

2015 PERFORMANCE REPORT

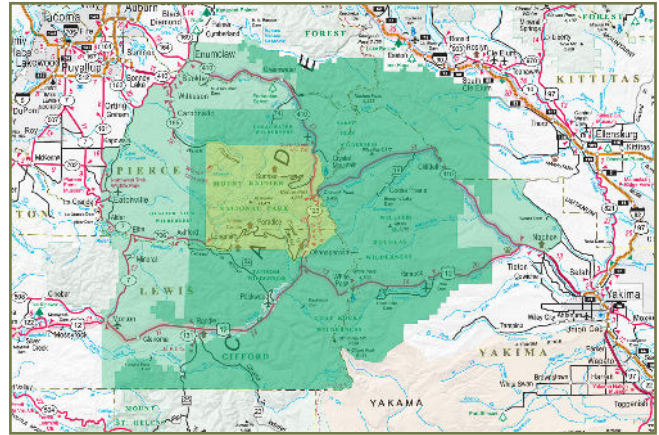
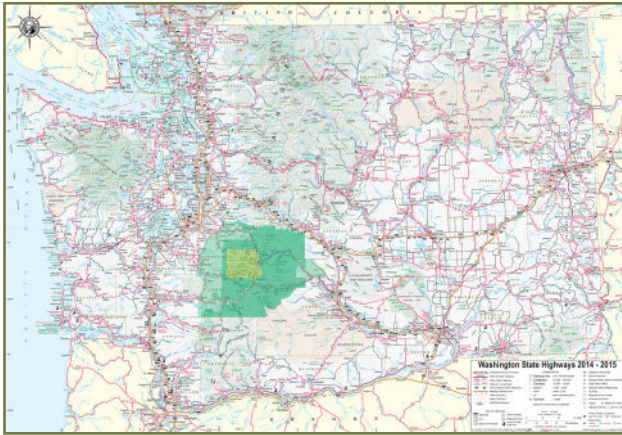
VISIT RAINIER

the official site of mt.rainier tourism





VISIT RAINIER.COM



MISSION

Visit Rainier is a non profit- non membership organization. It is funded by Lodging Taxes from Pierce County, and the cities of Eatonville and Enumclaw. The Mission is to establish the Rainier region as the preferred mountain destination for selected market segments in Pacific Northwest urban centers, the western United States and some national and international markets. Enhance tourism revenue in the Rainier region by increasing multi-night stays in the region throughout the year.



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BOARD MEMBERS

DEE PATTERSON, Crystal Mountain Hotels

MEILEE ANDERSON, Mt. Rainier Scenic Railroad and Museum

STEVEN CADEMATORI, Alta Crystal Resort

RICHARD CORELLA, Enumclaw Expo Center

WHITNEY DALBALCON, Northwest Trek

JEREMY FOUST, Whittaker Mountaineering

PAM NEWLUN, Rainier Guest Services

CONSULTANTS:

MARY KAY NELSON, Executive Director

ANNALEE TOBEY, Social Media + Content Developer

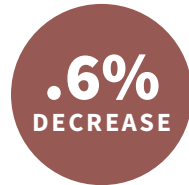
JULIE JOHNSON, Public Relations

ERIC SHECKLER, Website Developer + Communications Design



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LODGING TAX REVENUE



\$1,688,413 IN 2015
\$1,699,425 IN 2014

Source: Washington State Department of Revenue

ECONOMIC IMPACT

1.3 MILLION PARK VISITORS in 2014

\$45.5M SPENT in + within 30 miles of the park

day visitor groups **AVERAGED \$120/TRIP**

overnight visitor groups **AVERAGED \$675/TRIP**

\$45.5M IN SALES supported **595 JOBS**
With NPS and Concessionaire payroll added,

\$57.7M IN TOTAL ECONOMIC IMPACT

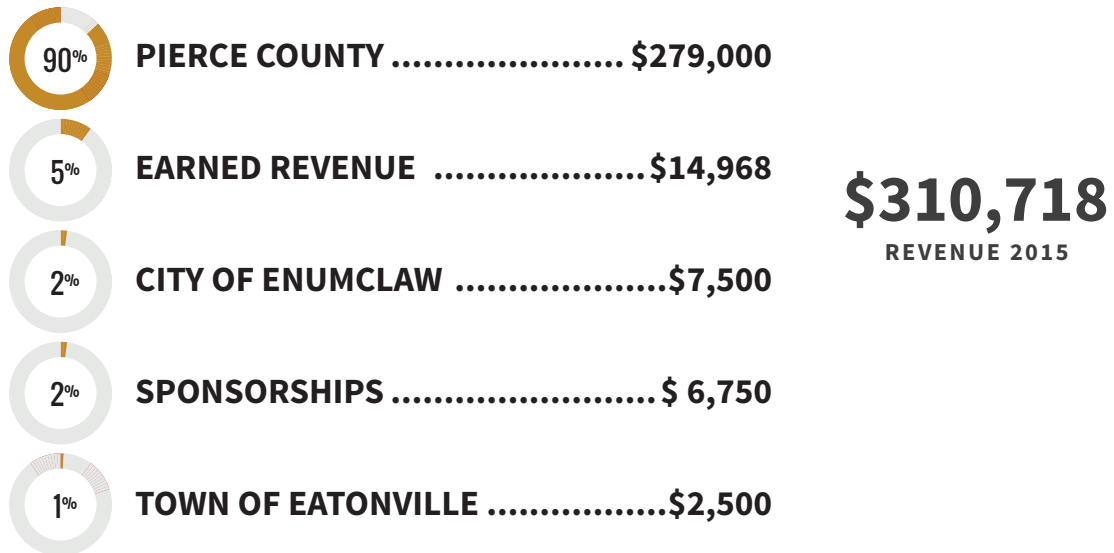
885 JOBS / \$40.9M IN LABOR INCOME

Source: "Impacts of spending on Local Economy 2012," U.S. Department of Interior

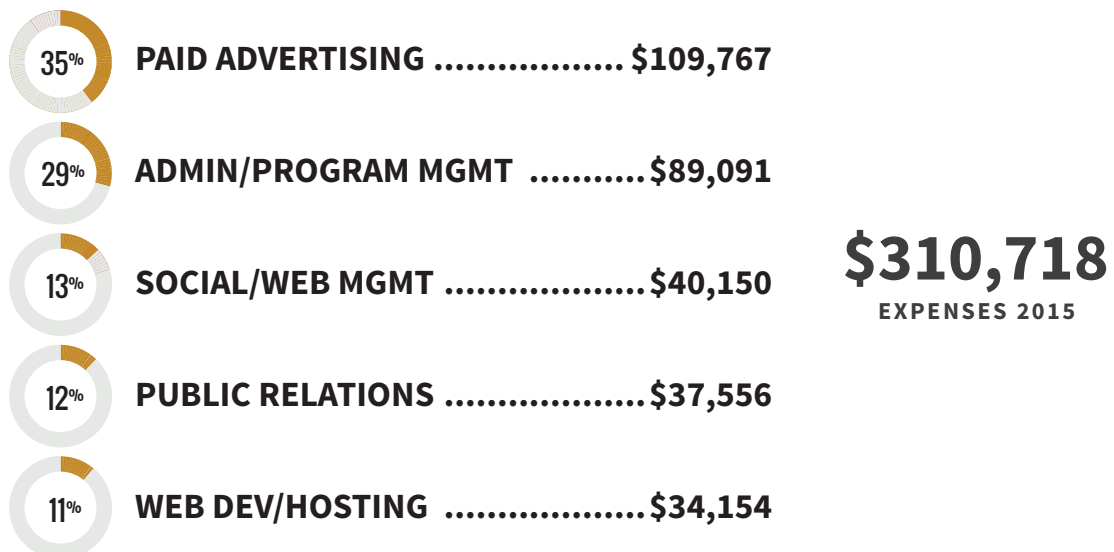


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VISITRAINIER REVENUE 2015



VISITRAINIER PROGRAM 2015





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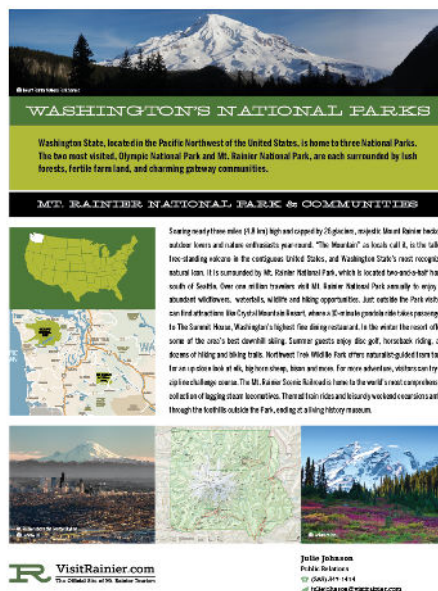




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BRAND VISUALS

The strategy for VisitRainier is to employ multiple logotypes, depending on the execution. We're creating our own "visual backstory," using type styles and graphic treatments that reflect various decades past.





VISIT RAINIER.COM

STAYEXPLORESEE & DO NEWS & EVENTSTRAVEL INFO TOP TRAVEL DEALS

BREAKING NEWS: WINTER RETURNS TO THE MOUNTAIN

CHECK AVAILABILITYAll LodgingCHECK INCHECK OUTSEARCH

GO GEOCACHING AT MT. RAINIER

VIDEO: FAMILY FUN AT MT. RAINIER

RAINIER AROUND THE WEB

A VISIT TO THE OAK CREEK ELK FEEDING AREA

HENRY M JACKSON MEMORIAL VISITOR CENTER AT PARADISE

WELCOME TO VISIT RAINIER

14,411 feet of fun and adventure await your exploration at Mt. Rainier. Hike with the wildflowers, gaze upon powerful waterfalls and discover vistas that re-define spectacular. Ready to hit the trail? We have over 130 trail descriptions. Want to relax and stay awhile? Choose from over 30 lodging options. Go on a train ride, visit a wildlife park, follow a drive tour, take the gondola... We're offering all the tools you need to make your next trip to the mountain a reality.

TRANSLATE THIS PAGE

LODGING SPOTLIGHT

STAYEXPLORESEE & DO NEWS & EVENTSTRAVEL INFO TOP TRAVEL DEALS

BREAKING NEWS: WINTER RETURNS TO THE MOUNTAIN

CHECK AVAILABILITYAll LodgingCHECK INCHECK OUTSEARCH

LODGING

MAP

Auto fit mapReset map

MAP DATA ©2016 Google 10 kmTerms of useReport a map error

LODGING OPTIONS AROUND MT RAINIER

Come to Mt. Rainier and experience the nature and beauty, the fun, the calm, the adventure... Choose from over 40 places to stay. Cuddle as a couple in a cozy cabin or historic inn. Enjoy a weekend with the girls at a spa retreat. Find a fully-equipped vacation rental or condo for the family. Lodging options around the mountain are plentiful. Find your fit and escape to the mountain.

Use the checkboxes below or the letters at right to filter your results. To reset the results.

Sort by: ALL A B C D E F G H I J K L M N O P R S T U V W X Y Z

STAYEXPLORESEE & DO NEWS & EVENTSTRAVEL INFO TOP TRAVEL DEALS

THE LODGING

EVENTS CALENDAR

MAY 2015

100 GEOCACHING

LET'S GO GEOCACHING!

100 geocaches to celebrate 100 years of the National Park Service

Ready for a new adventure? 2016 is the 100th anniversary of the National Park Service, and we're starting the celebration early with the Mt. Rainier Centennial GeoTour - 100 geocaches placed around Mount Rainier and in our gateway communities.

If you haven't tried geocaching yet, it's an outdoor "treasure hunt" using a GPS-enabled device such as a smartphone (with a geocaching app) or GPS receiver. Participants navigate to a specific set of GPS coordinates and then look for the geocache (container) hidden at that location. This activity has exploded in popularity in the past few years - learn more at [Geocaching 101](#). Read about Visit Rainier Blogger Karl Drouin's experience geocaching around Mt. Rainier.

The 100 geocaches on the Visit Rainier Centennial GeoTour will highlight cherished history, scenic wonders, quiet corners, and hidden gems of the Mount Rainier region. Can you see "Road to Pt."?

The geocaches will be released in four series of 25 caches each during 2015 and 2016. You can receive a patch for completing each series, plus a bonus geocache if you find all 100 caches. The first 25 caches (Series 1) were released June 13, 2015 and the second 25 caches (Series 2) on October 8, 2015.

Tentative release dates for the remaining geocache series are:

- May 27, 2016 (Series 3)
- Sept. 14, 2016 (Series 4)

GET STARTED ON YOUR ADVENTURE

Download the series passports. Each geocache will contain a unique code word, which you must record in the appropriate passport to verify your task.

- Series 1 Passport (pdf)
- Series 2 Passport (pdf)

Download the GeoTour Guidelines, which contain the rules and details for your quest.

Go find some caches! Be sure to sign the logbook inside each cache and record the code word in your passport. Most caches have trails nearby, so if you want some treasure, bring along a map. After you've found some caches, record your experiences online by posting a log on each cache page.

Once you've found all the caches in the series, you can mail in the completed passport to receive a patch or pin. (Pins are limited to one per family/household.)

Time to go geocaching... We hope you enjoy the hunt!

CENTENNIAL GEOTOUR IN THE NEWS:

The Seattle Times

The Examiner

San Juan Insider

The Olympian

CENTENNIAL GEOTOUR PARTNERS:

NPSA

Visit Rainier

White Park Scenic Byway

Destination Parkwood

the Washington State Geocaching Association (WSGA)

STAYEXPLORESEE & DO NEWS & EVENTSTRAVEL INFO TOP TRAVEL DEALS

THE LODGING

EVENTS CALENDAR

MAY 2015

100 GEOCACHING

STAYEXPLORESEE & DO NEWS & EVENTSTRAVEL INFO TOP TRAVEL DEALS

THE LODGING

EVENTS CALENDAR

MAY 2015

100 GEOCACHING

CHINOOK SCENIC BYWAY

HENRY M JACKSON MEMORIAL VISITOR CENTER AT PARADISE

ADMIRE THE WATERFALLS



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2015 KEY STATS

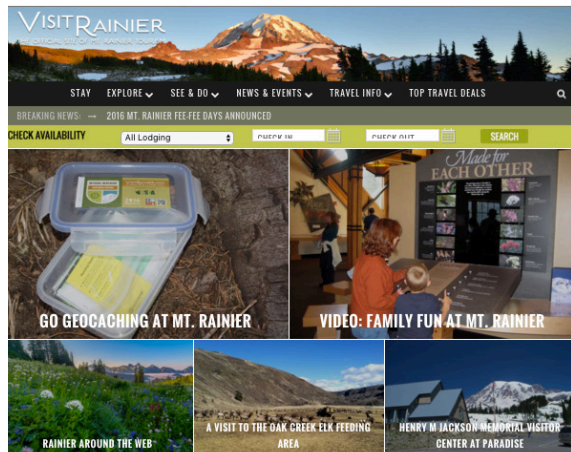
400,885
TOTAL VISITORS

1,126
AVERAGE VISITORS

3,241
SINGLE-DAY VISITORS

111,994
LODGING REFERRALS

81,720
REFERRALS VIA BOOKDIRECT



WELCOME TO VISIT RAINIER

14,411 feet of fun and adventure await your exploration at Mt. Rainier. Hike with the wildflowers, gaze upon powerful waterfalls and discover vistas that re-define spectacular. Ready to hit the trail? We have over 130 trail descriptions. Want to relax and stay awhile? Choose from over 30 lodging options. Go on a train ride, visit a wildlife park, follow a drive tour, take the gondola... We're offering all the tools you need to make your next trip to the mountain a reality.

WHAT'S HOT IN JANUARY

Hike Crystal's Mt. Rainier Gondola

Spend a cozy night at Mt. Rainier

Go hut to hut more and more

CURRENT ROAD CONDITIONS

SUNRISE ROAD

NISQUALLY ENTRANCE TO LONGMIRE

WHITE RIVER RD CAMPGROUND

LATEST NEWS

Winter Returns to the Mountain
Mount Rainier National Park announces winter operations, in preparation for weather conditions and recreation opportunities the winter season provides for visitors.

Enjoy Winter Holidays at Mt. Rainier

WINTER SNOWSHOEING

Glacier Vista Snowshoe
Area: Paradise Starting Point: Paradise
Distance: 3 miles, RT Duration: 3 hrs
Difficulty Level: Easy ...

Goat Falls Snowshoe

High Hat Snowshoe

Kautz Creek Snowshoe

Ranger Led Snowshoe Walks At Paradise

Eagle Peak Snowshoe

TRANSLATE THIS PAGE

Select Language

LODGING SPOTLIGHT

Cedar Inn

WEATHER AT MT. RAINIER (PARADISE)

29°
Mist

Saturday	39° - 40°
Sunday	46° - 25°
Monday	39° - 30°
Tuesday	29° - 33°
Wednesday	29° - 32°

UPCOMING EVENTS

JANUARY 2016

9 JAN	CRYSTAL MOUNTAIN RESORT-GUIDED SNOWSHOE TOUR & DINNER
16 JAN	CRYSTAL MOUNTAIN RESORT-GUIDED SNOWSHOE TOUR & DINNER
18 JAN	FREE FREE DAY - MARTIN LUTHER KING, JR. DAY
23 JAN	CRYSTAL MOUNTAIN RESORT-GUIDED SNOWSHOE TOUR & DINNER
30 JAN	CRYSTAL MOUNTAIN RESORT-GUIDED SNOWSHOE TOUR & DINNER

SNOW REPORT

ON THE MOUNTAIN
Crystal Mountain Snow Report
Upper: (7012ft)
72° **24°F**
Lower: (4400ft)
50° **31°F**
Snowfall: Lifts
0" (1/12) **10 / 11**
[Show full snowreport!](#)
Webcams

Powered by [OnTheSnow.com](#)

VISIT RAINIER ON TWITTER



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2015 STATISTICS

PAGES RANKED BY VIEWS

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	1,791,055 % of Total: 100.00% (1,791,055)	732,921 % of Total: 100.00% (732,921)	00:00:47 Avg for View: 00:00:47 (0.00%)	399,724 % of Total: 100.00% (399,724)	6.13% Avg for View: 6.13% (0.00%)	22.32% Avg for View: 22.32% (0.00%)	<\$0.01 % of Total: 100.00% (<\$0.01)
1. /	302,640 (16.90%)	118,545 (16.17%)	00:00:38	113,785 (28.47%)	5.59%	22.20%	<\$0.01 (6.87%)
2. /webcams/	46,433 (2.59%)	20,262 (2.76%)	00:01:04	15,749 (3.94%)	2.30%	37.67%	\$0.00 (0.00%)
3. /activities/summer-activities/hiking/	44,424 (2.48%)	11,276 (1.54%)	00:00:37	6,086 (1.52%)	12.02%	11.91%	<\$0.01 (72.22%)
4. /stay/lodging/	29,779 (1.66%)	11,554 (1.58%)	00:00:47	6,318 (1.58%)	4.36%	19.41%	\$0.00 (0.00%)
5. /lodging/	26,960 (1.51%)	11,239 (1.53%)	00:00:53	8,645 (2.16%)	6.33%	25.86%	\$0.00 (0.00%)
6. /white-river-campground/	26,344 (1.47%)	11,026 (1.50%)	00:01:10	10,204 (2.55%)	2.77%	35.46%	\$0.00 (0.00%)
7. /snowplay-area-at-paradise-mt-rainier-national-park-sledding-inner-tubing/	25,119 (1.40%)	9,703 (1.32%)	00:01:05	8,869 (2.22%)	2.94%	32.44%	\$0.00 (0.00%)
8. /wildflower-hikes/	23,637 (1.32%)	8,943 (1.22%)	00:00:48	6,502 (1.63%)	5.19%	27.07%	\$0.00 (0.00%)
9. /driving-directions/	23,554 (1.32%)	8,627 (1.18%)	00:01:04	3,592 (0.90%)	5.28%	25.37%	\$0.00 (0.00%)
10. /top10/summer-top10/	22,235 (1.24%)	7,151 (0.98%)	00:00:28	1,007 (0.25%)	4.68%	8.51%	\$0.00 (0.00%)

VISITORS BY COUNTRY

Country ?	Acquisition			Behavior			Conversions Goal 1: Lodging page		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Lodging page (Goal 1 Conversion Rate) ?	Lodging page (Goal 1 Completions) ?	Lodging page (Goal 1 Value) ?
	400,885 % of Total: 100.00% (400,885)	71.25% Avg for View: 71.18% (0.10%)	285,629 % of Total: 100.10% (285,347)	6.13% Avg for View: 6.13% (0.00%)	4.47 Avg for View: 4.47 (0.00%)	00:02:45 Avg for View: 00:02:45 (0.00%)	12.10% Avg for View: 12.10% (0.00%)	48,496 % of Total: 100.00% (48,496)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	378,713 (94.47%)	70.82%	268,191 (93.89%)	5.92%	4.46	00:02:45	12.30%	46,582 (96.05%)	\$0.00 (0.00%)
2. Canada	6,405 (1.60%)	78.13%	5,004 (1.75%)	5.14%	4.98	00:03:03	10.10%	647 (1.33%)	\$0.00 (0.00%)
3. United Kingdom	2,456 (0.61%)	71.17%	1,748 (0.61%)	6.88%	4.65	00:02:38	9.36%	230 (0.47%)	\$0.00 (0.00%)
4. Germany	1,762 (0.44%)	81.44%	1,435 (0.50%)	9.08%	4.82	00:02:48	9.25%	163 (0.34%)	\$0.00 (0.00%)
5. Greece	1,015 (0.25%)	92.32%	937 (0.33%)	29.95%	2.81	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Australia	981 (0.24%)	78.70%	772 (0.27%)	6.22%	5.11	00:03:44	7.65%	75 (0.15%)	\$0.00 (0.00%)
7. India	604 (0.15%)	86.59%	523 (0.18%)	13.74%	3.48	00:01:57	5.13%	31 (0.06%)	\$0.00 (0.00%)
8. Netherlands	536 (0.13%)	72.01%	386 (0.14%)	4.85%	5.40	00:03:26	15.30%	82 (0.17%)	\$0.00 (0.00%)
9. France	445 (0.11%)	86.29%	384 (0.13%)	12.58%	4.34	00:02:21	8.54%	38 (0.08%)	\$0.00 (0.00%)
10. Singapore	413 (0.10%)	70.70%	292 (0.10%)	7.75%	4.75	00:03:34	7.75%	32 (0.07%)	\$0.00 (0.00%)



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2015 STATISTICS

VISITORS BY STATE

Region ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Lodging page (Goal 1 Conversion Rate) ?	Lodging page (Goal 1 Completions) ?	Lodging page (Goal 1 Value) ?
	378,713 % of Total: 94.47% (400,885)	70.82% Avg for View: 71.18% (-0.51%)	268,191 % of Total: 93.99% (285,347)	5.92% Avg for View: 6.13% (-3.58%)	4.46 Avg for View: 4.47 (-0.15%)	00:02:45 Avg for View: 00:02:45 (-0.03%)	12.30% Avg for View: 12.10% (1.68%)	46,582 % of Total: 96.05% (48,496)	\$0.00 % of Total: 0.00% (\$0.00)
1. Washington	235,989 (62.31%)	69.15%	163,196 (60.85%)	5.27%	4.33	00:02:43	10.55%	24,899 (53.45%)	\$0.00 (0.00%)
2. California	26,517 (7.00%)	73.62%	19,523 (7.28%)	6.76%	4.27	00:02:26	12.96%	3,437 (7.38%)	\$0.00 (0.00%)
3. Oregon	21,076 (5.57%)	69.82%	14,716 (5.49%)	6.15%	4.45	00:02:53	15.56%	3,279 (7.04%)	\$0.00 (0.00%)
4. Texas	10,991 (2.90%)	73.61%	8,090 (3.02%)	6.27%	4.91	00:02:52	15.88%	1,745 (3.75%)	\$0.00 (0.00%)
5. Florida	6,978 (1.84%)	69.42%	4,844 (1.81%)	6.28%	5.05	00:03:14	15.98%	1,115 (2.39%)	\$0.00 (0.00%)
6. New York	5,974 (1.58%)	71.68%	4,282 (1.60%)	8.34%	4.54	00:02:46	11.90%	711 (1.53%)	\$0.00 (0.00%)
7. Illinois	5,878 (1.55%)	75.09%	4,414 (1.65%)	7.76%	4.79	00:02:48	15.11%	888 (1.91%)	\$0.00 (0.00%)
8. (not set)	3,497 (0.92%)	72.63%	2,540 (0.95%)	10.12%	4.61	00:02:43	14.84%	519 (1.11%)	\$0.00 (0.00%)
9. Ohio	3,487 (0.92%)	75.62%	2,637 (0.98%)	7.57%	5.19	00:03:07	17.69%	617 (1.32%)	\$0.00 (0.00%)
Region	3,465 (0.91%)	74.40%	2,578 (0.96%)	6.61%	5.23	00:03:08	16.33%	566 (1.22%)	\$0.00 (0.00%)

VISITORS BY CITY

City ?	Acquisition			Behavior			Conversions Goal 1: Lodging page ▾		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Lodging page (Goal 1 Conversion Rate) ?	Lodging page (Goal 1 Completions) ?	Lodging page (Goal 1 Value) ?
	378,713 <small>% of Total: 94.47% (400,885)</small>	70.82% <small>Avg for View: 71.18% (-0.51%)</small>	268,191 <small>% of Total: 93.99% (285,347)</small>	5.92% <small>Avg for View: 6.13% (-3.58%)</small>	4.46 <small>Avg for View: 4.47 (-0.15%)</small>	00:02:45 <small>Avg for View: 00:02:45 (-0.03%)</small>	12.30% <small>Avg for View: 12.10% (1.68%)</small>	46,582 <small>% of Total: 96.05% (48,496)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Seattle	86,283 (22.78%)	70.31%	60,663 (22.62%)	5.78%	4.04	00:02:35	9.29%	8,016 (17.21%)	\$0.00 (0.00%)
2. Tacoma	12,978 (3.43%)	68.39%	8,876 (3.31%)	4.52%	4.34	00:02:30	9.06%	1,176 (2.52%)	\$0.00 (0.00%)
3. Portland	9,382 (2.48%)	72.93%	6,842 (2.55%)	6.15%	4.21	00:02:38	14.86%	1,394 (2.99%)	\$0.00 (0.00%)
4. Bellevue	8,970 (2.37%)	71.24%	6,390 (2.38%)	5.45%	4.86	00:03:04	11.38%	1,021 (2.19%)	\$0.00 (0.00%)
5. San Francisco	7,476 (1.97%)	73.13%	5,467 (2.04%)	8.25%	3.47	00:01:52	9.55%	714 (1.53%)	\$0.00 (0.00%)
6. South Hill	6,881 (1.82%)	69.21%	4,762 (1.78%)	3.68%	4.75	00:02:38	7.98%	549 (1.18%)	\$0.00 (0.00%)
7. (not set)	6,556 (1.73%)	65.24%	4,277 (1.59%)	7.78%	4.61	00:03:02	13.19%	865 (1.86%)	\$0.00 (0.00%)
8. Redmond	5,975 (1.58%)	70.76%	4,228 (1.58%)	4.02%	4.43	00:02:41	10.95%	654 (1.40%)	\$0.00 (0.00%)
9. Kent	5,572 (1.47%)	71.66%	3,993 (1.49%)	4.95%	4.33	00:02:40	9.57%	533 (1.14%)	\$0.00 (0.00%)
10. Olympia	5,020 (1.33%)	70.14%	3,521 (1.31%)	4.66%	4.19	00:02:30	10.08%	506 (1.09%)	\$0.00 (0.00%)



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SOCIAL MEDIA ENGAGEMENT



FACEBOOK..... 116,016 (2014: 79,315)



TWITTER5,5905 (2014: 5,053)



YOUTUBE VIEWS..... 345,079 (2014: 314,134)



EMAIL NEWSLETTER CONTACTS29,094 (2014: 25,750)



PINTEREST 377 FOLLOWERS (NEW FOR 2014)



INSTAGRAM(NEW FOR 2016)



VISIT RAINIER.COM



PUBLIC RELATIONS

P.R. PROGRAMS:

FAM TOURS

TWO-PARK VACATION

CENTENNIAL GEOTOUR PROJECT

UK SALES MISSION

MEDIA STATS:

889 MEDIA HITS

1,648,369,126 IMPRESSIONS

168 VR MENTIONS

\$8,530,731 PUBLICITY VALUE

RESULTS:

GEOCACHING PROJECT – JUNE 13 – DEC.31

5,017 CACHES FOUND

14 PEOPLE FOUND ALL 50 IN THE TOUR



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PARTNERS + STAKEHOLDERS

KEY PARTNERS:

OLYMPIC PENINSULA

PORT OF SEATTLE

TRAVEL TACOMA + PIERCE COUNTY

U.S. NATIONAL PARK SERVICE

VISIT SEATTLE

KEY STAKEHOLDERS:

ALTA CRYSTAL RESORT

CRYSTAL MOUNTAIN HOTELS

MT. RAINIER SCENIC RAILROAD + MUSEUM

NORTHWEST TREK

RAINIER GUEST SERVICES

WHITE PASS SCENIC BYWAY

WHITTAKER MOUNTAINEERING

STAKEHOLDER ENGAGEMENT:

COOPERATIVE ADVERTISING

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GEOCACHE SPONSORS

IN-KIND CONTRIBUTIONS

TRIP ADVISOR SPONSORS



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PARTNERS + STAKEHOLDERS

NON-PROFIT + GOVERNMENT STAKEHOLDERS

CHINOOK PASS SCENIC BYWAY

CITY OF ENUMCLAW

MT. RAINIER NATIONAL PARK

MT. RAINIER VISITOR ASSOCIATION

OLYMPIA-TUMWATER-LACEY CVB

OLYMPIC PENINSULA

PIERCE COUNTY

PORT OF SEATTLE

SCENIC WA

TOWN OF EATONVILLE

U.S. FOREST SERVICE

VISIT SEATTLE

WASHINGTON'S NATIONAL PARK FUND

WASHINGTON STATE DMO

WASHINGTON TOURISM ALLIANCE

WHITE PASS SCENIC BYWAY



VISIT RAINIER.COM

2016



