

Tourism is a mover and a shaker.

Greg + Joe Burgi and Dan Nelson

Co-Owners of Pick Quick in Fife, Wash.



Watch a video with Joe
talking about why Tourism
Matters in his own words.

**tourism
matters**

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“Tourism is so important—not just for Pick Quick, but for everyone here in Fife. The movement of people in and out helps every business. We love to see people come through. Tourism brings Fife a lot of exposure with the people who come into the area and see what has happened in the area. Tourism is what drives everybody. We love to see people come in from out of town and see that they like Fife, spend some money here and of course come again!”

Joe Burgi and his wife Betty have owned and managed Pick Quick, a walk-up burger and shake stand, since 1980. Betty worked at Pick Quick as a teenager in the early 1950s while dating Joe. Now, they have made it a family-run operation, with Joe and Betty's children, children-in-law and even grandchildren involved in the business. As lifetime Pierce County residents, this is their home.

In 2011, travelers to Fife spent \$58.1 million and generated \$4.3 million in state and local tax revenues, creating 680 jobs with \$15.3 million in earnings.