Woodinville Wine Country
2020 Annual Report

woodinvillewinecountry.com
Woodinville Wine Country (WWC) is an association of vintners and affiliates who represents the growing presence of the Washington state wine industry in the Greater Woodinville area. Our mission is to serve our member wineries and affiliates, and support the growth and development of their businesses. We accomplish this by focusing on a few key areas:

- Driving traffic to WWC member vintners and affiliates
- Marketing to a targeted buying audience across multiple channels including online, social media, print publication, advertising and public relations
- Hosting events that are uniquely effective in showcasing the participating members’ wines by leveraging themes, targeted attendees, and greater market reach
- Providing industry education, professional development, and technological innovations for members and affiliates
• Core tourism marketing programs are funded by City of Woodinville lodging tax (LTAC) dollars
• Financial and in-kind contributions from 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>Budget Item</th>
<th>Budget</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Center</td>
<td>$23,801.00</td>
<td>$23,789.16</td>
</tr>
<tr>
<td>Website Marketing</td>
<td>$53,736.00</td>
<td>$55,004.56</td>
</tr>
<tr>
<td>Visitor Guide</td>
<td>$9,685.00</td>
<td>$9,598.56</td>
</tr>
<tr>
<td><strong>TOTAL: $87,222.00</strong></td>
<td></td>
<td><strong>Actual: $88,391.72</strong></td>
</tr>
</tbody>
</table>
SUMMARY OF FUNDS USAGE

WEBSITE/ MARKETING
- Agency deliverables / fees:
  - Content strategy and creation
  - Website design
  - Website construction
- MyTrip functionality
- Plugin license fees
- CMS

VISITOR CENTER
- Rent
- Staffing
- Wayfinding sign

VISITOR GUIDE
- Designer fees
- Project management
- Ad sales
- Digital scavenger hunt activation

WOODINVILLE WINE COUNTRY 2020 ANNUAL REPORT
2020 IMPACT OF COVID-19

- Since March 1, visitor spending in Washington has declined by $3.8 billion compared with last year’s figures.
- Traveler spending in Washington has averaged losses of 77 percent.
- Hotel room revenue alone has declined 72 percent between March 1 and May 23.
- Transient occupancy taxes (lodging taxes), which are imposed in all 39 counties (by both counties and cities) have quickly declined amid the pandemic.
- The dramatic loss of lodging taxes will impact destination marketing organizations, as well influence city and county governments budget and expenses statewide.
- For the month of April 2020, Seattle Tacoma International Airport experienced a decrease of 93.6 percent over April of 2019. International traffic was down by 97.1 percent and domestic passenger traffic dropped 93.1 percent.

Source: Washington Tourism Alliance
VISITOR STATISTICS

836,103
Estimated number of visitors to Woodinville.

83,610
Estimated number of people traveling more than 50 miles for the day or staying overnight.

23,677
Number of people staying overnight in paid accommodations.

9,690
Number of people traveling from another country or state and staying overnight in paid accommodations.

Outside of the USA, our 2020 Visitors to Woodinville came from these TOP 3 COUNTRIES: Canada, Australia, and China

Source: Willows Lodge and Hampton Inn Woodinville
VISITOR CENTER

Project Summary:
The Woodinville Visitor Center is the tourism center for Woodinville. In past years, over 1.6 million visitors from across the state and around the world come to Woodinville and the Visitor Center is a welcoming place for personalized concierge service and a wide range of info about our City. Due to COVID-19, the Visitor Center has been closed since mid-March but marketing materials and brochures were left in a covered area for guests stopping by. WWC staff contact information was also made available and enabled guests to contact our team members via phone or email if they had questions about their current or future visit.

The LTAC funds enabled Woodinville Wine Country Association and the Woodinville Chamber to keep our office space as we navigated the new landscape of supporting our local businesses and guests, remotely.
## VISITOR CENTER

<table>
<thead>
<tr>
<th>Event Description</th>
<th>2020 Estimate</th>
<th>2020 Actual*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall attendance at your activity</td>
<td>4,370</td>
<td>728</td>
</tr>
<tr>
<td>Number of people who travel more than 50 miles for your activity</td>
<td>2,753</td>
<td>550</td>
</tr>
<tr>
<td>Of the people who travel more than 50 miles, the number of people who travel from another country or state</td>
<td>1,211</td>
<td>242</td>
</tr>
<tr>
<td>Of the people who travel more than 50 miles, the number of people who stay overnight in the City of Woodinville or Woodinville area</td>
<td>2,147</td>
<td>429</td>
</tr>
<tr>
<td>Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Woodinville or Woodinville area</td>
<td>215</td>
<td>43</td>
</tr>
<tr>
<td>Number of paid lodging room nights resulting from your activity</td>
<td>215</td>
<td>43</td>
</tr>
</tbody>
</table>

*All data from January - mid-March 2020 (pre-shutdown)*
WEBSITE / MARKETING

Launch Date: October 25th, 2020

Project Summary:
The goal of the project was to merge two existing websites together: visitwoodinville.org and woodinvillewinecountry.com to create a stronger, more vibrant, mobile friendly, and ADA compliant tourism website. The final product showcases an enriched Woodinville Wine Country website that is consumer focused, allowing new and returning visitors to create their own itineraries and share them with their friends. By showcasing just how much is available and how much is happening in Woodinville, and by elevating “Stay” as one of the primary categories, we encourage people to stay multiple days in local accommodations.

Other Website Features and Functionality:
- My Places – Map view showing saved places (tasting rooms, points of interest)
- My Events – List showing events selected
- Share MyTrip – Area for sharing trip details with friends (link sharing)
- Print MyTrip – Printable version of trip details
- Helpful Resources – List of blog posts tagged with ‘trip tips’
## WEBSITE / MARKETING

<table>
<thead>
<tr>
<th></th>
<th>2020 Estimate</th>
<th>2020 Actual*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall attendance at your activity</td>
<td>1,700,000</td>
<td>139,350</td>
</tr>
<tr>
<td>Number of people who travel more than 50 miles for your activity</td>
<td>1,071,000</td>
<td>13,935</td>
</tr>
<tr>
<td>Of the people who travel more than 50 miles, the number of people who travel from another country or state</td>
<td>471,240</td>
<td>3,946</td>
</tr>
<tr>
<td>Of the people who travel more than 50 miles, the number of people who stay overnight in the City of Woodinville or Woodinville area</td>
<td>835,380</td>
<td>9,989</td>
</tr>
<tr>
<td>Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Woodinville or Woodinville area</td>
<td>83,538</td>
<td>6,967</td>
</tr>
<tr>
<td>Number of paid lodging room nights resulting from your activity</td>
<td>82,538</td>
<td>5,225</td>
</tr>
</tbody>
</table>

Data sourced from Willows Lodge and Hampton Inn Woodinville data

*Results are from November and December 2020 (post website launch)*
VISITOR GUIDE

Project Summary:
The goal of the project was to create a comprehensive guide that not only include information about tasting rooms, restaurant, and lodging, but also to showcase other points of interest throughout the City of Woodinville. The Visitor Guide was set to go to print in Q1 but was put on hold when tasting rooms and other distribution channels were shut down due to COVID restrictions.

Instead of printing the magazine, we made available digitally through the Woodinville Wine Country website, included in our weekly newsletter from April through December 2020 to 35,000 subscribers, and created a monthly digital scavenger hunt for a chance to win prizes.

Month / Theme / Number of Entries:
- July: Family Fun – Parks, Trails, and Points of Interest – 133
- August: Dining in Woodinville – 132
- September: Explore the Districts – 130
- October: Fall Staycation Ideas – 107
- November: Preparing Your Thanksgiving Feast – 185
- December: Holiday Shopping Ideas – 102
### VISITOR GUIDE

Data sourced from Willows Lodge and Hampton Inn Woodinville data  
*All data from April through December 2020 when Visitor Guide was made available digitally

<table>
<thead>
<tr>
<th>Description</th>
<th>2020 Estimate</th>
<th>2020 Actual*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall attendance at your activity</td>
<td>1,700,000</td>
<td>557,402</td>
</tr>
<tr>
<td>Number of people who travel more than 50 miles for your activity</td>
<td>1,071,000</td>
<td>557,402</td>
</tr>
<tr>
<td>Of the people who travel more than 50 miles, the number of people who travel from another country or state</td>
<td>471,240</td>
<td>3,946</td>
</tr>
<tr>
<td>Of the people who travel more than 50 miles, the number of people who stay overnight in the City of Woodinville or Woodinville area</td>
<td>835,380</td>
<td>51,794</td>
</tr>
<tr>
<td>Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Woodinville or Woodinville area</td>
<td>83,538</td>
<td>6,967</td>
</tr>
<tr>
<td>Number of paid lodging room nights resulting from your activity</td>
<td>82,538</td>
<td>5,225</td>
</tr>
</tbody>
</table>
PARTNERS

CITY OF WOODINVILLE

WOODINVILLE WINE COUNTRY

WOODINVILLE CHAMBER

WOODINVILLE WINE COUNTRY 2020 ANNUAL REPORT