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VIC ON THE MOVE

Visit Spokane to Reach More Visitors

Visit Spokane, the region's primary marketing arm for meetings, conventions and leisure travel and tourism, is moving its downtown Visitor Information Center (VIC).

The VIC, located at 201 W Main Ave, will be closed and repositioned in two phases:

- Early November - A permanent kiosk will be set up on the ground floor of River Park Square mall, 808 W Main Ave, Spokane;
- Spring 2014 - A mobile VIC will be put in service and will be used to travel to events and other visitor-populated gatherings.

"This is an excellent chance for us to reach more visitors," said Cheryl Kilday, President & CEO of Visit Spokane. "The Main Avenue location has done a great job, but it was too far removed and too hard for visitors to find."

The River Park Square kiosk, which will be located near the mall's main parking pay station, will be staffed by volunteers and overseen by Visit Spokane personnel (as was the 201 W Main Ave location).

With the closing of the 201 W Main Ave location, monthly funding will be redirected toward the purchase of the vehicle that will become the mobile VIC. Visit Spokane is working now to determine the best option for this exciting new community asset.

"Being in River Park Square exposes us to more foot traffic and it will bring people into the mall," said Kilday. "With our mobile VIC, we can get out to an event in Spokane Valley or a big meeting at Eastern Washington University. We can go where the people are."

Visit Spokane's year-long Randall Travel market study in 2012 recommended relocating the downtown VIC. Another Visit Spokane VIC, located at Spokane International Airport, will continue operating as normal.