

Summer vacation
on the shores of
Lake Chelan



A SENSE OF SUMMER

Local communities focus their energies on the bright potential of the state's pristine tourism offerings.

LEISURE TIME, time in a bottle, days that last forever. Singer Jim Croce's words may have been written for a love song, but they also capture the memory of long-ago vacations, of languorous summer days whose allure lingers years later. Washington's tourists have made such memories for decades, exploring every nook and cranny of the state. And as they go, they're boosting local revenue, creating tourism-related jobs, opening up economic opportunities ... and of course, having a lot of fun along the way.

Regionally, tourism is now traveling a collaborative road, with communities working on joint strategies and encourag-

ing visitors to see what's happening next door. But it's more than sharing neighborly pride; it's spreading the wealth when tourism dollars are limited. With last year's closure of the state tourism department, cities are thinking outside the box.

Part of that thinking is exploring the idea of sustainable tourism—teaming up to protect the environment, culture, and heritage of a place. Our communities realize it's up to them to create destinations where tourists not only spend money, but also enjoy a quality experience. With sustainable tourism, these special places can remain unspoiled for many more generations. *That's capturing time in a bottle.* **C**