



2026-2027 Tourism Marketing Support Program

Awarded Organizations	Port Awarded Funds	Project Summary
African American Leadership Forum Northwest (AALF)	\$8,000.00	AALF is partnering with Seattle Cultural Food Tours to launch a new food tour in Pioneer Square, targeting increased visitation from California travelers. Together, they will also guide visitors into the Central District to experience its rich cultural heritage through an immersive, community-rooted food and storytelling tour.
Africatown Community Land Trust	\$20,000.00	ACLT aims to use Juneteenth Festival Week to draw regional and out-of-state visitors into Seattle's Central District by leveraging the increased tourism surrounding the 2026 FIFA World Cup. The overall goal is to guide travelers toward authentic cultural experiences, increase visitor engagement in the Central District, and generate economic support for local Black-owned establishments.
Ballard Chamber of Commerce DBA Ballard Alliance	\$20,000.00	The Ballard Alliance endeavors to create a culturally focused destination marketing campaign for the Alaska cruise market.
Bellingham SeaFeast	\$7,000.00	Bellingham SeaFeast will run a targeted marketing campaign using social media and ad placements to attract out-of-state visitors to Seattle and Bellingham by promoting its flagship zero-waste festival and year-round programming. The festival centers long-standing partnerships with Coast Salish peoples and celebrates Native artwork, culture, and traditional maritime practices. The campaign will also encourage travelers to shop locally and explore dining, breweries, and recreation along the Seattle-to-Bellingham corridor.
Birds Connect Seattle	\$10,000.00	Birds Connect Seattle will develop a targeted marketing and content campaign to attract out-of-state visitors to Seattle's urban core for nature-based experiences accessible from major Port travel hubs. The project will produce video and photography showcasing free nature-focused programming in downtown Seattle and the Seattle waterfront
Cascade Loop Association	\$10,000.00	This project will use paid digital advertising and dedicated landing pages to encourage fly-in travelers to explore lesser-known communities along the Cascade Loop. It will promote responsible travel, local history, wildlife, and outdoor recreation while guiding visitors to lodging, dining, and activities in rural areas.
Chinatown-International District Business Improvement Area	\$20,000.00	The CIDBIA digital marketing campaign will promote the CID as one of Seattle's most historic and culturally rich neighborhoods, inviting visitors to explore authentic Asian cuisine, cultural heritage, and locally owned businesses beyond Seattle's traditional downtown tourist areas.
City of Burien	\$10,000.00	The City of Burien aims to expand destination awareness and attract diverse out-of-state visitors by producing bilingual tourism videos that highlight local businesses, cultural experiences, and the city's proximity to Seattle-Tacoma International Airport.
City of Federal Way	\$12,500.00	City of Federal way will coordinate marketing efforts that showcases Federal Way's unique assets — from its stunning shoreline at Dash Point and immersive cultural attractions like the Pacific Bonsai Museum, to its globally recognized Korean culinary scene and family-friendly recreation.
City of Redmond	\$20,000.00	City of Redmond will run a digital advertising program specifically structured to generate measurable overnight stays, increase shoulder-season occupancy, and grow visitor spending connected to SEA.
City of Renton	\$20,000.00	Renton aims to boost destination awareness and economic vitality by launching an "Experience Renton" influencer campaign to drive increased visitation, social engagement, and spending—especially in underrepresented neighborhoods and during shoulder seasons.
Culture Generation	\$20,000.00	Culture Generation's Passport to Global Dining™ is an out-of-state tourism marketing initiative promoting Washington State as a culturally immersive travel destination by showcasing Kent's globally diverse culinary landscape.
Experience Learning Community, dba Museum of Pop Culture (MOPOP)	\$20,000.00	MOPOP will market to out-of-state visitors by promoting its pop culture museum, refreshed brand, and year-round programs. Using data-driven targeting, the campaign aims to reach high-potential travelers before and during their trip.
Friends of Issaquah Salmon Hatchery (FISH)	\$10,000.00	This campaign aims to elevate Issaquah's salmon migration as a signature regional attraction by combining refreshed educational materials with targeted marketing that reaches families across the country and abroad. At its core, the initiative seeks to deepen environmental understanding while driving tourism, economic activity, and community engagement around one of the Pacific Northwest's most iconic natural events.
Gig Harbor Peninsula Area Chamber of Commerce	\$12,500.00	Through a targeted marketing campaign, Visit Gig Harbor aims to convert travelers arriving through SEA Airport and Seattle's cruise terminals into visitors by positioning Gig Harbor as Puget Sound's closest authentic harbor destination. The goal is to increase out-of-state visitation and drive spending in lodging, dining, retail, and recreation across the Gig Harbor Peninsula.
Harbor WildWatch	\$20,000.00	This project is specifically designed to generate economic impact from out-of-state visitors connected to Port of Seattle facilities by using social media and YouTube as trip-inspiration and trip-planning tools to reach travelers before and during their visit to Washington.
Mountaineers Books	\$20,000.00	Mountaineers Books aims to create a publicly accessible website that guides visitors along the new 75-mile Emerald City Trail, using GPS-enabled mapping and curated descriptions of parks and attractions. By expanding the trail beyond its companion guidebook, the project seeks to establish it as a signature Seattle experience that encourages walkability, responsible recreation, and neighborhood discovery.

Okanogan County Tourism Council	\$20,000.00	The Okanogan County Tourism Council proposes a digital marketing campaign — In Matsura's Footsteps — to attract culturally motivated visitors to travel to Okanogan County and explore the living landscape of Matsura's photographs. The campaign centers on a signature tourism experience: a self-guided photography heritage map and trail connecting the key locations Matsura documented across the county.
Olympic Peninsula Visitor Bureau	\$20,000.00	OPVB will support Tribally led tourism development by convening Olympic Peninsula Tribes in a culturally grounded planning process that identifies and prepares market-ready Indigenous tourism experiences.
San Juan Islands Visitors Bureau	\$20,000.00	The San Juan Islands aim to attract more out-of-state LGBTQ+ travelers by hosting a select group of 2SLGBTQIA+ content creators who will showcase the region's parks, wildlife, food, arts, and low-carbon recreation.
Seattle Chamber Music Society	\$20,000.00	SCMS will use a comprehensive, multi-channel marketing campaign to convert Virtual Concert Hall audiences and other out-of-state classical music listeners into cultural travelers who visit Seattle for its Winter and Summer Festivals. By partnering with Alaska Airlines, deploying targeted radio, media, and social ads, and strategically elevating festival visibility, SCMS intends to position its festivals as premier destination events and increase out-of-state attendance by at least 15%.
Seattle Korean Cultural Center	\$20,000.00	This project's goal is to attract out-of-state and international visitors by promoting Seattle as a welcoming multicultural destination through Korean-language marketing. The campaign centers on cultural tourism storytelling and targeted outreach that connects travelers arriving through SEA with Seattle's Korean cultural experiences.
Skagit Tourism Bureau	\$20,000.00	This project aims to drive out-of-state visitation by launching a seasonal outdoor recreation campaign targeted at fly markets with direct access to SEA Airport. Using paid media and geolocation-based targeting, the initiative will inspire travelers to choose Washington outdoor experiences.
Skagit Valley Tulip Festival	\$10,000.00	This campaign aims to inspire out-of-state travelers to visit Skagit Valley in spring by creating a dedicated landing page that serves as a central resource for bloom updates, itineraries, responsible travel guidance, and Port-connected visitor information.
SnoValley Regional Chamber	\$20,000.00	The SnoValley Regional will develop and distribute Harvest Snoqualmie Valley, a destination marketing publication and digital campaign designed to attract year-round out-of-state visitors interested in agritourism, culinary tourism, wineries, and sustainable travel experiences.
Starfire Sports	\$10,000.00	This 2026–2027 initiative aims to reverse a drop in out-of-state participation by restoring Starfire's travel-team numbers to prior levels through a more proactive, recruitment-focused strategy. The plan centers on national outreach, refreshed marketing that positions Starfire as an accessible "base camp," and revitalized storytelling that highlights year-round activity.
TASVEER	\$20,000.00	TTI proposes an event marketing campaign to attract out-of-state tourism decision-makers to Seattle for a workshop on the Transformation Economy and regenerative design. Port of Seattle funds will support targeted digital outreach and recruitment efforts to drive SEA-through travel and shoulder-season visitor spending.
Transformation Travel Institute (TTI)	\$20,000.00	TTI aims to attract out-of-state tourism leaders to Seattle during the shoulder season by marketing a professional workshop on the Transformation Economy and regenerative design. The goal is to position Seattle as the long-term hub for an annual, evidence-based platform on regenerative destination stewardship while generating measurable economic impact each January.
Visit Bainbridge Island	\$20,000.00	Visit Bainbridge's goal is to promote the island as a leader in sustainable tourism by hosting journalists and content creators who will produce stories highlighting environmentally conscious travel. Through this coverage, the program will inspire visitors to choose Bainbridge Island for responsible, year-round travel experiences.
Visit Bellevue Washington	\$20,000.00	Visit Bellevue aims to increase international visitation by launching a targeted marketing initiative in Japan and South Korea. The campaign will focus on high-value Free Independent Travelers, encouraging them to fly through SEA and extend their stay in Bellevue.
Visit Port Angeles	\$20,000.00	Port Angeles' campaign will encourage out-of-state travelers arriving through SEA to extend their trips west for hiking, cycling, coastal exploration, and other year-round adventure options. The goal is to boost shoulder-season visitation while promoting responsible travel and highlighting the region's uniquely accessible natural landscapes.
Wheelhouse	\$20,000.00	Wheelhouse proposes a statewide music tourism initiative designed to increase out-of-state visitation to Washington by elevating the music identities of four emerging music destinations: Walla Walla, Spokane, Bellingham, and both Wenatchee/Leavenworth.
Wing Luke Memorial Foundation	\$20,000.00	The Wing Luke Museum will launch a marketing campaign positioning itself as a must-see cultural destination for out-of-state visitors, focusing on high-performing markets like California and New York. Its unique role as the nation's only pan-AANHPI museum, the effort aims to increase out-of-state visitation, support the Chinatown-International District economy, and attract tourists who also spend in the surrounding neighborhood.
Yakima Valley Tourism	\$20,000.00	Yakima Valley Tourism plans to host travel and culinary content creators from key fly-in markets to boost out-of-state visitation through SEA. Their multi-day itineraries will spotlight Yakima Valley's wine, agritourism, craft beer, and outdoor recreation while directing spending into smaller communities.
Young Women Empowered - Golden Brick Events	\$20,000.00	The 2026–2027 strategy focuses on expanding the Regional Ambassador Program by recruiting influencers from key feeder markets and hosting them for an immersive spring FAM trip arriving through SEA. The broader effort builds a scalable, data-driven outreach system supported by upgraded storytelling assets, targeted social campaigns, SEO-enhanced web pages, and strategic marketing consulting across priority regions.
	\$600,000.00	