

2025 ANNUAL STAKEHOLDER MEETING



Visit **RAINIER**

BOARD OF DIRECTORS



Dee Patterson
Crystal Mt. Hotels



Bethan Maher
MRSR & RailCycle Rainier



James Ball
Mounthaven Resort



Rene' Popke
Enumclaw Expo Center



Linnea Hansen
Crystal Mt. Resort



Rick Dietz
NW Trek Wildlife Park

PARTNERSHIPS

Lodging Partners

- 228 Inns, vacation rentals & campgrounds

Business & Community Organizations

- Buckley Chamber of Commerce
- Eatonville Business Alliance
- Enumclaw Chamber of Commerce
- Enumclaw Expo Center
- Port of Seattle
- Rainier Business Alliance
- Scenic WA
- State of Washington Tourism
- Visit Tacoma Pierce Co. Tourism Authority

Lodging Tax Advisory Committees

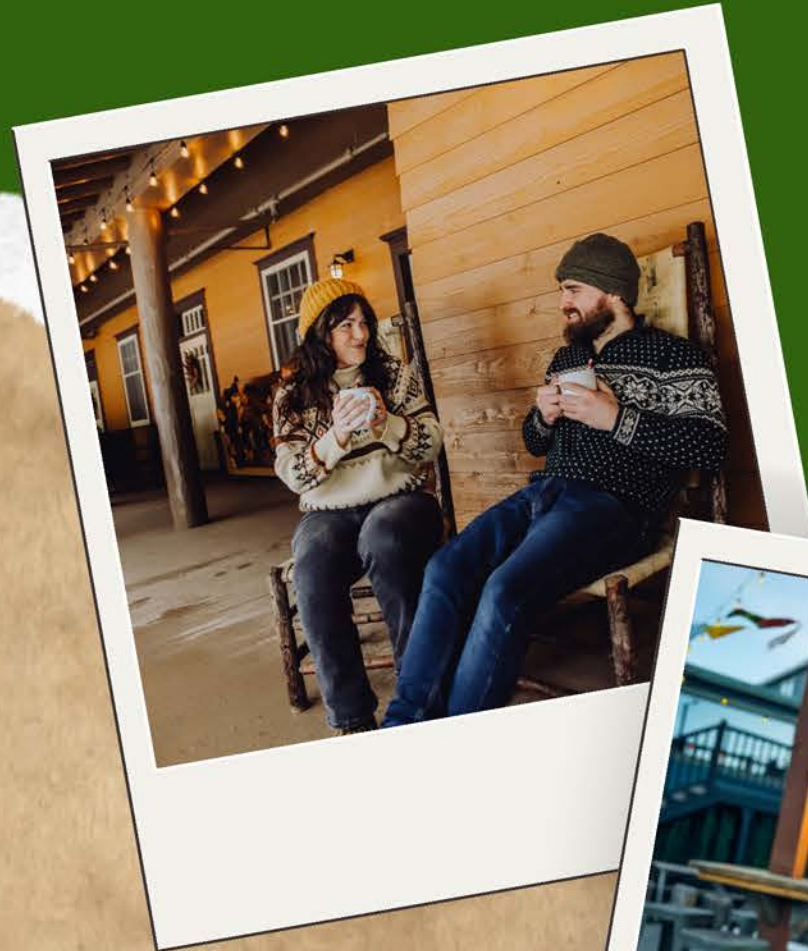
- Buckley LTAC
- Enumclaw LTAC
- Lewis County LTAC
- Pierce County LTAC
- Sumner LTAC

Public Lands & Park Services

- Gifford Pinchot National Forest
- Mt. Baker Snoqualmie National Forest
- Mt. Rainier National Park
- Washington's National Park Fund

Attractions & Visitor Centers

- Chinook Scenic Byway
- Crystal Mountain Resort
- Enumclaw Plateau Farmers' Market
- Mt. Rainier Scenic Railroad
- Northwest Trek Wildlife Park
- Packwood Visitor Center



2024 iNITIATiVES

PROJECTS WITH MEASURABLE RESULTS

- Digital Advertising
- Content Marketing
- Refreshed & New Itineraries



2024 RESULTS

ORGANIC SOCIAL MEDIA REACH

Impressions

- Facebook 4.1M
- Instagram 305K
- YouTube 153K
- YouTube Watch Time
1050 Hours

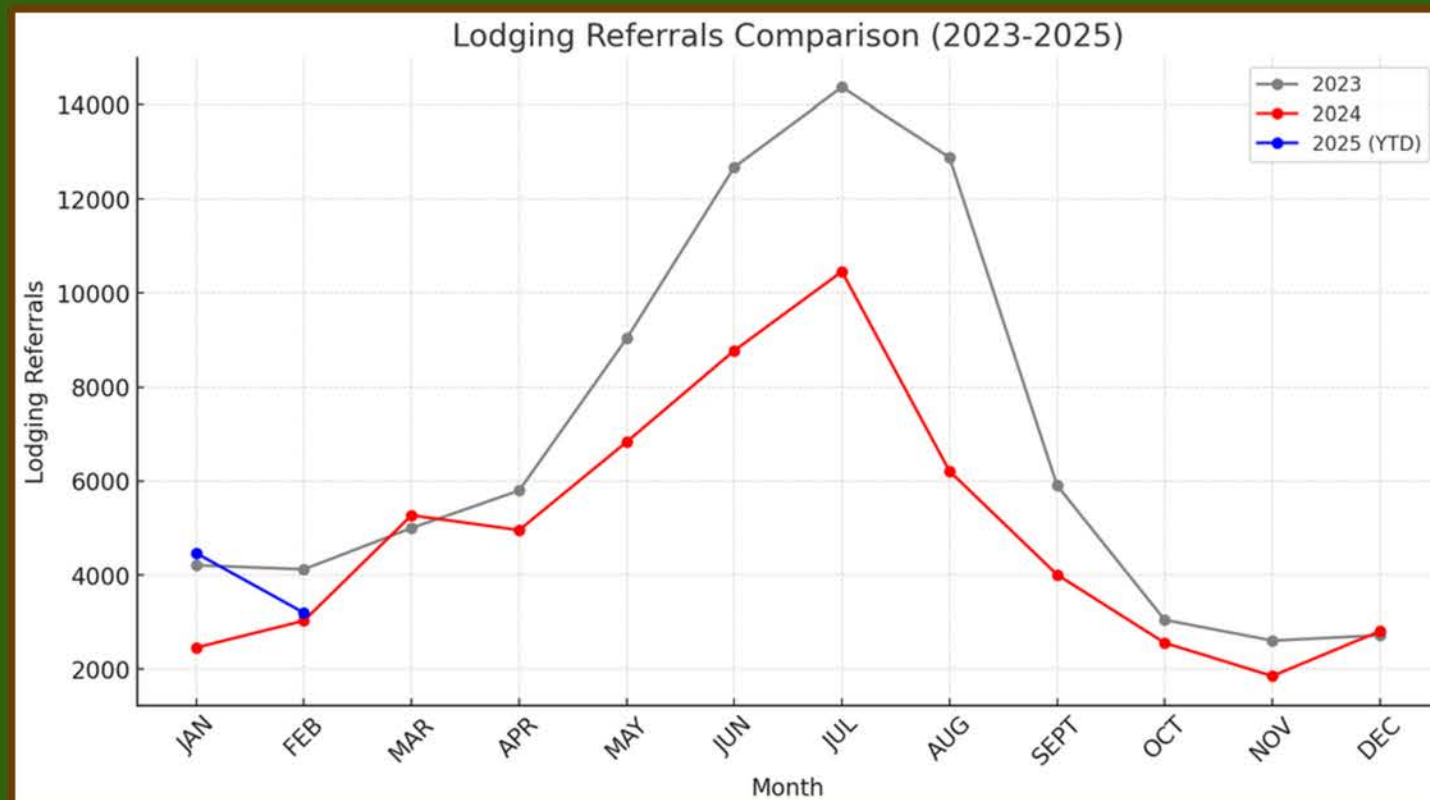




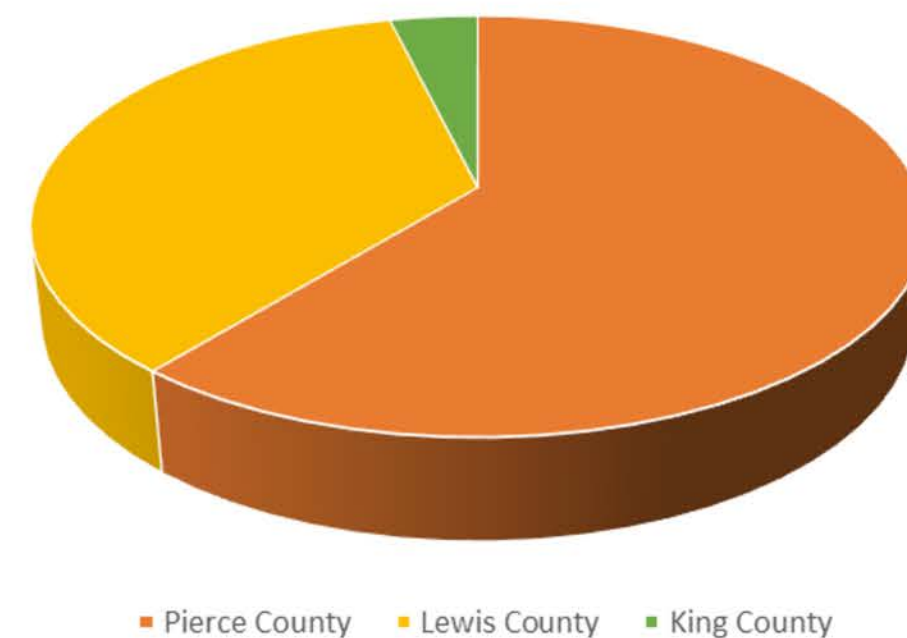
2024 LODGING REFERRALS

HEADS IN BEDS

1.1M Website Visitors = 59,240 Lodging Referrals
54,172 Itinerary Downloads



2024 Lodging Referrals from VisitRainier.com



Tracking Lodging Referrals During the Pilot Year of Timed Entry at MRNP

PIERCE COUNTY

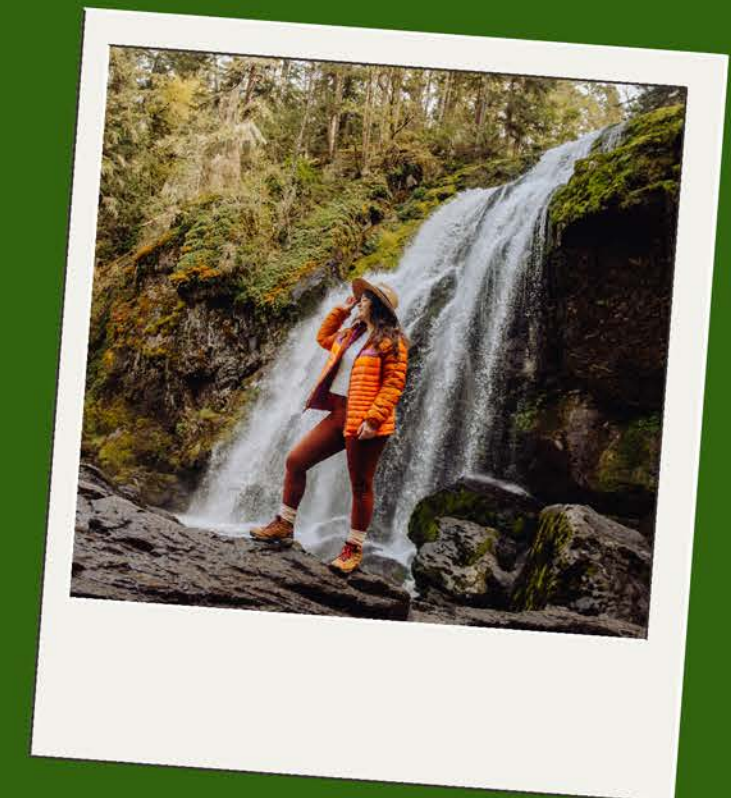
Budget: \$353K

Impressions: 3.7M

Number of Lodging Properties: 128

Room Nights: 75K

Estimated Lodging Revenue: \$11M



Lodging



Total Trips/Visits
49,985



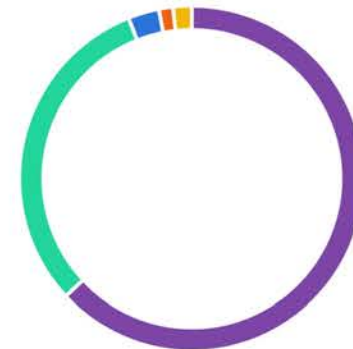
Est. Room Nights
Observed
75,501



Est. Average Length of
Visit
1.5 Days



Est. Campaign Impact
\$11,325,150



Day Trip	63%
2 Days	31%
3 Days	2.91%
4 Days	1.32%
5+ Days	1.75%

Top
DMAs

Share

Avg
Length
of
Stay

Seattle-
Tacoma

76.5%

1.5 Days

Portland-
OR

12.5%

1.5 Days

Yakima-
Pasco-
RchInd-
Knnwck

4.21%

1.4 Days

Spokane

2.97%

1.8 Days

Eugene

0.63%

1.7 Days

Bend- OR

0.52%

1.8 Days

Visit Rainier - 2024 - 2024 Annual Core Campaign

Campaign Run Dates: 03.01.24 - 12.31.24

Report Period: 03.01.24 - 01.01.25

Attribution Mileage Defaults: 50 - 3661 miles

Attribution reflects visitation between 03.08.24 - 01.01.25

LEWIS COUNTY

Budget: **\$30K**

Impressions: 1.9M

Number of Lodging Properties: 123

Room Nights: 9,482

Estimated Lodging Revenue: **\$1.4M**



ENUMCLAW

Budget: \$11K

Impressions: 91K

Number of Lodging Properties: 9

Room Nights: 2,384

Estimated Lodging Revenue: \$237K



1. SEO/SEM Ai & Voice Search

2. New Lodging Pages by Category

3. Refresh & Develop New Itineraries

2025 MAJOR INITIATIVES

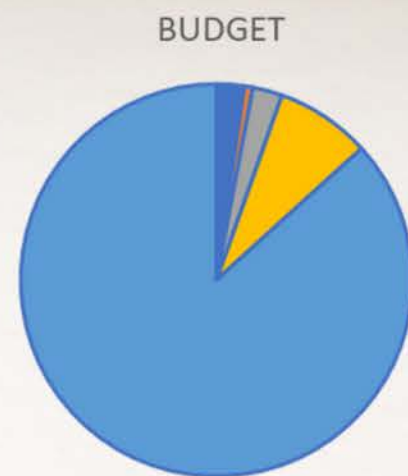


2025 BUDGET

MARKETING IS OUR #1 PRIORITY

Marketing 68%

Admin 32%



■ Buckley ■ Enumclaw ■ Lewis ■ Pierce County

Buckley \$13,000
E-blast \$4,000
Enumclaw \$14,000
Lewis County \$44,900
Pierce County \$495,375
TOTAL \$571,275

2025 NEWSLETTER CONTENT CALENDAR

SCHEDULED CONTENT & PROMOTIONS

APRIL

Waterfalls & Wildlife in Eatonville
Nature Awareness Month
Top Travel Deals
Upcoming Events

MAY

Spring Road Trips
Seasonal Openings
Top Travel Deals
Upcoming Events

JUNE

Flightseeing
Top Travel Deals
Upcoming Events

JULY

Wildflowers
Gifford Pinchot Nat. Forest
Top Travel Deals
Upcoming Events

AUGUST

Paths Less Traveled
Top Travel Deals
Upcoming Events

SEPTEMBER

Fall Colors
Elk Bugling Tours
Top Travel Deals
Upcoming Events

OCTOBER

Foraging Tours
Agritourism
Seasonal Closures
Top Travel Deals
Upcoming Events

NOVEMBER

Quiet Winter Getaways
Top Travel Deals
Upcoming Events

DECEMBER

Timber Town Christmas
Snow, Lights & Cozy Nights
Top Travel Deals
Upcoming Events

SPONSORED NEWSLETTERS

DEDICATED E-BLASTS

PRICE

35K subscribers

\$1,000

28% average open rate

5.5% click thru rate

includes supporting social media posts, 1 resend and
graphic design

MAXIMIZE YOUR RESULTS

SIDE QUEST UNLOCKED: MORE VISIBILITY, MORE STAYS



- ✓ Update Your Listing & Photos
- ✓ Leverage Visit Rainier's Free & Paid Promotions
- ✓ Host Media & Content Creators
- ✓ Engage With Visit Rainier's Social Media
- ✓ Stay Connected & Involved

💡 Get More Resources & Support

👉 visitrainier.com/for-stakeholders

Q&A

FOR MORE INFO CONTACT

Meilee Anderson
marketing@visitrainier.com

