

# Tourism Marketing Grant Program 2018

# Overview

- Tourism Partnership program advances statewide tourism and use of Port facilities
- Program finishing 3<sup>rd</sup> year
- Program producing good results and building effective partnerships across Washington
  - Generating visitor interest and travel
  - Smaller organizations VERY appreciative

“Advance this region as a leading tourism destination and business gateway”

# Leveraging Tourism Partnerships

- Promoting Washington State as a Leading Tourism Destination
  - Increase visitors and visitors expenditures throughout Washington state and utilization of POS assets
- Demonstrates Port's leadership in visitor industry and collaboration with travel marketing firms statewide
- Generating additional awareness, interest, travel and economic value for the Port of Seattle and Washington state



Increasing visitors to Seattle and Washington state

# Statewide Participation



<b>King County</b>	<b>11</b>
<b>Eastern Washington</b>	<b>6</b>
<b>Olympic Peninsula</b>	<b>4</b>
<b>Western Washington</b>	<b>5</b>

Promoting Use of Port Facilities and Terminals

# Marketing Partnership Generate Results

- Generating tour and attraction sales through trade show/sales missions
- Increasing tour products offered through familiarization tours
- Increasing out of state attendance at events/cultural attractions
- Generating awareness and online bookings through digital media
- Generating earned media and testimonial value for Washington State travel destinations



More Travelers to All of Washington

# Trade Shows / Sales Missions

*“Contacts with international and national tour operators have directly increased bookings to our Seattle attractions by a conservative 20% to 25%. The largest increases were China, Japan and Korean markets.”*

John Hanson, Treasurer  
Puget Sound Attractions Council



Travel shows generate more visitors and expenditures

# Media Familiarization Trips

- Hosted 40 travel / food / wine writers
- Also resulted in pre/post trips to other destinations in the state
- Whidbey Camano Island efforts have already resulted in 3.5M online impressions / media value \$75,000



Media coverage for Washington state

# Event / Cultural Attractions

- Wintergrass Music Festival is good example of success and out of state visitor growth
- 2017 - 871
- 2018 - 1815 (108% increase)



Offseason travel and related visitor expenditures



# Online Digital Campaigns

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

- 2018 – 3.9 million impressions
- 2018 – 25,099 click throughs to Visit Walla Walla website
- 2018 – 514 direct links to Alaska Airlines travel site



Increasing awareness and air travel via online campaign

# Special emphasis: Eco/Sustainable Tourism

20 recipients engaged in projects involving:

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



Assisting environmental and cultural oriented organizations

# Greater Grays Harbor



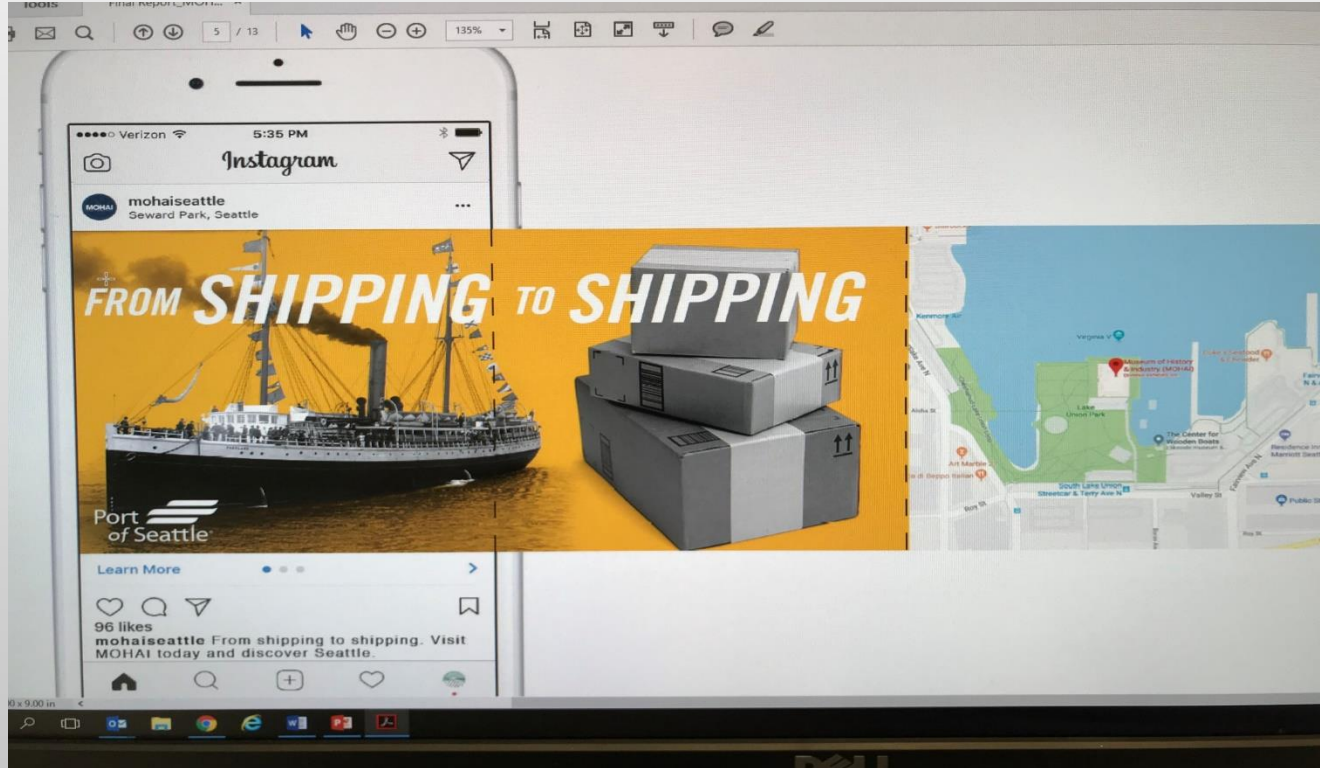
Supporting Great Outdoor Experiences

# Greater Grays Harbor

- Promote Grays Harbor outdoor experiences
- Created outdoor TV show
- Targeted Western US states
- Strong ROI results
  - Show downloaded over 101,000 times
  - 2809 links to Grays Harbor web landing page

Reaching Outdoor Enthusiasts

# MOHAI



Making a Difference For Cultural Attractions

# MOHAI

- MOHAI online digital campaign
- 37% increase in website sessions
- Targeted markets visitation increased 23%
- Additional tourism spending

Increasing Visitors to MOHAI

# Lessons Learned

- May want to limit repeat recipients
- Continue outreach to:
  - Eco/sustainable tourism organizations offering visitor experiences
  - Tribal tourism entities
  - Cultural and historical attractions
- Improve project implementation time frame – authorize program and related contract execution in December



Improving the Program