

PROMOTE 253

INTRODUCING THE PROMOTE 253 PARTNERSHIP
MEDIA KIT





WHAT IS PROMOTE 253

This new model truly represents what we as an organization have always endeavored to do: To use our partnerships to help business succeed in the tourism market, and to have businesses committed to elevating Pierce County tourism overall.

AS A PROMOTE 253 PARTNER YOU WILL RECEIVE:

- » Qualified leads to vetted event and meeting planners for venue and room block requests [where applicable]
- » Enhanced Listing: dedicated page on Travel Tacoma's website which reaches 1 million visitors per year, and has more than 150,000 business referrals to local businesses. Enhanced listing includes multiple images, social media links, and ability to add coupons. Business listings sort to the top of the list when visitors are planning their trip.
- » Image on screen display in the Visitor Information Center on the first floor of the Greater Tacoma Convention Center
- » Access to Travel Tacoma's Valuable Co-Op Marketing Opportunities and reduced advertising rates.
- » Access to our Partner Extranet tools and calendar
- » Training and Networking Opportunities to enhance business prospects

HOW DO I BECOME A PROMOTE 253 PARTNER?

Chances are, you already are one.

All quality, tourism-facing businesses are eligible for our partnership. You can see your listing on traveltacoma.com, and [contact](mailto:april@traveltacoma.com) April Selby for information on accessing your extranet account and setting up your listing.

APRIL SELBY

Office Manager

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Promote 253 partnership has no out-of-pocket costs.

And is free to you, the visitor-facing business owner. We ask that our partners businesses make every effort to help introduce their customers to full visitor experience available in in Pierce County by:

- » Providing a space to distribute Pierce County Visitor Guides
- » Having a link to traveltacoma.com on their websites

Promote 253 partners can gain additional exposure opportunities for their businesses or events. Special placements are available on our website, in our newsletters and our events calendars, as well as other key visitor connections. See our media kit for more information.



TOP 5 REASONS TO ADVERTISE WITH TRAVEL TACOMA + PIERCE COUNTY

PEOPLE WHO ARE READY TO BUY:

1

6 million visitors come into the county every year. They spend \$1 billion. Visitors are likely to spend more money on food, shopping and services than a local.



REACHING PEOPLE AT THE RIGHT TIME:

3

Travel Tacoma's audiences on the website, guide and emails are actively looking for food, lodging, services and activities in Tacoma and Pierce County. Making every audience member a potential customer.



5

THE RIGHT REASON:

Making a long-term investment for tourism Travel Tacoma is a not-for-profit dedicated to bringing more visitors to Pierce County and through your doors. Every dollar goes into your business exposure or back into expanding the program to reach more visitors.

REACHING YOUR PERFECT CUSTOMER:

2

Visitors want unique and authentic experiences. Perfect for your independent business.



4

REACHING THE RIGHT PEOPLE AT THE RIGHT PRICE:

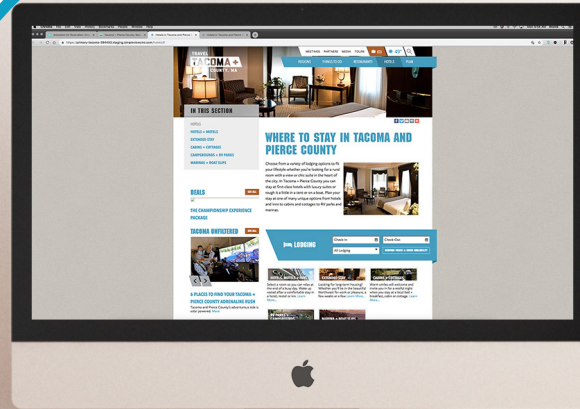
Travel Tacoma + Pierce County leverages our dollars to lower the price of entry for your advertising, giving access to larger platforms, and providing affordable digital marketing options to suit any budget.



CONFERENCE SERVICING + PROMOTIONS



ENHANCED + FEATURED LISTINGS



CONVENTION ATTENDEES AMENITIES

100,000
EVENT
REFERRALS
ANNUALLY

TRAVEL TACOMA ANNUAL MEETING

traveltacoma.com reaches
ONE MILLION
visitors per year

TRAVEL TACOMA + PIERCE COUNTY PARTNERS

Let's work together and promote tourism together through:

Cooperative Advertising

TripAdvisor

Social Media (Facebook/Instagram)

Tacoma and Pierce County Official Visitor Guide

Tacoma and Pierce County Official Meeting Planner Guide

SAGACITY MEDIA

the stories of our cities

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DID YOU KNOW?

traveltacoma.com gets
ONE MILLION WEBSITE
visitors annually!

TRAVEL
TACOMA +
PIERCE COUNTY, WA

253 TOURISM

Item	Audience	Distribution	Price
Branded giveaway item for TIMBR	Visitors in Tacoma area and regional fair attendees	500	\$500.00 plus price of materials
Bag	Convention attendees - Brochures in bags	1,500	\$500.00 per season
Visitor Newsletter Ad Space	Visitors	4,500	\$100.00 per month
Featured Website Listing	Visitors	3 per category/quarter	\$250.00 per quarter
Featured Events	Visitors	100,000 event referrals annually	\$150.00 per event
Instagram Takeover	Visitors	Reach 10,000	\$300.00 per week
Facebook (Boosted Post)	Visitors	Reach 20,000	\$300.00 per post
Sponsored Emails - to Partners	Tourism Industry	500	\$1,000.00
Sales Newsletter Ad Space	Meeting Planners	4,000	\$100.00 per month