2019 Annual Report
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.
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></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Marketing &amp; Visitor Center</td>
<td>$60,000</td>
</tr>
<tr>
<td>Celebrate Woodinville</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

**TOTAL: $90,000**
SUMMARY OF FUNDS USAGE

TOURISM MARKETING
- Website Maintenance
- Digital Marketing & Social Media
- Photography
- E-Newsletter Program
- Print & Collateral
- Strategic Partnerships

CELEBRATE WOODINVILLE
- Festival Event Organizer, Logistics, Set-up
- Insurance
- Printing
- Advertising
- Website Design & Development
- Talent / Sound Management
- Staging
- Musician Tent / Band
- Rentals
- Volunteers

VISITOR CENTER
- Display & Interior Signage
- Exterior Signage
- Rent
- Staffing

VISIT WOODINVILLE 2019 ANNUAL REPORT
VISITOR STATISTICS

2,236,704
Estimated number of visitors to Woodinville.

223,670
Estimated number of people traveling more than 50 miles for the day or staying overnight.

133,365
Number of people staying overnight in paid accommodations.

32,921
Number of people traveling from another country or state and staying overnight in paid accommodations.

Outside of the USA, our 2019 Visitors to Woodinville came from these TOP 3 COUNTRIES: Canada, U.K., Germany
<table>
<thead>
<tr>
<th>EVENT</th>
<th>ATTENDANCE</th>
<th>WOODINVILLE</th>
<th>OUTSIDE WOODINVILLE</th>
<th>&gt;50 MILES</th>
<th>LODGING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concert 4</td>
<td>1,550</td>
<td>857</td>
<td>713</td>
<td>43</td>
<td>4</td>
</tr>
<tr>
<td>Concert 3</td>
<td>1,728</td>
<td>1,038</td>
<td>690</td>
<td>33</td>
<td>2</td>
</tr>
<tr>
<td>Concert 2</td>
<td>1,469</td>
<td>801</td>
<td>668</td>
<td>24</td>
<td>3</td>
</tr>
<tr>
<td>Concert 1</td>
<td>460</td>
<td>214</td>
<td>246</td>
<td>26</td>
<td>2</td>
</tr>
<tr>
<td><strong>CONCERT TOTALS</strong></td>
<td><strong>5,207</strong></td>
<td><strong>54%</strong></td>
<td><strong>47%</strong></td>
<td><strong>128</strong></td>
<td><strong>11</strong></td>
</tr>
<tr>
<td>Festival</td>
<td>5,000</td>
<td>2,700</td>
<td>2,300</td>
<td>138</td>
<td>12</td>
</tr>
<tr>
<td>Parade</td>
<td>3,747</td>
<td>2,023</td>
<td>1,724</td>
<td>103</td>
<td>9</td>
</tr>
<tr>
<td>Glow Run</td>
<td>500</td>
<td>334</td>
<td>166</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td><strong>OVERALL TOTALS</strong></td>
<td><strong>14,454</strong></td>
<td><strong>7,613</strong></td>
<td><strong>6,341</strong></td>
<td><strong>247</strong></td>
<td><strong>24</strong></td>
</tr>
</tbody>
</table>

**CELEBRATE WOODINVILLE**

*presented by Everett Clinic*

**Visit Woodinville 2019 Annual Report**
CELEBRATE WOODINVILLE SUMMER CONCERT AND FESTIVAL EVENTS

- Dates: July and August 2019
- Events: 4 concerts, a 5k evening run, and all-day festival
- Festival Activities:
  - Pancake breakfast at Woodinville Fire & Rescue
  - 42nd annual community parade
    - Parade entries: 47
    - Parade individual participants: 1,000
  - Basset Bash
  - Woodinville Farmer’s Market
  - Live music in the park
  - Juried art show, exhibitors, and children’s activities at Wilmot Gateway Park

CELEBRATE WOODINVILLE WEBSITE TRAFFIC

- Total: 9,500 average monthly visitors
  (January - August 2019)
- Locales outside the Seattle metro area showed interest in Celebrate Woodinville
- Washington DC, San Francisco Bay area, Portland, Spokane and New York City totaled approximately 2,790 (3.72%) visitors
- Interest from visitors abroad negligible
PARTNERS

CITY OF WOODINVILLE

WOODINVILLE CHAMBER

WOODINVILLE WINE COUNTRY

VISIT WOODINVILLE 2019 ANNUAL REPORT