

<b>Item No.</b>	8a attach
<b>Meeting Date:</b>	7/28/2020

**Port of Seattle – Washington Tourism Alliance  
DRAFT Tourism Marketing/Recovery Program  
August 2020 – July 2021**

**Goal**

Maximize leisure travel volume to Washington State that broadly improves economic impact, tax revenue and support for industry jobs.

**Objectives**

1. Increase year-over-year travel volume to Washington by 50 percent; expenditures and tax contributions by 40 percent; state leisure/hospitality/entertainment sector employment by 40 percent (*April 15, 2021; Tourism Economics reporting; DOL jobs report*)
2. Increase SEA year-over-year passenger volume by 60 percent (*April 15, 2021; POS statistics*)
3. Solidify consumer confidence in Washington as a relatively safe and accessible travel destination (*February 1, 2021; national consumer sentiment and social listening reports*)
4. Create compelling and competitive state brand image for the leisure travel marketplace (*December 2020; launch and reception of WTA brand platform*)
5. Increase positive state travel media coverage by 40 percent (*February 2021; circulation and equivalent advertising value*)
6. Increase Washington tour product in key through retail systems by 15 percent (*TBD*)
7. Operate ongoing, robust destination development program for Washington’s rural, small and sensitive communities (*November 2020 full activation; comprehensive deployment of WTA statewide assessment, outreach and grant program*)

**Strategies**

- **Implement near-term in-state marketing campaigns.** Stimulate in-state travel in accordance with phase 2 guidelines/restrictions, and while consumer sentiment favors short trips and auto travel
- **Focus on North American air markets.** Allocate majority of marketing investment on U.S./Canada air markets and Northwest drive/feeder markets as non-essential travel restrictions ease
- **Effectively brand the destination.** Create a compelling leisure travel brand and platform for all marketing programs.
- **Promote public health guidelines.** Work in concert with public health and policymakers to ensure safe and responsible travel while advocating for clear travel guidelines and resumption of safe and sanctioned travel activity.
- **Get America traveling again.** Promote consumer confidence through industry coalitions and campaigns. Help re-define the endeavor of travel: essential; responsible; safe; common bond of people, cultures and understanding; part of the American dream.
- **Bolster the state’s travel and tourism industry.** Stabilize the industry through federal and state advocacy, destination development, crisis planning, business mitigation, and industry education and mobilization.
- **Market the geographic diversity of Washington.** Focus marketing programs on the wealth of state destinations and experiences from east to west, rural to urban; According to WTA’s

charter, target rural and underserved communities, outdoor adventure, recreation, public lands and waters.

- **Promote Diversity, equity and inclusion.** Through all marketing and communication programs, foster the social and cultural benefits of travel: understanding and respect between people and cultures; human rights; and justice for all.

**Tourism Recovery Initiative Investments (details for each initiative follows)**

<b>Cooperative Initiative</b>	<b>Port Funding</b>	<b>WTA Funding</b>	<b>Total Funding</b>
Marketing/Advertising	\$1,030,000	\$660,000	1,690,000
Travel Publicity Campaign	\$150,000	\$50,000	\$200,000
Travel Trade Sales/Promotion	\$120,000	\$120,000	\$240,000
COVID 19 Industry Recovery	\$100,000	\$100,000	\$200,000
Destination Development	\$100,000	\$100,000	\$200,000
<b>TOTAL</b>	<b>\$1,500,000</b>	<b>\$1,030,000</b>	<b>\$2,530,000</b>

<b>Additional WTA Investments</b>	
Destination Branding	\$250,000
Show WA Love	\$25,000
Mktg. Collateral Development	\$170,000
Recovery website/education	\$45,000
In-State Mktg. Consultant	\$95,000
Direct Consumer Mktg. Plan	\$100,000
Hazard Crisis Plan	\$75,000
Industry Co-op Research	\$280,000
<b>TOTAL</b>	<b>\$1,040,000</b>

**Programs and Deliverables**

**CONSUMER MARKETING/ADVERTISING CAMPAIGNS**

The Port and the Washington Tourism Alliance will partner on two promotional campaigns to regenerate travel and tourism in King County and Washington State:

Explore Washington’s Backyard	\$ 260,000
Destination Marketing Campaign	<u>\$1,430,000</u>
<b>TOTAL</b>	<b>\$1,690,000</b>

<b>ShowWALove.com</b>	<b>August – October 2020</b>
\$25,000	
WTA - \$25,000	Port of Seattle - \$0

Launched March 30, 2020, ShowWALove.com is an ongoing campaign that gives Washingtonians a chance to support their businesses through the purchase gift cards. Originally intended as a month-long campaign, more than 1,100 businesses statewide have listed offerings and interest continues to grow. More than 26,000 business listings have been viewed and average time on the site is more than 2 minutes.

Target Audiences: In-state residents and travelers

Strategies:

- Drive incremental gift card sales to offset business losses related to the pandemic
- Promote the importance of small businesses (80 percent of tourism businesses) and the role Washingtonians play in their survival

Messages:

- “Pay now, play later;” enjoy planning for travel, dining out and shopping
- Businesses need your support

<b>Explore Washington’s Backyard Campaign</b>	<b>August – October 2020</b>
<b>\$260,000</b>	
<b>WTA - \$160,000</b>	<b>Port of Seattle - \$100,000</b>

This interim recovery campaign promotes phase-appropriate adventures throughout the state that can be experienced safely using the guidelines of Recreate Responsibly.

Target audiences:

- In-state residents
- Northwest feeder/drive markets – consumers
- U.S./Canada air markets – consumers

Strategies:

- Curate outdoor “adventures” provided by industry partners on the Explore Washington’s Backyard web site with real-time travel advisories and fun facts.
- Drive consumer traffic via advertising, direct marketing, social media, publicity and partnerships with King 5 TV/Evening Magazine; DMOs; Recreate Responsibly; Washington State Parks, Fish and Wildlife and other public agencies

- Partner with Bandwango, which specializes in passport platforms and “gamification.” Consumers are incentivized to visit the natural wonders of Washington showcased on the website. Geofencing of individual locations generates phone notifications for users to win prizes and be entered into drawings for free experiences around the state by visiting a certain number of locations. QR codes have potential to develop optional contact tracing program with state agencies.
- As program develops, expand featured adventures to include state’s scenic byways, wine trails and individual tourism businesses. More specific passport programs may be developed to provide user discounts at wineries, breweries, distilleries, and cideries and other businesses

<b>Paid Destination Advertising Campaign</b>	<b>September 2020 – July 2021</b>
<b>\$1,430,000</b>	
<b>WTA - \$500,000</b>	<b>Port of Seattle - \$930,000</b>

#### Audiences

- U.S./Canada air markets – consumers
- Northwest feeder/drive markets

#### Strategies

- Primary focus on U.S./Canada consumer markets
- Compel/remind residents and regional consumers of the wealth, diversity and affordability of Washington State travel experiences now re-opened to them
- Retain national advertising agency/media buyer (WTA)
- Build consumer confidence for travel in Washington State
- Instill the importance of traveling again – with a new lens: safely, responsibly and by using new trip-planning resources (WTA, DMOs, Port of Seattle, businesses)

#### Channels

- Print and digital paid media
- TV/radio media
- Social media
- Strategic content program
- SEA Spotlight Advertising

#### Messages:

##### In-state and Northwest feeder/drive market messages

- Rediscover Washington: explore your own backyard
- Support your neighbors, help businesses get back on their feet
- Ease of travel – road trips in Washington, trip planning resources
- Safety and re-opening guidelines – framed as safe and responsible suggestions: short trips, cost savings, “Did You Know?”
- Responsible travel – Tips to travel responsibly (focus on outdoor recreation, small and rural communities)
- Calls to action: traveler resources – WTA, DMOs, Port of Seattle, business with specific offerings

U.S. Canada air markets and feeder market messages

- Travel deals, packages and special consumer offerings of Washington businesses and destinations
- Public safety/travel openings and opportunities in Washington – package in fun and informative way to encourage confidence and ease of travel
- Importance of traveling again – tie in with U.S. Travel Association campaign: emotional aspect of travel, patriotism importance of trip planning and future scheduling
- Calls to action: traveler resources – WTA, DMOs, Port of Seattle, business with specific offerings
- Outdoor, public lands and waters, parks and unique diverse cultural attractions

### **DESTINATION BRAND DEVELOPMENT**

<b>Washington Destination Brand Development</b>	<b>September 2020 – July 2021</b>
<b>\$250,000</b>	
<b>WTA - \$250,000</b>	<b>Port of Seattle - \$0</b>

Create a new state destination brand platform as a foundation for current and future destination marketing, advertising and communications programs. It has been more than a decade since the launch of the last state brand.

Target Audiences:

- Travel consumers, all markets
- State tourism industry (brand ambassadors and users of brand assets)

Strategies:

- Retain brand development firm (\$250,000)
- Create a unique and compelling proposition for consumer travelers
- Distinguish Washington from its competitors; create a competitive advantage
- Establish creative, design, content and collateral assets for WTA marketing programs
- Provide a brand tool kit with shareable assets for the statewide DMOs and tourism businesses to use and/or adapt in their own marketing programs, or partner with the WTA

Tactics:

- Deploy brand development firm to drive development, creation and launch
- Statewide industry stakeholder “discovery” process, July-September 2020
- Development process, September-November 2020
- Launch, late 2020; position messaging and marketing of new brand in conjunction with spring/summer 2021 promotional programs

## Ongoing Marketing Programs and Contracts

<b>WTA In-State Marketing Consultant</b>	<b>August 2020 – July 2021</b>
<b>\$95,000</b>	
<b>WTA - \$95,000</b>	<b>Port of Seattle - \$0</b>

### **WTA In-State Marketing Consultant** (ongoing contract labor)

Jenn Tate/Earth and Sky Studios

August 2020 – July 2021

*\$95,000 estimated cost. POS contribution – NA; WTA contribution \$95,000*

This boutique, full-service agency provides marketing strategy, development, design and implementation, working in tandem with the WTA Marketing Committee, staff and industry partners to maximize reach and amplify communications. In-state focus with expanded external reach in content, direct marketing and social media channels.

#### Scope/deliverables:

- Consumer marketing campaign design/implementation
- Media buying
- Social media management and integration (all channels)
- Consumer web site re-build
- Content creation program (web, social media and campaigns)
- Develop promotional photo and video library
- Reporting/measurement for all programs

<b>Direct Consumer Marketing Plan</b>	<b>August 2020 – July 2021</b>
<b>\$100,000</b>	
<b>WTA - \$100,000</b>	<b>Port of Seattle - \$0</b>

#### Strategies

- Expand current consumer lists in target markets
- Expand partner promotions around re-opening news and consumer offerings
- Promote travel deals, tips and resources

#### Markets/Audiences

- U.S./Canada air markets – consumers
- Northwest feeder/drive markets - consumers
- In-state residents - consumers

#### Channels

- E-news vehicles, established and expanded
- Social media – WTA channels, DMO and business channel amplification
- Strategic content program

<b>Marketing Collateral Development</b>	<b>August 2020 – July 2021</b>
<b>\$170,000</b>	
<b>WTA - \$170,000</b>	<b>Port of Seattle - \$0</b>

- Photo library (\$80,000)  
Summer-Fall 2020  
Deploy freelance photographers to shoot assigned images statewide. Proprietary photo library of several hundred images will be used with several hundred select-rights images for consumer marketing, PR, social media, web site and other WTA programs. Proprietary images will be loaned to state industry members for their own marketing programs.
- Video
  - State promotional video (\$90,000)
  - B-roll video (raw footage/editing included in promo video production)
  - Consumer video content for web site(s), social media, campaigns, partnerships and other leisure travel channels and platforms
- Content development (within scope of marketing consultant contract)
  - Web site-development, ongoing updates
  - Campaign content development
  - Social media content

### Public Relations

<b>Travel Publicity Campaign</b>	<b>August 2020 – July 2021</b>
<b>\$200,000</b>	
<b>WTA - \$50,000</b>	<b>Port of Seattle - \$150,000</b>

#### Audiences

- U.S. and Canada air markets – consumers
- Travel trade media
- Northwest feeder drive markets - consumers
- In state residents - consumers

#### Targeted Travel and News Media

- print, online, TV and radio
- Travel, travel trade, features and lifestyle editors and freelancers
- News, business and general assignment editors (based on harder news related to re-opening, air travel and other industry issues)

#### Strategies

- Deploy a travel publicist/firm (WTA)
  - Through ongoing outreach, drive earned travel media coverage for the destination; increase circulation and equivalent advertising value; track/report incrementally

- Publicize WTA and industry marketing campaigns/messages
- Promote industry initiatives, consumer travel progress, air/cruise travel advisory
- Work in tandem with DMO, Port of Seattle and industry PR practitioners to maximize coverage
- Run U.S./Canada air market media missions and media visits

Messages

U.S./Canada air markets and Northwest feeder/drive markets:

- Travel deals, packages and special consumer offerings of Washington businesses and destinations
- Public safety guidelines/non-essential travel status in Washington
- Washington’s outdoor, natural lands and unique culturally diverse destinations and attractions
- Importance of traveling again – tie in with U.S. Travel Association campaign: emotional aspect of travel, patriotism importance of trip planning and future scheduling

In-state messages:

- Rediscover Washington: explore your own backyard
- Safety and re-opening guidelines – real-time status of open businesses, latest state safety and travel guidelines
- Responsible travel – define a new definition of travel, promote “responsible” state offerings, report traveler tips, trends and protocols that encourage and compel
- Travel deals, packages and special consumer offerings in Washington
- Auto trip suggestions, scenic byways, wine trails, et al

**Tourism Development**

<b>Travel Trade Sales and Promotion</b>	<b>August 2020 – July 2021</b>
<b>\$240,000</b>	
<b>WTA - \$120,000 (w/ \$70k from August-Dec)</b>	<b>Port of Seattle - \$120,000</b>

Strategies:

- Stimulate new/expanded tour product for Washington State
- Increase consumer sales through the retail distribution systems (including travel agents, tour operators and travel suppliers), working with travel partners and DMOs (summer initial outreach)
- Promote state destination at top industry trade shows; create new state booth (\$XX) and offer partnership promotional opportunities at top trade shows (fall 2020)
- Utilize travel trade channels, advertising, online webinars and education certification programs to build destination awareness
- Develop package of state itineraries
- Host familiarization (FAM) tours hosted (Fall 2020 and Spring 2021)

Markets

- Retail sellers of travel, tour operators and travel media



Messages

- Highlight the unique aspects of Washington state (urban, rural, nature, cultures state and national parks) to travel trade while educating on evolving re-opening status, safety protocols and travel guidelines for individual and group travel
- Affect travel media to raise awareness and impact of Washington as a great urban, rural and outdoor recreation destination for travelers

**Business Industry Recovery**

<b>All-Hazard Crisis/Business Recovery Plan</b>	<b>August 2020 – July 2021</b>
<b>\$75,000</b>	
<b>WTA - \$75,000</b>	<b>Port of Seattle - \$0</b>

All-Hazard Crisis/Business Recovery Plan

August 2020 – July 2021

*\$75,000 estimated cost. POS contribution – N/A; WTA contribution - \$75,000*

- Comprehensive, all-hazard crisis communications plan created; budget allocation for business recovery following crisis event (wildfires, earthquake, et al)
- \$75,000 budget allocation for business recovery campaign
- WTA role and crisis plan networked with state emergency operations/management and official business recovery framework
- WTA active participation in West Coast Emergency Coalition (California, Oregon, Washington)
  - Recovery web site
  - Joint national news distribution, press conferences (deployed during wildfires and COVID-19)
  - Plans in development for tri-state pandemic business recovery, joint messaging, itineraries
- Instruct rural/underserved communities on crisis readiness, resources and communications (outreach scheduled)

<b>COVID-19 Industry Recovery Plan</b>	<b>August 2020 – July 2021</b>
<b>\$200,000</b>	
<b>WTA - \$100,000</b>	<b>Port of Seattle - \$100,000</b>

- Develop and implement Three-year industry pandemic recovery plan
- Work in partnership with state Department of Commerce, U.S. Travel Association and industry associations to help industry rebound
- Ongoing industry advocacy and mitigation initiatives at federal, state and local levels
- Sustained “Open for Business” campaign via publicity, social media, content, direct-to-consumer and paid advertising

<b>Destination Development Program</b>	<b>August 2020 – July 2021</b>
<b>\$200,000</b>	
<b>WTA - \$100,000 (65K spent July thru Dec)</b>	<b>Port of Seattle - \$100,000</b>

The WTA’s mission includes promotion and support of rural and underserved communities throughout the state, the primary vehicle of which is a robust and ongoing destination development program.

Strategies:

- Outreach, assessment and assistance in developing community/regional tourism marketing, development and research programs
- Funding support: implement tourism grant program for developing tourism communities
- WTA consumer web site advertising program (complimentary placements for small communities)
- WTA/industry speaker bureau and community tourism training sessions
- Washington state brand assets for community marketing
- Promotional support – marketing, travel publicity, social media (ads, PR outreach, social mentions)
- Tourism development toolkit – data, resources, visitor readiness, promotional tools

<b>Industry Recovery Website</b>	<b>August 2020 – July 2021</b>
<b>\$20,000</b>	
<b>WTA - \$20,000</b>	<b>Port of Seattle - \$0</b>

- Maintain industry recovery web site  
August 2020 – July 2021  
*\$20,000 estimated cost. POS contribution – N/A; WTA contribution - \$20,000*

Resources:

- Real-time industry news, data and research
- Federal, state and county assistance programs
- Industry advocacy programs, alerts and calls-to-action
- Links to business assistance programs
- Public health and travel safety guidance and links

<b>Industry Education and Information</b>	<b>August 2020 – July 2021</b>
<b>\$25,000</b>	
<b>WTA - \$25,000</b>	<b>Port of Seattle - \$0</b>

- Industry Education and Information  
August 2020 – July 2021  
*\$25,000 estimated cost. POS contribution – N/A; WTA contribution - \$25,000*
  - State tourism conference, hosted by the WTA (virtual and in-person), Oct. 8-9, 2020
  - Monthly WTA webinars for the state tourism industry; panel discussions and resources on various recovery topics, April-December

**Measurement and Business Outcomes**

## Destination Research Reports

WTA retains multiple national travel research firms to compile annual state destination impacts as well as individual reports for the state's 39 counties.

- Annual State/County Research Reports  
April 2021  
*\$180,000 estimated cost. POS cost NA; WTA cost \$180,000*
  - *Economic Impacts of Visitors in Washington State* - annual state visitor profile (\$80,000)
  - Compiled by national travel research firm Tourism Economics
  - Includes annual county visitor profile (provided to 39 counties)
  - Includes partnership and expanded travel data with Longwoods International
  - All data sets and data bases available to statewide industry

### Key Destination Metrics:

- Visitor volume
  - Overnight visitors (volume – Tourism Economics contracted research firm)
  - Total visitors (volume of overnight and day visitors – Tourism economics)
  - Out-of-state domestic visitors (volume – Tourism Economics)
  - International visitors (arrivals – U.S. Dept. of Commerce data)
  - Cruise passengers (growth in volume – Port of Seattle)
- Visitor expenditures
  - Overnight, day visitors, domestic and international (Tourism Economics)
- Visitor tax generation
  - Lodging tax receipts
  - Car rental tax receipts
- Employment
  - Jobs supported by visitors (Tourism Economics)
  - Earnings (Tourism Economics)

<b>WTA Industry Co-op Research Program</b>	<b>August 2020 – July 2021</b>
<b>\$100,000</b>	
<b>WTA - \$100,000</b>	<b>Port of Seattle - \$0</b>

WTA retains a research/analytics firm for targeted consumer spending, geo-location and psychographic data to inform marketing decisions and measure campaign ROI; this data is available to the industry via a newly launched co-op research program.

### Program elements:

- Contract with SeeSource provides ongoing consumer data and analytics (travel, spending, demographics, psychographics) for Washington visitors
- WTA offers 30 percent discounted subscription to state communities without a DMO; DMOs are offered a 20 percent discount
- Data is used by both WTA and industry members to develop marketing strategies and campaigns and measure return on investment

## WTA Key Performance Indicators

- Consumer marketing
  - Advertising
    - Number of placements (total; and by campaign and market)
    - Impressions generated (digital and outdoor ads)
    - Readership/circulation (print ads)
    - total audience/impressions/reach
  - Consumer web site total and unique visits
  - Direct consumer marketing
    - Consumer news audience
    - Direct marketing (other) audience/reach
  - Visitor guide audience/distribution
  - Visitor information program – visitors served (in person, mail, online)
  - Destination brand development – creation, marketing platform, audience/reach
- Earned media
  - Total impressions for Washington State
  - Rural impressions
  - Outdoor recreation impressions
  - Activity
    - News distributions
    - Press trips
    - Media calls and marketplace appointments
- Social media
  - Facebook audience
  - Twitter audience
  - Instagram audience
  - New channel development
- Tourism development
  - New tour product developed (volume)
  - Leads distributed to industry (volume)
  - Activity
    - Trade show participation, numbers of appointments and leads
    - Familiarization (FAM) tours hosted, numbers of participants and resulting business generated
- Destination Development Program
  - Increase visits and economic growth to rural and underserved communities
  - Activity
    - Funding support: implement tourism grant program (number of grants awarded)
    - Maintain WTA consumer web site ad program (number of participants)
    - Create WTA/industry speaker bureau/training sessions (outreach completed)
    - Washington state brand assets for community marketing (number of participants served)

- Promotional support – marketing, travel publicity, social media (ads, PR outreach, social mentions)
- Tourism development toolkit – data, resources, visitor readiness, promotional tools (number of industry partners served)
- Crisis planning, Communications and Business Recovery
  - Maintain/update plans
  - Ensure plan networked with industry organizations, Department of Commerce and state emergency operations/management
  - As needed, deploy WTA resources for business recovery (financial allocation)
  - Instruct rural/underserved communities on crisis readiness, resources and communications (outreach scheduled)
  - Maintain active participation on West Coast Emergency Coalition (California, Oregon, Washington)