

2017 Tourism Marketing Support Program

Tourism Marketing Partnership

- Supports Port's goal to grow economic opportunity
- Supports Port's goal to maintain leadership in tourism
- Demonstrates partnership with travel organizations
- Drives utilization of Port's assets
- Increases visitors to Washington State
- Increases traveler expenditures



Promoting Statewide Tourism

Grant Program Generates Interest

- Received 32 applications from throughout the state
- Over \$270,000 in funding requested
- Review committee selected a total of 18 recipients
 - Four recommended recipients Eastern Washington (versus two in 16)
 - Seven recommended recipients from Western Washington from outside King County (versus five in 16)
- Port funds \$150,000
- Matching funds from recipients total \$98,198

Statewide Interest in Grant Program

Program Refinements

- Strengthened the “Deliverables & Metrics” language
- Worked to improve application process and incorporated Central Procurement Office “PRMS” System
- Held information session for interested organizations that resulted in 22 participants

Continual Improvements

State Grant Award Locations



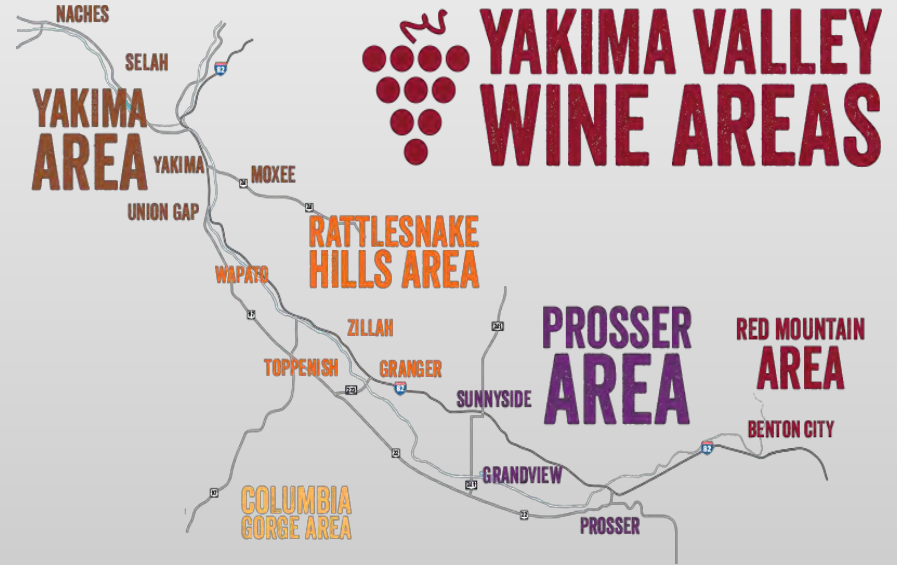
18 Recommended Awardees

Walla Walla



Promoting air service via Seatac **\$10,000**

Yakima Valley



Advertising wine flies free

\$7,100

Digital Marketing Campaigns

White Pass Scenic Byways



New drive itinerary development **\$10,000**

Cascade Loop Association



Cascade Loop UK promotions **\$10,000**

Promoting Cascade Mountain Adventures

Port of Bellingham Anacortes Chamber of Commerce



Promoting Bellingham as a
Craft Brewery destination **\$10,000**



Travel media and influencers
Campaign **\$5,000**

Craft Breweries and Travel Writer Promotions

Whidbey & Camano Island



Multi-channel marketing to
International visitors

\$10,000

Fort Worden



Multi-channel marketing to
International visitors

\$8,000

Growing International Visitors to the Islands and Olympic Peninsula

Port of Edmonds



Whale watching Advertising

\$10,000

Long Beach



“360” destination video

\$8,000

Marketing Ocean Adventures

Skamania County



Website design and improvement **\$5,952**

Starfire



Campaign to grow out of state teams **\$6,000**

Website Improvement & Growing Sports Travel Teams

Chinatown International District



Cooperative advertising campaign in
inflight magazine and Light Rail **\$4,448**

Greater Seattle Business Association



Digital marketing campaign focusing
on gay and gay family travel **\$10,000**

Marketing Seattle as a Unique Vibrant City

Puget Sound Attractions



Promotion of attractions to
International tour operators **\$5,500**

Visit Ballard



Online marketing campaign
Promoting area and website **\$10,000**

Marketing Attractions and Communities Collaboratively

Seattle International Film Festival



Multi-channel marketing to out of state film goers **\$10,000**

Wintergrass Music Festival



Marketing and advertising to non-resident attendees **\$10,000**

Growing Festival Attendance