Brand Development

• Released destination brand RFP

• Composed steering committee with top marketing experts from WTA board of directors

• Will select the agency within the next couple weeks

• Plan to hold brand stakeholder meetings in Q4 2019 and Q1 2020

• Goal: Have a brand ready to go to market by Q2 of 2020
Marketing Contractor – Earth and Sky Studios

• Jenn Tate – Owner and point person

• Specializes in content creation, website development, social media, and consumer marketing

• 20-year track record of working with organizations of all sizes around the state

• 15 employees

• Located in Winthrop, WA

• 6-month contract runs from 10/1/19 – 3/31/20
Marketing Contractor Scope of Work

• Assessment of current WTA program assets and performance
• Improve existing program performance across multiple platforms
• Add new social media channels, reengage existing channels, increase audiences and audience engagement.
• Improve integration social media, newsletter, web site and other programs
• Create near-term organic and paid marketing strategy
Marketing Contractor Scope of Work

- Increase opt-in opportunities
- Set up retargeting for consumer newsletter
- Re-design, create content schedule and increase audience of consumer newsletter
- Build interim collateral materials, including statewide photo/video library
- Design co-op ads and other partnership marketing vehicles
- Create and administer near-term consumer promotions
- Align existing programs with the new destination brand
Social Media

• Create plan to enhance performance across all consumer channels
• Establish consistent voice and rhythm
• Improve formatting
• Expand destination social media team to include broad geographic representation
• Broaden content calendar and increased consumer postings
• Inaugurate consumer Instagram channel
• Inaugurate destination Instagram channel
ExperienceWA - Instagram

experienc_wa

19 posts   161 followers   301 following

Experience Washington
Official Instagram for Washington State Tourism. #experienceWA
www.experiencewa.com

Followed by rudy_willingham
Travel Trade

• Created 2020 Trade Show Schedule
  • World Travel Market (London), November
    • Connects global travel buyers with destinations
  • National Tour Association (Fort Worth), December
    • More than 1,000 domestic tour operators will be attending
  • ITB (Internationale Tourismus-Börse Berlin), March
    • World’s largest tourism trade show with 180,000 exhibitors
  • Go West (Portland), March
    • Connects tour operators to destinations in the Western U.S.
  • IPW (Las Vegas), May
    • Largest inbound U.S. tradeshow. Drives $5.5 billion in future travel

• Statewide itineraries for travel operators are in development
Trade Show Booth

• Working with Visit Seattle and the Port of Seattle to create a state-of-the-art booth for international partnership promotions
Travel Publicity

- Fulfilled 136 media requests
- Generated 60 stories from above media requests or our WTA news releases
- Grew photo library for media partners to almost 400 photos

Covered media outlets

- CNN
- MOTORHOME
- Forbes
- The Telegraph
- TrailBlazer
- Seattle Met
- Travel Guides
Examples of Earned Media

**Outside**

The Enchantments

*The Enchantments*

Washington State

Part of the Alpine Lakes Wilderness, the Enchantments area of the central Cascades, east of Seattle, is filled with glaciated granite peaks, high-alpine lakes, and rugged trails. Day hikes and long runs are doable but challenging, with thousands of feet of vertical gain. The good news is you can tackle a day hike or run with a free permit self-issued at the

---

**Forbes**

California, Washington, Colorado Rule As Kings Of Craft Spirits

Gary Stoller, Contributor

Distilleries throughout the country — based in 40 U.S. states, the District of Columbia and the U.S. Virgin Islands — won awards at a 2019 craft spirits competition, but four western states dominated the honors, a new analysis shows.

More than 850 entries of 260 companies in 18 countries and every continent except Africa and Antarctica entered the American Distilling Institute’s Judging of Craft Spirits annual competition. The institute,
- Continue to populate state tourism photo database from donated photos from regional partners
Destination Development

- Fulfilled destination development grant program awarded in the Spring
- National audit of competing state programs to research how other states conduct destination development
- Began to plan roundtable meetings around Washington to assess needs of communities
- Destination development assessment meetings will coincide with stakeholder brand meetings
WTA Advisory Councils

• Tribal – preliminary talks have begun with the Washington Indian and Gaming Association
• Destination Marketing Organizations – A council is being formed with members of WSDMO
• Outdoor Recreation – A council will be formed with possible members from Big Tent, Washington Trails Association, Washington Fish and Wildlife, Washington Parks and Rec and more
Thank you!!!

For more information, please visit our industry website:
www.watourismalliance.com
and the official State Tourism website:
www.experiencewa.com

Mike Moe
425-444-0589
mike@watourismalliance.com