

Washington

STATE VISITORS' GUIDE



2025-26
MEDIA KIT

Washington

STATE VISITORS' GUIDE

In ongoing partnership with SagaCity Media, the Washington Hospitality Association and State of Washington Tourism proudly present advertising options in the 2025-26 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. This guide is more important than ever, as Washington welcomed a record-breaking 107.9 million visitors in 2023, with visitor spending reaching an impressive \$23.9 billion.

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. This is particularly crucial as the state aims to attract more international visitors, who made up 2.4% of all visitors in 2023 but tend to stay longer and spend more.

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 stateofwashington.com or accessed in digital format on desktop, laptop, tablet or mobile devices. We are also deploying a robust digital distribution campaign 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 2025-26 Washington State Visitors' Guide. With tourism supporting more than 230,000 direct and induced jobs across the state, your participation can contribute to the continued growth and success of our state's thriving tourism industry.

Anthony Anton
WASHINGTON HOSPITALITY ASSOCIATION

David Blandford
STATE OF WASHINGTON TOURISM

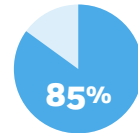


The Power of Visitor Guides

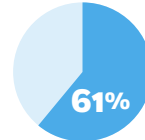
Research proves that Visitor Guides create higher engagement in activities and entertainment, increase visitor spending, and ultimately help consumers choose a destination.



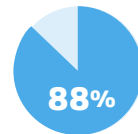
“How did a visitor guide influence your trip?”



BECAME AWARE OF AN ATTRACTION OR BUSINESS



PURCHASED TICKETS OR MERCHANDISE



HELPED THEM DECIDE TO VISIT THE DESTINATION

On average, **79%** of visitors picked up a visitor guide or brochure¹

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

62% of visitors say printed guides are extremely important²

67% users say advertisements help them during trip planning³

¹ Bentley University's Visitor International Brochure Distribution Research.

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

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

Tourism in Washington is Growing!

Make sure your business is growing too.



Figures indicate strong growth in Washington's visitor volume in 2023 over 2022, a reflection of our great state's healthy post-pandemic rebound.



Visitors arrive looking to explore and treat themselves to new experiences, dining options, and attractions. Visitor spending generates \$3.3 billion in state and local tax revenue and supports 230,000+ jobs across 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.



\$5.5 billion
LODGING



\$5.8 billion
FOOD & DRINK



\$3.0 billion
RECREATION



\$4.3 billion
RETAIL



\$5.3 billion
TRANSPORTATION



\$2.5 billion
INT'L VISITORS

*"The Economic Impact of Tourism in Washington," Tourism Economics, commissioned by State of Washington Tourism; May 2024

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.
 First-time visitors are eager for information on how to get the most out of their time in Washington!

PLANS WHILE TRAVELING IN WASHINGTON ¹



43%
Arts



80%
Scenic



32%
Wine



70%
Natural



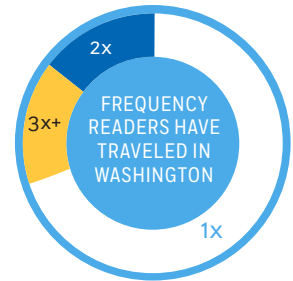
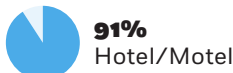
35%
Sightseeing/
Outdoors

Demographic Highlights

OTHER PLANS IN WA:

Relocation: **1.4%**
 Purchase Second Home: **9%**
 Purchase Land/Property: **25%**

ACCOMMODATIONS



GENERAL

48
Median Age

96%
Planning a trip for pleasure

79%
Planning on coming to WA

4%
Planning a trip for business¹

Enhanced Accommodations & Restaurant Listings

ACCOMMODATIONS		SEASIDE	OLYMPIA	PORTLAND	SEASIDE	OLYMPIA	PORTLAND	SEASIDE	OLYMPIA	PORTLAND	SEASIDE	OLYMPIA	PORTLAND	SEASIDE	OLYMPIA	PORTLAND
	Lodge at the World Center Hotel 14477 Juanita Drive NE, Kenmore • 425-470-6500 www.thelodgeatsteward.com	125	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	The Lodge at St. Edward State Park 14477 Juanita Drive NE, Kenmore • 425-470-6500 www.thelodgeatsteward.com	125	100	100	100	100	100	100	100	100	100	100	100	100	100	100



Showcase your hotel with an enhanced listing:

260 characters + photo or logo.
With any Accommodations display ad, upgrade your free listing to an enhanced listing for an additional \$997.



The Lodge at St. Edward State Park
14477 Juanita Drive NE, Kenmore • 425-470-6500
www.thelodgeatsteward.com

A Northwest escape that offers equal parts natural beauty, historic charm, and modern hospitality. The Lodge at St. Edward State Park is a thoughtfully restored landmark hotel featuring inspired accommodations, dining, spa, event space, and amenities.

ACCOMMODATIONS		SEASIDE	OLYMPIA	PORTLAND	SEASIDE	OLYMPIA	PORTLAND	SEASIDE	OLYMPIA	PORTLAND	SEASIDE	OLYMPIA	PORTLAND	SEASIDE	OLYMPIA	PORTLAND
	Clymbic Club 1000 1st Avenue, Seattle • 206-461-1111 www.clymbicclub.com	125	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	National Park Inn Dining Room 47009 Paradise Road E, Ashford • 855-755-2275 www.mtrainierguestservices.com	125	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Promote your restaurant to millions of hungry visitors.

260 characters + photo or logo.
Cost: \$1,625
**Reduced rates available for early booking and SWT/WHA members. See page 11 for details.*
Visitors spend **\$4.6+ billion** on dining in Washington State each year!



National Park Inn Dining Room
47009 Paradise Road E, Ashford
855-755-2275 • www.mtrainierguestservices.com

Enjoy flavors of the Pacific Northwest in the rustic, casual dining room with selections to please the entire family. After your meal, take your favorite beverage and enjoy spectacular views of Mount Rainier from comfortable chairs on the front porch.

Print & Digital Distribution

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

Your print ad appears in all digital editions, directly hot-linked to your website!



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

225,000



Print Distribution

460,000



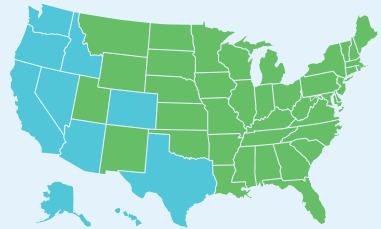
Digital Distribution



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
- Targeted digital distribution to **460,000 travelers** actively seeking lodging and dining information and planning travel to Washington state

Available in digital format on desktop, laptop, tablet and mobile devices for anytime, on-the-go access. **StateofWATourism.com**

2025 Net Rates

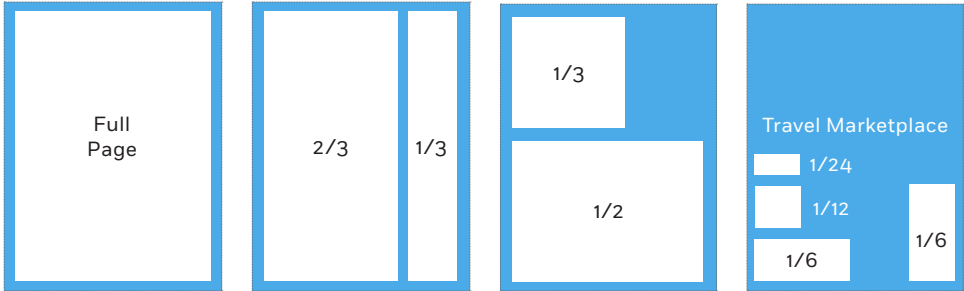
Deadlines

Early Bird: December 13, 2024

Space Deadline: February 7, 2025

Materials Deadline: February 21, 2025

Ad Size	2025 Rate	EB Rate	SWT/WHA Member Rate
Full Page	\$23,575	\$20,945	\$17,995
2/3 Page V	\$18,240	\$16,110	\$13,885
1/2 Page H	\$15,460	\$13,655	\$11,780
1/3 Page H or V	\$11,200	\$9,898	\$8,535
Inside Front Cover	\$26,940	\$23,940	\$20,650
Back Cover	\$37,880	\$33,425	\$28,850
Travel Marketplace Ads			
1/6 Page H or V	\$4,445	\$3,920	\$3,380
1/12 Page	\$2,370	\$2,095	\$1,800
1/24 Page	\$1,420	\$1,255	\$1,085
Enhanced Restaurant	\$1,675	\$1,505	\$1,295
Basic Accommodations Listing	\$1,010	\$895	\$770
Enhanced Accommodations Listing	\$2,430	\$2,150	\$1,840



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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