

Tourism Marketing Support Program 2018 Funding Recommendations

Tourism Marketing Partnership

- **Promotes the Region as a Leading Tourism Destination**
 - Increase visitors and visitors expenditures throughout Washington state
 - Expand utilization of the Port's assets
- Demonstrates partnership with travel organizations
- Demonstrates Port's leadership in visitor industry



Advancing the Century Agenda

2018 Marketing Partnerships

- \$200,000 available
- 45 applicants -- \$393,500 in funding requested
- Review committee selected a total of 26 recipients
 - 10 Previous Recipients, 16 New Awardee Projects
 - 22 Culture/Eco/Nature projects
 - Recipient match funds \$148,008

- Trade show/sales trip**
- Fam tours**
- Event promotion**
- Digital media**
- International marketing**
- Culture/eco/nature tourism**
- Travel articles/public relations**

Diverse Tourism Investments Across the State

Promoting Attractions Statewide



King County	11
Eastern Washington	6
Olympic Peninsula	4
Western Washington	5

Promoting Use of Port Facilities and Terminals

Generating Interest for Asian Travel

Wing Luke Museum and Pacific Rim Bonsai Collection developing specialized translation tour information for Chinese Market



Cultural / Historical

Promoting Outdoor Recreation

Grays Harbor will produce two national audience focused podcasts highlighting recreational coastal outdoor activities and sports fishing.



Ecotourism

Hanford Reactor B

Tri-Cities to develop and marketing a tourism website to promote
Manhattan Project Historical Park Hanford Reactor B



Cultural / Historical

Growing WA Bicycle Ride Events

National Public Relations effort and advertising on a national level to reach non resident bike enthusiasts



Adventure/Recreation

Port Return on Investment

- 8M impressions
- 37K Click thrus
- Ticket sales increase 56%

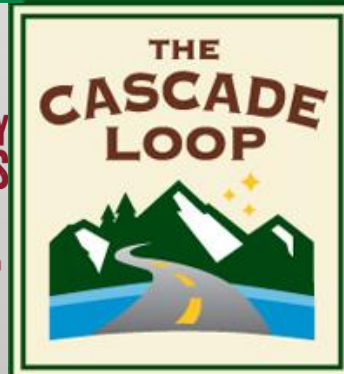


- First international food, wine & travel conference



Results Generate increased Awareness, Interest and Visitors

Partnership



67 Local Organizations Investing \$300,000+ to Support Initiative