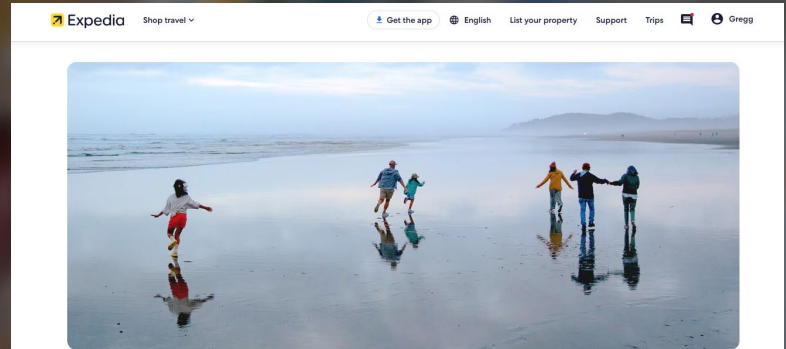


Co-Op Campaigns from Expedia Group[™]
Media Solutions combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while still aligning with marketing budgets and business objectives.

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State of Washington Tourism Co-op Feb 15, 2025 – May 31, 2025

THE STRATEGY

- Targets Washington's Top Origin Markets (OR, ID, BC + LA, SF, PHX, SD, CHI, DEN, DFW, NYC)
- Targets active/previous WA searchers & travel intenders + competitive conquering for NW destinations!
- SWT investing \$50k. Expedia matching SWT and all DMO partners with 1:1 media match
- Discounted DMO Pricing:
 - \$20,000 Presenting tier exposure
 - \$10,000 Featured tier exposure
 - \$5,000 Standard tier exposure

KEY BENEFITS

- **Better Together:** You can partner with other advertisers who have similar goals and extend your marketing spend together
- **Flexible and Customizable:** Whether your goal is to drive awareness and engagement or increase bookings, Co-Op Campaigns can be flexible and customizable to your marketing goals and needs
- **Reach Your Relevant Audience:** Powered by audience segmentation that can be highly customized, advertisers can reach the right consumer with the right message at the right time

Inspired Washington trip ideas

Every corner of the State of Washington is a call to connect with nature, local flavors, culture, and fellow adventurers. Discover sublime hikes across mountains, rainforests, and the Pacific coast. From welcoming small towns to vibrant urban landscapes, award-winning wines, and scenic lakes, Washington is a diverse escape, all year round. Plan your getaway and prepare for the unexpected.



Washington's Vancouver

Vancouver is located on the Columbia River's north shore, where the Pacific Northwest's indigenous inhabitants first founded a diverse and thriving community. Explore the area's beginnings at Fort Vancouver National Historic Site and wander Officers Row for beautiful fall foliage among 22 Victorian houses. Celebrate the magic of flight at Pearson Air Museum and see the latest exhibits at the Clark County Historical Museum. Today, the innovative waterfront, walkable downtown, and easy access to outdoor recreation are a testament to this legacy of growth. Find culture and community in Fourth Plain's International District and experience the artisans of the Vancouver Farmers Market year-round.

[Book now](#)



Seattle Southside

Welcome to the curiously wonderful Seattle Southside. Get off the beaten path and discover unexpected microadventures, including UFO-inspired artwork, chocolate factory tours, mead tastings, a controversial fish statue, the world's largest air and space museum, a tiny hands-on aquarium, a giant sloth skeleton, and miles of beaches and trails. Located near SEA with tons of easy transportation options, making it simple to get to landmarks like Mt. Rainier, Pike Place Market, and the San Juan Islands, Seattle Southside completes the PNW experience.

[Book now](#)



Bellingham

Known for its relaxed vibe and world-class outdoor recreation, Bellingham, Washington is the perfect launchpad for your Pacific Northwest adventure. Explore Mount Baker and the Salish Sea by day, then unwind at award-winning restaurants and breweries by night. A vibrant arts scene rounds out the picture for a 360-degree vacation.

[Book now](#)



Seattle

From unrivaled natural beauty and world-class attractions to culinary delights, a thriving arts and culture scene, and beyond, Seattle will captivate every type of traveler. No matter when you plan your visit, your next Pacific Northwest adventure awaits in the Emerald City.

[Book now](#)



Tacoma

Tacoma, where rugged mountain adventures meet urban sophistication, with miles of shoreline to boot. Explore art, autos, and history in the city's vibrant Museum District, or make it your basecamp to explore Mount Rainier's majesty. Embrace the contrast: High art, salty air, and untamed wilderness—all in one captivating city.

[Book now](#)



SnoValley

Discover Snoqualmie, where breathtaking landscapes meet outdoor adventure year-round. In spring, explore lush forests while hiking scenic trails. Summer invites you to visit local farms for fresh produce. As autumn arrives, witness the stunning fall foliage. In winter, enjoy thrilling snow skiing. Experience this hidden Pacific Northwest gem.

[Book now](#)

CONTACTUS

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