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Press Release

Tri County Economic Development District launches new tourism app

Northeast Washington Insider app rewards users for exploring Ferry, Stevens, and Pend Oreille Counties.

Colville, WA, July 12, 2017: Tri County Economic Development District (TEDD) is excited to launch Northeast Washington Insider, a mobile app that rewards people for exploring Ferry, Stevens, and Pend Oreille counties. Users of the free app can earn points by simply visiting places in the region, including a multitude of outdoor recreation destinations; retail, food and beverage and lodging locations; and heritage sites. Points can then be redeemed for goods or services at local businesses. The app was created using the 468 Insider platform from 468 Communications with funding from Ferry, Stevens, and Pend Oreille counties as well as the cities of Colville, Chewelah, Republic, and Newport. This project has been made possible with partnerships spanning Northeast Washington. TEDD Executive Director Jeff Koffel commented “We are pleased to be able to provide this resource that will benefit commerce in the entire tri-county area”.

The Northeast Washington Insider mobile app is a wayfinding tool for tourists and encourages residents and visitors alike to visit local businesses. “We created 468 Insider to give people more incentives for engaging in the communities they visit,” said Tim Fry, President of 468 Communications. “Northeast Washington Insider will make it fun to explore all that Northeast Washington has to offer, while rewarding visits to the local businesses that make this region so unique.” The app’s Explore button takes users to the map of the tri-county area which has pins indicating destinations around the region. Clicking on each pin on the map gives more information about that place. Locations are assigned a point value which can be collected when one is within GPS range of a location. Pushing the “Collect Points” button while physically visiting a location will add the location’s points to a user’s point total. Most point collection locations are worth ten points.

Points accumulated with Northeast Washington Insider can be redeemed for goods or services at Rewards locations listed in the app. For instance, redeeming 100 points (collected by simply visiting ten places), users of the app can earn a 15 percent discount off their purchase at the ChewVino wine bar in Chewelah, WA.

For Immediate Release

Beyond the rewards for app users and marketing support for local businesses, the app over time will help inform TEDD about what visitors and residents find the most compelling about Northeast Washington. This data can be used to guide investment in assets that will support economic development for the region.

Northeast Washington Insider is available now as a free download on the iTunes App Store and Google Play. Businesses in the tri-county area interested in offering a reward to increase traffic to their place of business should contact TEDD at 509-684-4571.

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About TEDD

The Tri County Economic Development District (TEDD) helps communities and businesses thrive. TEDD believes that the quality of life of every resident of Northeast Washington is enhanced when businesses are strong and well supported. TEDD works with local businesses, communities and other organizations in Ferry, Pend Oreille and Stevens counties to help develop a stable and diverse economy that is rich in family-wage jobs. By maintaining local and regional plans, TEDD ensures a wealth of resources, programs and services to support business development, expansion and recruitment – striving to make life better for everyone who lives in Northeast Washington.