



Tourism Marketing Support Program

2019 RECIPIENTS

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2019 Tourism Marketing Support Recipients

In its fourth year, the cooperative Tourism Marketing Support Program (tourism grants) efforts enhance, facilitate and increase the economic value of tourism across the state. It has been effective in promoting visitors and use of Port facilities. The program provides matching support of up to \$10,000 to non-profit destination marketing organizations (DMO's), attractions, cities, tribal organizations and Chambers of Commerce to effectively market their destination to non-resident visitors. The funds are used for advertising, publicizing, promoting events or conducting research to attract visitors.

Marketing efforts for the tourism grants include promoting our natural scenic beauty, outdoor recreation, cultural attractions, online digital marketing campaigns, promotion of Washington's growing wine and craft brewery industry, networking with tour operators and travel media. For 2019 we obtained 47 applicants (the highest number received in the four years of the program) and awarded to 30 organizations. In the four years of the program, 166 applications have been received and 87 projects awarded, netting approximately \$1,050,000 in additional marketing promotion efforts for Washington.

2019 Awarded Recipients

Organization Name	POS Awarded Amount	Tourism Initiatives	Summary of Proposed Project
City of Kirkland	\$7,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event promotion	Website enhancement & online targeted marketing promoting Kirkland and outdoor recreation to potential travelers in San Francisco and Los Angeles.
Puget Sound Attractions Council	\$5,000	<input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Event attractions <input checked="" type="checkbox"/> Eco/culture/nature tourism	Participate in U.S. Travel's IPW in Anaheim CA, as a presenter to international tour operators to generate tour travel to Washington state.
Discover Lewis County	8,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Video advertising <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct targeted marketing via video and digital advertising in Southern California, focusing on Lewis County offseason outdoor adventure activities.
Museum of History & Industry (MOHAI)	\$7,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event attractions <input checked="" type="checkbox"/> Eco/culture/nature tourism	Digital advertising in Arizona, California, Colorado and New York promoting Mohai's Seattle Style exhibition.

PBY – Naval Air Museum	\$5,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event attractions	Utilizing Experience WA website platform to reach non-residents and promote the PBY - Naval Museum on Whidbey Island.
Museum of Flight	\$7,500	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Video advertising <input checked="" type="checkbox"/> Eco/culture/nature tourism	Creation of 30- or 15-second commercials for online marketing focusing on selected California markets and residents.
Museum of Pop Culture (MOPOP)	\$10,000	<input checked="" type="checkbox"/> Event attractions <input checked="" type="checkbox"/> Digital media	Conduct geotarget marketing impacting cruisers in the POS cruise terminal area and online SEO marketing to non-residents interested in Seattle.
Jefferson County Chamber of Commerce	\$8,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct a digital marketing campaign and sweepstakes contest promoting Port Townsend and Jefferson County in Texas, New York, Colorado, Arizona, and Florida.
City of Stanwood	\$7,500	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Improve the Stanwood/Camano site to be traveler user-friendly and conduct a social media advertising campaign to non-residents.
Goldendale Chamber of Commerce	\$10,000	<input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism	Market the Goldendale Observatory thru web-based marketing and print marketing materials by targeting astronomy focused tour promoters and influencers.
WA State Geocaching Assoc. (WSGA)	\$5,200	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Increase out of state participation in Valley Cities GeoTour by promoting the event online via Geocaching.com website.
NW Agricultural Business Center	\$5,250	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Launch a new Whidbey Island Vintners Distillers website and initiate social media advertising promoting food/beverage activities to non-residents.
City of Blaine	\$8,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Creation of an online "Salish Sea Trail" water-based itinerary encouraging out of state boating enthusiasts, including the POS's recreational marinas.
Port of Walla Walla	\$7,500	<input checked="" type="checkbox"/> Digital media	Port will partner with a travel marketing firm specializing in "traveler-to-purchase" data to execute digital advertising campaign to increase air travel to Walla Walla.
Yakima Valley Tourism	\$5,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Travel Articles/PR	Through a multi-channel digital campaign focus on prospective air travelers interested in craft brewing via promoting Yakima Valley as "Hop Country" USA.

Washington Tourism Alliance	\$5,000	<input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism <input checked="" type="checkbox"/> Travel Articles/PR	Participate in U.S. Travel's IPW in Anaheim CA, as a presenter to interested tour operators and travel media with the potential to generate travel Washington state.
White Pass Scenic Byway	\$6,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	White Pass Byway will promote the South Cascades Loop focusing on outdoor experiences in our state and national parks lands via digital marketing and social media.
Leavenworth Chamber of Commerce	\$7,000	<input checked="" type="checkbox"/> Trade show/sales trip <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Travel articles / PR <input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Eco/culture/nature/tourism	Attend the Travel Media Showcase in Atlanta GA, and showcase Leavenworth as well as bring and host select travel media and influencers in Washington state.
Visit Tri-Cities	\$3,000	<input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Travel articles / PR <input checked="" type="checkbox"/> Eco/culture/nature tourism	Host and conduct a travel media familiarization tour showcasing the Tri-Cities as the "Heart" of Washington Wine Country.
Long Beach Peninsula Visitors Bureau	\$5,000	<input checked="" type="checkbox"/> Print advertising <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Plans include a combination of print and website work designed to reach a targeted audience promoting Long Beach outdoor shoreline activities.
Travel Tacoma & Pierce County	\$7,500	<input checked="" type="checkbox"/> Trade shows/sales trips <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Video promotion <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Increase the number of national conventions and delegates flying to Tacoma by developing a "video-centered" recruitment campaign that includes highlighting the proximity of Mt. Rainer.
Olympic Peninsula Visitors Bureau	\$10,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct a targeted digital and social media campaign in California, Arizona, Texas and New York focusing on shoulder season and Olympic Peninsula public forests and waters.
Seattle International Film Festival (SIFF)	\$8,500	<input checked="" type="checkbox"/> Print advertising <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Print advertising placement in Alaska Airlines Inflight magazine promoting SIFF as a great festival and way to experience Seattle and Washington State.
Visit Kitsap Peninsula	\$10,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Video promotion <input checked="" type="checkbox"/> International marketing <input checked="" type="checkbox"/> Eco/culture/nature tourism	The project includes the development of video sales packets that will be directed to international travel retailers and tour operators.
Methow Trails	\$7,500	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Travel articles / PR <input checked="" type="checkbox"/> Eco/culture/nature tourism	Creation of "Plan your trip" website section, host a familiarization tour for travel media and promoting cross country skiing, snowshoeing and fat tire snow biking.

Suquamish Museum	\$6,486	<input checked="" type="checkbox"/> Print advertising <input checked="" type="checkbox"/> Familiarization tour <input checked="" type="checkbox"/> Eco/culture/nature tourism	Create collateral and work with Seattle Hotel Concierge members to aid in promoting visitors to take the ferry to Bainbridge and experience the Squamish Museum. Host a familiarization tour
Harbor Wildwatch	\$5,064	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Video promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct a marketing effort to develop short film video, online marketing reaching potential participants in beach tours focusing on the Salish Sea environment.
City of Port Angeles	\$2,500	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Conduct a digital marketing campaign reaching non-residents promoting Port Angeles as a transportation and lodging hub for Olympic NP and the Pacific Ocean.
Cascade Farmlands	\$3,000	<input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Eco/culture/nature tourism	Increase out of state attendance by promoting cider event and agri-tourism in North Central Washington. Utilize SEO via Google and social media with Facebook.
Wing Luke Museum	\$7,500	<input checked="" type="checkbox"/> Event attraction promotion <input checked="" type="checkbox"/> Digital media <input checked="" type="checkbox"/> Eco/culture/nature tourism	Will target both potential travelers and recently arrived inbound tourists with a series of digital and social media advertising promoting the Wing's cultural tours.