

# Washington

STATE VISITORS' GUIDE



**2024-25**  
**MEDIA KIT**

# Washington

## STATE VISITORS' GUIDE

In on-going partnership with SagaCity Media, the Washington Hospitality Association and State of Washington Tourism proudly present advertising options in the 2024-25 Washington State Visitors' Guide. For more than a decade, our high-quality, editorially-driven magazine has showcased the boundless natural wonders and wealth of experiences our beautiful state has to offer.

The Washington State Visitors' Guide serves as a tangible trip-planning manual for more than 1.2 million visitors each year. With broad U.S. and international readership, it is one of the most valuable marketing tools available to tourism-related businesses, featuring compelling visuals, enticing storytelling, and helpful regional information. In addition to hundreds of distribution locations at visitor centers, AAA offices, visitor info kiosks along the I-5 corridor, on Washington State ferries, and at Pacific Northwest airports, the Washington State Visitors' Guide can be ordered for free at [stateofwatourism.com](http://stateofwatourism.com). We are also pleased to announce a new digital distribution plan that will proactively send a digital copy of the magazine to hundreds of thousands of travelers as they actively search for travel options in Washington.

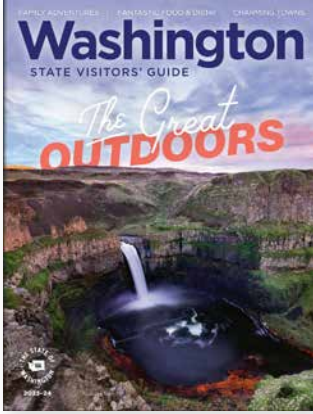
Please join us and the expert SagaCity sales team in featuring your business, event, or organization in the 2024-25 Washington State Visitors' Guide.

**Anthony Anton**  
**WASHINGTON HOSPITALITY ASSOCIATION**

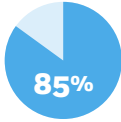
**David Blandford**  
**STATE OF WASHINGTON TOURISM**



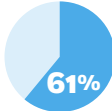
Research proves that Visitor Guides create higher engagement in activities and entertainment, increase visitor spending, and ultimately help consumers choose a destination.



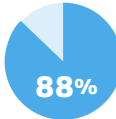
“How did a visitor guide influence your trip?”



BECAME AWARE OF AN ATTRACTION OR BUSINESS



PURCHASED TICKETS OR MERCHANDISE



HELPED THEM DECIDE TO VISIT THE DESTINATION

# The Power of Visitor Guides

On average, **79%** of visitors picked up a visitor guide or brochure<sup>1</sup>

Printed visitor guides continue to be a popular source for trip planners with a usage rate of **52%**<sup>1</sup>

**62%** of visitors say printed guides are extremely important<sup>2</sup>

**67%** users say advertisements help them during trip planning<sup>3</sup>

<sup>1</sup> Bentley University's Visitor International Brochure Distribution Research.

<sup>2</sup> Hospitality Visitor Information Survey February - March 2019 conducted by The International Association of Visitor Information Providers.

<sup>3</sup> "A Study of DMO Visitor Guides," Research Conducted by Destination Analysts for the Western Association of CVBs Education & Research Foundation.

Make sure your business is growing too.



Figures indicate significant improvement in the Washington's visitor volume in 2021 over 2020. An indication of strong growth, our great state has been experiencing a promising rebound post-pandemic.



Visitors are spending more on their trips to Washington. The impact of visitor spending generates a total economic impact of \$29.5 billion in the state.\*



With billions of dollars spent on lodging, attractions, retail, dining, and transportation in Washington, the Official Washington State Visitors' Guide is the essential tool for your business to reach millions of visitors to the state.

# Tourism in Washington is Growing!



**\$4.7 billion**  
LODGING



**\$4.6 billion**  
FOOD & DRINK



**\$2.2 billion**  
RECREATION



**\$3.6 billion**  
RETAIL



**\$3.4 billion**  
TRANSPORTATION



**\$1.2 billion**  
INT'L VISITORS

\*The Economic Impact of Tourism in Washington, Tourism Economics, commissioned by State of Washington Tourism; April 2022

# Strategic Partnerships Drive Visitor Experiences

## 2019 WPA Maggie Awards

Finalist - Best Visitor Guide

## 2017 Folio Eddies

Finalist - Best Consumer Travel Issue

## 2017 WPA Maggie Awards

Winner - Best Visitor Guide

## 2016 Min Editorial & Design Awards

Finalist - Best Custom Publication

## 2016 WPA Maggie Awards

Finalist - Best Visitor Guide

## 2015 Folio Eddies

Finalist - Best Annual Publication

## 2014 Folio Eddies

Finalist - Best Custom Article - "The Wild Waters of Washington"

## The Washington State Visitors' Guide

The official travel publication for Washington visitors, the guide is produced through a strategic partnership between the State of Washington Tourism, Washington Hospitality Association and SagaCity Media.



## Guiding Millions of Visitors

This editorially driven magazine has been guiding millions of visitors to and through our great state since 1999, from wine country to ocean beaches, from snowcapped mountains to sparkling lakes, and the energy of urban cities to small town charm.

EST.  
1999

## Award Winning Magazine

The Washington State Visitors' Guide continues to be recognized on a national level with editorial and design awards of excellence.



Connect your brand with this highly valuable visitor audience for a smart return on your investment.



# Showcasing Washington Destinations for 25 Years



Each year we highlight different parts of the state with 3 eye-catching covers.



**Visual Storytelling** showcasing each tourism region.

**Easy-To-Use** regional accommodation/restaurant directories.



**Compelling, Original Design and Content**



**Narrative Features** engaging readers to visit all parts of the state.



**Detailed Maps** highlighting routes to area destinations.

1 Source: Yearlong online survey of visitors' guide readers conducted in 2018 by Gilmore Research Group for the Washington Lodging Association

Our readers are active, affluent travelers.

## General:

48

Median Age

79%

Planning on coming to WA

96%

Planning a trip for pleasure

4%

Planning a trip for business<sup>1</sup>

## ACCOMMODATIONS



91%  
Hotel/Motel



44%  
Lodge



26%  
Luxury Hotel



32%  
B&B



23%  
Resort

# Demographic Highlights

## PLANS WHILE TRAVELING IN WASHINGTON <sup>1</sup>



43%  
Arts



80%  
Scenic



32%  
Wine



70%  
Natural

### OTHER PLANS IN WA:

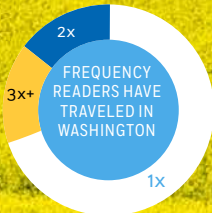
Relocation: 1.4%

Purchase Second Home: 9%

Purchase Land/Property: 25%



35%  
Sightseeing/  
Outdoors







# Print & Digital Distribution

The Official Washington State Visitors' Guide has highly effective and strategic distribution channels, with immediate access available through digital outlets.



**stateofWAtourism.com**  
**ranks #1 on Google for top**  
**visitor search terms!**

225,000



Print  
Distribution

460,000



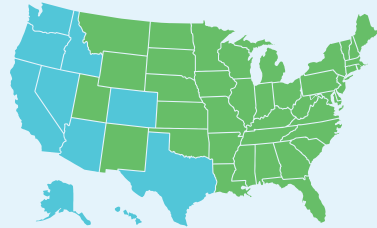
Digital  
Distribution



1,247,500

Combined Readership

Distributed at visitor **centers & outlets** in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, Oregon, Texas, Washington and Vancouver, BC



For individual requests,  
we distribute to  
all 50 states and  
internationally.

The top 5 states in  
2023-34 include:  
WA 11%, CA 8%,  
TX 86%, OR 6%,  
(FL, IL, WI at 5% each).

- Prominently displayed for purchase on newsstands at more than **400 Washington and Oregon retail stores** including QFC, Whole Foods, PCC, Barnes & Noble, Fred Meyer, and Costco
- Distributed at **convention and visitor bureaus** and at **Seatac Airport** information kiosks all year long
- In-room distribution at **select Washington State hotels**
- Exclusive fulfillment by State of Washington Tourism and stateofWAtourism.com for thousands of call-in, mail-in and website requests from US and international travelers
- Bulk case distribution to **AAA Offices** across the country
- Digital flipbook edition for 24/7 on-the-go access to the Guide **online at stateofWAtourism.com**
- Targeted digital distribution to **400,000 travelers** actively seeking lodging and dining information and planning travel to Washington state

# 2024 Net Rates

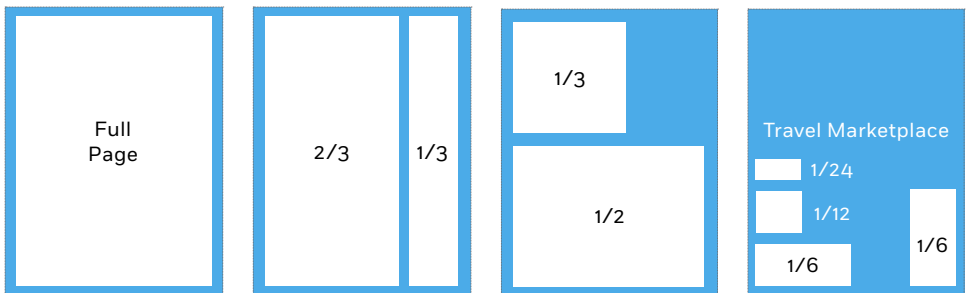
## Deadlines

**Early Bird:** December 19, 2023

**Space Deadline:** February 16, 2024

**Materials Deadline:** February 23, 2024

Ad Size	2024 Rate	EB Rate	SWT/WHA Member Rate
Full Page	\$22,451	\$19,949	\$17,206
2/3 Page V	\$17,370	\$15,343	\$13,228
1/2 Page H	\$14,725	\$13,007	\$11,221
1/3 Page H or V	\$10,668	\$9,427	\$8,128
Inside Front Cover	\$26,940	\$23,939	\$20,649
Back Cover	\$37,878	\$33,454	\$28,854
<b>Travel Marketplace Ads</b>			
1/6 Page H or V	\$4,232	\$3,734	\$3,222
1/12 Page	\$2,258	\$1,994	\$1,714
1/24 Page	\$1,354	\$1,195	\$1,034
Enhanced Restaurant	\$1,594	\$1,435	\$1,237
Basic Accommodations Listing	\$965	\$851	\$734
Enhanced Accommodations Listing	\$2,315	\$2,047	\$1,756



Display accommodation advertisers receive a basic accommodation listing as part of the ad package. Display accommodation advertisers can upgrade to an enhanced listing for an additional \$997. Accommodation listings only must be paid in full with contract.

# SAGACITY

CONTENT SOLUTIONS



STATE OF  
WASHINGTON  
TOURISM



Washington  
Hospitality  
Association

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