Our Mission

The mission of the Visit Woodinville tourism marketing program 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.
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.²

$62.7 million
WINE, BEER & LIQUOR RELATED MANUFACTURING SALES

$93 million
RESTAURANTS & CAFE SALES

$18.2 million
HOTEL & LODGING SALES

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

“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
The Woodinville Story
Woodinville’s Distinction + Customer Values = The Perfect Blend

DISTINCTION
Agriculture & natural beauty
  Friendly & inviting
  Accessible & approachable
  Unique & eclectic
  Authentic

VALUES
Fun, relaxation, socialization
  Insider stories & experiences
  Food & wine, beer, spirits
  Discovery & exploration
  Quality

Woodinville Districts

HOLLYWOOD
  A delicious crossroads 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.

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

WAREHOUSE
  Home to dozens upon dozens of artisan winemakers, craft breweries, cideries, and distilleries.
2018 Tourism Priorities

1. Promote Woodinville to a broad national/regional and international audience.

2. Promote Woodinville to local residents in Puget Sound drive-markets.


4. Fund essential services to manage the core program and tourism presence.

5. Support the Visitor Center tourism plan and ongoing operations.
2018 Tourism Strategies

- Brand Visuals & Messaging
- Photography Library
- Website & Digital Presence
- Social Media Program
- Seasonal eNewsletter Program
- Printed Collateral
- Publicity & Awareness, Media FAM Tours
- Visitor Center & Wayfinding Signage
- Tourism Partnerships
2018 Tourism Strategies

BRAND VISUALS & MESSAGING

- Compelling, memorable branding leads the way
- Beautiful images help tell the story
- Fresh copywriting supports the brand
- Visitor inquiries are handled promptly
2018 Tourism Strategies

PHOTOGRAPHY LIBRARY

- 100-image library licensed annually
- Images shared by local tourism partners
- Library and website refreshed seasonally
- Social media shines with great images
2018 Tourism Strategies

WEBSITE & DIGITAL PRESENCE

- Up-to-date resource for tourists, event planners, residents
- Online event calendar promotes "signature" events
- STAY, PLAY, DINE, SIP: tourism partner listings highlighted
- Essential digital listing presence for VW and Visitor Center

22.21% of website visitors were from 174 cities outside Seattle

TOP 3: San Francisco Bay Area, Portland, Los Angeles

7.7% of all website visitors were from 95 other countries

TOP 3: Canada, Brazil, United Kingdom
2018 Tourism Strategies

SOCIAL MEDIA PROGRAM

- Original and shared content posted 2-3 days per week
- Ongoing promotion of visitor center, partners, events
- Seasonal advertising campaigns target key audiences

FACEBOOK FANS: 1,566 UP 17%
INSTAGRAM FANS: 1,298 UP 28%
TWITTER FANS: 829 UP 21%
2018 Tourism Strategies

SEASONAL eNEWSLETTER PROGRAM

- Original copy and compelling images
- Collaboration and cross-promotion with local partners
- Database management and email design

27.2% Opens
4.2% Clicks

GET BACK IN THE SPRING OF THINGS

26.6% Opens
4.2% Clicks

WHEN THINGS HEAT UP

33.8% Opens
6.6% Clicks

FALL VALLEY FEAST

26.5% Opens
3.2% Clicks

DREAMING OF A WOODINVILLE CHRISTMAS

687

SUBSCRIBERS:
2,026 UP FROM 687
2018 Tourism Strategies

PRINTED COLLATERAL

- Collateral funded by Woodinville Wine Country
- 90,000 magazines, 250,000 wine tasting maps
- Widespread distribution throughout the Puget Sound
2018 Tourism Strategies

PUBLICITY & AWARENESS, MEDIA FAM TOURS

- Woodinville Wine Country crucial to growing number of visitors and publicity
- World-class public relations firm promotes Woodinville, hosts 50+ media tours per year, and fosters strategic partnerships
- Exposure to dozens of national media sources, generating millions of impressions
2018 Tourism Strategies

VISITOR CENTER & WAYFINDING SIGNAGE

- Personalized concierge service, insider tips
- Brand experience, story-telling, visual displays
- Wayfinding signage
- Staffing, administration, volunteer programs

NUMBER OF VISITORS IN 2018:

6,900
2018 Tourism Strategies

TOURISM PARTNERSHIPS

- Regional partnerships with WA Tourism Alliance, Visit Seattle, Port of Seattle, World Trade Center of Seattle, Scenic WA, Visit Bellevue, Eastside tourism group

- Local partnerships with Sammamish Valley Alliance, Sammamish Valley Grange, City of Woodinville, Woodinville Arts Alliance

“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
## Visitor Statistics

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>2,067,893</strong></td>
<td>Estimated number of visitors to Woodinville.</td>
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<tr>
<td><strong>217,673</strong></td>
<td>Estimated number of people traveling more than 50 miles for the day or staying overnight.</td>
</tr>
<tr>
<td><strong>75,016</strong></td>
<td>Number of people staying overnight in paid accommodations.</td>
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<tr>
<td><strong>51,878</strong></td>
<td>Number of people traveling from another country or state and staying overnight in paid accommodations.</td>
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</table>

International reservations at our two hotels more than doubled from 2017 to 2018.

**TOP 3 COUNTRIES:** Canada, U.K., Australia
Celebrate Woodinville

- Produced by the Woodinville Chamber, in partnership with the City of Woodinville, Woodinville Wine Country, and Northshore YMCA
- Four Wednesday concerts with live music and wine & beer garden
- Saturday festival, parade, breakfast, Bassett Bash

SUMMER EVENTS
- 2,100 July 18 Concert
- 2,000 July 25 Concert
- 1,900 August 1 Concert
- 1,750 August 8 Concert
- 5,750 August 18 Festival
- 13,500 TOTAL ATTENDANCE

EVENT ATTENDANCE
- 13,500 Estimated total attendance.
- 1,471 Estimated number of people traveling more than 50 miles for the day or staying overnight.
- 324 Estimated number of people traveling from another country or state and staying overnight in paid accommodations.
- 107 Estimated number of people staying overnight in paid accommodations.
Lodging Tax Budget

- Core tourism marketing programs are funded by City of Woodinville lodging tax (LTAC) dollars
- Financial and in-kind contributions from Woodinville Wine Country and major tourism partners are crucial
- We continue to use a creative and collaborative approach to leverage and cross-promote events and strategies with our regional partners and tourism-dependent Woodinville businesses

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget</th>
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<td>Tourism Marketing</td>
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<td>Visitor Center</td>
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<td>Celebrate Woodinville</td>
<td>$31,600</td>
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<tr>
<td>Total</td>
<td>$80,000</td>
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</table>
Partnering for Success

We continue to increase the awareness and visibility of Woodinville locally, regionally, and nationally, building the reputation of our community as an inviting, charming, and high-quality tourism destination.

Respectfully submitted:
Laurie Cook, VW Tourism Chair

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

LOCAL TOURISM TEAM:
Woodinville Chamber
Visit Woodinville
Woodinville Wine Country
Sammamish Valley Alliance
Woodinville Tourism Businesses
City of Woodinville

PROFESSIONAL SERVICES PARTNERS:
FourTen Creative
O’Boyle Copy & Concept
Vanderloop Communications
Wheelhouse Marketing Group
Woodinville Media Group
Magical Places Still Exist