



## 2015 TPA Program Highlights and Measures Visit Spokane

Visit Spokane created and implemented sales and marketing strategies that targeted key market segments to expand convention and leisure visitation to the region and to increase visitor spending. Here are the program highlights and measurements used to track successes based upon the objectives identified in the TPA funding request:

1. Direct sales to generate meetings, conventions, and motor coach tours
  - We exhibited at 18 tradeshow
  - We hosted 80 site visits for meeting planners
  - We booked 99 conventions representing 62,254 future room nights
  - We dramatically increased sales lead production with 269,707 rooms added to the pipeline for future years
  - We advertised in trade and industry publications to build awareness of our meeting venues
  - We conducted client events and sales missions to meet with meeting planners and third party planners

### Measures:

- 62,254 room nights booked for future years
  - 269,707 room night leads for future years
2. Destination marketing that drives the success of the sales effort through positioning Spokane as a meetings destination and a desirable location for leisure travelers
    - We promoted Spokane as the regional “downtown”, positioning shopping, dining, and entertainment as the hook to attract leisure visitors
    - We used advertising, social media, and public relations to promote leisure travel
    - We promoted the entire destination via exhibits at four golf shows We used geo-targeting and re-targeting strategies to support online marketing initiatives
    - We worked in conjunction with event organizers and local attractions to promote the calendar of events amplifying the message of what to see and do in the region
    - The culinary scene was recognized through our earned media efforts and was declared one of the “6 Great Small Cities for Food Lovers, from San Antonio to Spokane” in The Wall Street Journal
    - Our website, social media, and public relations initiatives realized significant attention with evidence of “intent to travel”

- Our marketing team promoted the destination experiences to meeting planners through our collateral and targeted campaigns to support the convention sales program
- Visit Spokane won two Merit Awards at the Spokane MarCom Spark Awards for social media and video projects
- We worked with Utrip to launch a new itinerary planning tool that also provided travel data about the visitors to our region

Measures:

- VisitSpokane.com had 448,094 unique visitors
- Earned media valued at \$1,964,745

3. Visitor Services for both groups and individuals

- We directly assisted meetings and conventions during the year with an estimated economic impact of \$120,021,060
- We assisted 56,363 visitors at our kiosks located in River Park Square, Spokane International Airport, and through the mobile visitor center, Ace
- We provided housing services for groups
- We answered visitor calls and emails for the Chinese Lantern Festival
- We printed and distributed Visitor Maps and Visitor Guides to assist in planning trips to the region and getting around
- We attended key conventions during 2015 that will meet in Spokane during 2016 in order to build attendance and promote travel to the region

Measures:

- 56,363 visitors assisted with visitor information to increase spending and direct travelers to local accommodations and attractions
- Assisted meetings and conventions valued at more than \$120 million during the year

4. Advocate on behalf of the Total Visitor Experience and the local and statewide support required for tourism programming to be successful

- Coordinated ACE training to provide destination awareness and front-line training to improve customer service
- Provided community training for the Sasquan preparation of the attendees and their international participation
- Actively participated in local, state, and regional boards and committees impacting tourism such as the Riverfront Park committee, Spokane River Forum board of directors, local chambers of commerce committees, etc.
- Coordinated hotel packages and specials on VisitSpokane.com

Measures:

- 8 Ace training sessions 64 people completed the training

### **Program Results**

In 2015, Visit Spokane programming directly impacted visitor spending estimated at \$213,131,445. Based upon market research from the Randall Travel Marketing Report, Visit Spokane also influences travel to the region beyond our own direct impact for additional visitor spending estimated at \$322,702,626. The combined estimated visitor spending for 2015 related directly and influenced by Visit Spokane is \$535,834,071, with an estimated 987,942 room nights countywide.

A copy of the 2015 Annual Report is also attached.