

VISIT RAINIER MID-YEAR REPORT (AS OF 6/30/16)

1) Increase Heads in Beds

Why: Generate revenue for the Mt. Rainier area through marketing activities that directly bring customers to lodging properties for the purpose of increased bookings.

Key Target: Male/Female, Age 35-64, Married/Partner, No Children/Children 13+, Discretionary Income, College level education

Measurements:

1. Book Direct referrals
 - 2016 Goal: 5% increase
 - 2016 YTD: 44,533
 - 2015 YTD: 34,002
 - 2015 Baseline: 76,284 55.6% of Target
 - 2014 Baseline: 53,252 2016 Goal: 80,098 2016 Stretch Goal: 83,912
2. Website clicks to lodging pages
 - 2016 Goal: 5% increase
 - 2016 YTD: 64,028
 - 2015 YTD: 63,253(included Lewis County)
 - 2015 Baseline: 124,918 48.8% of Target
 - 2014 Baseline: 82,172 2016 Goal: 131,163 2016 Stretch Goal: 137,409
3. WA Dept. of Revenue PC unincorporated lodging tax revenue
 - 2016 Goal: 3% increase
 - 2016 YTD: \$717,53
 - 2015 YTD: \$581,749
 - 2015 Baseline: \$1,688,413 41.26% of Target
 - 2014 Baseline: \$1,673,469 (est.) 2016 Goal: \$1,739,065 2016 Stretch Goal: \$1,800,000
4. Website Traffic- Sessions
 - June 2016: 91,195
 - June 2015: 46,166 97.5% Increase year over year
 - YTD 2016: 318,606
 - YTD 2015: 148,347 114.7% Increase year over year
 - Highest single day traffic: 4,148 - June 27

2) Strengthen Partnerships & Relationships

WORTH NOTING: In the July publication of the National Park Service’s “Tahoma News,” Visit Rainier is now represented with our Logo as an official partner of Mt. Rainier National Park. Why is this significant? In the 10 years of Visit Rainier’s existence we have sought the park service’s respect and partnership on many levels. In a recent communication from Superintendent Randy King he indicated that they value and rely on the communications and support they receive from Visit Rainier. We were thanked for all Visit Rainier did to promote the recent Mount Rainier competitive grant program for the Historic Preservation Project with National Geographic and the Washington National Park Fund. He reported he believed their success could not have happened without Visit Rainier’s support.

Why: Broaden awareness of partnership opportunities to increase number of visitors to the Mt. Rainier region and have a positive influence on travelers' decision-making process.

Key Target: Lodging Partners, Mt. Rainier NPS, Pierce County EDC, Seattle tourism groups, Travel Tacoma + PC, Olympic Peninsula Tourism Commission

Measurements:

1. Public Relations Engagement: i.e. Visit Seattle/Port of Seattle/Travel Tacoma + Pierce County

2016 Goal: 2 media contacts-(~~leads~~) per month

2016 YTD: 62

258% of Target

2016 Goal: 24

2016 Stretch Goal: 50

February: Support for Go West Summit Washington State Fam Tour, Sunset Magazine itinerary, French media assist, Zion Travel support.

March: San Francisco Media Blitz- coop with Travel Tacoma – VIA Magazine, San Mateo Daily Journal, AFAR Magazine, LA Times, Travel & Leisure, Arroyo Magazine, AAA Magazine, Peter Greenberg Worldwide, Westways, KGO on the go, New York Times, various travel writers, French Media, Brand USA video shoot support, Spring/Easter Press release to 505 local and regional media with additional distribution via Adventure Media.

April: produced 1-sheet overview for Washington Tourism Alliance to distribute at IPW travel and tradeshow (June)

Port of Seattle Grant press release and coverage in The Chronicle and Ballard Tribune

Attended Travel and Words Conference in Walla Walla May 16-17. Contact with various media, travel writers and journalists in the Northwest area. Highlight was meeting Peter Fish, from the San Francisco Chronicle who asked for info for his June National Parks Issue. JBLM Military Show April 23rd.

Assist with:

German Fam Trip in Enumclaw

Korean Broadcasting group (June)

Canadian Journalist

Western Washington Honda Dealers Sweepstakes referral resulting in May – September feature for StormKing Spa, and as a result StormKing has received additional exposure from King 5 Evening Magazine and KOMO4 TV – Seattle Refined. This is media exposure for the Ashford area on TV, online and radio in on all channels in Puget Sound area.

May: Mother's Day Press Release to 463 Media contacts and distributed by Adventure Media, Sunset Magazine, American Express newsletter, video Bloggers (Vloggers) via Port of Seattle, French Tour and Travel writers, BBC Travel, Port of Seattle UK Tour support

Bellingham and San Juan Island DMOs partnership with NATJA conference, Olympic Peninsula, Olympia Visitor Bureau, Hampton Inn and Suites conference call, WSDMO meeting in Seattle, attend City of Dupont Tourism meeting, Visit Seattle Annual meeting, Experience WA meeting. Pierce County EDC/LTAC

June: Puget Sound Media Blitz (Vancouver to Portland) w/ Travel Tacoma (Centennial funded project)

Vancouver Courier and Vancouver Sun

Everett Herald, AAA Journey Freelance writer

Port of Seattle meeting regarding UK contractors

NW Travel and Life

Costco Connection newsletter

Fort Lewis Ranger

Portland Examiner

Oregonian

Freelance writer in Oregon

1859 - Oregon Travel publication

1889 Statehood - Washington travel publication

Tacoma News Tribune

Results: "The Volcano" is doing a story on Wildberry Restaurant

The Ranger is doing a story on the Centennial GeoTour

NW Travel & Life is doing a story on 48 hours around the mountain (2017) includes Wildberry and Stone Creek Lodge

Oregonian requested Top 20 list on Enumclaw

Other: Public Relations Activity: Father's Day - GeoTour press release, June 23

Visit Seattle - Korean Live TV fam tour support

Broll for King 5

Angela Gaza fam tour via Visit Seattle

Hike with Craig Romano - VR blog

Bend Bulletin is going to Crystal Mountain and the Sunrise side of Mt. Rainier - Julie pitched this at the NATJA Conference in May.

Visit Seattle is bringing a TV Group from Korea this week - Julie will escort around the mountain.

2. Contacts made or promotions done with Lodging Partners

2016 Goal: 17 contacts/month

2016 YTD: 37 18% of Target

2015: 185 2016 Goal: 204 2016 Stretch Goal: 220

Mounthaven, Stormking Spa, Jimmy Beechhouse, Alexanders, Rainier Guest Services, Jasmers, Basecamp Cottages, Stone Creek Lodge, Alta Crystal Resort, National Park Inn, Three Bears Lodge, Copper Creek Inn, Paradise Inn, Crystal Hotels, Wellspring, Spa, Silver Skis.

2 inquiries to post properties on VisitRainier.com

3. Contacts or referrals made, promotions done with non-lodging partners

2016 Goal: 10 contacts/month

2016 YTD: 57 47.5% of Target:

2015 Baseline: 95 2016 Goal: 120 2016 Stretch Goal: 150

North Drinkware, Evergreen Escapes, Harmon Brewery, Highlander, Rainier Base Camp, Wildberry Restaurant, Cole Street Brewery, Fills Growlers, Historic Mint, Rainier Bar and Grill, Mt. Rainier Railroad, NW Trek, Washington National Park Fund, Mt Rainier NPS, Geocaching.com, Port of Seattle Mt. Rainier Railroad, NW Trek, Mt. Rainier National Park, Rainier Guest Services, Seattle Southside, Visit Seattle, Discover Lewis County, The Chronicle, Crystal Mountain Resort, Mt. Rainier Visitor Association, Lewis County Tourism group, Geocaching.com

4. Social Media Results:

Facebook: 136,466 fans, 4 posts reached over 59K

Highest reach was on 6/29 @ 62,542

921,478 people reached in June

Twitter: 6,413

Pinterest: 719

Instagram: 1032 followers from 190, one month ago, for a 443.1% increase

5. Earned Media Results: The Chronicle: Snowplay at Mt. Rainier, Nisqually Valley News: Romance on Mt. Rainier, Motorhome magazine: Sweet Sensations, features Copper Creek and Mounthaven, Washington Travel Association: Big Money in travel and trails; Tacoma News Tribune: Hello World – City of Destiny Calling; USA Today: Celebrate National Park Week, Over 230,000 acres of Natural Beauty, MORA High; Northwest Travel & Life article on Recycled Spirits of Iron, contact from 2 years ago included VisitRainier.com link, The Chronicle, Visit Rainier Geocaching, WA State Moon Travel guide. National Park Centennial NW Travel and Life, 5page spread, Yelm News Online,425 Magazine: Take Your Best Shot, Comet Falls/Van Trump Park.

6. Enewsletters: (Parts & Labor design and execute - MKM supply information)

January 8 Valentines Day press release to 319 media

February 1 Valentines Day info 645 media

February 2 to 28,482 Consumers

February 23, 3 Park Getaway Contest to 27,145 Consumers – generating 9,723 marketing leads.

March 6 Facebook contest generating 485 marketing leads

March 7 stakeholders enewsletter sent to 278 businesses
 March 18 Evergreen Escapes sponsored eblast to 27,576 consumers (trade out) generated 1,735 leads
 April 1 to 27,458 Consumers
 April 16 to 33,907 Consumers
 April 20 Rainier Guest Services sponsored eblast to 33,694 consumers (paid)
 May 2 to 33,388 Consumers
 May 17 to 33,292 Consumers
 June 6 Washington National Park Fund sponsored eblast to 34,104
 June 16 Consumers: sent to 34,010

7. Geocaching: July 1, #3 Series release.
 Total Finds: 6,761 Top four favorite locations: Sun Top Lookout, Carbon River Aggradation, Alder Ghost Town, Eatonville.

3) Diversify & Increase Funding

Why: To expand the Visit Rainier program and broaden marketing efforts in directions not supported by lodging tax funds. Overall increased funding for non-designated funds.

Key Target: Corporate sponsors, Mt. Rainier area businesses

Measurements:

1. 2016 E-newsletter/E-blast revenue: \$8,980
2. Port of Seattle Grant: \$10,000 (committed to digital marketing)
 2016: \$18,980
 2015: \$14,650 94.9% of Target
 2014: \$10,665 2016 Goal: \$20,000 2016 Stretch Goal: \$22,000

4) Strengthen Board-Staff Relations

Why: Encourage healthy communication between board and staff ensuring strategic growth and continuity of Visit Rainier.

Key Target: VR board members, VR consultants

Measurements:

1. Accomplishing monthly dashboard reports
 Goal: Distribute dashboard report by the 10th day of each month.
2. Productive meetings with clear priorities communicated from board to staff
 Goal: 90% board member/staff attendance at each meeting
3. Accomplishing board and staff evaluations
 Goals:
 - Establish process that includes quarterly performance conversations between Board Chair and ED.
 - Complete formal evaluation once a year of ED performance.
 - Complete Board Self-evaluation process yearly.

Conference Call/Meetings with Dee for VR Board meeting prep.

Contact with Contractors daily with monthly face to face meetings, weekly reports and plans, Project management using ASANA to track projects online for all to participate.