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#### COMMISSION

AGENDA MEMORANDUM Item No. 11a

BRIEFING ITEM Date of Meeting July 26, 2022

DATE: 7/8/2022

TO: Stephen P. Metruck, Executive Director

FROM: Dave McFadden, Managing Director, Economic Development

Nick Leonti, Director, Tourism Development

David Blandford, Executive Director, State of Washington Tourism

SUBJECT: Tourism Recovery Initiative Summary Briefing

#### EXECUTIVE SUMMARY

In July 2020 the Port of Seattle Commission approved a motion that allocated \$1.5 million to support tourism promotion vital to the Port and region's economic sustainability, and to assist in a COVID-19 tourism recovery plan. The Port entered into an agreement with the Washington Tourism Alliance (which subsequently assumed the dba State of Washington Tourism (SWT) and is referred to as such hereinafter), the 501c6 nonprofit organization serving as the state's official destination marketing organization.

#### Situation Analysis

In mid-2020, the COVID-19 pandemic spurred catastrophic losses for the national travel and tourism industry. Domestic tourism volume fell more than 40 percent while international inbound visitor volume dropped 75 percent. The prolonged depressed level of spending caused losses of more than \$40 billion in federal, state, and local tax revenue and the leisure and hospitality employment sector lost more than 40 percent of jobs.

At the start of the pandemic in early 2020, State of Washington Tourism (SWT) had just begun to rebuild a statewide tourism marketing program following the enabling legislation signed by Governor Jay Inslee. The legislation established SWT as the official destination marketing organization for Washington State, capping many years of industry advocacy and interim investment. A decade since the closure of the state tourism office, the prospect for SWT in this first stage of develop was to recreate tourism assets and essential marketing programs and coalesce the statewide industry in partnership and promotion to effectively "rebuild" state tourism and maximize economic impact.

The enabling legislation established a private-public 2:1 matching fund program with a cap of \$1.5 million in state general funds available each year. This funding, while modest, was seminal re-starting a statewide tourism program after a ten-year absence from the marketplace.

However, the COVID-19 crisis presented an additional and significant funding hurdle: emergency funding for a statewide tourism recovery.

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#### Contract and Scope of Work

The Port and State of Washington Tourism agreed to work cooperatively to market Washington as a destination for travelers, working together and coordinating efforts in order to maximize benefits from respective resources invested in this tourism recovery program. Additionally, it was agreed that State of Washington Tourism would deploy a travel advocacy campaign and work with the Port and tourism industry to amplify the importance of traveling again and traveling in a responsible manner.

#### WASHINGTON TOURISM ALLIANCE PROGRAM REPORT

##### 1. Strategy and Communications

- Monthly strategy meetings with partner organizations
- Quarterly executive summaries deliver to Port on marketing, trade and development activities

##### 2. Paid Destination Advertising Campaign to Regenerate North American Air Markets

- Created strategic consumer marketing plan for April 2021-April 2022
- Digital placements
- Regional/feeder market campaign
- Fully integrated campaign running in select U.S. and Canadian air markets
- Expedia Advertising Partnership

o A partnership with Expedia boosted the presence of Washington with consumer travelers already searching for and booking travel. Display ads throughout Expedia properties drove customers to a custom landing page that provided additional Washington inspiration for seasonally targeted regions of the state.

- Explore Washington's Backyard Campaign

o The Explore Washington's Backyard summer 2021 marketing campaign encouraged

regional travelers to explore natural assets throughout the state through an incentivized passport program and itineraries built around state scenic byways. Paid social media promoted Facebook and Instagram posts launched in June 2021 to drive travelers to campaign landing pages and encourage downloads of the campaign's mobile passports. (see Appendix item #1 for performance metrics)

- True to Nature Advertising Campaign

- o State of Washington Tourism (SWT) deployed a \$1.6 million consumer visitor campaign January through June 2022. This fully integrated campaign was themed to True to Nature and included video and digital and social components plus a partner toolkit. Campaign strategy focused on building on awareness and interest in all of the diverse visitor experiences that can be enjoyed year-round in the State of Washington with particular focus was on increasing shoulder-season and off-season visitation. (See Appendix item #2 for performance metrics)

### 3. Travel Publicity Campaign

With the goal stimulating positive earned travel and features media coverage statewide, State of Washington Tourism retained GreenRubino as its destination PR agency beginning in August 2021. Ongoing work included but was not limited to:

- Targeted media pitches to travel and features media in the U.S. and Canada
- Press release distribution
- Promotion at top media marketing places
- Media hosting in Washington destinations

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- Year-around tracking and reporting of earned media coverage
- Distribution of media leads to state industry partners

### Hosted Media:

SWT hosted some 30 travel journalists from April 2021 to April 2022, as part of group press trips and individually hosted trips, all based on confirmed assignments. Group press trips included sponsorship of the Travel Bloggers Exchange conference in Tri-Cities in April 2022 for which SWT and the Port helped fund group press trips to the Olympic Peninsula, Seattle Southside, Spokane, Eastern Washington, the Long Beach Peninsula, Bellingham, and other regions. SWT also helped host the visits of media attending the Public Relations Society of America (PRSA) in Spokane in May 2022. (See Appendix item #3 for list of media and resulting placements)

### 4. Industry Recovery and Destination Development Plan

- Created the Destination Development program to promote and assist rural and underserved communities and businesses throughout the state
  - o Workshops in each of the state's 10 tourism regions to assess regional needs and products, share best practices, conduct training, and identify funding needs and strategies.
  - o Comprehensive tourism development workshops, including core and elective courses. The curriculum included visioning and planning, marketing and communications and active team development
  - o Creation of low- and no-cost tools, technical assistance, resources, and opportunities for rural and underserved markets, including consumer website advertising programs for communities not actively served by DMOs and inclusion in larger marketing campaigns and social media activities conducted by SWT.
  - o Educational seminars and webinars including the Tourism Skillshop series beginning in 2022
  - o Development and promotion of cross-region assets and partnerships, including state agencies and national partners.
  - o SWT served and advised on tourism development for Maritime Washington National Heritage Area.
  - o Programs and communications that assist in management of visitor flows related to destination need, seasonality, community sensitivities, public health orders, infrastructure capacity and development.
- Developed Rural Tourism Support Program
  - o Vital resource for rural and underserved communities.
  - o Program serves as a model for communities across the state striving for more sustainable tourism growth.
  - o Committee of local stakeholders determines key action items, including a 10-year vision for the evolution of the destination and a better understanding of how regional, national, and global travel trends apply locally, with the goal of improving the quality of place for visitors

and residents.

o Program applicants must identify tourism as an economic development strategy and intend to work collaboratively with regional partners as a visitor destination. (See Appendix item #4 for applicant details and results)

- Agritourism and DMO Grants for Development & Recovery

o Grant programs in partnership with the state departments of agriculture and commerce.

o Distributed \$1 million in grants to nonprofit destination marketing organizations throughout Washington and helped administer \$2 million in grants to agritourism businesses

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throughout the state.

o Hosted an agritourism webinar in June that attracted over 200 registrants and featured nationally renowned experts as speakers.

- Industry Co-op Research Program

o Provided research/analytics to Washington's tourism industry via a retained firm for targeted consumer spending, geo-location, and psychographic data to inform marketing decisions and measure campaign ROI. Program elements include:

o Contract with Datafy provides ongoing consumer data and analytics (travel, spending, demographics, psychographics) for Washington visitors

o SWT offers 30 percent discounted subscription to state communities without a DMO; DMOs are offered a 20 percent discount

o Data is used by both SWT and industry members to develop marketing strategies and campaigns and measure return on investment

- Destination Management

o Partnered with TREAD (Trails, Recreation, Education, Advocacy, Development) and Dharma Maps to deploy the new TREAD Map App pilot program that combines a consumer-facing location-based app with robust, real-time trail and recreational data, updates, and advisories.

o Work began with a summer 2021 pilot program in the Trails and Lakes region of Central Washington (Kittitas, Grant, Douglas, Chelan, and Okanagan counties), which was experiencing heavy public lands use in the summer season and assistance was needed to balance the flow of tourism.

o Expanded statewide in spring 2022, incorporating participation from various community sponsors, recreational user groups and state land managers.

o App offers real-time updates and advisories to travelers and recreation users as well as dispersing them to less frequented recreational destinations, seasons, and days of the week.

5. Travel Trade Sales and Promotion

SWT and the Port worked collaboratively to stimulate new and expanded tour product for Washington State, targeting tour operators, retail sellers of travel and trade and consumer media in key North American and overseas markets.

- Increased consumer sales through retail distribution systems (including travel agents, tour operators and travel suppliers), working with travel partners and DMOs

- Promoted the state destination at top industry trade shows and offer partnership promotional opportunities at top trade shows. (See Appendix item #5 for trade show details)

- Leveraged travel trade channels, advertising, online webinars, and education certification programs to build destination awareness

- Developed state destination package of itineraries

- Hosted familiarization (FAM)

London Sales Mission, March 28 through April 1, 2022:

A delegation from State of Washington Tourism (SWT), the Port of Seattle and Visit Seattle hosted events for key tour operator clients and media and a schedule of sales and media calls throughout the city. The initiative was part of ongoing industry recovery efforts in one of the destination's seven primary overseas markets with the intent to re-engage the British travel trade and stimulate sales and consumer and trade earned media coverage for the state.

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- Promoted destination news such as SEA's new International Arrivals Facility, Seattle Homeport

cruises, Washington wine, outdoor recreation diverse attractions and tours throughout the state, as well as SWT's newly launched destination brand.

- Delegation participants included SWT's David Blandford and Mike Moe, Port of Seattle Commissioner Fred Felleman and the Port's Dave McFadden, Patti Denny and David Yeaworth, and Visit Seattle's Liz Johnson.
- Events included some 130 tour operators and media.
- A schedule of tour operator sales calls was conducted throughout the city.
- Broadcast media interviews included Skye News Radio, Share Radio, Talking Feature Network and others with a total combined audience of more than 25 million.
- The London mission press release was published in Selling Travel, the UK's leading travel trade training magazine which is distributed to 26,000 travel trade professionals.

#### 6. Performance Metrics

SWT contracted with Tourism Economics and Longwoods International to compile annual statewide tourism research reports for 2020 and 2021 (See Appendix item #6 for report details)

#### 7. Additional Programs

##### Direct Consumer Marketing:

- Direct consumer newsletter re-launched in April 2021 following COVID-19 variants; open rate of 32% (above the industry average) and a clickthrough rate of nearly 3% since re-launch

##### Washington State Visitor Guide:

- 2021 and 2022 editions produced in April of each year
- 375,000 copies are distributed annually to potential visitors nationwide
- View online or order print copies: <https://www.stateofwatourism.com/guides/>

##### Photo/Video Library Development:

- More than 1,440 photos were added to the library for SWT and partner use to promote tourism to the state since April 2021
- Consumer lure and B-roll video was created for 10 state regions:

1. Rainier
2. Spokane
3. North Cascades
4. Snoqualmie/Roslyn
5. San Juan Islands
6. Peninsulas
7. Gorge
8. Wine Country
9. Trails and Lakes
10. Salish Sea

##### Destination Website Redevelopment

The destination advertising program drove out-of-market consumers to the destination web site, [www.stateofwatourism.com](http://www.stateofwatourism.com). In conjunction with the new destination brand, SWT developed a new responsive website with enhanced regional information and trip planning tools and a modern design. The website serves as a trip planning hub for incoming visitors. Performance metrics include:

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- 191% increase in pageviews year-to-date June 2022 (532,000 in 2022 vs. 183,000 in 2021)
- 302% increase in new users in 2022
- 568% increase in mobile traffic, indicating success of responsive site redesign
- 211% increase in new page views, indicating paid campaign efforts are driving new potential visitors through to the website
- Focus on generating new and more expansive content (city guides, seasonal guides, etc.) to add more value for visitors

##### Social Media Channels:

- Overall audience since April 2021 up 55% with total engagements up 231%
- Twitter: +687%
- Facebook: +8%
- Instagram: 105%

#### ATTACHMENTS TO THIS BRIEFING

(1) Presentation slides

#### PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

January 4, 2022 - Port of Seattle Tourism Recovery Initiatives briefing

February 23, 2021 – Washington Tourism Alliance briefing to Port Commissioners

December 15, 2020 – Commissioners authorized the Executive Director to approve execution of all contract agreements for the 2021 Tourism Marketing Support Program

July 28, 2020 – The Commission authorized the Executive Director to execute a \$1.5 million joint marketing agreement with Washington Tourism Alliance (WTA) to promote tourism recovery

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#### APPENDIX

1. “Explore Washington” Campaign Performance Metrics:

2. “True to Nature” Campaign

Key Ad Campaign Elements:

• Targeted Consumer:

The Pathfinder (loves travel, open minded, active, interested in both urban and rural experiences based on previous persona research)

• Target Markets:

Vancouver B.C.\*, WA, OR, CA (SF, Palm Springs, Chico, Eureka, Santa Barbara), MT, ID, CO, AZ

• Channels: Broadcast + connected TV, digital, social

Ad Campaign Results:

• 100 million impressions across media partners

(Does not yet include broadcast television impressions)

• Drove Significant Web Traffic

The campaign directly generated more than 250,000 new website sessions. Notably, digital video placements helped drive significant web traffic

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Full Campaign website metrics:

Channel Sessions New Users Pageviews

Display 101,720 94,500 114,694

Native 2,379 1,848 3,430

Social 64,389 50,695 69,299

Video 49,377 32,016 62,848

Direct (includes on 33,636 31,120 38,329

display partner)

CTV 20 10 22

Grand total 217,885 179,069 250,293

Website total 251,521 210,189 288,622

True to Nature Ad Campaign ROI Study:

SMARI Insights, a respected national marketing research firm, compiled an independent ROI study of the impacts on visitation and visitor spend from those who viewed campaign media. The True to Nature advertising effectiveness report, released June 27, indicated:

• The initial True to Nature campaign influenced approximately \$52.7 million in out-of-state visitor revenues

• The campaign had an ROI of \$33 generated per dollar spent on paid media (33:1 ROI)

• The campaign reached 41% of travelers in our target markets

• Ad aware visitors spent more, stayed longer, and did more activities during their trips

• Millennials, African Americans, American Indians, Hispanics, Native Hawaiians/Pacific Islanders, and people with children in the home were more aware of the advertising

• 77% of ad aware travelers in target markets researched more information on visiting the State of Washington vs. 49% of unaware travelers

Deliverables for Paid Advertising Campaign/Program:

A. Quarterly reports recapped advertising program and campaign distribution channels and impressions/influence.

Complete as noted above.

B. Report showing evidence of progress toward the acquisition of 20 million nonresidents of Washington state in North America reached in 2021 & 2022.

According to tabulations by Tourism Economics, a respected national travel and tourism research firm, 47% or 44 million of the total domestic visitor volume in Washington State is non-resident. The breakout was compiled from survey and other statistical data assembled in the creation of Economic Impacts of Tourism in Washington for the calendar year of 2021.

C. Port of Seattle Spotlight Advertising

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Consumer ads focusing on responsible travel in Washington were created and deployed in the Port's Spotlight advertising program.

### 3. Travel Publicity Campaign Details

Individual journalists hosted included but is not limited to:

- Kellee Edwards, "Kellee Set Go!," Travel Channel
- Emma Banks, freelance, Thrillist
- Keith Hanson, Passport magazine
- Nils Bernstein, Food Editor, Wine Enthusiast
- Kat Kinsman, Senior Editor, Food & Wine
- Nisreene Atassi, "Out Travel The System" podcast
- Jenne Peters, freelance travel journalist
- Heather Greenwood Davis, travel journalist and on-air storyteller, National Geographic
- Jill Robinson, travel journalist/freelancer
- Sally Braley, Managing Editor, Northstar Meetings Group
- JT Long, Editorial Director, Smart Meetings
- Dana E. Givens, freelance, Fodor's Food & Wine, Skift, Business Insider
- Kelsey Ogletree, freelance, Travel + Leisure, founder of Pitchcraft
- Travis Levius, freelance, Conde Nast Traveler, Travel + Leisure, AFAR
- William O'Connor, The Daily Beast
- Megan Spurrell, Senior Editor, Conde Nast Traveler
- Jennifer Barger, Senior Editor, National Geographic
- Melanie Lieberman, Global Features Editor, The Points Guy
- Daniel Schiffler, New York Times "52 Best Places"
- Kate Loweth, Tiny Beans
- Liza Weisstuch, Washington Post
- Valerie Stimac, Valise and Valerie
- Lauren Kramer, Open Road Driver
- Megan Spunnell, Conde Nast Traveler
- Malik Coherel, Quebecor

Deliverables for Destination Publicity Program:

- Submitted quarterly reports identifying the number of travel media, journalists, and influencers SWT established communications with.
- 1,074 media engagements including story pitches, media visits, media assistance (photos, research, quotes, et al), media marketplace interactions and more (does not include first quarter of contract).
- Conducted 10 travel media related familiarization tours.
- Total media impressions of secured coverage (direct SWT PR agency engagement) was 164,385,976.

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• Additionally, the agency, GreenRubino, evaluates media coverage with the highly respected Barcelona Principles scorecard. Scores of a maximum 20 points are derived from the following equation: Quality (1-10) + Visibility (1-10) = BP Score (max score of 20):

- o Quality is measured and evaluated on content, writing, photography, links, sentiment, compression, and accuracy.
- o Visibility is measured and evaluated based on media tier, publication type, reach, engagement, reputation of outlet, platform, and target audience.
- GreenRubino's median BP score for this project period was: 17.58 out of 20.
- From direct media engagements since August 2021 when SWT's retained PR agency began work (below), the ten media outlets with the largest monthly online viewership surpass \$2.5 million in combined earned media value. These outlets include: Sunset; Wall Street Journal; Travel + Leisure; Conde Nast Traveler; National Geographic; BuzzFeed; Thrillist; USA Today; Newsbreak; and Geekwire. It should be noted that tabulating the total earned media dollar value for a destination is increasingly challenging amid the dynamic media landscape and many destinations have moved away from it as a reliable measurement, favoring instead raw or direct impressions and/or the Barcelona Principles. However, the earned media placements of these ten media outlets can be isolated by equivalent advertising dollar value to illustrate the success of the PR program. Published or broadcasted coverage resulting from SWT media relations efforts included, but is not limited to:

Publication, Format, Date Title + Link Reach/Readers

hip  
Travel Lemming (online)  
September 22, 2021 "33 Best Things to Do in Washington State (By a Local!)" 85,700  
Thrillist (online)\*  
September 22, 2021 "Perfect Fall Road Trips for When You Need to Escape 10,400,000 Seattle"  
Seattle PI (online)\*  
September 25, 2021 "4 small towns to visit this fall in Washington" 1,200,000  
AFAR (online)\*  
"Why Edison, Washington, Is the Food- and Art-Filled  
October 5, 2021 Getaway You Need" 1,680,000  
Buzzfeed (online)  
"13 Fun-Filled US Getaways To Take During The Fall (And  
October 3, 2021 What To Do Once You Get There)" 110,000,000  
Red Tricycle (online)  
October 7, 2021 "11 Easy Road Trips to Take This Fall" 1,300,000

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<https://www.redfin.com/blog/best-day-trips-from-seattle/>  
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Mike's Road Trip (online)  
October 15, 2021 "Top 10 US Road Trip Destinations along the West Coast"

Thrillist (online) "The Most Beautiful Places in Washington State"  
October 18, 2021 10,400,000  
Flavorverse (online)  
October 25, 2021 "19 of the Best and Beautiful Lakes in Washington" 115,000  
Curiosity (online)  
"Here's when Washington's best ski hills open & how  
November 5, 2021 much each costs to enjoy" 589,000  
Seattle P-I (online)\*  
November 9, 2021 "5 unplugged Pacific Northwest getaways for fall and 1,290,000 winter"  
Emerald City Journal "Washington Tourism Alliance Announces New Rural  
(online)\* Tourism Support Program" 2,830  
November 11, 2021  
Trips to Discover (online)

November 15, 2021 "15 Best Vrbo Rentals in Washington State" 1,500,000  
Redfin (online)  
November 16, 2021 "10 Day Trips From Seattle You Need to Take" 94,100,000  
Jio For Me (online)  
November 16, 2021 "10 Day Trips From Seattle You Need to Take" 307,000  
Fodor's Travel (online)  
November 16, 2021 "Top Places to go in the West in 2022" 2,200,000

National Geographic  
(online) "25 amazing journeys for 2022" 13,900,000  
November 18, 2021  
Seattle Met (online)  
November 23, 2021 "Northwest Travel Winter 2021–22: Where to Go, What to Know" 302,000  
USA Today 10best (online)\* "Enjoy a cozy winter retreat at these lodges in  
November 30, 2021 Washington" 1,460,000  
Thrillist (online)\*  
November 30, 2021 "Where to Go in Seattle on a Date this Winter" 10,400,000  
Seattle Met (online)  
December 3, 2021 "Things to Do in Washington State in December" 302,000

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<https://www.inlander.com/spokane/northeast-washington-to-plan-for-tourism-as-state-tries-to-replicate-success-of-other-pnw-communities/Content?oid=22909215>

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<https://www.inlander.com/spokane/northeast-washington-to-plan-for-tourism-as-state-tries-to-replicate-success-of-other-pnw-communities/Content?oid=22909215>

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<https://www.newsbreak.com/news/2490048031717/check-out-these-5-stunning-winter-hikes-around-washington>

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Travel Lemming (online)  
December 16, 2021 "50 Best Emerging Travel Destinations for 2022" 97,000  
Inlander (online) "Northeast Washington to plan for tourism as state tries  
December 16, 2021 to replicate success of other PNW communities" 261,000  
TinyBeans (online)  
December 28, 2021 "10 Easy Winter Weekend Getaways to Take Now" 2,560,000  
Conde Nast Traveler (online)  
January 21, 2021 "The Best Hike in Every National Park" 3,800,000  
Puget Sound Business  
Journal (online)\* "State tourism group unveils new marketing plan as  
January 25, 2021 industry eyes recovery" 10,500,000  
Puget Sound Business  
Journal (E- Newsletter)\*  
January 25, 2021 E-Newsletter 25,096

2022

Publication, Format, Date Title + Link Reach/Readership

Travel + Leisure (online)

January 11, 2022 "13 Best Honeymoon Destinations in the U.S." 7,320,000

New Day NW (online) "Check out these 5 stunning winter hikes around

January 19, 2022 Washington - New Day NW" 3,820,000

Newsbreak (online) "Check out these 5 stunning winter hikes around

January 19, 2022 Washington - New Day NW" 14,300,000

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[https://www.dailyrecordnews.com/news/state-of-washington-tourism-seeking-applicants-for-rural-tourism-support-program/article\\_b0ff9727-6a2d-5c6e-951a-eff4db5500fb.html](https://www.dailyrecordnews.com/news/state-of-washington-tourism-seeking-applicants-for-rural-tourism-support-program/article_b0ff9727-6a2d-5c6e-951a-eff4db5500fb.html)  
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[https://www.yakimaherald.com/news/northwest/state-of-washington-tourism-seeking-applicants-for-rural-tourism-support-program/article\\_9b9a0bb2-7070-5ed3-92d8-30b73044fa1c.html](https://www.yakimaherald.com/news/northwest/state-of-washington-tourism-seeking-applicants-for-rural-tourism-support-program/article_9b9a0bb2-7070-5ed3-92d8-30b73044fa1c.html)  
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[https://www.yakimaherald.com/news/northwest/state-of-washington-tourism-seeking-applicants-for-rural-tourism-support-program/article\\_9b9a0bb2-7070-5ed3-92d8-30b73044fa1c.html](https://www.yakimaherald.com/news/northwest/state-of-washington-tourism-seeking-applicants-for-rural-tourism-support-program/article_9b9a0bb2-7070-5ed3-92d8-30b73044fa1c.html)  
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PSBJ Readership:  
Puget Sound Business 10.5 million  
Journal (online)\* State Tourism Group Unveils New Marketing Plan PSBJ Newsletter  
January 24, 2022 as Industry Eyes Recovery Subscribership: 25K  
Travel + Leisure (online) "Seattle Is the Ultimate City for Outdoor Adventure  
January 30, 2022 Lovers — Here's How to Make the Most of It" 7,320,000  
KUOW NPR (online) "Tourism is booming in our small towns. But can  
January 31, 2022 locals afford to enjoy it?" 601,000  
Seattle Met (online)  
February 2, 2022 "Romantic Valentine's Day Vacations in the 355,000  
Northwest"  
425 Business (online)\*  
February 2, 2022 "State of Washington Tourism Unveils New 9,060  
Branding for 2022"  
South Sound Business  
(online)\* February 2, 2022 "State of Washington Tourism Unveils New 5,140  
Branding for 2022"  
Newsbreak(online)\*  
February 2, 2022 "State of Washington Tourism Unveils New 14,300,000  
Branding for 2022"  
Yakima Herald (online)\* "Yakima Valley, state organizations ready to  
February 7, 2022 welcome visitors back after COVID disruptions" 625,000

Travel Tour and  
World (online)\* "Yakima Valley, state organizations ready to  
February 8, 2022 welcome visitors back" 14,400  
Sunset (online) "Need a Romantic Getaway? Try These Car  
February 11, 2022 Camping Destinations for Two" 672,000  
The Manual (online)  
February 16, 2022 "Read This Wine Lover's Washington State Wine 2,800,000  
Guide"  
Geekwire (online)\* "Alternative trails, alerts and more: Washington  
February 17, 2022 state recreation app rolling out this spring" 1,200,000  
The Wall Street  
Journal (online)\* "Five Mountain Towns that Promise Crowd-Free  
February 24, 2022 Summer Adventures" 33,000,000  
Salt Lake Magazine  
(print)\* "Road Trip: Washington" 720,000  
March 1, 2022  
Salt Lake Magazine  
(online)\* Road Trip: Washington 586,299  
March 8, 2022  
Tinybeans National All the Reasons Northern Washington Should Be on  
(online)\* Your Must- Visit List 2,560,000  
March 10, 2022  
Daily Record (online)\* "State of Washington Tourism seeking applicants  
March 16, 2022 for Rural Tourism Support program" 124,000  
Yakima Herald-  
Republic (online)\* "State of Washington Tourism seeking applicants  
March 16, 2022 for Rural Tourism Support program" 625,000

[Link]

<https://www.insider.com/overlooked-states-you-should-visit-from-someone-who-visited-all-50-2022>

[Link]

<https://www.insider.com/overlooked-states-you-should-visit-from-someone-who-visited-all-50-2022>

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Outside (online)\*  
March 15, 2022 "The 10 Best Beach Towns in the U.S., Ranked" 3,170,000  
Insider (online)\* "I'm a travel writer who's been to all 50 states.  
March 27, 2022 Here are the 10 I think are the most underrated" 29,500,000  
4. Destination Development Details

• Participants

- o Tri-City Region (TEDD)
- o Spokane Tribe
- o Kalispeil Tribe
- o Colville Confederated Tribes
- o Ferry County Sunrise
- o Washington State university Extension Ferry County
- o National Park Service
- o Colville National Forest
- o Rural Resources
- o Colville Together
- o Vaagen Brothers Lumber
- o Visit Spokane
- o Nordlig Motel
- o Chewelah Creative District
- o Pend Oreille Regional Tourism Association
- o Pend Oreille Economic Development Council
- o Northeast Washington Forestry Coalition
- o 49-degree North Mountain Resort
- o Fruitland Valley Vineyard
- o Wuestoff Excavation
- o Audubon Washington/The Great Washington State Birding Trail
- o Colville Rotary Club/Blazing Saddles Bike Ride

- Workshops
  - o March 29/30 – Chewelah Golf & Country Club
  - o April 26/27 – Republic Brewing Co. & K Diamond Guest Ranch
  - o May 17 – Camas Center for Community Wellness & Kalispel Casino
- 5. Travel Trade
  - Trade Show Details
    - Go West Summit, Los Angeles, March 1-4, 2021
      - o The Go West Summit introduces the world's top international tour operators to specialty travel suppliers offering tourism-related products or services in the American west. SWT conducted 23 meetings with tour operators, receptives or media and held a caucus for Washington DMOs to update, plan and sell.
    - ITB, Berlin, Germany, March 9-12, 2021
      - o A partnership with the Port of Seattle, SWT conducted 12 appointments with European tour operators. While 2021 appointments were virtual due to the pandemic, in other years ITB is the world's largest travel trade show, convening 10,000 exhibitors from 180 countries. SWT and Port follow-up emails were made to each appointment participant that included itineraries and other information.

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- Brand USA Global Marketplace, virtual, June 30, 2021
  - o SWT promoted the destination to tour operators and retail sellers of travel from 28 international markets at this virtual marketplace. SWT and Port representatives conducted 14 business-to-business appointments. Follow-up emails were made to each appointment participant that included itineraries and other information. Sales leads were distributed to the Washington State tourism industry travel trade representatives.
- IPW Convention, Las Vegas, September 18-22, 2021
  - o SWT promoted the destination virtually and in person at IPW in Las Vegas. IPW is the largest inbound travel trade show, with group tour buyers from across the globe meeting to do business with U.S. destinations and travel suppliers via time professional appointments. SWT represented Washington in 34 in-person meetings held over three days, and 19 virtual meetings held over two days. The SWT PR representative met with 16 journalists and travel writers during the media marketplace. More than 100 follow-up emails were made to each appointment participant, as well as introductions to local DMOs, local tour operators and other potential partners.
- National Tour Association Travel Exchange, Cleveland, November 14-16, 2021
  - o The NTA Travel Exchange convenes packaged tour professionals from North America and around the world. The NTA's annual conference features buyers of all types and specialties who meet with tour suppliers and DMOs to build partnerships, collaborations, and sellable itineraries. SWT represented Washington in 24 in-person meetings held over two days and over 50 follow-up emails were made to each appointment participant, as well as introductions to local DMOs, local tour operators and other potential partners.
- Go West Travel Exchange, Reno, February 14-16, 2022
  - o SWT promoted the destination in person at the Go West Travel Exchange in Reno. The Travel Exchange brings together packaged tour professionals from North America and around the world. The Go West annual conference features buyers of all type and specialty who meet with tour suppliers and DMOs to build partnerships, collaborations, and sellable itineraries. SWT represented Washington in 32 in-person meetings held over two days. Over 60 follow-up emails were made to each appointment participant, as well as introductions to local DMOs, local tour operators and other potential partners.
- RTO Summit, Los Angeles, March 22-23, 2022
  - o The RTO Summit connects destinations, hoteliers, attractions, and tour operators with receptive tour operators who help sell room nights and experiences internationally. SWT provided an incentive for local DMOs to bring partners with them to the event. Three DMOs took advantage of the offer creating opportunities for participation for two extra hoteliers, an attraction and a tour guide. SWT represented Washington in 25 in-person meetings. Over 50 follow-up emails will be made to each appointment participant, as well as introductions to local DMOs, local tour operators and other potential partners.

## 6. Performance Metrics

### • 2020

- o Visitor volume - 79.5 million (- 27.3%)
- o Visitor spending - \$13 billion (-40%)
- o State/local taxes - \$1.5 billion (-32%); Increased the average household tax burden by \$400
- o Employment - 119,157 jobs supported (-427.3%)

o

### • 2021

- o Visit volume - 95.3 million (+19.7%); 87% of 2019 volume
- o Visitor spending - \$17.7 billion (+36.2%); 81% of 2019 expenditures
- o Visitor Generated Tax Receipts - \$2.4 billion +(27.6%); offsets average household tax burden by \$669
- o Employment - 131,000 direct jobs supported (+8.7%)

### Out-of-state (non-resident) Visitation

According to tabulations by Tourism Economics, a respected national travel and tourism research firm, 47% or 44 million of the total annual domestic visitor volume in Washington State is non-resident. The breakout was compiled from survey and other statistical data assembled in the creation of Economic Impacts of Tourism in Washington for the calendar year of 2021.

### Consumer marketing key performance metrics:

- True to Nature North American advertising campaign
  - o The initial True to Nature campaign influenced approximately \$52.7 million in out-of-state visitor revenues
  - o The campaign had an ROI of \$33 generated per dollar spent on paid media (33:1 ROI)
  - o The campaign reached 41% of travelers in our target markets
  - o Ad aware visitors spent more, stayed longer, and did more activities during their trips
  - o Millennials, African Americans, American Indians, Hispanics, Native Hawaiians/Pacific Islanders, and people with children in the home were more aware of the advertising

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- o 77% of ad award travelers in our target markets researched more information on visiting the State of Washington vs. 49% of unaware travelers
- o 100 million impressions across media partners
- Does not yet include broadcast television impressions
- o The campaign directly generated more than 250,000 new website sessions. Notably, digital video placements helped drive significant web traffic

### • Explore Washington Campaign

- o 14.9 million total impressions
- o 466,500 room nights
- o 148.5 million gross bookings

### Consumer Analytics Program:

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

Template revised September 22, 2016.