

2016 TOURISM MARKETING SUPPORT PROGRAM

Tourism Funds Create Effective Partnerships

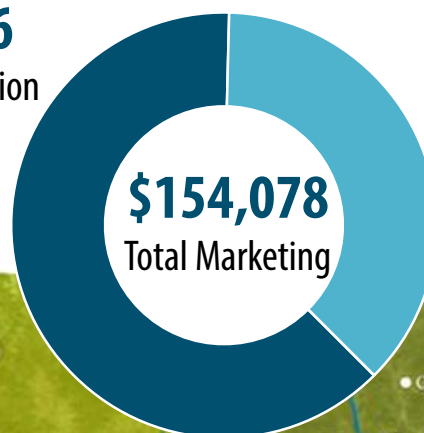
The Port of Seattle developed a new co-operative tourism program to facilitate tourism development across the state by jointly promoting use of Port facilities.

The program is intended to provide matching support of up to \$10,000 to local communities and non-profit organizations to promote their destination to visitors traveling to our state. The funds must be used for advertising, publicizing or distributing information to attract visitors to the destination. 42 applications from 14 counties were received.

13 recipients through out the state were awarded funds

\$96,906
Port Contribution

\$57,172
Partner Match



2016 TOURISM MARKETING

ADVERTISING

WHAT WAS COMPLETED	RESULTS
Three Dollar Bill Cinema, Wintergrass Music Festival, Visit Rainier, Visit Walla Walla and Reach Museum accomplished specific and targeted online advertising promoting their destinations or events.	<ul style="list-style-type: none">• Three Dollar Bill Cinema online advertising resulted in a reach of over 60,870 and a 2,727 click-through rate to the site during the advertising period.• Visit Rainier's, promotional efforts netted 76.4% increase in web traffic from the SFO / LAX areas compared to 2015 for the same time frame.• Visit Walla Walla targeted banner advertising resulted in 3 million impressions, 28,868 clicks to the website landing page and an 858% visitor session increase in visitors from the targeted markets over the previous year.
Chinatown - IDBIA placed print advertising in two publications that impact visitors staying in Seattle hotels promoting unique international retailer experiences in Chinatown - IDBIA.	<ul style="list-style-type: none">• The advertising resulted in placement of their advertising message in over 15,000 hotel rooms in the Seattle area and a reach to over 2.1 million visitors.
Wintergrass Music Festival conducted TV advertising focused in out of state markets.	<ul style="list-style-type: none">• Wintergrass Music Festival's overall advertising efforts resulted in a 56% increase in advance bookings by out of state ticket purchases over the previous year.
Reach Museum Richland utilized print newspaper advertising to promote the attraction.	<ul style="list-style-type: none">• Reach Museum netted 6.6% visitation increase in visitation in the month following initiating advertising.

TOURISM FUND RECIPIENTS

- Ballard Chamber of Commerce
- Carnation Chamber of Commerce
- City of Stanwood
- Chinatown International District Business Improvement Area (CIDBIA)
- Greater Seattle Business Association (GSBA)
- Port of Walla Walla & Visit Walla Walla
- REACH Museum/Richland Public Facilities District
- Skamania County Chamber of Commerce
- Three Dollar Bill Cinema
- Visit Kitsap Peninsula
- Visit Rainer
- Whidbey and Camano Islands Tourism
- Wintergrass Music Festival

SUPPORT PROGRAM RESULTS

WEBSITES

WHAT WAS COMPLETED	RESULTS
Skamania County, Carnation Chamber of Commerce, Ballard Chamber of Commerce, City of Stanwood, Greater Seattle Business Association, Visit Rainier and Visit Kitsap accomplished a variety of website travel related actions including development of recommended travel itineraries, creation of a responsive website for multiple platforms, improvement of their website landing page, creation of online videos and making an international website portal that includes three foreign language versions for international travelers. (<i>German, Japanese and Norwegian</i>).	<ul style="list-style-type: none">• The Skamania County website went live on November 22. December, web sessions were up 85%, users increased 88% and page views went up 50% over the previous month.• For the first two months, Visit Kitsap's international web portal section has averaged 2,500 visits and 5,270 page views.

COLLATERAL/PRINT MATERIALS

WHAT WAS COMPLETED	RESULTS
Ballard Chamber, Carnation Chamber developed a specific design / logo for use in collateral and digital promotional efforts. GSBA & Whidbey & Camano Islands, Wintergrass Music Festival created print / collateral materials promoting travel to their destination or event.	<ul style="list-style-type: none">• Carnation Chamber launched a social media site promoting the Snoqualmie Valley utilizing the new design logo. In the first month, 5,465 engagements occurred.

TRAVEL TRADE SHOWS

WHAT WAS COMPLETED	RESULTS
GSBA, Whidbey & Camano Islands Tourism, Visit Rainier, and Wintergrass participated in travel shows, tourism trade shows, media missions or conferences promoting their event or destination.	<ul style="list-style-type: none">• Whidbey Camano Islands attended IPW, one of the biggest international travel shows in the U.S., resulting in 44 meetings and hosting 18 travel writers and tour operators to their destination.

PROGRAM HIGHLIGHTS



WinterGrass Music Festival

In 2016, the Wintergrass Music Festival utilized various channels and media to advertise their February 2017 program

- **Actual ticket sales of out of state visitors increased by 56% over the previous year.**

"The Port of Seattle's application process was very easy, and the 24th annual Wintergrass Music Festival was able to see four times the click rate on our website, which resulting in a 56 percent increase in out of state ticket purchases."

- Wendy Tyner of the Wintergrass Music Festival



Visit Walla Walla

Visit Walla Walla's online advertising campaign targeted potential air travelers in Phoenix, Denver and Sacramento. The campaign has created:

- **3 million impressions**
- **28,868 clicks to the website landing page**
- **858% visitor session increase in visitors from the targeted markets**

"With the Port of Seattle's support, we are able to change the market for Walla Walla by advertising to likely flying travelers from out of state."

- Mary Angelo, Director of Client Services, DVA Advertising and Public Relations



UK media and tour operators explored Whidbey & Camano Islands

Whidbey and Camano Islands Tourism

Whidbey and Camano Islands Tourism participated in IPW, one of the premier international travel trade shows in the U.S. to promote their destination to tour operators and travel media.

- **Committed to a minimum of 25 appointments at IPW, and obtained 44 meetings.**
- **Committed to obtaining at least five tour operator or travel media to visit their destination.**

Results: in 2016 Whidbey Camano Islands had eighteen travel writers and tour operators visit their destination.

"The Port of Seattle's matching grant allowed our organization to present at the IPW travel trade show, garnering contacts and interest that will lead to an increase in international visitors to our destination."

-Sherrye Wyatt of Whidbey and Camano Islands Tourism



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Printed on recycled paper using soy based ink.

01/2017