2016 Visit Woodinville Annual Report
Visit Woodinville, A Perfect Blend

More than a town, Woodinville is a creative convergence zone. Located in the heart of the Sammamish River Valley, this is a place where personalities fuse with passions. Winemakers and grapes, farms and chefs, bicyclists and breweries, gardeners and greenery—they’ve all found a home here. There’s always someone or something brewing, blossoming, baking, or pouring. Start your experience at our visitor center and take it wherever your taste leads: sipping, dining, riding, relaxing—your perfect blend.

Mission Statement & Tourism Organization

The mission of the Visit Woodinville organization is to execute programs that drive tourism to our community through compelling and consistent branding, messaging, and marketing strategies, while supporting the mission, vision, and values of the Woodinville Chamber and the City of Woodinville.

The Woodinville Tourism Marketing Committee operates under the Woodinville Chamber and represents all major tourism-dependent organizations in Woodinville. Over the past several years, this dynamic, collaborative group of marketing professionals has teamed up to promote Woodinville as a unique, high-quality, and welcoming tourism destination.

Our tourism marketing programs have been funded primarily by City of Woodinville lodging tax (LTAC) dollars. Additional funding through the Woodinville Chamber, partner banner ads on the Visit Woodinville website, co-op marketing programs with local tourism businesses, and pro bono contributions by our professional services partners, have been key to our overall strategy and success.

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Telling the Woodinville Story

Brand Alignment

In 2015, we selected a dynamic team of local professional service partners to develop an innovative brand identity for Visit Woodinville, in collaboration with our tourism committee. Our brand is a key foundation through which we promote Woodinville and is driven by our principles, tone, customer values, and unique distinction. A rich set of visual assets includes our logo and taglines, color palette, fonts, and graphic standards. Seasonal content, headlines, and key positioning statements are paired with a library of iconic photography to support a compelling, user-friendly website experience. In partnership with Woodinville Wine Country, we created four unique district icons to help tell the Woodinville story.

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“2016 was another banner year for tourism in Woodinville. This was the result of increased awareness of this beautiful and unique destination, fueled by strategic marketing efforts and partnerships with the City of Woodinville, Visit Seattle, and our local attractions.”

—Dave Witt, Woodinville Chamber Executive Director

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<table>
<thead>
<tr>
<th>Principles</th>
<th>Tone</th>
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<tbody>
<tr>
<td>Collaboration &amp; inclusiveness</td>
<td>Accessible &amp; approachable</td>
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<tr>
<td>Unique &amp; eclectic</td>
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<tr>
<td>Quality</td>
<td>Fun &amp; relaxed</td>
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<tr>
<td>Heritage &amp; regional features</td>
<td>Contemporary</td>
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<tr>
<td>Business success</td>
<td>Authentic</td>
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<td>Community resource</td>
<td>Enticing &amp; inviting</td>
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<td>Respect</td>
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<table>
<thead>
<tr>
<th>Distinction</th>
<th>Common Customer Values</th>
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<tr>
<td>Discovery &amp; exploration</td>
<td>Fun, relaxation &amp; socialization</td>
</tr>
<tr>
<td>Insider experience</td>
<td>Accessibility to amenities &amp; parking</td>
</tr>
<tr>
<td>Variety, eclecticism &amp; uniqueness</td>
<td>Unique &amp; eclectic</td>
</tr>
<tr>
<td>Quality</td>
<td>Insider stories &amp; experiences</td>
</tr>
<tr>
<td>Friendly</td>
<td>Food &amp; wine, beer, spirits</td>
</tr>
<tr>
<td>Agriculture &amp; natural beauty</td>
<td>Quality</td>
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<tr>
<td>Recreational access</td>
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<table>
<thead>
<tr>
<th>Customers</th>
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<tr>
<td>Corporate customers</td>
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<tr>
<td>Wedding &amp; event parties</td>
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<tr>
<td>Culinary enthusiasts</td>
</tr>
<tr>
<td>Wine enthusiasts</td>
</tr>
<tr>
<td>Outdoor recreationalists</td>
</tr>
<tr>
<td>Women looking for weekend getaways</td>
</tr>
<tr>
<td>Local and regional residents</td>
</tr>
</tbody>
</table>
Woodinville Districts

There are four unique business districts through which to experience the full flavor of Woodinville, and where visitors can explore wineries, breweries, cideries, distilleries, restaurants, shopping, music, recreational, and agricultural experiences. Adventure and discovery are synonymous with the Woodinville experience.

**West Valley:** Where the wandering riverside brings new tastes and experiences around every bend.

**Hollywood:** A delicious cross-roads of food, wine, patios, bike paths, and the scenic Sammamish River Valley.

**Downtown:** Flowers, festivals, food, and drink—a city center that’s bursting with flavor and buzzing with activity.

**Warehouse:** Home to dozens upon dozens of artisan winemakers, craft breweries, cideries, and distilleries.

2016 Tourism Marketing Programs

2016 Goals and Priorities

The primary goal of our tourism marketing plan is to attract visitors to our community and make sure that Woodinville is top of mind when travelers are deciding where to go, what to see, and how to spend their money. As we increase the awareness and visibility of Woodinville both nationally and regionally, we are also building the reputation of our community as an inviting, charming, and high-quality tourism destination.

Tourism Economics/Visit Seattle, 2015). We want to increase the percentage of these visitors and tourism dollars in Woodinville.

We also know that residents in drive-markets throughout the Puget Sound region are likely to be repeat customers. We continue to expand this regional audience and increase the number of visitors by building awareness with residents, local businesses, and employees who are seeking excursions close to home. As these guests discover that Woodinville offers a “hidden gem” yet accessible experience right in their own backyards, they become repeat visitors, coming back to Woodinville again and again.
Key 2016 priorities:

1. Maintain and nurture our partnerships with Visit Seattle, Visit Bellevue, and the Washington State Tourism Alliance to promote Woodinville as a tourism destination to a broad, national audience.

2. Promote Woodinville to residents in Puget Sound drive-markets to expand our regional/local audience.

3. Fund the essential services needed to maintain/refresh our website and digital marketing programs.

4. Improve and enhance reporting on tourism statistics and digital analytics.

5. Position our efforts with the City, our community, and neighboring cites as credible, successful, and inclusive.

2016 LTAC Budget

We are so fortunate to have the extraordinary Willows Lodge in the heart of our community. With only one hotel in Woodinville until late 2016 when the Hampton Inn & Suites opened its doors, available lodging tax dollars have been limited; therefore, our marketing programs have also been limited in scope. We continue to use a creative and collaborative approach to leverage and cross-promote events and marketing strategies with our tourism partners and tourism-dependent Woodinville businesses. LTAC funding in 2016 totaled $62,979.

“"Our wineries report that the number of visitors has increased, and sales are up significantly across the board.""  
~ Sandra Lee, Woodinville Wine Country Executive Director

So Much to Discover, So Close

visitwoodinville.org
2016 National and Regional Marketing Programs

2016 LTAC Funding: $13,600

2016 Strategies and Achievements

We continued our partnerships with two key tourism organizations in 2016: Visit Seattle and the Washington State Tourism Alliance. We also added an annual membership with Visit Bellevue Washington, Bellevue’s official destination marketing organization. Leveraging the reputations and reach of these dynamic organizations is a cost-effective and crucial strategy in attracting visitors to Woodinville. Many of our Woodinville tourism businesses are also members of these organizations, which supports our approach of collaboration and cross-promotion.

Visit Seattle is a membership-based organization that promotes the Puget Sound region to individuals, meeting and event planners, and travel professionals throughout the U.S. and around the world. Their team also provides support for conventions, meetings and events in Seattle, which often includes offering recommendations to attendees and spouses for pre- and post-meeting activities. The Washington Tourism Alliance is a 501 (c)(6) organization, established by industry stakeholders with the mission to advocate, promote, develop and sustain the economic well-being of the Washington tourism industry.

Our 2016 national and regional marketing plan also included “visitor information” signage; designing, printing, and distributing a new four-panel rack brochure; and pursuing print, digital, and sponsored content in various publications, directories, and online listings.

Signage and Collateral

- Signage: City of Woodinville wayfinding signs (two blades); Visitor Center signs
- Rack brochure: graphic design, content development, printing (10K quantity), and distribution

Regional Tourism Partnerships

- Washington Tourism Alliance: annual membership and digital listing
- Visit Seattle: annual membership and digital listing
- Visit Bellevue Washington: annual membership and digital listing

“...All of us at Visit Seattle feel so incredibly lucky to sell and promote this part of the northwest to the world. Travel and tourism has never been more essential to our economy. We are also so fortunate to be able to partner with Visit Woodinville. Woodinville is one of our most unique and differentiating destination assets that we have in our region. Our passion for Woodinville runs deep and we thank you for helping us do our job in growing tourism for our region.”

Tom Norwalk, President & CEO
Visit Seattle, The Official Destination Marketing Organization

Always More to Explore
Visit Seattle Custom Sponsorship

We partnered for a fourth year with Visit Seattle to develop and execute a customized sponsorship program. Graphic design, content, and project management were provided by Chamber and professional services team members for the following suite of assets:

- Two partner e-blasts (Fall and Winter) sent to 3,500 employees at local and regional businesses, with exclusive offers and links to landing pages on our website to measure response rates and encourage e-newsletter subscriptions
- Two Localist banner ads (Fall and Winter) sent to 70K subscribers
- Partner spotlight in the Washington State Convention Center
- Social media exposure (Facebook and Twitter) tied to these activities
- Holiday breakfast presence

Publicity and Awareness

- Personal visits to hotels, condos, and businesses throughout the Puget Sound and the Eastside to build relationships with concierges, local businesses, and tourism partners
- Digital promotion campaign to enhance online listings, editorial, and awareness of Visit Woodinville and the Woodinville Visitor Center in targeted directories, industry publications (food, wine, travel), online search directories, and travel search services, including:
  - Mapquest
  - Google/Business, Places, Maps
  - Bing.com/Yahoo
  - TripAdvisor
  - Travelocity
  - Yelp
  - WA State Visitors Guide/WA State Wine Tour Guide
  - WA State Tourism Alliance/experiencewa.com
  - ScenicWA.com
  - Visit Seattle
  - Visit Bellevue
  - City of Woodinville

Community and Eastside Tourism Engagement

- Annual tourism update to Chamber membership
- Representation and speaking engagements at local and regional events
- Participation in the Eastside tourism coalition with our neighboring cities, including Bellevue, Kirkland, Bothell, and Redmond
- Participation in Visit Bellevue’s destination development process and stakeholder interviews
- Ongoing updates to Visit Seattle and Washington Tourism Alliance partners
- Continued partnership with the Woodinville Weekly for publicity and editorial coverage
- New relationships with local and regional publications, including 425 Magazine, NW Mom Magazine, and others

### Localist Ads (2)

<table>
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<tr>
<th>Month</th>
<th>Delivered</th>
<th>Confirmed Open</th>
<th>Total Unique Clicks</th>
<th>Open Rate</th>
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<tbody>
<tr>
<td>SEPTEMBER</td>
<td>21st</td>
<td>2,083</td>
<td>27%</td>
<td>11%</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>17th</td>
<td>5,480</td>
<td>30%</td>
<td>11%</td>
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### Partner to Partner E-Blasts

<table>
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<th>Month</th>
<th>Delivered</th>
<th>Confirmed Open</th>
<th>Total Unique Clicks</th>
<th>Average Open Rate</th>
<th>Average Total Unique Clicks</th>
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</thead>
<tbody>
<tr>
<td>SEPTEMBER</td>
<td>22nd</td>
<td>2,630</td>
<td>27%</td>
<td>48%</td>
<td>6.96%</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>17th</td>
<td>2,548</td>
<td>30%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Partner Spotlight

November 1-30, 2016

- 3’ X 6’ banner and table cards featuring logo at information center
- Visit Woodinville coupons distributed at info desk
- 765 face to face interactions over the entire month
- Two (2) dedicated tweets by @visitseattle

### Facebook

FALL EVENTS IN WOODINVILLE

Copy and content created by Visit Seattle with input from Visit Woodinville.

- September 22, 2016

**Visit Woodinville**

30 Minutes from Seattle—and a World Away visitwoodinville.org
Market Research & Reporting
- Data collection and analytics to support City of Woodinville LTAC funding requirements
- Professional services for design, content development, and project management of new annual report

Technology Enhancements
- Custom landing page on visitwoodinville.org with a pop-up mail gate to encourage visitors to subscribe to our e-newsletter, resulting in many new subscribers from Puget Sound businesses and tourism partners
- Tracking code for social media ad buys (see Website and Digital Strategies)

Project Management, Staff Support, and Administration
- Professional services and Chamber staff support to provide strategy and oversight; project management; tracking/planning of assets; budget preparation and management; partner communication; invoicing; sponsorship negotiation; vendor contract management; responses to visitor information requests

National & Regional Marketing – Visitor Statistics
Annually, more than 500,000 leisure travelers and convention delegates visit the Visitor Information Center in the lobby of the Washington State Convention Center. The estimates below are based on 5% of these visitors. Of the 25,000 who may visit Woodinville, we estimate that 5% stay overnight and 5% are from another country or state.

The estimated number of people traveling on business or pleasure:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Away from their place of residence or business and staying overnight in paid accommodations.</td>
<td>1,250</td>
</tr>
<tr>
<td>b. To a place 50 miles or more from their place of residence or business for the day or staying overnight.</td>
<td>1,250</td>
</tr>
<tr>
<td>c. From another country or state outside of their place of residence or business.</td>
<td>1,250</td>
</tr>
<tr>
<td>d. Traveling but not included in one of the three categories above.</td>
<td>21,250</td>
</tr>
</tbody>
</table>

Estimated total: **25,000**

2016 Website and Digital Marketing Programs

2016 LTAC Funding: **$14,379**

2016 Strategies and Achievements
A dynamic online presence is a fundamental strategy in establishing the legitimacy of Woodinville as a travel destination. Our digital platform provides meeting planners, event planners, individual tourists, and residents with a central resource to learn about the lodging, activities, and services available in our community. Additionally, prospective visitors are directed to our website from various media channels and tourism marketing programs, so it must be robust, up-to-date, and compelling in terms of design, content, images, and functionality. We continued to evolve, improve, and update our website in 2016.

Our 2016 website and digital marketing plan also included the launch of a new seasonal e-newsletter program; social media ad campaign; several new website features; and enhanced analytics. We use a seasonal strategy to showcase Woodinville throughout the year. This is revealed in all of our marketing programs, and especially through the e-newsletter, seasonal calendar of events, and beautiful photography.
Website Presence: www.visitwoodinville.org

In 2014, the City of Woodinville awarded $5,000 in lodging tax dollars to create a preliminary tourism website. In 2015, the City of Woodinville awarded $29,000 in lodging tax funds to replace this baseline website with a site that is more compelling, mobile- and search engine-optimized, and user-friendly. These funds allowed us to enhance the design, content, navigation, photography, and functionality of the website, and implement a more robust analytics strategy. We launched this new site (with our new brand) on September 3, 2015; 2016 was the first full year in which the new website was live.

We are extremely pleased with the dramatic increases in the number of website visitors and page views from 2015 to 2016:

Tourism Business Listings

The Visit Woodinville website was developed with a robust database that houses tourism business listings, images, descriptions, URLs, and social media links for presentation on the STAY, PLAY, DINE, AND SIP pages throughout the site. This database is shared with the Woodinville Chamber website, resulting in a streamlined, efficient submission process for business listings, and providing an opportunity to cross-promote and strengthen both organizations.

Chamber and professional services team members reach out to local tourism partners on an ongoing basis to gather new listings, which are then reviewed, polished, and posted. Our goal is to continue to build out a robust presentation of tourism businesses and resources on our website to showcase all that Woodinville has to offer.

Website Maintenance

Our 2016 budget funded the essential services needed to maintain, update, and refresh our website. This includes technical support (updating WordPress core software, plugins, and security patches on an ongoing basis); annual software fees; license renewal of our 100-image library; “web master” and site admin tasks to update the calendar of events, manage our image library, and post seasonal content/images.

Website Functionality and Design Enhancements

Several new features were added to the website in 2016:

- Calendar Event Pro was installed for recurring events
- New “media page” was added to present iconic images and captions for media use
- New “seasonal events” page was added to present an evergreen page of signature community events by season
- New sub-pages were added for the “stay” and “dine” sections of the site
- Pop-up mail gate was added on campaign landing pages to encourage visitors to subscribe to our e-newsletter
- Tracking code was implemented for social media ad buys
e-Newsletter Program

Our e-newsletter program was launched for the summer season. Professional services to support the program included strategy, copywriting, template design, Mail Chimp setup, new Stay, Play, Dine, and Sip “button” graphics, database development, and project management. The newsletters are kept intentionally short and snappy, with strong images, website links, and a clear call to action in each section.

We published three seasonal e-newsletters in 2016 (summer, fall, and holiday) plus an announcement about the new Woodinville Visitor Center. Open and click-through rates were very strong and above average for our industry:

- **Woodinville: Where Summer Sizzles**
  - 487 Subscribers
  - 37.9% Opens
  - 5.9% Clicks

- **Fall for Woodinville This Season**
  - 478 Subscribers
  - 39.1% Opens
  - 8.4% Clicks

- **Walking in a Woodinville Wonderland**
  - 488 Subscribers
  - 39.4% Opens
  - 6.6% Clicks

Social Media Channels

Visit Woodinville has an active presence on Facebook, Twitter, and Instagram, and the number of followers in these channels has increased significantly over the past year. Ongoing social media efforts are currently provided on a pro bono basis by professional services and Chamber staff team members. Our goal is to provide funding for these vital activities to ensure they can be maintained.
Social Media Ad Campaign

We implemented a dynamic social media ad campaign in 2016. Our objective was to promote events and build followers for Visit Woodinville on Facebook, Twitter and Instagram social media platforms, with these specific targets:

- Winterfest - Target: Woodinville, Seattle, Redmond, Kirkland, Everett, Tacoma + 50 mile radius around each city
- St. Nicks - Target: Woodinville, Seattle, Redmond, Kirkland, Everett, Bellingham, Tacoma + 50 mile radius around each city
- New Year’s Eve at Willows Lodge - Target: Washington State
- Website Traffic - (Nov 22-Dec 24) VW Shopping Tab; Target: Woodinville, Seattle, Redmond, Kirkland, Everett, Bellingham, Tacoma + 50 mile radius around each city
- Website Traffic - (Dec 25-TBD) VW Visit Information Tab; Target: Woodinville, Seattle, Redmond, Kirkland, Everett, Bellingham, Tacoma + 50 mile radius around each city
- Facebook/Twitter/Instagram Page Likes & Follows - Target: Woodinville, Seattle, Redmond, Kirkland, Everett, Bellingham, Tacoma + 50 mile radius around each city
Enhanced Analytics & Reporting

We improved our tool kit for reporting and analyzing website metrics to better support LTAC funding and provide more useful information for our marketing efforts. This project including building a custom dashboard in Google Analytics, setting up automated email reports, developing and configuring specific reports, activating landing pages for specific metrics, and training team members.

Project Management, Staff Support, and Administration

Professional services and Chamber staff support provided strategy and oversight; project management of website and digital projects; tracking/planning of assets; partner communication; vendor contract management and invoicing; social media oversight; and ongoing communication with key tourism partners to share events, encourage cross-promotion, and coordinate efforts.

Website and Digital Marketing – Visitor Statistics

Estimates provided by Chateau Ste. Michelle, Molbak’s, Willows Lodge, and Redhook Brewery total approximately 1,695,908 visitors in 2016. Wine tourism to Woodinville (in addition to Chateau Ste. Michelle) is estimated at 250,000 annual visitors, for a total visitor count of 1,945,908. The number of overnight visitors is courtesy of Willows Lodge. The number of visitors in unpaid accommodations and staying only for the day are estimated.

The estimated number of people traveling on business or pleasure:

- **42,845** a. Away from their place of residence or business and staying overnight in paid accommodations.
- **176,500** b. To a place 50 miles or more from their place of residence or business for the day or staying overnight.
- **15,852** c. From another country or state outside of their place of residence or business.
- **1,710,711** d. Traveling but not included in one of the three categories above.

Estimated total: **1,945,908**

““In partnership, these two organizations are increasing awareness and engagement with local residents and out-of-town visitors through seasonal celebration events and monthly educational programs. Providing these opportunities entices further exploration in the community bringing additional business into the neighborhood.””

~ Sammamish Valley Alliance and Sammamish Valley Grange

Let Your Senses Out to Play
Celebrate Woodinville

2016 Mission and Achievements

Mission Statement
The mission of Celebrate Woodinville is to bring Woodinville residents together for family-oriented events, encourage a sense of community, and promote Woodinville’s local businesses, agriculture, and unique character to visitors from the Puget Sound Region.

Event Series Overview
The 2016 Celebrate Woodinville Summer Event Series featured four Wednesday evening concerts at Wilmot-Gateway Park, and an all-day festival on August 20. All concerts and the festival included a wine, beer and cider garden, in partnership with Woodinville Wine Country, plus a variety of food and beverage options offered by local restaurants and food trucks. We expanded the size of the wine garden in 2016 and added local cider to the lineup.

The festival featured the Woodinville Farmers Market, arts and crafts fair, exhibitors, and children’s activities, in partnership with the Northshore YMCA. The day began with the annual pancake breakfast at Woodinville Fire & Rescue, followed by the annual community parade, and the popular Bassett Bash.

Event Attendance
According to our attendance estimation tool, approximately 1,400 to 2,200 guests attended each concert in 2016, for a total of 7,200 guests. Adding that number to the estimated 4,180 festival attendees, we welcomed a total of 11,380 attendees across the five events. This represents a significant increase in attendance over 2015 of almost 44%.

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Estimated Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 20 Concert</td>
<td>1,800</td>
</tr>
<tr>
<td>July 27 Concert</td>
<td>1,800</td>
</tr>
<tr>
<td>August 2 Concert</td>
<td>1,400</td>
</tr>
<tr>
<td>August 10 Concert</td>
<td>2,200</td>
</tr>
<tr>
<td>August 20 Festival</td>
<td>4,180</td>
</tr>
<tr>
<td>Total Attendance</td>
<td>11,380</td>
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</tbody>
</table>

2016 LTAC Funding: $35,000

Celebrate Woodinville – Visitor Statistics
We conducted surveys in 2013 and 2014 and found that while half of the Celebrate Woodinville attendees (50% in 2013 / 47% in 2014) were from Woodinville, the other half were from across the region, including 8.5% from zip codes more than 50 miles away from Woodinville. Our survey also found that 2.4% of attendees were from out of state. We did send a survey after the 2015 event; however, the response was low and not statistically significant. Therefore, the estimates below are based on the more detailed survey process employed in 2014.

If the total number of guests in 2016 is 11,380, and using our survey results which show that 2.4% of attendees are from out of state, we estimate that 273 attendees were from another country or state and stayed overnight in paid or unpaid accommodations. Our premise is that approximately one-third stayed in paid accommodations (90) and two-thirds stayed in unpaid accommodations, i.e., with friends and family (183).

Using our survey results which show that 8.5% of attendees are from regional zip codes more than 50 miles away, we estimate that 967 attendees traveled more than 50 miles from their place of residence or business for the day or stayed overnight. Therefore, the total number of people traveling more than 50 miles for the day or staying overnight is 1,240.

The estimated number of people traveling on business or pleasure:

90   a. Away from their place of residence or business and staying overnight in paid accommodations.
1,240  b. To a place 50 miles or more from their place of residence or business for the day or staying overnight.
273   c. From another country or state outside of their place of residence or business.
9,777  d. Traveling but not included in one of the three categories above.

Estimated total attendance: 11,380
### 2016 Overnight Reservations

<table>
<thead>
<tr>
<th>State/Province</th>
<th>No. of Reservations</th>
<th>Room Revenue</th>
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<tbody>
<tr>
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<td>3,190,640.00</td>
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<td>CA</td>
<td>1123</td>
<td>620,177.00</td>
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<td>OR</td>
<td>538</td>
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<td>TX</td>
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Source: Willows Lodge

### State/Province No. of Reservations Room Revenue

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<th>State/Province</th>
<th>Country</th>
<th>No. of Reservations</th>
<th>Room Revenue</th>
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<td>VT</td>
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<td>299.00</td>
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</table>

Source: Willows Lodge
2016 exceeded our very high expectations and outperformed 2015 in total hotel revenue. The tourism efforts over the past years are working which is providing a healthy benefit to the great Woodinville community.

—Denny Fitzpatrick, Willows Lodge Managing Director

Woodinville Visitor Center

In September of 2016, the Woodinville Chamber, Visit Woodinville, and Woodinville Wine Country partnered to launch the new Woodinville Visitor Center in the heart of Woodinville’s Hollywood District, next to the Sammamish Valley Grange. It’s the perfect resource through which we offer personalized concierge service and insider tips to visitors and residents. The Chamber and Woodinville Wine Country jointed provided the funding needed for launch and initial operating costs. One of the approved 2017 LTAC grants includes funding for specific elements of the Visitor Center in the coming year.

The Future is Bright!

All the ingredients are here: authentic beverage makers, fine cuisine around every bend, a diverse downtown, and the beauty of the Sammamish River Valley. Is it any wonder Woodinville has become a year-round magnet for activities of every kind? Thank you to the Woodinville Chamber, City of Woodinville, tourism committee members, and professional service partners. The future for Woodinville is very bright indeed!

Tourism Marketing Committee Leadership:

Woodinville Chamber:
Dave Witt

Woodinville Wine Country:
Sandra Lee

Tourism Committee Chair:
Laurie Cook

Committee Members:
Steve Acord, Dirty Bucket Brewing
Stuart Butler, Butler Seattle
Laurie Cook, Wordsmith Diva & Wheelhouse Marketing Group
Kimberly Ellerton, Woodinville Chamber
Carol Hook, Photography by Carol Hook
Sandra Lee, Woodinville Wine Country Association
Carol Munro, Ste. Michelle Wine Estates
Jamie Peha, Peha Promotions
Brenda Vanderloop, 21 Acres, Sammamish Valley Alliance, Sammamish Valley Grange
Janene Varden, Willows Lodge
David Yusen, Heavy Restaurant Group
Dave Witt, Woodinville Chamber
Brandon Buchanan, City Staff Liaison
Elaine Cook, City Council Liaison

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FourTen Creative
Mandville Design
O’Boyle Copy & Concept
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Virtually Savvy
Wheelhouse Marketing Group
Woodinville Media Group

Annual report produced by:
Wheelhouse Marketing Group