

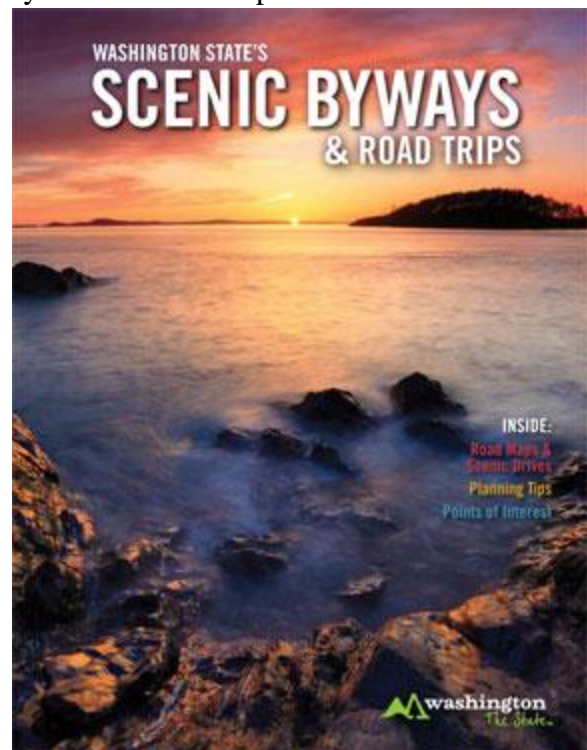


Washington State Tourism Unveils First Statewide Guide for Scenic Byways & Roadtrips

Washington State's Scenic Byways & Road Trips guide showcases 28 scenic driveS

OLYMPIA, Wash., June 2, 2011 /PRNewswire/ -- Just in time for the peak summer travel season, Washington State Tourism (a unit of the Department of Commerce) and Washington State Department of Transportation (WSDOT) today announced the publication of the state's first official travel guide for its scenic byways. The 92-page, full-color printed guide provides inspiring photography, detailed maps and extensive travel tips for all 21 State Scenic Byways, five National Scenic Byways and two All-American Roads. In addition to resources from Washington State Tourism and WSDOT, the scenic byway guide was made possible through grant funding from the Federal Highway Administration's National Scenic Byways Program.

"Washington's scenic byways are the primary access routes to some of the most breathtaking scenery and best recreational destinations in the country, and we're so excited to have a new resource to help our visitors experience them," said Marsha Massey, executive director of Washington State Tourism. "Overall tourism is one of our state's most important industries – even more so for many local economies along our byways that depend heavily on visitor spending to support jobs and businesses."



"We're so proud to launch this wonderful new guide promoting Washington's scenic byways," said Washington State Scenic Byways Coordinator, Ed Spilker. "Summer is the most popular time of year to hit the road and experience our states beautiful drives, so this publication is available at the perfect time!"

Printed copies of the guide are available free of charge by ordering online through Washington State Tourism's website, www.experiencewa.com. Copies of the guide are also available on Washington State Ferries and at a variety of visitor information outlets in Washington, surrounding states, and key western states' metro areas. Additionally, an online, page-turning version of the guide is also accessible on Washington State Tourism's website.

About Washington State Tourism

For more information about traveling to Washington, visit www.experiencewa.com.

About Commerce

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