Our Mission

The mission of the Visit Woodinville destination marketing organization is to promote Woodinville as an authentic, high-quality, and welcoming tourism destination. Visit Woodinville operates under the Woodinville Chamber and represents all tourism-dependent businesses and organizations in Woodinville.

The Woodinville Story

Woodinville is an eclectic combination of urban and rural business and living, with more than 100 celebrated wineries, award-winning dining, craft breweries, distilleries, shopping, music, art, recreational, and agricultural experiences. Framed in the natural beauty of the fertile Sammamish River Valley, Woodinville offers a vibrantly creative and unexpected experience destination for local residents, visitors, and businesses. Is it any wonder Woodinville has become a year-round magnet for activities of every kind?

Principles

Collaboration & inclusiveness
Unique & eclectic
Quality
Heritage & regional features
Business success
Community resource
Respect

Tone

Accessible & approachable
Friendly & inclusive
Fun & relaxed
Contemporary
Authentic
Enticing & inviting

Distinction

Discovery & exploration
Insider experience
Variety, eclecticism & uniqueness
Quality
Friendly
Agriculture & natural beauty
Recreational access

Common Customer Values

Fun, relaxation & socialization
Accessibility to amenities & parking
Unique & eclectic
Insider stories & experiences
Food & wine, beer, spirits
Quality

Customers

Corporate customers
Wedding & event parties
Culinary enthusiasts
Wine enthusiasts
Outdoor recreationalists
Women looking for weekend getaways
Local and regional residents
Woodinville Districts

There are four distinct districts in Woodinville, each with its own feel, flavor, and philosophy. Each district brings something fresh and unexpected to the table and makes a visit to Woodinville not one experience but many.

**Hollywood District**

A delicious crossroads of food, wine, patios, bike paths, and the scenic Sammamish River Valley.

**Warehouse District**

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

**Downtown District**

Flowers, festivals, food, and drink—a city center that's bursting with flavor and buzzing with activity.

**West Valley District**

Where the wandering riverside brings tastes and experiences around every bend.

Why Tourism Matters

There are 38.9 million visitors to Seattle-King County each year, including 20 million overnight visitors. These visitors spend a total of $7 billion in our region.¹

Tourism related industries contribute significantly to the City’s economy, as evidenced by taxable sales. In 2016, wine, beer and liquor related manufacturing and sales generated over $62.7 million in taxable sales, and restaurants and cafes generated $93 million in taxable sales. Hotels and lodging totaled $18.2 million in taxable sales in 2016. Although these dollars are not entirely generated from tourists, it speaks to the strength these sectors have in Woodinville as an economic cluster. Today, King County produces the second largest quantity of wine in the state, with a majority of these originating from Woodinville.²

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¹ Tourism Economics for Visit Seattle, April 2017
² 2017 Woodinville Tourism Study Final Report
2017 Tourism Marketing Programs

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. We know that residents in drive-markets throughout the Puget Sound region are likely to be repeat customers, and we continue to expand this regional audience as well. 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.

2017 PRIORITIES:

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

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

3. Fund the essential services needed to manage the organization and maintain our tourism website and core marketing programs.

4. Support the Visitor Center tourism plan and ongoing operations.

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

Stay
Turn an amazing day into an extraordinary night.

Play
From music to markets, an entire valley of possibilities.

Dine
Cuisine that’s never stuffy, just stupendous.

Sip
More local wines, beers and ciders than almost any place on earth.

visitwoodinville.org
National & Regional Marketing

Our Visit Woodinville marketing plan continues to build on strategic partnerships with regional tourism organizations, leveraging their strong reach to international, national, and regional markets. It’s important to note that we could not attract the number of visitors and widespread publicity we do without the financial and in-kind support of key tourism partners. Notably, Woodinville Wine Country’s marketing efforts, world-class public relations firm, and widespread map distribution are key strategies to our overall tourism plan.

LODGING TAX-FUNDED ACTIVITIES

» Strategic partnerships—Washington Tourism Alliance, Visit Seattle, Visit Bellevue, Eastside tourism coalition
» Digital holiday ad campaign on visitseattle.org
» Woodinville Wine Country map contribution
» Essential online listings and editorial
» Support Port of Seattle/City intercept survey project
» Analytics and annual report to support LTAC funding requirements
» Budget management, tourism representation, program administration

“ We love Woodinville. The more we promote our region globally—it is not surprising to us that when we bring international media and travel trade influencers to Seattle—one of their most memorable experiences is their time and wine experience in Woodinville. The Woodinville tourism team is our link to the very best of Washington wine.”

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

Our Visit Woodinville online presence gives meeting planners, event planners, tourists, and residents a central resource to learn about the lodging, activities, and services available in our community. With minimal funding for these programs in 2017, we prioritized the essential services needed to maintain, update, and refresh the Visit Woodinville website, online calendar, and photography library; keep in touch with visitors through our seasonal e-newsletter; and enhance our social media program.

LODGING TAX-FUNDED ACTIVITIES

» Website technology support & software fees
» Photography—renewal of one-year licenses for 100-image library
» Website management & calendar/image updates
» E-newsletter program—strategy, copywriting, design, database, and execution
» Social media—organic promotion of seasonal events and visitor center; paid advertising campaigns to key target audiences
» Analytics and annual report to support LTAC funding requirements
» Budget management, tourism representation, program administration

2017 Social Media

FACEBOOK FANS: 1,341 up 13%
INSTAGRAM FANS: 1,015 up 31%
TWITTER FANS: 683 up 23%

2017 Website Metrics

VISITORS: 20,893 up 45.9%
PAGE VIEWS: 72,845 up 46.7%

TOP REFERRING SITE: visitseattle.org

2017 E-Newsletter Program

Subscribers: 687 up 31%

Celebrate Spring in the Beautiful Sammamish Valley
33.3% Opens
2.5% Clicks

Cascade Bicycle Club - Woodinville Wine Ride
55.7% Opens
6.6% Clicks

Celebrate Woodinville Festival
30.5% Opens
2.8% Clicks

Woodinville’s Endless Summer
31.1% Opens
5.0% Clicks

The Hunt for Orange October
25.7% Opens
4.2% Clicks

It’s the Most Woodinville Time of the Year
26.3% Opens
2.4% Clicks
Woodinville Visitor Center

Located in the heart of the Hollywood District, the Woodinville Visitor Center is a fundamental strategy of our tourism marketing plan and establishes the credibility of Woodinville as a world-class travel destination. We offer a welcoming place where meeting planners, event planners, and visitors can learn about the many unique experiences offered in Woodinville through personalized concierge service and insider tips. The Visitor Center is also a resource for residents looking for ideas to enhance special occasions and visits by out of town guests. The number of visitors to the center continues to grow, especially during the peak spring and summer tourism seasons.

In partnership, the Woodinville Chamber and Woodinville Wine Country provide the primary funding for our Visitor Center. Lodging tax dollars in 2017 supported several essential elements of the operation.

**lodging tax-funded activities**

» City wayfinding signs
» Brand experience and story-telling, visual displays, interior signage
» Exterior signage, a-boards, logo signs
» Interior marketing display pieces, rack card holders, table top displays, sponsor wall, cable display system, furnishings
» A portion of the annual rent
Visitor Statistics

2,049,311  Estimated number of visitors to Woodinville.

204,931   Estimated number of people traveling more than 50 miles for the day or staying overnight.

58,356   Number of people staying overnight in paid accommodations.

22,976   Number of people traveling from another country or state and staying overnight in paid accommodations.

METHODOLOGY: The number of people staying overnight in paid accommodations and traveling from another state or country are courtesy of Willows Lodge and Hampton Inn & Suites. These totals are added to visitor estimates from the Washington State Wine Association, Molbak’s garden+home, and Redhook Brewery. With a premise of minimal cross-over between these tourism segments, we have applied a 5% duplication factor to reach a total estimate of 2,049,311 annual visitors in 2017. The number of visitors traveling more than 50 miles is estimated at 10% of the total visitors.

WINTERFEST

Celebrate Woodinville Winterfest received a brand refresh in 2017, along with the addition of a new event, the Winterfest 5K. Winterfest is produced by the Woodinville Chamber, in partnership with numerous sponsors, as a second seasonal event under the Celebrate Woodinville umbrella.
Celebrate Woodinville

Celebrate Woodinville is presented by the Woodinville Chamber, in partnership with the City of Woodinville, Woodinville Wine Country, and the Northshore YMCA. 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.

The 2017 summer event series featured four Wednesday evening concerts and an all-day festival. All concerts and the festival included a wine, beer, and cider garden, managed by Woodinville Wine Country, plus a variety of tasty food and beverage options offered by local restaurants and food trucks. The festival featured the Woodinville Farmers Market, arts and crafts, 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 39th annual community parade, and the popular Bassett Bash.

Lodging tax funds represented approximately 45% of the total budget and were used for a variety of event expenses, permits, rentals, and services.

We welcomed a total of 13,200 attendees across the five events in 2017, an increase of approximately 16% over 2016.

| 13,200 | Total Attendance |
| 1,800  | July 19 Concert  |
| 1,900  | July 26 Concert  |
| 2,100  | August 2 Concert |
| 1,900  | August 9 Concert |
| 5,500  | August 19 Festival |
| 13,200 | Total Attendance |

Fun in Every Flavor
Lodging Tax Funds

The programs outlined in this report were supported with 2017 lodging tax funds totaling $66,980. In addition, financial and in-kind contributions from the Woodinville Chamber, Woodinville Wine Country, and other tourism partners continue to be instrumental to the success of our tourism marketing program.

“...There were 1,400 more hotel rooms added on the eastside in the past year. However, with the continued focus on tourism and the growth of Woodinville Wine Country, 2017 once again outperformed prior year’s total hotel revenue.”

~ Denny Fitzpatrick, Willows Lodge Managing Director

<table>
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<th>Fund Category</th>
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Small Town Charm, Big Time Fun

As we continue to increase the awareness and visibility of Woodinville both nationally and regionally, we are building the reputation of our community as an inviting, charming, authentic, and high-quality tourism destination. We love telling the Woodinville story!

Tourism Marketing Leadership:
Woodinville Chamber: Dave Witt
Woodinville Wine Country: Sandra Lee
Visit Woodinville Tourism Chair: Laurie Cook

Professional Services Partners:
FourTen Creative
O’Boyle Copy & Concept
Vanderloop Communications
Wheelhouse Marketing Group
Woodinville Media Group

Annual report produced by: Wheelhouse Marketing Group
Photography by: Richard Duval and Carol Hook
Cover photo courtesy of: Willows Lodge
Printed by: Minuteman Press, Woodinville

“We continue to promote both the agricultural valley and the businesses that support our endeavors to provide education, resources, celebratory events, and family-oriented activities that engage members of our community and visitors alike.”

~ Sammamish Valley Alliance and Sammamish Valley Grange

Woodinville Visitor Center
14700 148th Ave NE
Woodinville, WA 98072
425.287.6820
7 days a week, 11am-3pm
2017

So Much to Discover, So Close

visitwoodinville.org