	17	0.2	0.2
Zoos & Aquariums	1	0	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>70</b>	<b>0.8</b>	<b>0.9</b>
Hotels	50	59	0.7	0.7
<b>LODGING</b>	<b>50</b>	<b>59</b>	<b>0.7</b>	<b>0.7</b>
Nature & Parks	31	33	0.4	0.4
Sights & Landmarks	21	15	0.3	0.2
Sightseeing Tours	19	21	0.2	0.3
<b>SIGHTSEEING</b>	<b>71</b>	<b>69</b>	<b>0.9</b>	<b>0.9</b>
Boat Tours & Water Sports	10	8	0.1	0.1
Outdoor Activities	32	41	0.4	0.5
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>49</b>	<b>0.5</b>	<b>0.6</b>
<b>TOTAL</b>	<b>1088</b>	<b>903</b>	<b>14.2</b>	<b>11.4</b>



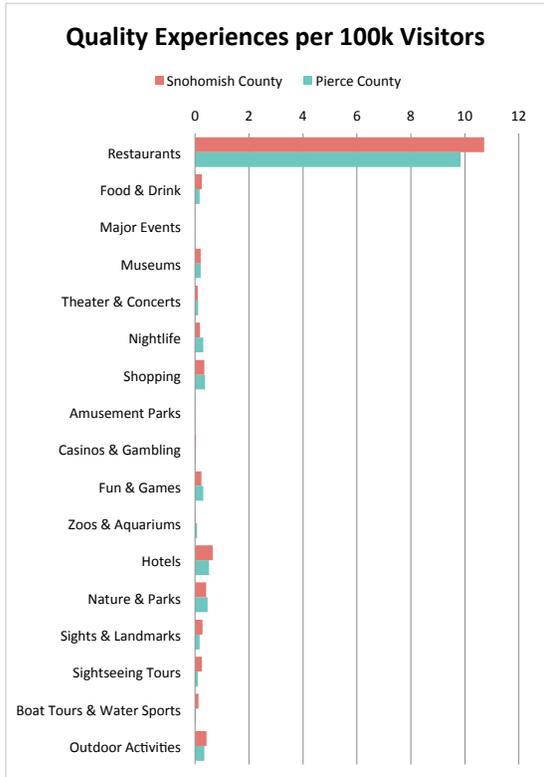
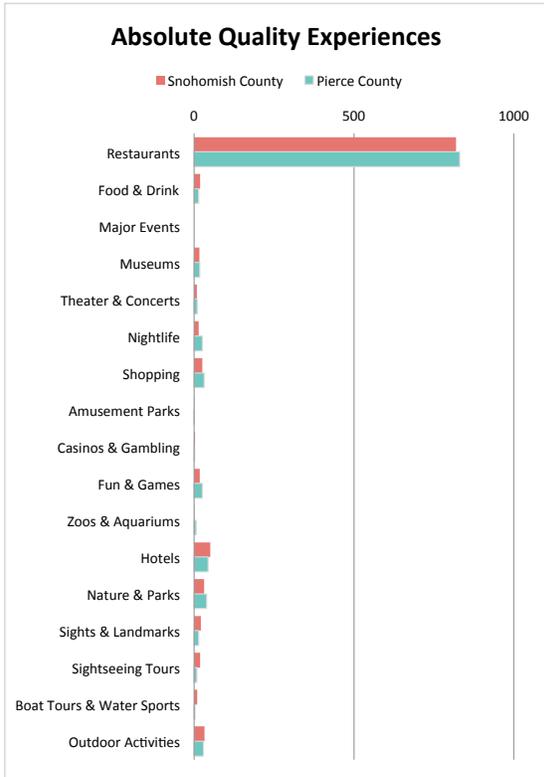
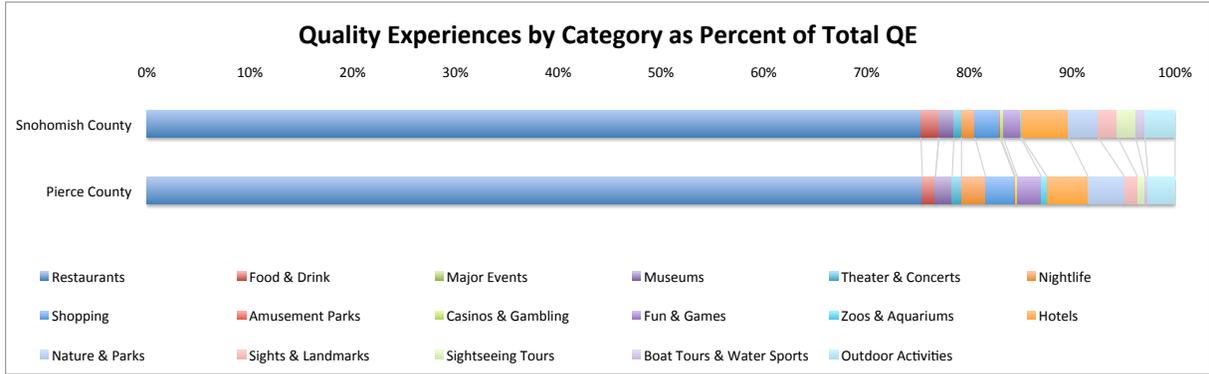
Snohomish County vs Metro Vancouver	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Metro Vancouver	Snohomish County	Metro Vancouver
Restaurants	819	3508	10.7	37.4
Food & Drink	19	71	0.2	0.8
<b>CULINARY</b>	<b>838</b>	<b>3579</b>	<b>11.0</b>	<b>38.2</b>
Major Events	0	2	0.0	0.0
Museums	16	71	0.2	0.8
Theater & Concerts	8	48	0.1	0.5
<b>CULTURE</b>	<b>24</b>	<b>121</b>	<b>0.3</b>	<b>1.3</b>
Nightlife	14	62	0.2	0.7
Shopping	26	111	0.3	1.2
Amusement Parks	1	4	0.0	0.0
Casinos & Gambling	3	2	0.0	0.0
Fun & Games	18	79	0.2	0.8
Zoos & Aquariums	1	2	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>260</b>	<b>0.8</b>	<b>2.8</b>
Hotels	50	139	0.7	1.5
<b>LODGING</b>	<b>50</b>	<b>139</b>	<b>0.7</b>	<b>1.5</b>
Nature & Parks	31	162	0.4	1.7
Sights & Landmarks	21	101	0.3	1.1
Sightseeing Tours	19	149	0.2	1.6
<b>SIGHTSEEING</b>	<b>71</b>	<b>412</b>	<b>0.9</b>	<b>4.4</b>
Boat Tours & Water Sports	10	62	0.1	0.7
Outdoor Activities	32	191	0.4	2.0
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>253</b>	<b>0.5</b>	<b>2.7</b>
<b>TOTAL</b>	<b>1088</b>	<b>4764</b>	<b>14.2</b>	<b>50.9</b>



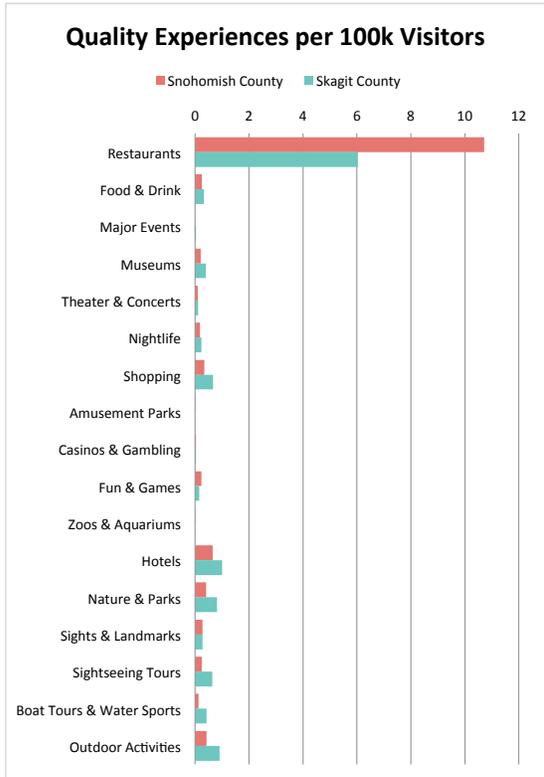
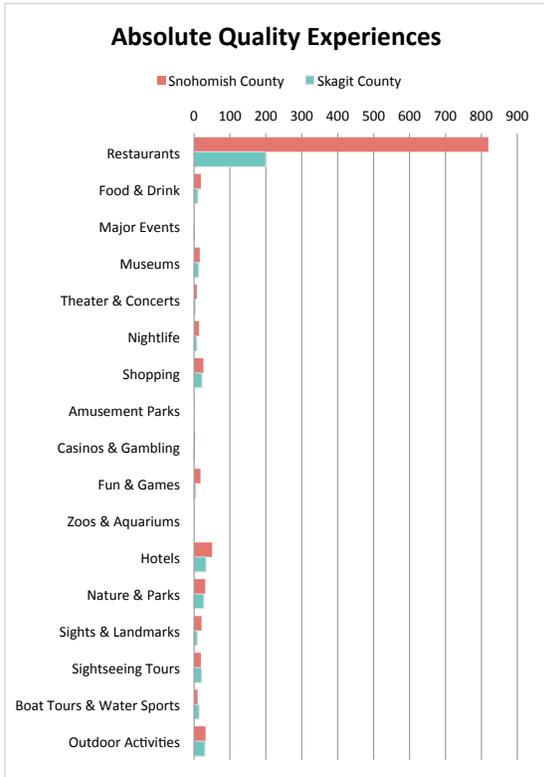
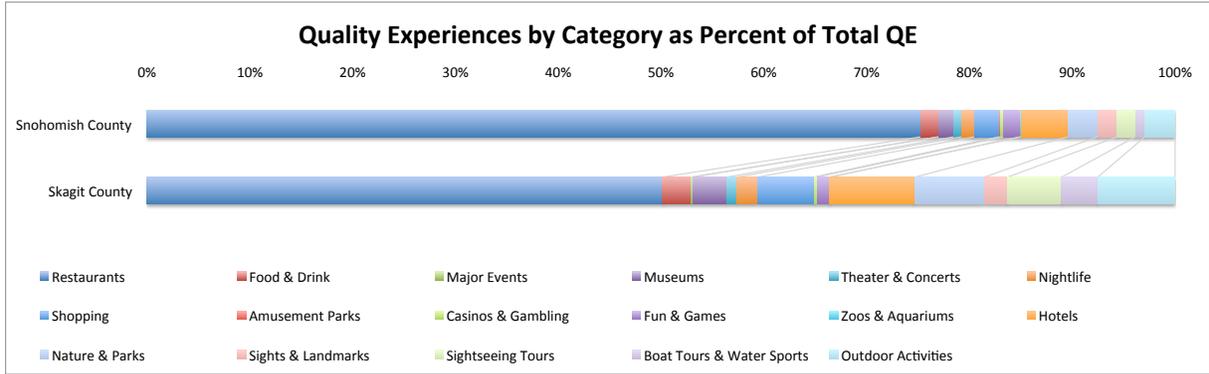
Snohomish County vs Multnomah County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Multnomah County	Snohomish County	Multnomah County
Restaurants	819	2264	10.7	18.5
Food & Drink	19	68	0.2	0.6
<b>CULINARY</b>	<b>838</b>	<b>2332</b>	<b>11.0</b>	<b>19.0</b>
Major Events	0	0	0.0	0.0
Museums	16	34	0.2	0.3
Theater & Concerts	8	38	0.1	0.3
<b>CULTURE</b>	<b>24</b>	<b>72</b>	<b>0.3</b>	<b>0.6</b>
Nightlife	14	94	0.2	0.8
Shopping	26	95	0.3	0.8
Amusement Parks	1	2	0.0	0.0
Casinos & Gambling	3	1	0.0	0.0
Fun & Games	18	41	0.2	0.3
Zoos & Aquariums	1	2	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>235</b>	<b>0.8</b>	<b>1.9</b>
Hotels	50	90	0.7	0.7
<b>LODGING</b>	<b>50</b>	<b>90</b>	<b>0.7</b>	<b>0.7</b>
Nature & Parks	31	97	0.4	0.8
Sights & Landmarks	21	77	0.3	0.6
Sightseeing Tours	19	84	0.2	0.7
<b>SIGHTSEEING</b>	<b>71</b>	<b>258</b>	<b>0.9</b>	<b>2.1</b>
Boat Tours & Water Sports	10	21	0.1	0.2
Outdoor Activities	32	70	0.4	0.6
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>91</b>	<b>0.5</b>	<b>0.7</b>
<b>TOTAL</b>	<b>1088</b>	<b>3078</b>	<b>14.2</b>	<b>25.1</b>



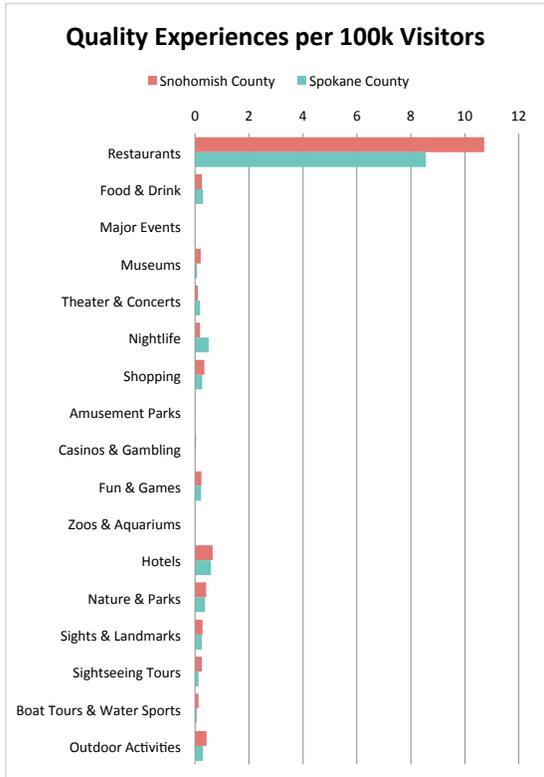
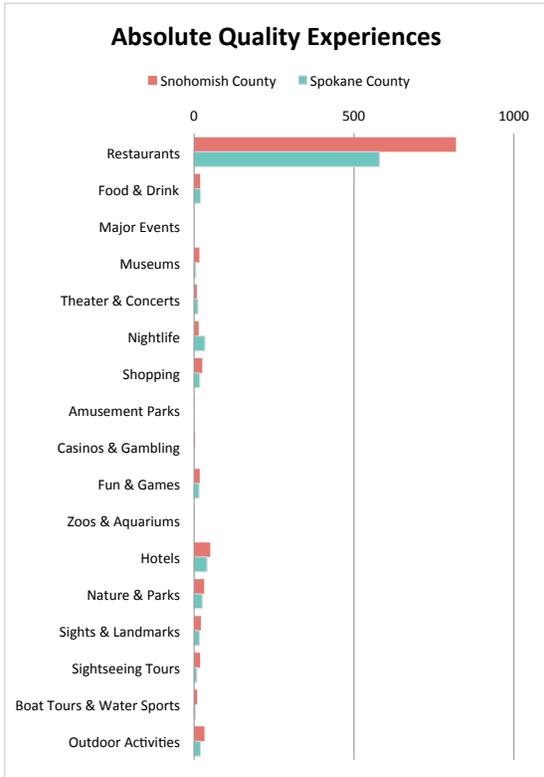
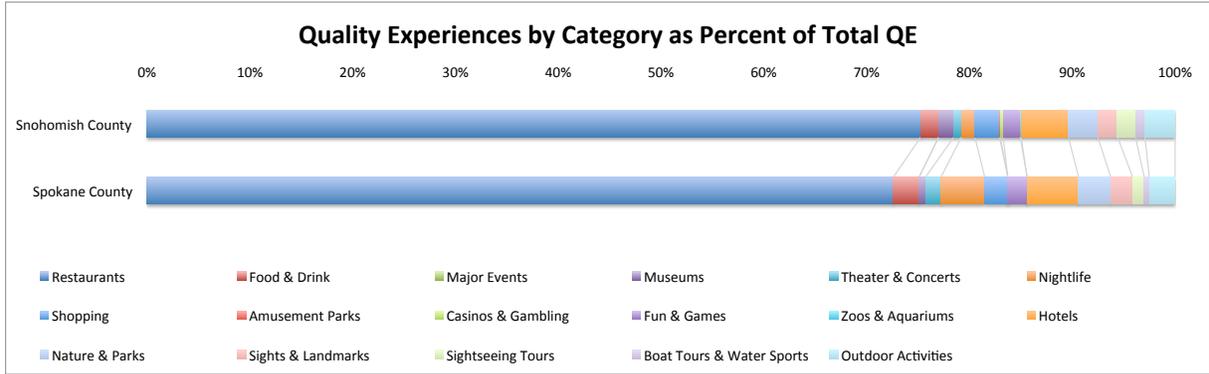
Snohomish County vs Pierce County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Pierce County	Snohomish County	Pierce County
Restaurants	819	831	10.7	9.8
Food & Drink	19	14	0.2	0.2
<b>CULINARY</b>	<b>838</b>	<b>845</b>	<b>11.0</b>	<b>10.0</b>
Major Events	0	0	0.0	0.0
Museums	16	18	0.2	0.2
Theater & Concerts	8	10	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>28</b>	<b>0.3</b>	<b>0.3</b>
Nightlife	14	26	0.2	0.3
Shopping	26	31	0.3	0.4
Amusement Parks	1	1	0.0	0.0
Casinos & Gambling	3	2	0.0	0.0
Fun & Games	18	26	0.2	0.3
Zoos & Aquariums	1	6	0.0	0.1
<b>ENTERTAINMENT</b>	<b>63</b>	<b>92</b>	<b>0.8</b>	<b>1.1</b>
Hotels	50	44	0.7	0.5
<b>LODGING</b>	<b>50</b>	<b>44</b>	<b>0.7</b>	<b>0.5</b>
Nature & Parks	31	39	0.4	0.5
Sights & Landmarks	21	14	0.3	0.2
Sightseeing Tours	19	8	0.2	0.1
<b>SIGHTSEEING</b>	<b>71</b>	<b>61</b>	<b>0.9</b>	<b>0.7</b>
Boat Tours & Water Sports	10	3	0.1	0.0
Outdoor Activities	32	29	0.4	0.3
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>32</b>	<b>0.5</b>	<b>0.4</b>
<b>TOTAL</b>	<b>1088</b>	<b>1102</b>	<b>14.2</b>	<b>13.1</b>



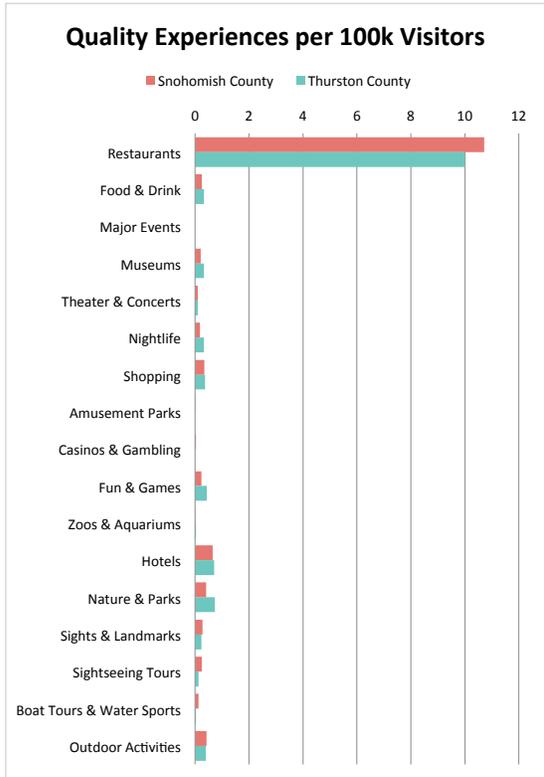
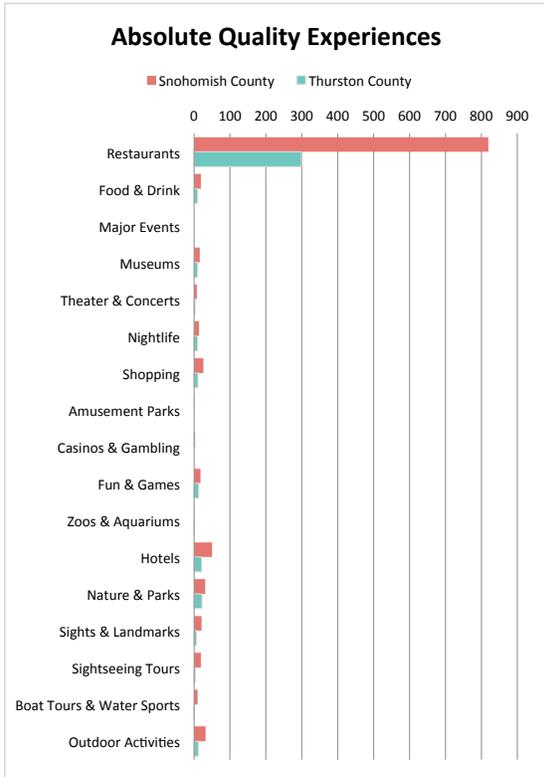
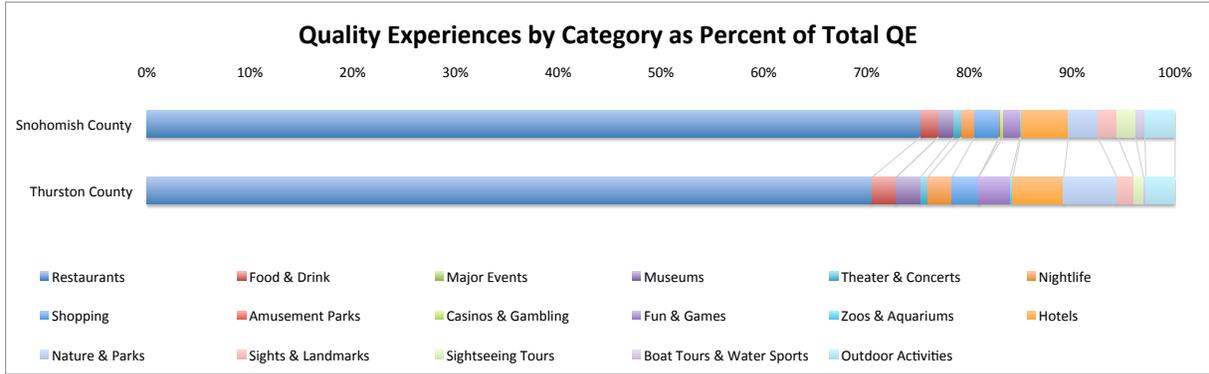
Snohomish County vs Skagit County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Skagit County	Snohomish County	Skagit County
Restaurants	819	200	10.7	6.0
Food & Drink	19	11	0.2	0.3
<b>CULINARY</b>	<b>838</b>	<b>211</b>	<b>11.0</b>	<b>6.4</b>
Major Events	0	1	0.0	0.0
Museums	16	13	0.2	0.4
Theater & Concerts	8	4	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>18</b>	<b>0.3</b>	<b>0.5</b>
Nightlife	14	8	0.2	0.2
Shopping	26	22	0.3	0.7
Amusement Parks	1	0	0.0	0.0
Casinos & Gambling	3	1	0.0	0.0
Fun & Games	18	5	0.2	0.2
Zoos & Aquariums	1	0	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>36</b>	<b>0.8</b>	<b>1.1</b>
Hotels	50	33	0.7	1.0
<b>LODGING</b>	<b>50</b>	<b>33</b>	<b>0.7</b>	<b>1.0</b>
Nature & Parks	31	27	0.4	0.8
Sights & Landmarks	21	9	0.3	0.3
Sightseeing Tours	19	21	0.2	0.6
<b>SIGHTSEEING</b>	<b>71</b>	<b>57</b>	<b>0.9</b>	<b>1.7</b>
Boat Tours & Water Sports	10	14	0.1	0.4
Outdoor Activities	32	30	0.4	0.9
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>44</b>	<b>0.5</b>	<b>1.3</b>
<b>TOTAL</b>	<b>1088</b>	<b>399</b>	<b>14.2</b>	<b>12.0</b>



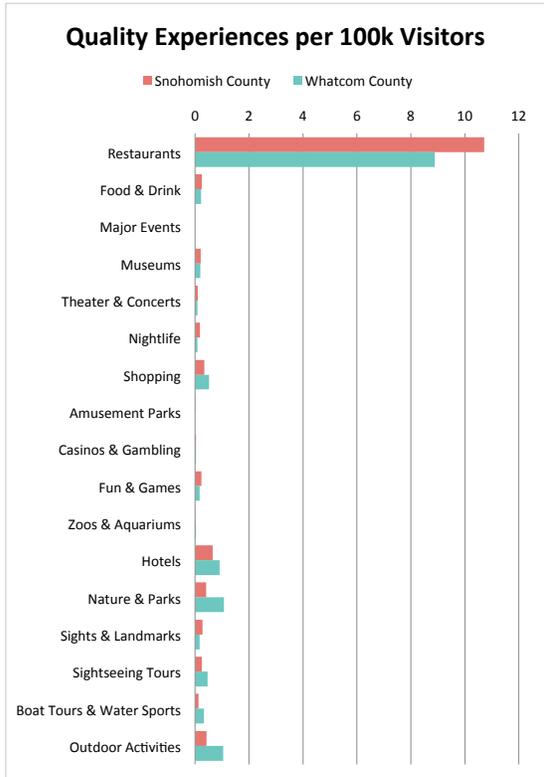
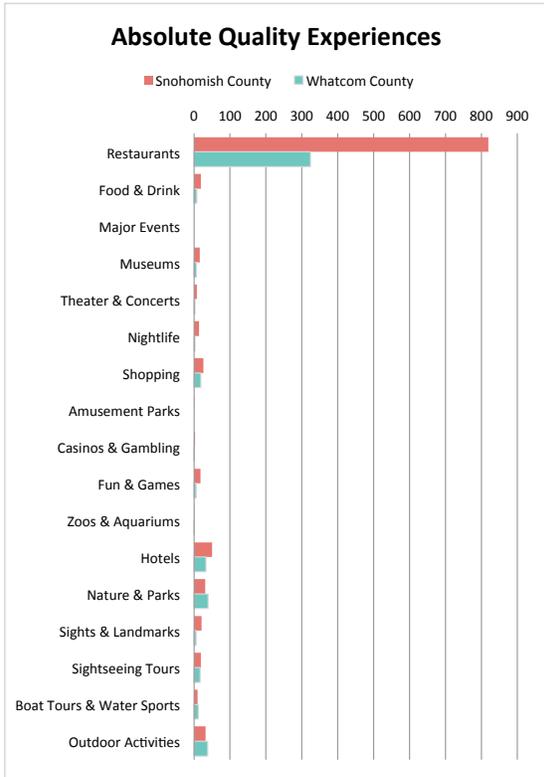
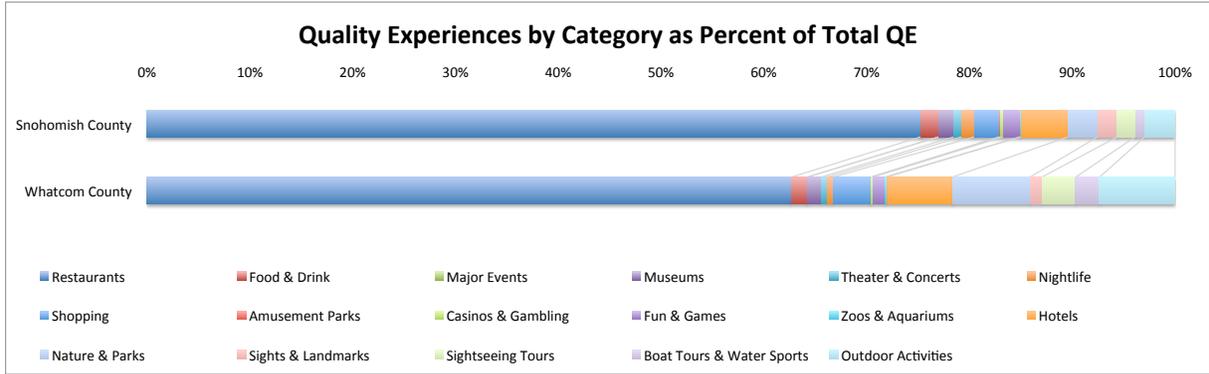
Snohomish County vs Spokane County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Spokane County	Snohomish County	Spokane County
Restaurants	819	580	10.7	8.6
Food & Drink	19	20	0.2	0.3
<b>CULINARY</b>	<b>838</b>	<b>600</b>	<b>11.0</b>	<b>8.9</b>
Major Events	0	0	0.0	0.0
Museums	16	5	0.2	0.1
Theater & Concerts	8	12	0.1	0.2
<b>CULTURE</b>	<b>24</b>	<b>17</b>	<b>0.3</b>	<b>0.3</b>
Nightlife	14	34	0.2	0.5
Shopping	26	18	0.3	0.3
Amusement Parks	1	0	0.0	0.0
Casinos & Gambling	3	0	0.0	0.0
Fun & Games	18	15	0.2	0.2
Zoos & Aquariums	1	0	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>67</b>	<b>0.8</b>	<b>1.0</b>
Hotels	50	40	0.7	0.6
<b>LODGING</b>	<b>50</b>	<b>40</b>	<b>0.7</b>	<b>0.6</b>
Nature & Parks	31	25	0.4	0.4
Sights & Landmarks	21	17	0.3	0.3
Sightseeing Tours	19	9	0.2	0.1
<b>SIGHTSEEING</b>	<b>71</b>	<b>51</b>	<b>0.9</b>	<b>0.8</b>
Boat Tours & Water Sports	10	4	0.1	0.1
Outdoor Activities	32	20	0.4	0.3
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>24</b>	<b>0.5</b>	<b>0.4</b>
<b>TOTAL</b>	<b>1088</b>	<b>799</b>	<b>14.2</b>	<b>11.8</b>



Snohomish County vs Thurston County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Thurston County	Snohomish County	Thurston County
Restaurants	819	299	10.7	10.0
Food & Drink	19	10	0.2	0.3
<b>CULINARY</b>	<b>838</b>	<b>309</b>	<b>11.0</b>	<b>10.3</b>
Major Events	0	0	0.0	0.0
Museums	16	10	0.2	0.3
Theater & Concerts	8	3	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>13</b>	<b>0.3</b>	<b>0.4</b>
Nightlife	14	10	0.2	0.3
Shopping	26	11	0.3	0.4
Amusement Parks	1	0	0.0	0.0
Casinos & Gambling	3	0	0.0	0.0
Fun & Games	18	13	0.2	0.4
Zoos & Aquariums	1	1	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>35</b>	<b>0.8</b>	<b>1.2</b>
Hotels	50	21	0.7	0.7
<b>LODGING</b>	<b>50</b>	<b>21</b>	<b>0.7</b>	<b>0.7</b>
Nature & Parks	31	22	0.4	0.7
Sights & Landmarks	21	7	0.3	0.2
Sightseeing Tours	19	4	0.2	0.1
<b>SIGHTSEEING</b>	<b>71</b>	<b>33</b>	<b>0.9</b>	<b>1.1</b>
Boat Tours & Water Sports	10	1	0.1	0.0
Outdoor Activities	32	12	0.4	0.4
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>13</b>	<b>0.5</b>	<b>0.4</b>
<b>TOTAL</b>	<b>1088</b>	<b>424</b>	<b>14.2</b>	<b>14.2</b>



Snohomish County vs Whatcom County	Absolute Quality Experiences (QE)		Indexed Quality Experiences (QE per 100k Visitors)	
	Snohomish County	Whatcom County	Snohomish County	Whatcom County
Restaurants	819	324	10.7	8.9
Food & Drink	19	8	0.2	0.2
<b>CULINARY</b>	<b>838</b>	<b>332</b>	<b>11.0</b>	<b>9.1</b>
Major Events	0	0	0.0	0.0
Museums	16	7	0.2	0.2
Theater & Concerts	8	3	0.1	0.1
<b>CULTURE</b>	<b>24</b>	<b>10</b>	<b>0.3</b>	<b>0.3</b>
Nightlife	14	3	0.2	0.1
Shopping	26	19	0.3	0.5
Amusement Parks	1	0	0.0	0.0
Casinos & Gambling	3	1	0.0	0.0
Fun & Games	18	6	0.2	0.2
Zoos & Aquariums	1	1	0.0	0.0
<b>ENTERTAINMENT</b>	<b>63</b>	<b>30</b>	<b>0.8</b>	<b>0.8</b>
Hotels	50	33	0.7	0.9
<b>LODGING</b>	<b>50</b>	<b>33</b>	<b>0.7</b>	<b>0.9</b>
Nature & Parks	31	39	0.4	1.1
Sights & Landmarks	21	6	0.3	0.2
Sightseeing Tours	19	17	0.2	0.5
<b>SIGHTSEEING</b>	<b>71</b>	<b>62</b>	<b>0.9</b>	<b>1.7</b>
Boat Tours & Water Sports	10	12	0.1	0.3
Outdoor Activities	32	38	0.4	1.0
<b>SPORTS &amp; ADVENTURE</b>	<b>42</b>	<b>50</b>	<b>0.5</b>	<b>1.4</b>
<b>TOTAL</b>	<b>1088</b>	<b>517</b>	<b>14.2</b>	<b>14.2</b>





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