

Tourism Development 2020 Tourism Marketing Support Program

Advancing Tourism Partnerships

- Request Commission authorization for the Executive Director to execute contract agreements and implement the 2020 Tourism Marketing Support Program in an amount not to exceed \$200,000.

Leveraging Tourism Partnerships

- Tourism partnership grant program advances statewide tourism and use of Port facilities
- Program producing good results and building effective partnerships across Washington
 - Fifth year of Tourism Marketing Support Program
 - Increasing visitors and visitor expenditures
 - Smaller organizations are VERY appreciative



Increasing visitors to Seattle and Washington state

Statewide Impact and Participation

2019 State Grant Awardee Locations



King County	8
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Eastern WA	7
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Olympic-Kitsap Pen.	5
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NW WA & Islands	4
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Southwest WA	4
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Pierce County	2
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Statewide	1
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Program Leverages Partnerships Across Washington State

Marketing Partnership Generates Results

- Media Visits and Familiarization Tours
- Online Digital Campaigns
- Events/Cultural Attractions
- Trade Shows/Sales Missions
- Eco/Sustainable Tourism



Advancing this region as a leading tourism destination and business gateway

Timeline

Dates	Activity
December	Announce & release the program
January 9 th	Orientation session
February 7 th	Application submittal deadline
February 18	Review committee selection process
February 19	Notification of recipients & non-recipients
February – March	Complete Agreements
March – December	Recipients conduct marketing projects

Have Contracts in Place with Partners by April 1st

APPENDIX

Media Visits & Familiarization Tours

- 84 appointments made with travel writers influencers at media shows
- Hosted 9 journalists, 4 scheduled in 2020 on familiarization tours
- Earned media value in 18 and 19 **\$150,000**
- Estimated Media value for 2020 **\$71,000**

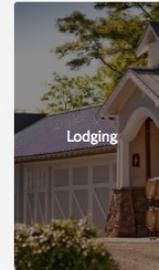
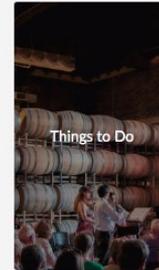


Media coverage for Washington state

Online Digital Campaigns

Port of Walla Walla ran online digital campaign promoting air travel (via Sea-Tac) to targeted markets in the West Coast

- 4.3 million impressions
- 3,160 flight searches
- 392 flight confirmations to Walla Walla



Increasing awareness and air travel via online campaign

Event / Cultural Attractions

- MOHAI advertised Seattle Style Show Exhibit
- 130% increase in website visitation over same period
- Increased out of state visitation by 11%
- Additional tourism spending

The screenshot shows a Facebook post from the Museum of History and Industry (MOHAI). The post is sponsored and features two promotional images. The left image shows a piece of fabric with a colorful butterfly pattern, titled '(Elsa)'. The right image shows a red and black plaid shirt on a mannequin, titled 'Seattle Style: Fashion/Function'. The text of the post describes the exhibit as a significant one featuring Pacific Northwest style, available at MOHAI through October 14, 2019. The post includes 'Learn More' buttons for each image and social media interaction options like 'Like', 'Comment', and 'Share'.

Museum of History and Industry (MOHAI)
Sponsored · 🌐

Discover Seattle's distinct combination of casual and couture in Seattle Style: Fashion/Function!

The most significant exhibit to date featuring Pacific Northwest style, Seattle Style: Fashion/Function is on view now at MOHAI bit.ly/2UJtXol

This special exhibit is presented by Nordstrom.

(Elsa)
19
Learn More

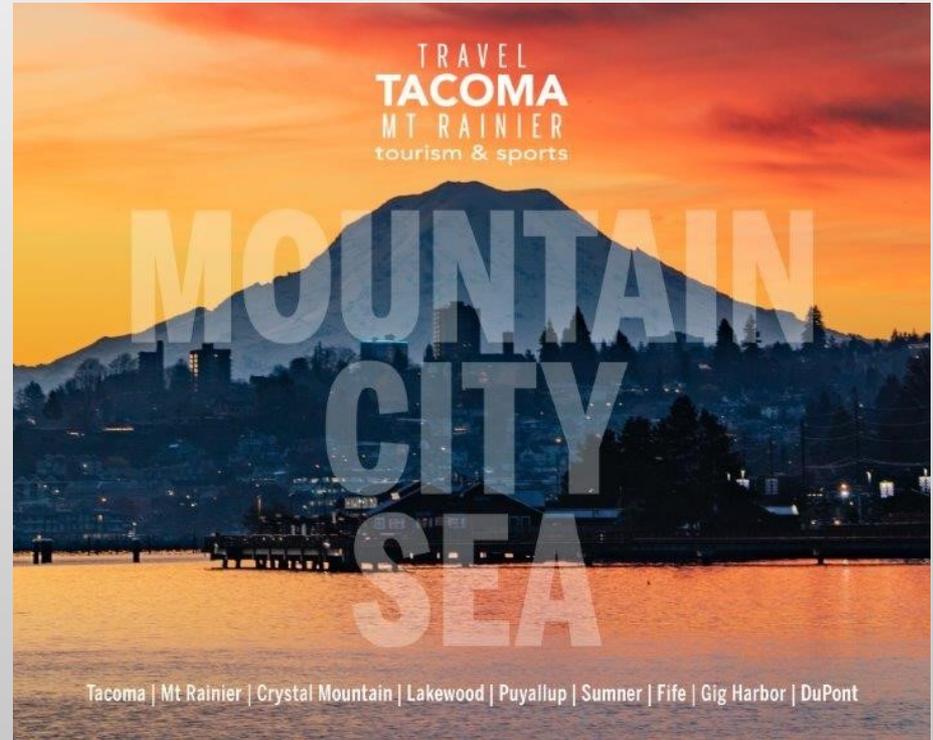
Seattle Style: Fashion/Function
Through Oct. 14, 2019
Learn More

Like Comment Share

Offseason travel and related visitor expenditures

Trade Shows / Sales Missions

- Additional hotel capacity for Tacoma
- Objective to increase national meetings and conventions
- Generate more air traffic to Seattle Tacoma Airport



Travel & Meeting shows generate more visitors and expenditures

Special Emphasis: Eco/Sustainable Tourism

26 recipients engaged in projects involving:

- Eco/Sustainable
- Cultural/Historical attractions
- Outdoor/Nature
- Promotion of public lands and waters



Assisting environmental and cultural oriented organizations