

Tourism Marketing Support Program Summary

Century Agenda

Advance this Region as a Leading Tourism Destination

- Increase visitors and visitors expenditures throughout Washington state
- Expand utilization of the Port's assets

Maximize Value of Tourism Throughout Washington

Tourism Marketing Partnership

- Supports Port's goal to grow economic opportunity
- Demonstrates partnership with travel organizations
- Demonstrates Port's leadership in visitor industry



Promoting Statewide Tourism

2017 Program Highlights

- Received 32 applications from throughout the state
- Over \$270,000 in funding requested
- Review committee selected a total of 18 recipients
 - Twelve outside King County
- Port invested \$150,000
- Matching funds from recipients will exceed \$100,000

2017 Program Generated Statewide Interest

2017 State Grant Award Locations



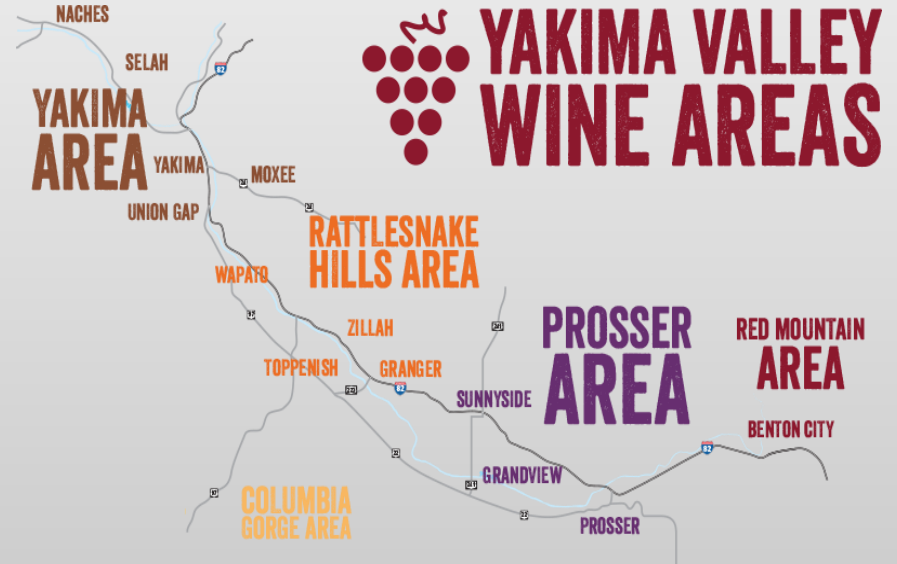
18 Partners Across the State

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 media 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 Islands



Greater Grays Harbor



Multi-channel marketing to international visitors **\$10,000**

Travel website development

\$8,000

Attracting Visitors to the Islands and Grays Harbor

Port of Edmonds



Whale watching advertising

\$10,000

Long Beach Peninsula



“360” destination video

\$8,000

Marketing Ocean Adventures

Skamania County



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

Starfire Sports



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

Website Improvement & Attracting Sports Travel Teams

Chinatown International District



Ad campaign on Link Light Rail

\$4,447

Greater Seattle Business Association



Digital campaign promoting gay family travel **\$10,000**

Marketing Seattle as a Vibrant Welcoming City

Puget Sound Attractions



Marketing to international tour operators **\$5,500**

Visit Ballard



Online marketing campaign

\$10,000

Marketing Attractions and Communities Collaboratively

Seattle International Film Festival



Attracting out of state film goers **\$10,000**

Wintergrass Music Festival



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

Increasing Festival Attendance

2018 Planned Improvements

- Identified process efficiencies for applying and contracting
- Increased Commission commitment (\$200,000)
- Added \$50,000 to support cultural, eco, nature and sustainable tourism efforts

2018 Program Kicks Off in February