

Washington

STATE VISITORS' GUIDE

2027-28 MEDIA KIT

*Turning Washington inspiration into
real itineraries, visits, and spending.*

You're invited to join the 2027-28 Washington State Visitors' Guide

Washington continues to inspire extraordinary travel, from urban culture and island escapes to wine country, mountain adventures, and road trips that connect it all. In 2025, travelers made nearly 111 million visits to the state and spent \$25.3 billion. Yet overnight and international visitation declined, making it more important than ever to give travelers compelling reasons to stay longer, explore farther, and spend more throughout Washington.

The Official Washington State Visitors' Guide helps do exactly that. Through vivid storytelling, practical trip-planning tools, regional itineraries, maps, and trusted recommendations, the guide introduces travelers to experiences they may never have found on their own. It helps turn curiosity into a plan, and a plan into meaningful economic activity for communities across the state.

When you advertise in the guide, you do more than promote your business. You place your message inside a trusted statewide resource at the moment visitors are deciding where to go, where to stay, what to eat, and what to do. Your support also helps extend Washington's tourism story to travelers throughout the country and around the world.

We invite you to join us in the 2027-28 edition. Together, we can inspire more discovery, strengthen local businesses, and help visitors experience more of Washington.

Anthony Anton
WASHINGTON HOSPITALITY ASSOCIATION

David Blandford
STATE OF WASHINGTON TOURISM

Washington
STATE VISITORS' GUIDE

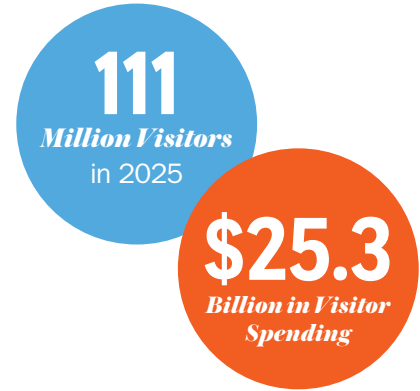


A \$25.3 Billion Opportunity

Washington's visitor economy is vast, and the next chapter depends on attracting more high-value trips. The guide gives tourism businesses a powerful way to reach travelers with the inspiration and practical information that encourage overnight stays, broader exploration, and greater spending.

Why the Guide Matters

- Overnight visitors stay longer and create more opportunities for lodging, dining, retail, recreation, and attractions.
- International travelers remain an especially valuable audience, with average spending far above domestic visitors.
- A statewide planning resource introduces travelers to more regions, helping disperse visitor spending and strengthen communities.



\$5.8 billion
LODGING



\$6.3 billion
FOOD & DRINK



\$3.2 billion
RECREATION



\$4.6 billion
RETAIL

"The Economic Impact of Visitors in Washington State", Tourism Economics, commissioned by State of Washington Tourism; May 2026

The opportunity is not simply to attract more visitors. It is to help every visitor discover more reasons to stay, explore, and spend.



From Inspiration to Itinerary

Travel decisions rarely happen all at once. A striking story sparks interest. A map makes the trip feel possible. A regional recommendation adds a stop. A lodging, dining, or attraction message turns that stop into a purchase. The Official Washington State Visitors' Guide brings those moments together in one beautifully designed, highly useful resource.

The guide helps travelers...

- Discover experiences across every region of the state
- Build routes and connect multiple destinations
- Choose places to stay, eat, shop, and explore
- Find timely, practical information before and during a trip
- Move confidently from dreaming to booking and buying

The guide helps advertisers...

- Reach travelers while choices are still being made
- Appear in a curated and trusted editorial environment
- Build visibility beyond a single city or season
- Connect print discovery to digital action
- Earn a place in the travel experience, not just beside it

Print Still Drives Travel Decisions

Visitor guides remain one of the most trusted and influential resources in travel planning. Research shows they inspire action, shape itineraries and drive spending before and during a trip.

What visitors say about guides:

98% trust printed visitor guides

92% discovered a business or attraction

88% acted on information using a mobile device

69% purchased tickets or merchandise

Visitor International Survey, 2024

Showcasing Washington Destinations for 25 Years



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

Content That Makes Washington Irresistible

The guide creates a vivid sense of possibility, then gives readers the tools to act on it. The 2027-28 edition combines immersive features, regional discoveries, practical maps, road-trip ideas, and trusted recommendations that invite readers to see more of the state.

- Narrative features create emotional connection and introduce unexpected experiences.
- Regional organization makes a large, diverse state easy to navigate.
- Maps and planning content turn inspiration into an actionable route.
- Strong photography creates a high-value environment for participating brands.
- Advertising appears alongside content that is relevant to the reader's next decision.



TASTE

Features on food, wine, and local flavor educate and entertain

GO

Detailed maps highlight road trips and itineraries



STAY

Reader-friendly directories show places worth lingering



PLAY

Visual storytelling connects readers to recreation and experiences



Meet Travelers Ready to Explore

The guide reaches active travelers who are looking for ideas and open to influence. First-time visitors need trusted recommendations. Repeat visitors want fresh reasons to return. Both audiences arrive ready to build an itinerary and make choices across lodging, dining, recreation, culture, shopping, and sightseeing.

High-interest travel categories

- Hotels, lodges, resorts, and distinctive accommodations
- Restaurants, wineries, breweries, markets, and culinary experiences
- Attractions, museums, tours, festivals, and cultural experiences
- Outdoor recreation, scenic drives, parks, and guided adventures
- Retail, local makers, wellness, and services that enrich the trip

READERS ARE PLANNING



43%
Arts



80%
Scenic



32%
Wine



70%
Natural



35%
Sightseeing/
Outdoors

Preferred Accommodations



91%
Hotel or
Motel



26%
Luxury
Hotel



44%
Lodge



32%
B&B

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



Global Reach. Multiple Moments of Influence

The Official Washington State Visitors' Guide meets travelers throughout the journey, from early trip research to in-state exploration. Print provides a tangible planning companion. Digital distribution extends access and creates direct pathways to advertiser websites.

200,000

Print Distribution

730,000

Digital Distribution

1.43M

Combined Readership

Print Distribution

- Visitor centers, convention and visitors bureaus, and regional travel partners
- SEA Airport, Washington State Ferries and high-volume transportation touchpoints
- In-room and concierge distribution at select WA hotels and at travel information kiosks
- Bulk copies provided to AAA offices across the U.S.
- Exclusive fulfillment by State of Washington Tourism and stateofWAtourism.com for thousands of call-in, mail-in and website requests from U.S. and international travelers
- Prominently displayed for newsstand purchase at more than 400 WA and OR retail stores including QFC, Whole Foods, PCC, Barnes & Noble, Fred Meyer, and Costco

Digital Distribution

- Digital edition available on desktop, tablet, and mobile for anytime, on-the-go access
- Targeted digital delivery to audiences actively seeking Washington lodging, dining, and travel information

Hotlinked ads
that move readers
directly from
discovery to your
website!



**STATEOFWATOURISM.COM
RANKS #1 ON GOOGLE**
for top visitor search terms!

2027-28 Net Rates

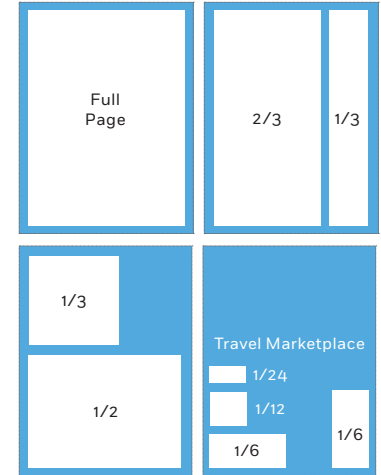
Deadlines

Early Bird: December 18, 2026

Space Deadline: February 12, 2027 **Materials Deadline:** February 26, 2027

Ad Size	2027 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.



Choose the Presence That Fits Your Goal

Whether the objective is statewide awareness, regional discovery, direct response, or seasonal traffic, the guide offers formats that place your message where it can shape the trip.



TREEHOUSE POINT
6922 Preston-Fall City Rd SE, Issaquah
425-441-8087 • treehousepoint.com

Nestled in Snoqualmie Valley's old-growth forest, just 30 minutes from Seattle, Treehouse Point offers seven unique treehouses along a scenic river. Reconnect with nature in this enchanting retreat, ideal for weddings, private events, and unforgettable Pacific Northwest escapes.

260 characters + photo or logo.

Visitors spend
\$4.6+ billion
on dining in
Washington State
each year!



Tenzen Springs & Cabins
 932 Berge Rd, Stevenson
 509-800-7372 • tenzensprings.com

WHERE the GORGE meets the ONSEN. Sink into a private, continuously flowing hot springs tub of pure mineral water. At Tenzen, our cabins blend Japanese minimalism with Scandinavian warmth to create a sanctuary that will awe, soothe, and rejuvenate you.

260 characters + photo or logo.

**Reduced rates available for early booking and SWT/WHA members. See page 9 for details.*



STATE OF
WASHINGTON
TOURISM



Washington
Hospitality
Association

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