

TRAVEL

TACOMA +

PIERCE COUNTY, WA

Travel Tacoma + Pierce County
Destination Brand
Perception Study

Report of Findings
March 2019

Research prepared for Travel Tacoma + Pierce County by:

Destination  Analysts

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Research Overview & Objectives

This report presents the findings of a Destination Brand Perception Study conducted by Destination Analysts on behalf of Travel Tacoma + Pierce County. The results of this research provide a measurement of the performance of the Tacoma destination brand amongst leisure travelers who reside in key markets.

The primary objectives of this research were to evaluate:

- Overall familiarity, interest and appeal of Tacoma as a destination for leisure travel
- Awareness and appeal of Tacoma’s attractions
- Tacoma’s brand associations & destination attributes
- Tacoma’s competitive set



Images of Tacoma. Courtesy of Instagram.com/TravelTacoma

Research Methodology

Destination Analysts, in close consultation with Travel Tacoma + Pierce County, developed a survey questionnaire to address the organization’s specific research objectives. The survey was then administered online to a demographically representative sample of adults in key markets. Respondents were screened for leisure travel behavior and must have taken at least one overnight leisure trip away from home in the past 12 months.

The survey was fielded from December 2018 through January 2019. In total, 2,277 completed surveys were collected. The data table at right illustrates the sampling plan for this study.

Market	Sample Size
Los Angeles	590
Portland	686
San Francisco Bay Area	200
Seattle	401
Washington state (outside of Pierce County)	200
Vancouver, BC, Canada	200
TOTAL	2,277

About this Report

In the remainder of this report, the findings are presented in a chart or detailed data table, with accompanying analysis.

The data tables presented include data segmented by market, as well as leisure travelers who consider Tacoma appealing as a leisure travel destination and leisure travelers who consider Tacoma neutral or unappealing as a leisure travel destination.

The following terms are frequently used within the charts, data tables and/or analysis in this report:

- **Traveler/Leisure traveler/Regional leisure traveler** – all survey respondents.
- **Appealing** – leisure travelers who consider Tacoma “appealing” or “very appealing” as a leisure travel destination.
- **Unappealing** – leisure travelers who consider Tacoma “neutral,” “unappealing” or “very unappealing” as a leisure travel destination.
- **Recent visitors** – leisure travelers who visited Tacoma within the past 5 years.
- **Non-recent visitors** – leisure travelers who visited Tacoma over 5 years ago or who have never visited Tacoma.
- **Tacoma** - Tacoma, Mount Rainier and the cities of Pierce County.



Images of Tacoma. Courtesy of Instagram.com/TravelTacoma



SNAPSHOT OF KEY FINDINGS

The following pages illustrate summaries of key data that emerged from the study.



REGIONAL LEISURE TRAVELERS

Data presented within this summary page are reflective of all survey respondents. Base: 2,277 completed surveys.

TOP RATED DESTINATION ATTRIBUTES FOR TACOMA

8.4

Scenic Beauty

8.1

Outdoor recreation

7.4

Easy to get to

7.4

Place to relax

7.2

Family friendly attractions

7.1

Restaurants and cuisine

VISITED TACOMA IN THE PAST 5 YEARS



46.2% visited Tacoma in the past 5 years

INTERESTED IN TAKING A LEISURE TRIP TO TACOMA



The average level of interest in taking a leisure trip to Tacoma is 4.8 on a 10-point scale

FAMILIARITY WITH TACOMA

The average level of familiarity with Tacoma's things to see and do is **5.2** on a 10-point scale



TACOMA'S APPEAL AS A LEISURE TRAVEL DESTINATION

65.6% consider Tacoma "Appealing" (43.9%) or "Very appealing" (21.7%)

INTEREST IN TAKING A LEISURE TRIP TO TACOMA AFTER REVIEWING ATTRACTIONS

The average level of interest in taking a leisure trip to Tacoma after reviewing the destination's attractions is **7.6** on a 10-point scale

TACOMA'S APPEAL FOR TYPES OF TRIPS



8.0

Outdoor trip



7.7

Outdoor adventure



7.4

Urban experience



7.3

Family getaway

REASONS FOR NOT VISITING TACOMA MORE OFTEN

- Personal financial reasons - (32.9%)
- More interest in other destinations - (31.4%)
- Traffic - (23.6%)
- I don't know enough about it as a travel destination - (20.8%)

LEISURE TRAVELERS WHO CONSIDER TACOMA APPEALING

Data presented within this summary page are reflective of leisure travelers who consider Tacoma “appealing” or “very appealing” as a leisure travel destination. Base: 1,493 completed surveys.

TOP RATED DESTINATION ATTRIBUTES FOR TACOMA

9.0

Scenic Beauty

8.6

Outdoor recreation

8.1

Place to relax

7.9

Easy to get to

7.8

Family friendly attractions

7.6

Restaurants and cuisine

VISITED TACOMA IN THE PAST 5 YEARS



49.6% visited Tacoma in the past 5 years

INTERESTED IN TAKING A LEISURE TRIP TO TACOMA



The average level of interest in taking a leisure trip to Tacoma is 5.6 on a 10-point scale

FAMILIARITY WITH TACOMA

The average level of familiarity with Tacoma’s things to see and do is **5.7** on a 10-point scale

LIKELY TO VISIT TACOMA

1.5% wrote in Tacoma or a Pierce County destination as one they would likely visit for leisure in the next 12 months

INTEREST IN TAKING A LEISURE TRIP TO TACOMA AFTER REVIEWING ATTRACTIONS

The average level of interest in taking a leisure trip to Tacoma after reviewing the destination’s attractions is **8.4** on a 10-point scale

TACOMA’S APPEAL FOR TYPES OF TRIPS



8.6

Outdoor trip



8.4

Road trip



8.3

Add-on to a Seattle trip



8.3

Outdoor adventure

REASONS FOR NOT VISITING TACOMA MORE OFTEN

- Personal financial reasons - (34.0%)
- More interest in other destinations - (25.9%)
- Traffic - (23.4%)
- Not enough vacation time - (21.9%)

LEISURE TRAVELERS WHO CONSIDER TACOMA UNAPPEALING

Data presented within this summary page are reflective of leisure travelers who consider Tacoma "neutral," "unappealing" or "very unappealing" as a leisure travel destination. Base: 784 completed surveys.

VISITED TACOMA IN THE PAST 5 YEARS



39.8% visited Tacoma in the past 5 years

INTERESTED IN TAKING A LEISURE TRIP TO TACOMA



The average level of interest in taking a leisure trip to Tacoma is 3.3 on a 10-point scale

TOP RATED DESTINATION ATTRIBUTES FOR TACOMA

7.4

Scenic Beauty

7.1

Outdoor recreation

6.4

Easy to get to

6.2

Family friendly attractions

6.1

Place to relax

6.1

Restaurants and cuisine

FAMILIARITY WITH TACOMA

The average level of familiarity with Tacoma's things to see and do is 4.3 on a 10-point scale

LIKELY TO VISIT TACOMA

0.5% wrote in Tacoma or a Pierce County destination as one they would likely visit for leisure in the next 12 months

INTEREST IN TAKING A LEISURE TRIP TO TACOMA AFTER REVIEWING ATTRACTIONS

The average level of interest in taking a leisure trip to Tacoma after reviewing the destination's attractions is 6.2 on a 10-point scale

TACOMA'S APPEAL FOR TYPES OF TRIPS



6.8 Outdoor trip



6.5 Outdoor adventure



6.5 Add-on to a Seattle trip



6.4 Road trip

REASONS FOR NOT VISITING TACOMA MORE OFTEN

- More interest in other destinations - (41.8%)
- Personal financial reasons - (30.9%)
- I don't know enough about it as a travel destination - (26.8%)
- Traffic - (24.0%)

RECENT TACOMA VISITORS

Data presented within this summary page are reflective of leisure travelers who visited Tacoma within the past five years. Base: 1,052 completed surveys.

TOP RATED DESTINATION ATTRIBUTES FOR TACOMA

8.5

Scenic Beauty

8.2

Outdoor recreation

8.0

Easy to get to

7.5

Family friendly attractions

7.4

Restaurants and cuisine

7.3

Place to relax

LIKELY TO VISIT TACOMA



2.2% wrote in Tacoma or a Pierce County destination as one they would likely visit for leisure in the next 12 months

INTERESTED IN TAKING A LEISURE TRIP TO TACOMA



The average level of interest in taking a leisure trip to Tacoma is **5.0** on a 10-point scale

FAMILIARITY WITH TACOMA

The average level of familiarity with Tacoma's things to see and do is **7.2** on a 10-point scale

TACOMA'S APPEAL AS A LEISURE TRAVEL DESTINATION



70.3% consider Tacoma "Appealing" (45.7%) or "Very appealing" (24.6%)

INTEREST IN TAKING A LEISURE TRIP TO TACOMA AFTER REVIEWING ATTRACTIONS

The average level of interest in taking a leisure trip to Tacoma after reviewing the destination's attractions is **7.8** on a 10-point scale

TACOMA'S APPEAL FOR TYPES OF TRIPS



8.1

Outdoor trip



7.8

Road trip destination



7.8

Outdoor adventure trip



7.7

Add-on to a Seattle Trip

REASONS FOR NOT VISITING TACOMA MORE OFTEN

- Traffic - (35.2%)
- More interest in other destinations - (33.7%)
- Personal financial reasons - (31.5%)
- Not enough vacation time - (21.5%)

NON-RECENT TACOMA VISITORS

Data presented within this summary page are reflective of leisure travelers who visited Tacoma over 5 years ago or who have never visited Tacoma.
Base: 1,225 completed surveys.

TOP RATED DESTINATION ATTRIBUTES FOR TACOMA

8.3

Scenic Beauty

8.0

Outdoor recreation

7.5

Place to relax

7.0

Family friendly attractions

6.9

Easy to get to

6.9

Restaurants and cuisine

LIKELY TO VISIT TACOMA



0.3% wrote in Tacoma or a Pierce County destination as one they would likely visit for leisure in the next 12 months

INTERESTED IN TAKING A LEISURE TRIP TO TACOMA



The average level of interest in taking a leisure trip to Tacoma is **4.7** on a 10-point scale

FAMILIARITY WITH TACOMA

The average level of familiarity with Tacoma's things to see and do is **3.5** on a 10-point scale



61.5% consider Tacoma "Appealing" (42.4%) or "Very appealing" (19.1%)

TACOMA'S APPEAL AS A LEISURE TRAVEL DESTINATION

INTEREST IN TAKING A LEISURE TRIP TO TACOMA AFTER REVIEWING ATTRACTIONS

The average level of interest in taking a leisure trip to Tacoma after reviewing the destination's attractions is **7.5** on a 10-point scale

TACOMA'S APPEAL FOR TYPES OF TRIPS



7.9

Outdoor trip



7.6

Add-on to a Seattle trip



7.6

Road trip destination



7.5

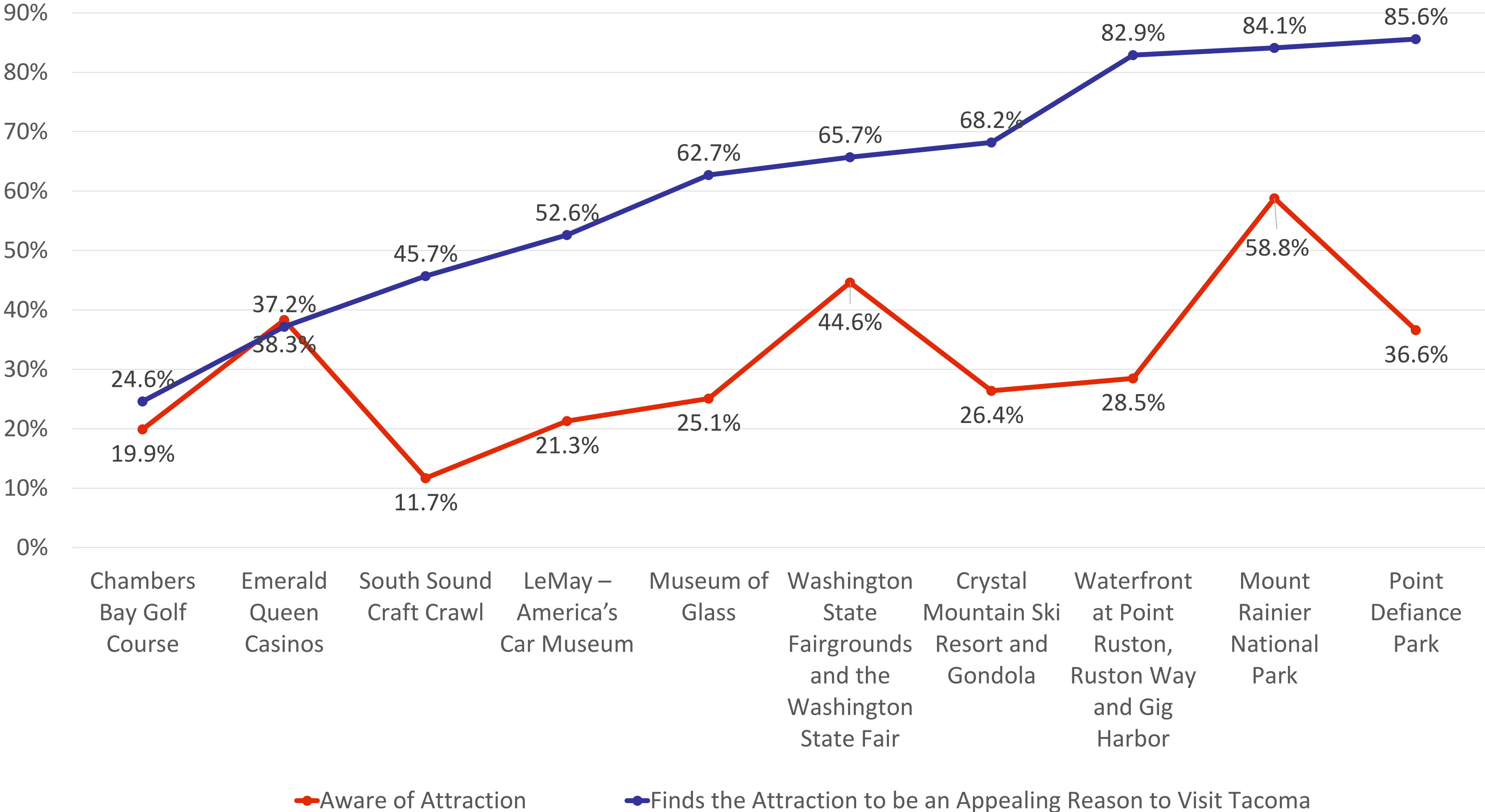
Outdoor adventure trip

REASONS FOR NOT VISITING TACOMA MORE OFTEN

- Personal financial reasons - (34.1%)
- I don't know enough about it as a travel destination - (30.4%)
- More interest in other destinations - (29.3%)
- Travel time/distance to get to - (22.1%)

Tacoma Attractions: Awareness and Appeal

Of the attractions tested in this study, Point Defiance Park, Mount Rainier National Park and Waterfront at Point Ruston were considered the most appealing as reasons to visit Tacoma. However, awareness of these attractions, particularly Point Defiance Park and Waterfront at Point Ruston was extremely low. Of the attractions tested, Mount Rainier National Park had the highest level of awareness, while the South Sound Craft Crawl had the relatively lowest level of awareness. Both the Emerald Queen Casinos and Chambers Bay Golf Course were relatively less appealing, yet levels of awareness for these attractions were in line with their level of appeal.



Tacoma Attractions: Awareness and Appeal

	Aware of Attraction	Heard of, but know only a litte	Think heard of, but not much	Knew nothing	Appealing or Very Appealing
Point Defiance Park	36.6%	13.2%	11.1%	39.0%	85.6%
Mount Rainier National Park	58.8%	17.3%	11.4%	12.5%	84.1%
Waterfront at Point Ruston, Ruston Way and Gig Harbor	28.5%	18.0%	17.1%	36.4%	82.9%
Crystal Mountain Ski Resort and Gondola	26.4%	18.5%	14.8%	40.3%	68.2%
Washington State Fairgrounds and the Washington State Fair	44.6%	16.2%	13.2%	26.0%	65.7%
Museum of Glass	25.1%	12.4%	11.5%	51.0%	62.7%
LeMay – America’s Car Museum	21.3%	11.7%	12.2%	54.8%	52.6%
South Sound Craft Crawl	11.7%	13.4%	16.1%	58.8%	45.7%
Emerald Queen Casinos	38.3%	12.0%	10.9%	38.8%	37.2%
Chambers Bay Golf Course	19.9%	12.3%	13.3%	54.6%	24.6%



EXECUTIVE SUMMARY OF INSIGHTS

The following summary presents the key insights and takeaways that emerged from the study.



Executive Summary

TACOMA'S COMPETITIVE SITUATION

- **There is a relatively low level of top-of-mind awareness of Tacoma as a Western U.S. destination that regional leisure travelers are most likely to visit in the next year.** At the beginning of the survey, regional leisure travelers were asked to write in up to three destinations in the Western U.S. that they are most likely to visit in the next twelve months. In line with findings from Destination Analysts' syndicated tracking study *The State of the American Traveler™*, top-tier destinations Las Vegas (20.5%) and California (19.1%) emerged as the ones that travelers are most likely to visit. Nearby Seattle was written in by 16.7 percent of travelers surveyed. Meanwhile, a total of 1.2 percent of all respondents reported that they were likely to visit Tacoma or a Pierce County destination, with Seattleites (2.0%) and Washington residents (2.2%) being the most likely groups to visit Tacoma-Pierce County for an overnight leisure trip.
- **Tacoma is more likely to be a destination visited over five years ago rather than one recently visited.** Nearly half of regional leisure travelers visited Tacoma five or more years ago (46.2%), while one-in-five visited Tacoma in the past 5 years (18.0%). Recent visitation to Tacoma was highest amongst Vancouver, BC (27.0%) and Portland residents (25.0%). Amongst all travelers surveyed, one-third have never visited Tacoma, with this lack of visitation strongest amongst California residents of Los Angeles (74.9%) and San Francisco (67.5%).



Images of Tacoma. Courtesy of Instagram.com/TravelTacoma

Executive Summary

TACOMA'S COMPETITIVE SITUATION

- **There is an opportunity to boost levels of interest in taking an overnight leisure trip to Tacoma.** After evaluating a set list of Western U.S. destinations, there is a slightly larger proportion of regional leisure travelers who are familiar with Tacoma as a place to visit than are interested in taking an overnight leisure trip to Tacoma. While 38.3 percent of regional leisure travelers surveyed are familiar with Tacoma, only 30.1 percent reported being interested in taking an overnight leisure trip to the destination. However, it should be noted that nearby Seattle residents were surveyed. Interest levels were highest amongst travelers who live in Vancouver, BC (37.5%) and Los Angeles (33.4%).



Images of Tacoma. Courtesy of Instagram.com/TravelTacoma

Executive Summary

THE TACOMA DESTINATION BRAND

- **Despite the moderate level of familiarity with Tacoma as a place to visit, a majority of travelers surveyed consider the destination appealing.** In fact, two-thirds of respondents said they find Tacoma appealing including 21.7 percent who find it “very appealing.” This sentiment is similarly shared across all markets of study.
- **Educating travelers about Tacoma’s affordability, opportunities for relaxation, accessibility and restaurants should be a high priority in marketing messaging.** Although Tacoma performs well for scenic beauty and outdoor recreation, it underperforms for the attributes that are considered most important to selecting leisure destinations. While regional leisure travelers consider affordability, a place to relax, ease of getting to a destination and cuisine to be significantly important in evaluating destinations, Tacoma is perceived to perform sub-par for these attributes of top importance. The destination is still highly rated for these attributes, however the ratings are outpaced by their importance to the destination decision process.
- **Further highlighting the opportunity to educate travelers about Tacoma, one-in-five regional leisure travelers reported that they simply don't know enough about Tacoma as a destination, and therefore do not visit.** In comparing recent and non-recent visitors, non-recent visitors were much more likely to cite that they "don't know enough about Tacoma as a travel destination" (30.4% vs. 9.7%). Non-recent visitors were also more likely to say that airfare is too expensive (17.3% vs. 4.8%). Meanwhile, a much larger proportion of recent visitors said that traffic was a reason they don't visit Tacoma (35.2% vs. 13.7%).

Executive Summary

EVALUATION OF TACOMA'S ATTRACTIONS

- **Tacoma's natural attractions appear to be the most compelling types of attractions to regional leisure travelers.** After evaluating each Tacoma attraction tested, travelers were prompted to select the three most compelling attractions as a reason to visit. Over 60 percent of travelers selected Mount Rainier National Park. Following Mount Rainier National Park, approximately 40 percent of leisure travelers selected the Waterfront (43.6%) and Point Defiance Park (38.7%). Interestingly, of the markets studied, Seattle residents were the least likely to find the Waterfront compelling (39.4%) and most likely to consider Point Defiance Park compelling as a reason to visit Tacoma (48.9%).
- **Educating travelers about Tacoma's attractions has the potential to increase interest in Tacoma as a leisure destination.** At the beginning of the survey, regional leisure travelers surveyed were asked to rate their level of interest in Tacoma and other Western U.S. destinations using a 10-point scale. In total, 30.1 percent of travelers reported a top-four box score of 7, 8, 9 or 10 regarding their level of interest in Tacoma. However, after presenting travelers with an image and brief description of Tacoma's attractions, this level of interest dramatically increased. When asked to rate their level of interest in visiting Tacoma for an overnight leisure trip considering the Tacoma attractions they reviewed, three-quarters of all travelers rated their interest level a 7, 8, 9 or 10 (74.5%).



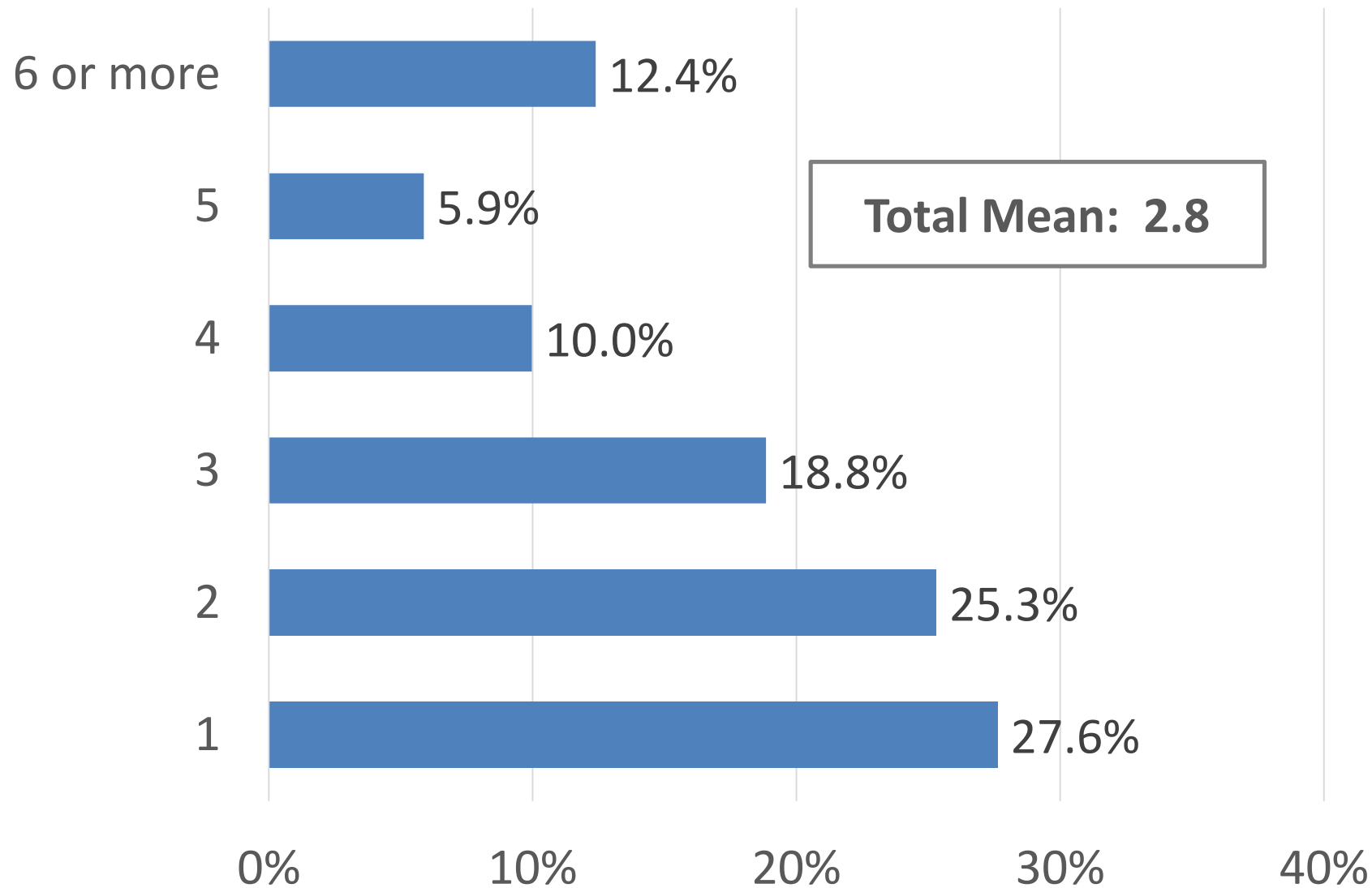
Images of Tacoma. Courtesy of Instagram.com/TravelTacoma

RESPONDENT PROFILE

Overnight Leisure Trips Taken in the Past Twelve Months

The typical traveler surveyed has taken 2.8 overnight leisure trips in the past year. On average, each of the markets tested have similarly taken nearly three overnight leisure trips in the last twelve months. However, San Francisco Bay Area and Portland Area residents were the most likely segments to have taken 4 or more overnight leisure trips in that time period (34.5% and 32.5%, respectively).

Figure: Overnight Leisure Trips Taken in the Past Twelve Months



Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
6 or more	12.6%	12.0%	14.5%	15.0%	11.2%	13.8%	9.5%	13.5%
5	6.0%	5.6%	6.0%	8.0%	5.7%	4.7%	7.3%	4.0%
4	10.9%	8.2%	12.0%	11.5%	9.7%	9.2%	10.7%	7.5%
3	20.0%	16.6%	21.0%	20.0%	19.5%	17.9%	19.5%	15.5%
2	25.5%	24.9%	23.0%	23.5%	23.9%	25.7%	25.4%	30.5%
1	24.9%	32.8%	23.5%	22.0%	29.9%	28.7%	27.6%	29.0%
Mean	2.9	2.7	3.0	3.1	2.7	2.8	2.7	2.7

Question: Using the above definition of a vacation, how many overnight leisure trips have you taken in the last year? Base: All respondents. 2277 completed surveys.

Important Factors to the Destination Decision Process

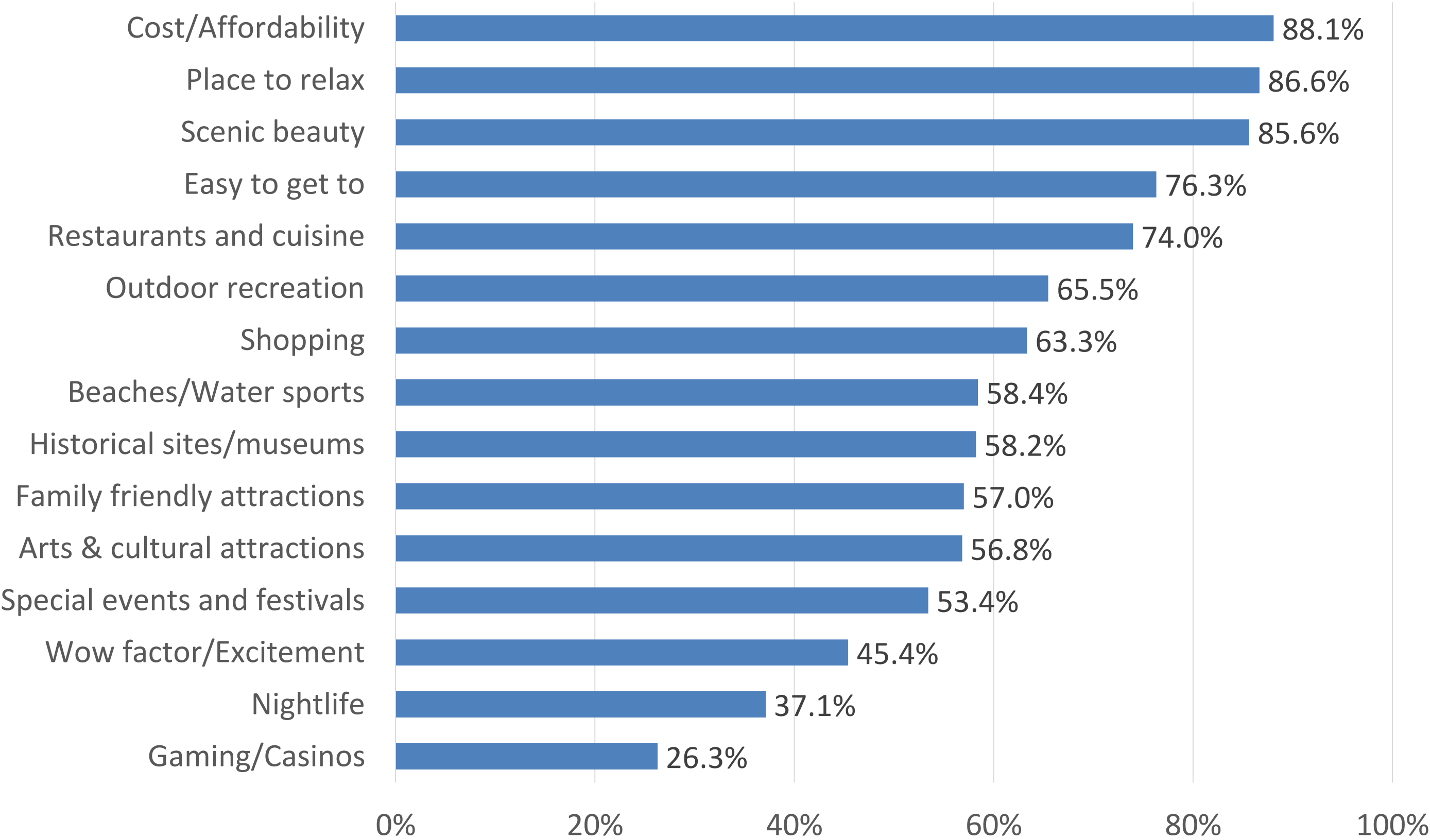
Affordability, a place to relax and scenic beauty were considered the most important attributes to selecting leisure destinations. Survey respondents were presented with a list of destination attributes and asked to rate each on a 10-point scale on how important they were to the destination decision process. The chart at right shows the percent of travelers who rated each attribute as a 7, 8, 9 or 10. Nearly nine-in-ten of all respondents said cost/affordability (88.1%), a place to relax (86.6%) and scenic beauty (85.6%) were most important.

Secondary attributes travelers also consider important are accessibility (76.8%), restaurants (74.0%) and outdoor recreation (65.5%). In contrast, the least important attributes tested were nightlife (37.1%) and casinos (26.3%).

Detail by appeal of Tacoma and place of residence is presented on the following page.

Question: Thinking about how you usually select the cities and towns you visit, how important are each of the following to you? Please use the 10-point scale to evaluate how important each aspect of a destination generally is to you, where "10" means "EXTREMELY IMPORTANT" and "1" means "TOTALLY UNIMPORTANT." RATING = 7-10 Base: All respondents. 2277 completed surveys.

Figure: Important Factors to the Destination Decision Process
Top-Four Box Score (% Rating Each as a 7-10 on 10-point Scale)



Important Factors

Detail by Appeal and Residence

Top-Four Box Score (% Rating Each as a 7-10 on 10-point Scale)	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Cost/Affordability	89.3%	85.8%	88.5%	85.5%	88.8%	90.1%	86.6%	86.5%
Place to relax	87.8%	84.4%	87.0%	85.5%	88.5%	86.6%	86.3%	85.0%
Scenic beauty	89.1%	79.0%	88.5%	85.5%	88.0%	86.4%	83.2%	82.5%
Easy to get to	77.6%	74.0%	75.5%	87.0%	73.6%	73.5%	77.8%	77.5%
Restaurants and cuisine	76.2%	69.8%	70.5%	84.0%	73.6%	68.7%	78.8%	72.0%
Outdoor recreation	71.1%	54.7%	61.5%	68.5%	63.6%	66.0%	66.8%	64.5%
Shopping	66.2%	57.9%	63.0%	70.0%	60.1%	59.0%	67.6%	65.5%
Beaches/Water sports	62.2%	51.3%	54.0%	61.0%	57.6%	58.3%	58.1%	63.0%
Historical sites/museums	65.0%	45.3%	57.0%	65.0%	58.6%	53.1%	60.3%	63.5%
Family friendly attractions	59.5%	52.2%	49.0%	62.0%	53.4%	61.1%	57.1%	53.0%
Arts & cultural attractions	62.9%	45.3%	50.5%	68.5%	56.4%	50.0%	62.9%	58.0%
Special events and festivals	58.6%	43.6%	50.5%	60.0%	49.9%	48.5%	58.5%	59.0%
Wow factor/Excitement	47.8%	40.9%	38.0%	52.5%	38.7%	39.5%	53.9%	54.5%
Nightlife	39.2%	33.2%	28.5%	45.0%	33.7%	28.9%	48.0%	41.0%
Gaming/Casinos	27.3%	24.4%	18.0%	42.5%	20.4%	20.1%	34.6%	26.5%

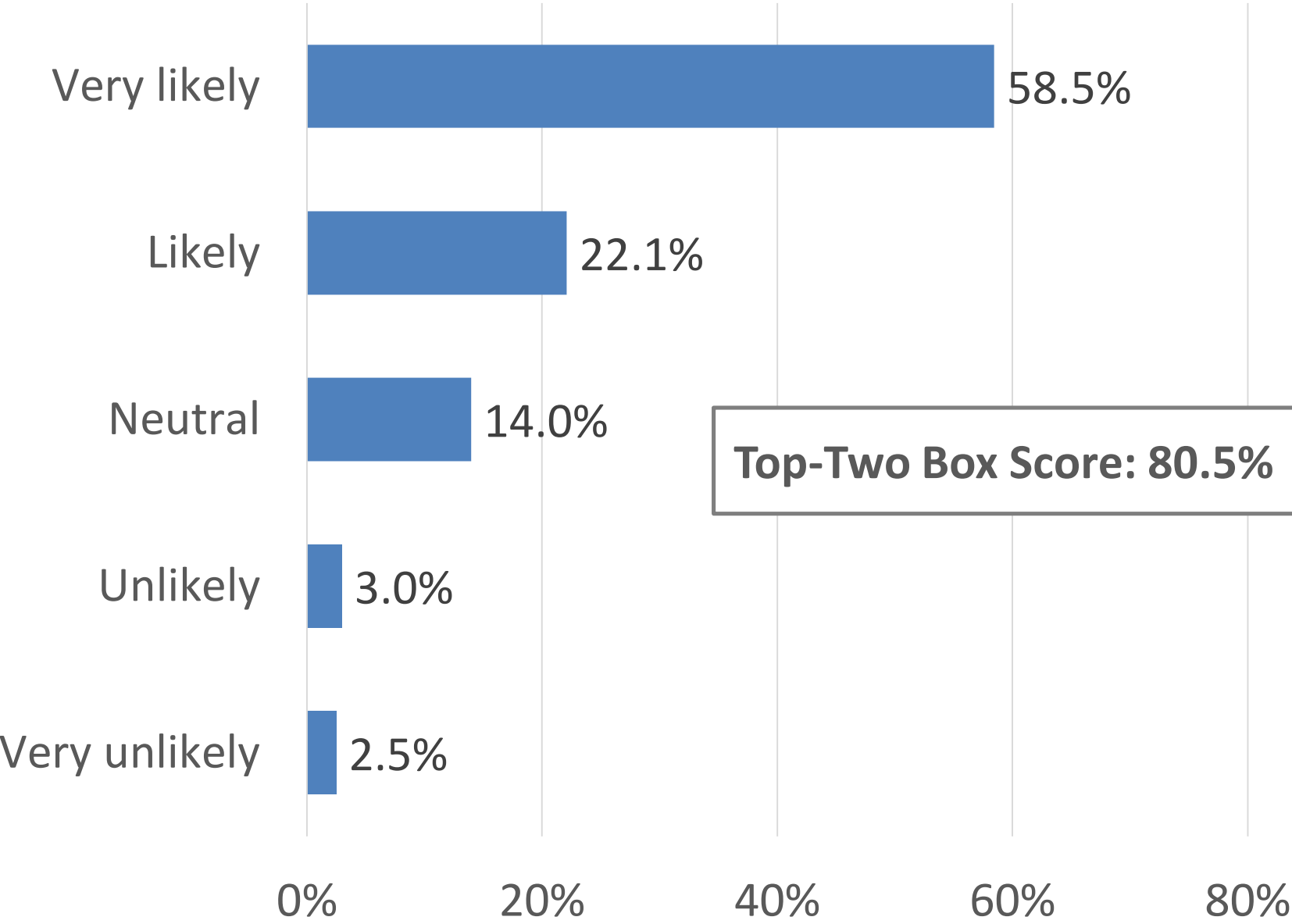
Question: Thinking about how you usually select the cities and towns you visit, how important are each of the following to you? Please use the 10-point scale to evaluate how important each aspect of a destination generally is to you, where “10” means “EXTREMELY IMPORTANT” and “1” means “TOTALLY UNIMPORTANT.” RATING = 7-10

Base: All respondents. 2277 completed surveys.

Likelihood to Take an Overnight Leisure Trip in the Next Year

Likelihood to take an overnight leisure trip to the western U.S. is high. In total, 80.5 percent of all travelers surveyed said they are “likely” (22.1%) or “very likely” (58.5%) to take an overnight leisure trip within the region. Although Vancouver, BC residents were the least likely segment to anticipate taking an overnight leisure trip in the western U.S. in the next year, 69.5 percent of this group still said they are likely to do so.

Figure: Likelihood to Take an Overnight Leisure Trip in the Next Year



Detail by Appeal and Residence

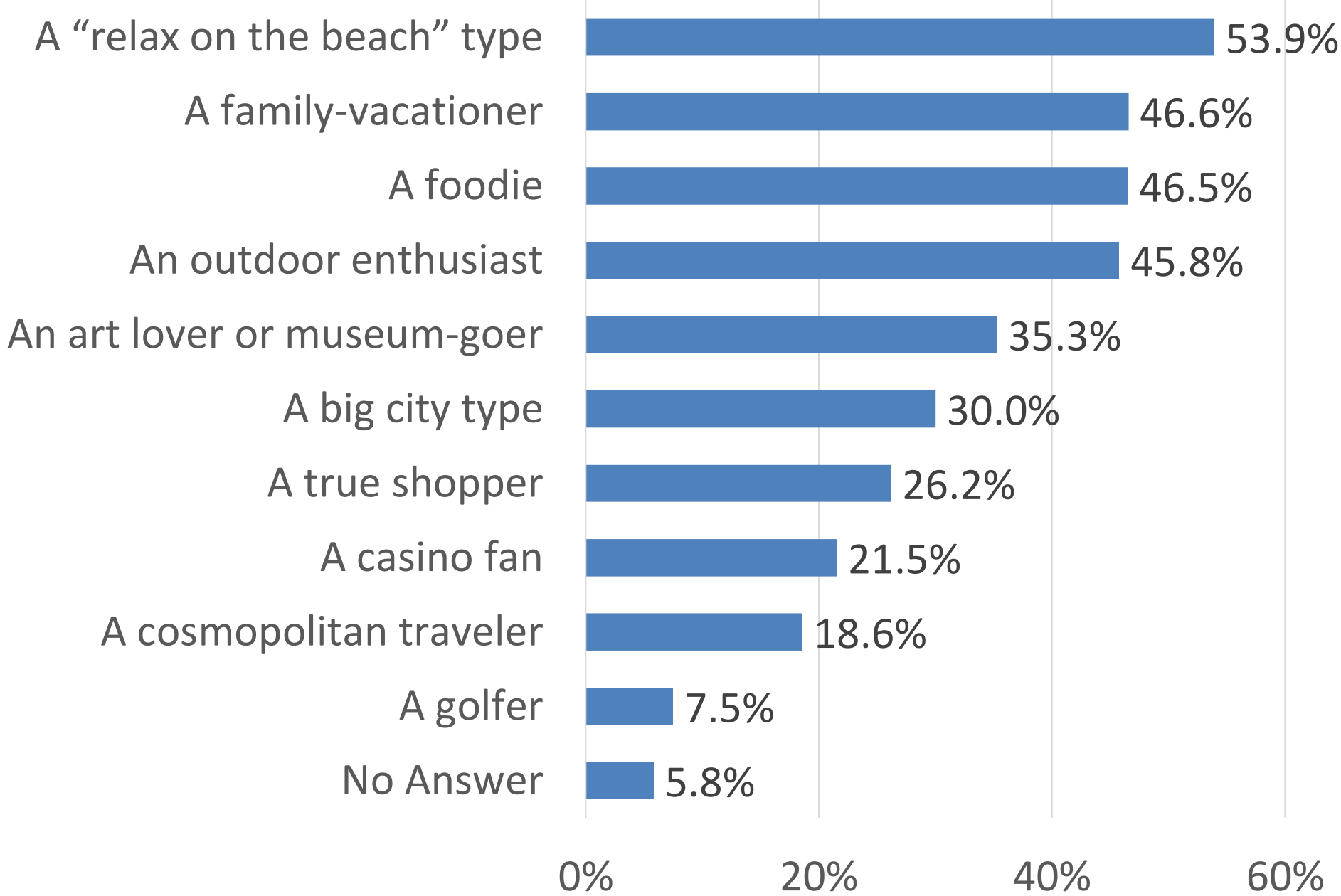
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very likely	64.2%	47.6%	64.0%	63.0%	59.9%	60.6%	57.6%	40.5%
Likely	21.0%	24.2%	17.0%	24.0%	24.4%	19.5%	22.2%	29.0%
Neutral	11.3%	19.1%	13.0%	10.0%	11.7%	14.0%	14.4%	22.0%
Unlikely	2.3%	4.3%	2.5%	2.0%	2.0%	3.2%	3.4%	4.5%
Very unlikely	1.3%	4.7%	3.5%	1.0%	2.0%	2.6%	2.4%	4.0%

Question: How likely are you take an overnight leisure trip in the western United States in the NEXT 12 MONTHS? Base:All respondents. 2277 completed surveys.

Psychographics

Travelers most identify as a “relax on the beach” type of person. Presented with a set list of descriptions, travelers were asked to select whether each “absolutely,” “kind of” or “no way” describes them. The chart and data table below illustrate the percent of all travelers who reported that the statement “absolutely” describes them. While over half consider themselves the “relax on the beach” type (53.9%), similar percentages also consider themselves a family-vacationer (46.6%), foodie (46.5%) and outdoor enthusiast (45.8%).

Figure: Psychographics
(% who rated themselves “Absolutely”)



Detail by Appeal and Residence

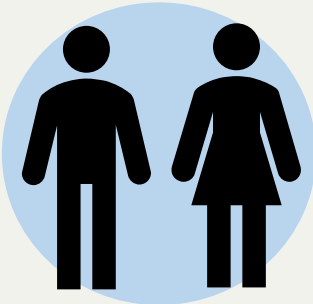
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
A “relax on the beach” type	56.5%	49.0%	50.5%	48.0%	55.6%	60.1%	52.7%	42.5%
A family-vacationer	50.2%	39.7%	46.5%	45.0%	44.1%	49.6%	47.1%	41.0%
A foodie	49.9%	40.1%	42.0%	43.0%	44.9%	43.3%	53.7%	47.5%
An outdoor enthusiast	54.3%	29.6%	44.0%	43.5%	45.6%	48.8%	45.8%	39.5%
An art lover or museum-goer	40.8%	24.7%	33.0%	40.0%	35.7%	31.8%	40.7%	28.0%
A big city type	31.3%	27.4%	24.5%	42.0%	26.4%	18.2%	42.5%	34.0%
A true shopper	26.9%	24.7%	22.5%	28.0%	24.4%	22.6%	31.5%	28.0%
A casino fan	22.6%	19.4%	16.0%	24.0%	19.2%	20.6%	26.1%	19.0%
A cosmopolitan traveler	21.7%	12.6%	15.0%	29.5%	15.5%	9.9%	26.4%	24.0%
A golfer	8.5%	5.5%	4.5%	11.5%	5.5%	4.7%	9.3%	14.5%
No Answer	3.9%	9.4%	8.0%	7.0%	5.7%	5.1%	4.2%	9.5%

Question: Please tell us about yourself using the table below. Check the appropriate one for each. Do you consider yourself to be... Base: All respondents. 2277 completed surveys.

Demographic Profile

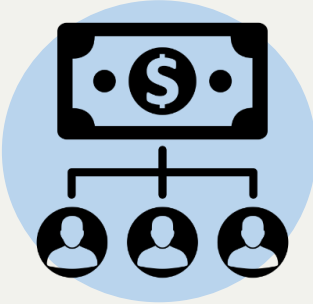
The data below presents the key demographic details for all regional leisure travelers surveyed.

70.9% – Female
28.6% – Male



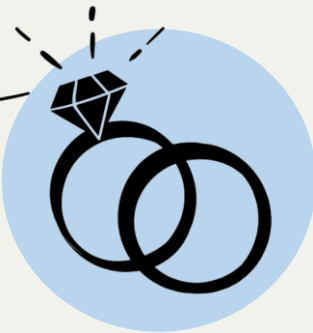
Millennial or Younger – 38.0%
Generation X – 32.2%
Baby Boomers – 27.7%
Pre-Boomers – 2.1%

\$121,141– Mean Household Income



Employed – 55.7%

43.4% – Married/Partnered
44.8% – Single



College Educated – 48.0%

24.2% – Children Under 13
16.2% – Children Over 13



TACOMA'S COMPETITIVE SITUATION

Western U.S. Destinations Likely to Visit for Overnight Leisure Trip (Unaided)

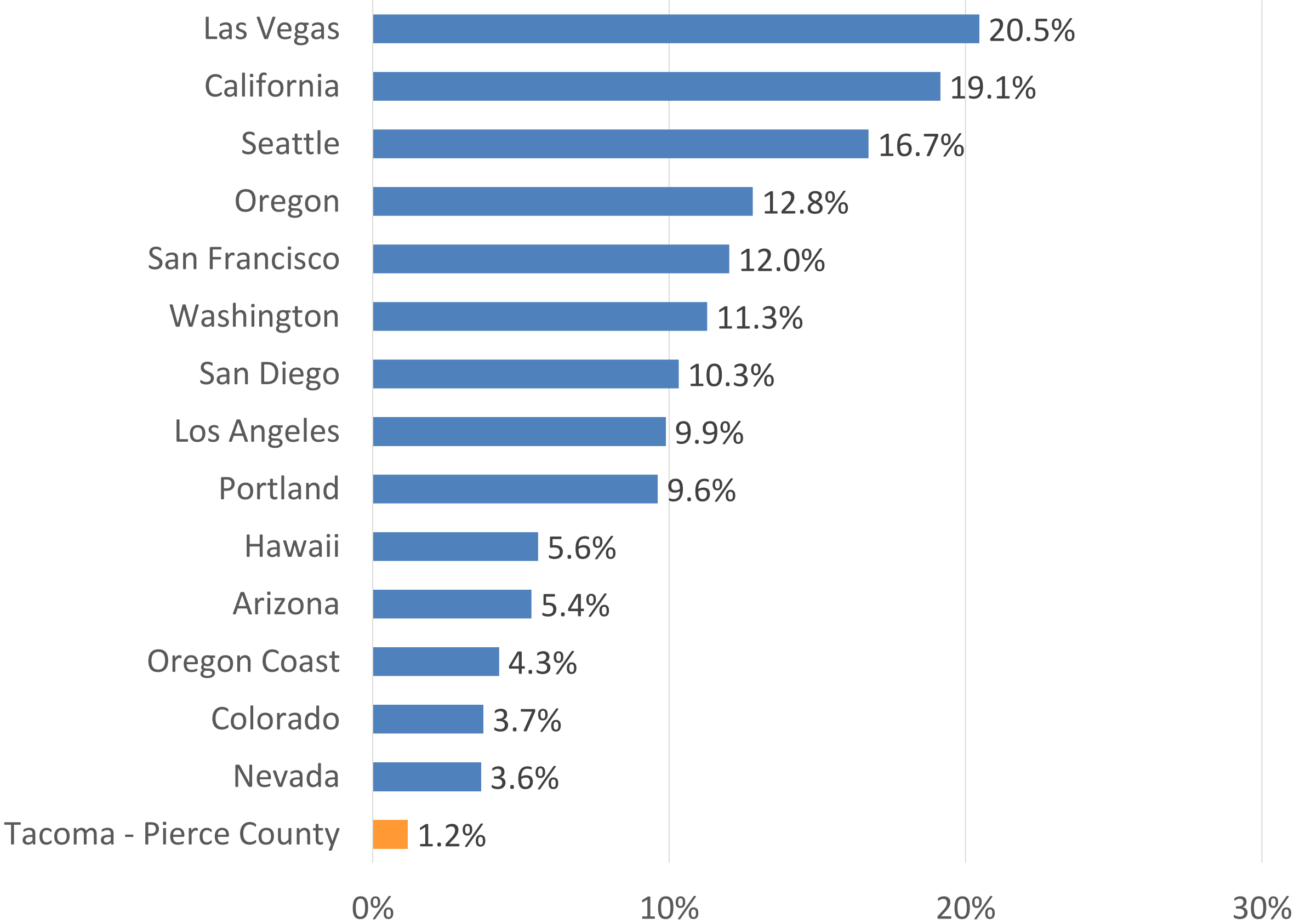
Top-tier destinations are top-of-mind for overnight leisure trips. Survey respondents were asked, in an open-ended format, to list the destinations they are most likely to visit for leisure in the western United States. The chart at right shows the top cited responses. Las Vegas (20.5%) and California (19.1%) were written-in most, with one-in-five respondents saying they are most likely to visit these respective destinations in the upcoming year.

In total, 1.2 percent of all respondents said they are most likely to visit Tacoma – Pierce County on an overnight leisure trip in the next twelve months. Travelers in nearby Seattle (2.0%) and Washington state (2.2%) were the most likely groups to say they would visit Tacoma–Pierce County for this type of trip.

Detail by appeal of Tacoma and place of residence is presented on the following page.

Question: Please think carefully about the overnight leisure trips you will take in the NEXT 12 MONTHS. What are the destinations in the western United States you are most likely to visit? (Enter as many as three). Base: All respondents. 2277 completed surveys.

Figure: Western U.S. Destinations Likely to Visit for Overnight Leisure Trip (Unaided)



Western U.S. Destinations Likely to Visit for Overnight Leisure Trip (Unaided)

Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Las Vegas	19.6%	22.2%	12.0%	28.5%	15.7%	11.5%	33.4%	23.0%
California	19.7%	18.1%	17.0%	15.5%	22.7%	20.8%	15.1%	24.0%
Seattle	17.9%	14.5%	25.5%	12.0%	3.0%	23.0%	11.7%	33.5%
Oregon	14.1%	10.3%	14.5%	5.0%	14.0%	17.5%	8.5%	13.5%
San Francisco	12.4%	11.4%	15.5%	6.0%	7.0%	5.0%	23.9%	14.0%
Washington	12.0%	9.9%	12.0%	5.5%	14.2%	14.6%	7.5%	10.5%
San Diego	9.6%	11.6%	6.5%	21.0%	6.2%	5.4%	17.8%	6.5%
Los Angeles	9.6%	10.5%	12.5%	26.5%	11.2%	7.1%	2.4%	19.5%
Portland	10.4%	8.0%	2.5%	9.0%	15.7%	12.7%	4.6%	9.5%
Hawaii	5.8%	5.2%	2.0%	11.0%	6.2%	3.5%	5.1%	11.0%
Arizona	5.7%	4.7%	4.5%	5.0%	4.2%	5.7%	7.3%	2.0%
Colorado	3.9%	3.4%	3.0%	3.5%	4.2%	2.9%	5.8%	0.5%
Oregon Coast	4.6%	3.6%	12.0%	0.0%	4.7%	7.6%		1.0%
Nevada	4.2%	2.6%	1.0%	4.0%	4.2%	2.9%	5.3%	2.5%
Tacoma - Pierce County	1.5%	0.5%	1.5%	0.0%	2.0%	2.2%	0.2%	0.0%

Question: Please think carefully about the overnight leisure trips you will take in the NEXT 12 MONTHS. What are the destinations in the western United States you are most likely to visit? (Enter as many as three)] Base: All respondents. 2277 completed surveys.

Cities Visited in the Past Five Years (Aided)

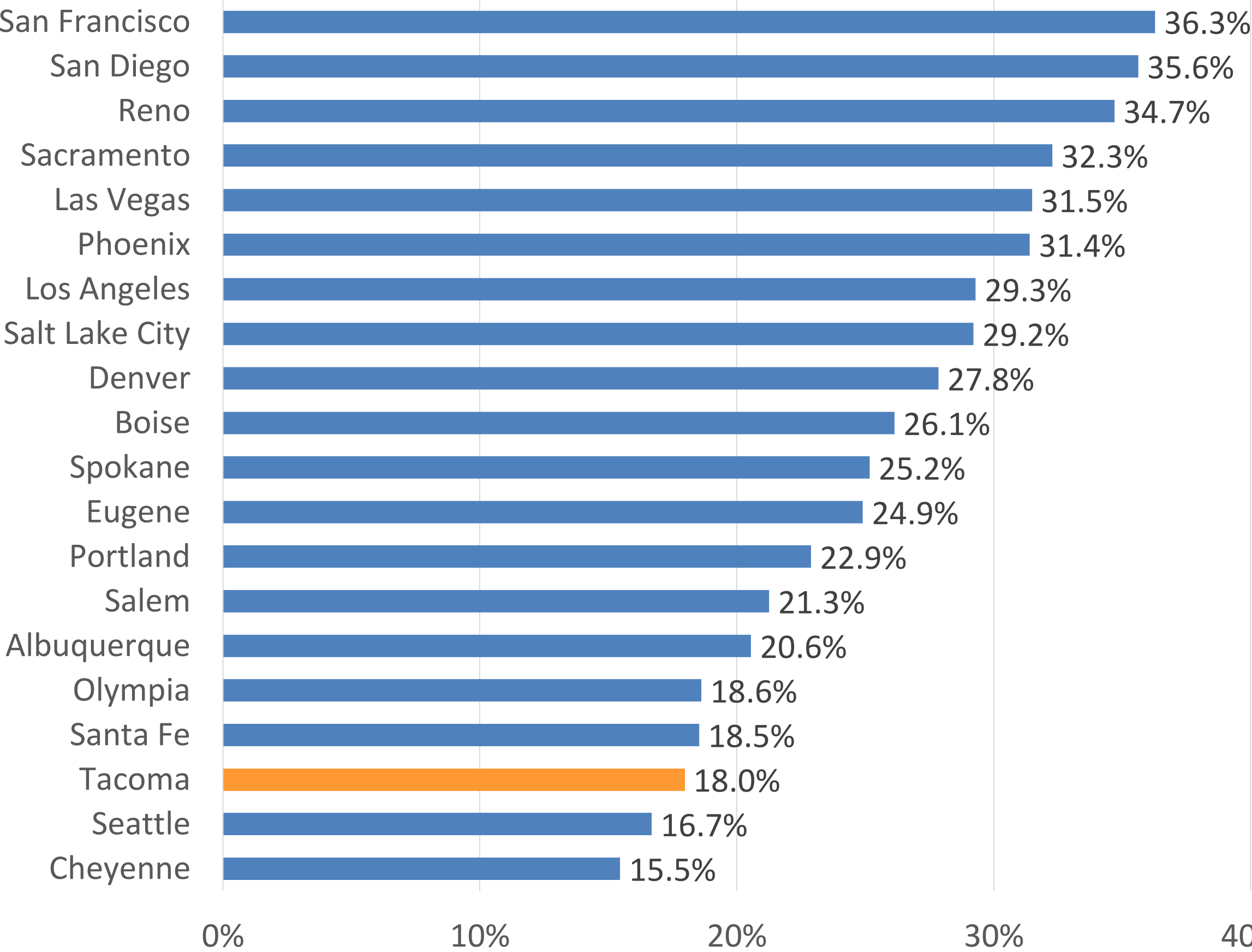
Recent visitation to Tacoma was significantly lower than rates of past visitation more than five years ago. Just under one-in-five of all respondents (18.0%) have visited Tacoma in the last five years. This is considerably lower than the percent of travelers surveyed who have taken a trip to the destination over five years ago (18.0% vs. 46.2%).

Visitation to Tacoma in the past five years was highest amongst residents of Vancouver, BC (27.0%) and Portland (25.0%). Additionally, recent visitation to Tacoma was up compared to visitation more than five years ago amongst San Francisco (10.5% vs. 22.0%, respectively) and Los Angeles (10.0% vs. 15.1%, respectively) residents.

Detail by appeal of Tacoma and place of residence is presented on the following page.

Question: Which of these cities or areas have you visited in the PAST 5 YEARS?
 (Please check as appropriate for each.) VISITED IN PAST 5 YEARS
 Base: All respondents. 2277 completed surveys.

Figure: Cities Visited in Past Five Years (Aided)



Cities Visited in the Past Five Years

Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
San Francisco	35.5%	37.8%	41.0%	4.5%	46.4%	42.9%	33.4%	29.0%
San Diego	34.2%	38.4%	42.5%	43.0%	40.6%	41.0%	21.5%	34.5%
Reno	35.1%	33.9%	40.5%	33.5%	37.7%	36.7%	32.2%	24.5%
Sacramento	31.7%	33.4%	37.0%	22.5%	37.2%	34.0%	31.9%	23.0%
Las Vegas	31.7%	31.1%	38.0%	32.5%	35.4%	34.8%	23.4%	28.5%
Phoenix	32.8%	28.8%	32.0%	36.0%	34.4%	29.9%	32.7%	21.5%
Los Angeles	29.1%	29.7%	38.5%	22.5%	44.4%	41.3%	2.5%	34.5%
Salt Lake City	31.3%	25.3%	24.0%	33.5%	29.4%	33.4%	25.9%	25.0%
Denver	29.2%	25.3%	32.5%	31.5%	29.9%	28.0%	26.6%	18.5%
Boise	27.0%	24.5%	27.0%	18.0%	34.2%	36.0%	15.1%	16.0%
Spokane	25.2%	25.1%	37.5%	21.0%	31.7%	26.4%	15.3%	29.0%
Eugene	25.3%	24.1%	18.5%	21.5%	30.7%	33.2%	15.4%	22.5%
Portland	22.8%	23.1%	1.0%	30.5%	24.9%	23.3%	23.2%	30.5%
Salem	22.2%	19.4%	13.5%	17.0%	29.9%	29.0%	11.7%	17.5%
Albuquerque	22.5%	16.8%	20.0%	25.0%	21.2%	20.3%	22.5%	10.5%
Olympia	18.7%	18.5%	24.0%	15.5%	18.7%	21.6%	12.0%	25.5%
Santa Fe	20.6%	14.7%	20.0%	21.0%	18.7%	16.8%	20.7%	14.0%
Tacoma	18.2%	17.6%	25.0%	22.0%	9.5%	19.5%	15.1%	27.0%
Seattle	15.7%	18.5%	19.0%	31.0%	2.0%	13.0%	25.3%	17.0%
Cheyenne	17.3%	11.9%	16.0%	15.5%	17.5%	19.2%	11.5%	9.5%

Question: Which of these cities or areas have you visited in the PAST 5 YEARS? (Please check as appropriate for each.) VISITED IN PAST 5 YEARS

Base: All respondents. 2277 completed surveys.

Cities Visited Over Five Years Ago (Aided)

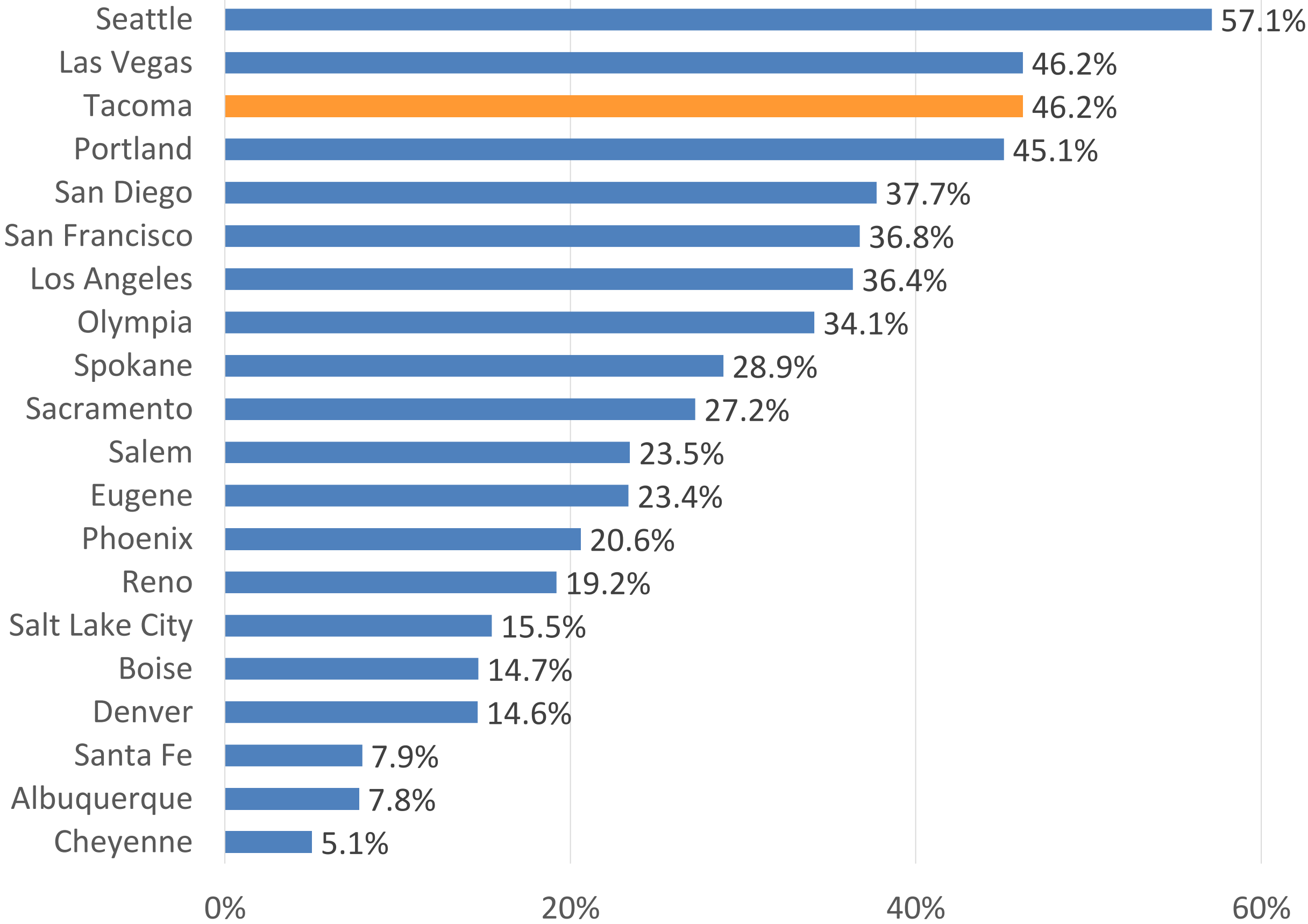
Nearly half of travelers surveyed have taken a trip to Tacoma more than five years ago (46.2%). Tacoma’s rate of past visitation (over five years ago) was similar to Las Vegas (46.2%) and Portland (45.1%) but surpassed by Seattle (57.1%).

As expected, past visitation was highest amongst Seattle residents (84.5%) but lowest amongst San Francisco Bay Area (10.5%) and Los Angeles (10.0%) residents.

Detail by appeal of Tacoma and place of residence is presented on the following page.

Question: Which of these cities or areas have you visited in the PAST 5 YEARS? (Please check as appropriate for each.) VISITED MORE THAN 5 YEARS AGO
 Base: All respondents. 2277 completed surveys.

Figure: Cities Visited Over Five Years Ago (Aided)



Cities Visited Over Five Years Ago

Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Seattle	59.2%	53.2%	74.0%	31.0%	63.8%	81.0%	23.7%	69.5%
Tacoma	49.6%	39.8%	50.5%	10.5%	84.5%	69.0%	10.0%	29.5%
Las Vegas	46.6%	45.4%	39.0%	57.0%	34.9%	32.4%	70.8%	40.0%
Portland	48.0%	39.7%	34.0%	28.0%	65.6%	67.3%	18.0%	36.0%
San Diego	40.1%	33.2%	26.5%	40.5%	28.4%	21.9%	71.5%	19.5%
San Francisco	39.5%	31.5%	40.5%	49.5%	29.4%	25.8%	49.5%	35.0%
Los Angeles	38.1%	33.0%	39.5%	71.5%	36.4%	30.3%	29.5%	39.0%
Olympia	37.0%	28.7%	44.0%	8.5%	65.1%	49.7%	5.9%	17.5%
Spokane	31.5%	23.7%	28.5%	8.0%	50.4%	43.6%	8.3%	17.0%
Sacramento	29.5%	23.0%	23.5%	70.0%	22.4%	17.9%	33.1%	12.5%
Salem	25.3%	20.0%	76.5%	7.5%	25.4%	31.0%	5.4%	9.5%
Eugene	25.7%	18.9%	64.0%	10.5%	27.2%	29.9%	7.3%	13.0%
Phoenix	21.7%	18.5%	18.5%	16.0%	19.5%	18.5%	28.8%	12.5%
Reno	20.7%	16.3%	21.0%	51.0%	13.2%	15.6%	18.8%	11.0%
Salt Lake City	16.9%	12.6%	18.0%	17.0%	13.7%	17.5%	16.1%	6.0%
Boise	16.7%	10.8%	22.0%	5.5%	20.4%	22.2%	5.9%	5.0%
Denver	16.5%	11.1%	13.0%	13.5%	17.5%	15.2%	15.6%	7.0%
Santa Fe	9.5%	5.0%	5.0%	13.5%	6.7%	4.7%	12.5%	5.5%
Albuquerque	9.0%	5.5%	4.5%	7.0%	8.2%	4.5%	14.1%	3.5%
Cheyenne	5.9%	3.4%	4.0%	4.0%	6.0%	6.1%	4.9%	2.0%

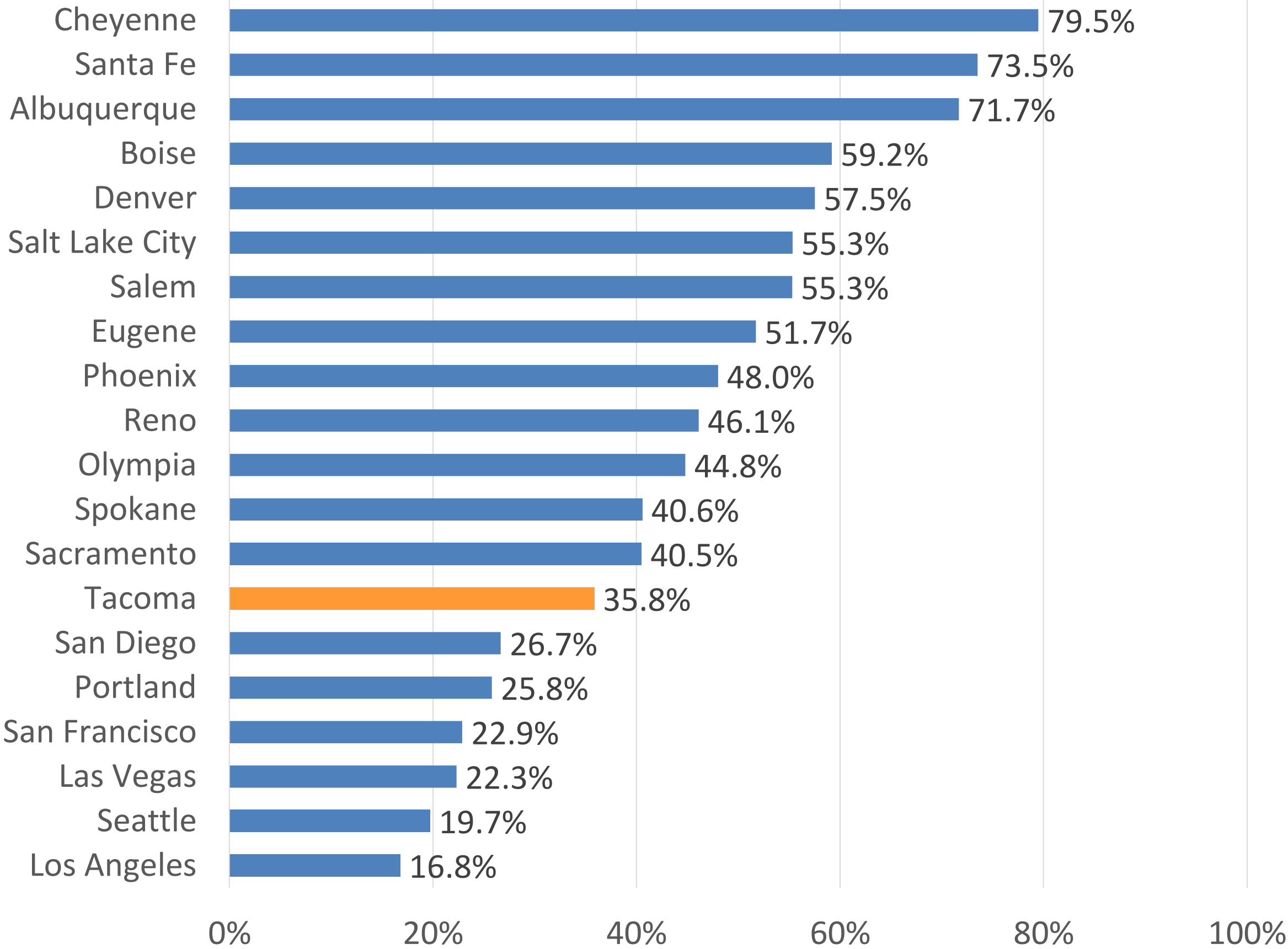
Question: Which of these cities or areas have you visited in the PAST 5 YEARS? (Please check as appropriate for each.) VISITED MORE THAN 5 YEARS AGO
 Base: All respondents. 2277 completed surveys.

Cities Never Visited (Aided)

Over one-third of all travelers surveyed have never taken a trip to Tacoma (35.8%). In looking at the markets of study, Los Angelenos (74.9%) and San Francisco Bay Area residents (67.5%) were the most likely groups to have never taken a trip to Tacoma.

Detail by appeal of Tacoma and place of residence is presented on the following page.

Figure: Cities Never Visited (Aided)



Question: Which of these cities or areas have you visited in the PAST 5 YEARS?
 (Please check as appropriate for each.) HAS NEVER VISITED
 Base: All respondents. 2277 completed surveys.

Cities Never Visited

Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Cheyenne	76.8%	84.7%	80.0%	80.5%	76.6%	74.6%	83.6%	88.5%
Santa Fe	69.9%	80.4%	75.0%	65.5%	74.6%	78.6%	66.8%	80.5%
Albuquerque	68.5%	77.7%	75.5%	68.0%	70.6%	75.2%	63.4%	86.0%
Boise	56.3%	64.7%	51.0%	76.5%	45.4%	41.8%	79.0%	79.0%
Denver	54.3%	63.6%	54.5%	55.0%	52.6%	56.9%	57.8%	74.5%
Salt Lake City	51.8%	62.1%	58.0%	49.5%	56.9%	49.1%	58.0%	69.0%
Salem	52.5%	60.6%	10.0%	75.5%	44.6%	39.9%	82.9%	73.0%
Eugene	49.0%	57.0%	17.5%	68.0%	42.1%	36.9%	77.3%	64.5%
Phoenix	45.5%	52.7%	49.5%	48.0%	46.1%	51.6%	38.5%	66.0%
Reno	44.2%	49.7%	38.5%	15.5%	49.1%	47.7%	49.0%	64.5%
Olympia	41.9%	50.4%	32.0%	76.0%	16.0%	21.4%	81.2%	57.0%
Spokane	37.7%	46.0%	34.0%	71.0%	18.0%	12.5%	75.9%	54.0%
Sacramento	38.8%	43.6%	39.5%	7.5%	40.4%	48.1%	35.1%	64.5%
Tacoma	32.3%	42.6%	24.5%	67.5%	6.0%	11.5%	74.9%	43.5%
San Diego	25.7%	28.4%	31.0%	16.5%	30.9%	37.2%	6.9%	46.0%
Portland	23.2%	30.7%	0.5%	41.5%	9.5%	7.7%	58.6%	33.0%
San Francisco	21.6%	25.4%	18.5%	1.0%	23.9%	31.3%	16.9%	35.5%
Las Vegas	21.7%	23.5%	23.0%	10.5%	29.7%	32.8%	5.8%	31.5%
Seattle	18.7%	21.7%	7.0%	38.0%	0.7%	4.4%	50.7%	13.5%
Los Angeles	16.3%	17.6%	22.0%	5.5%	19.2%	28.3%	0.5%	26.5%

Question: Which of these cities or areas have you visited in the PAST 5 YEARS? (Please check as appropriate for each.) HAS NEVER VISITED

Base: All respondents. 2277 completed surveys.

Interest in Western U.S. Destinations (Top-Four Box Score)

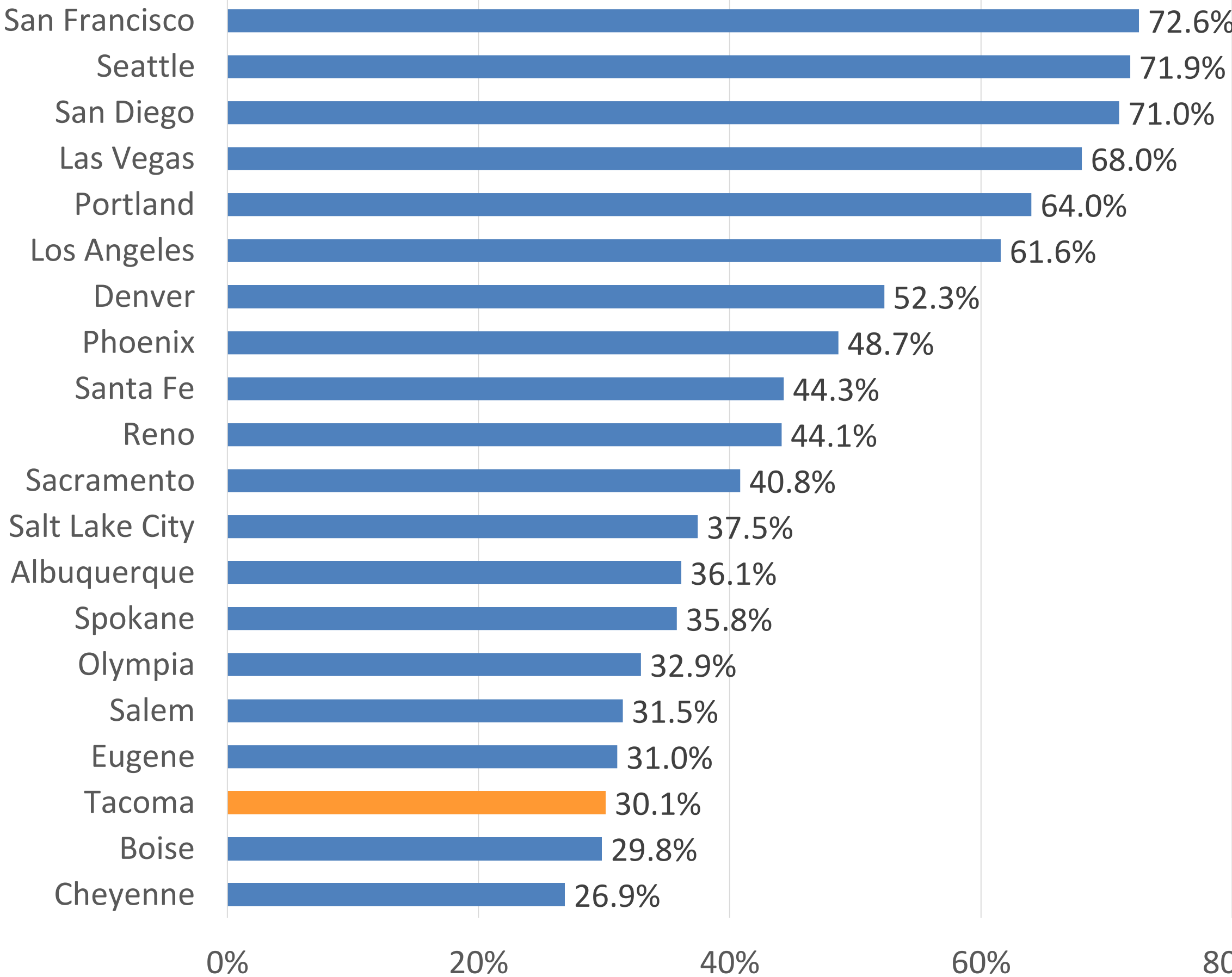
Tacoma is not currently highly rated as an overnight leisure trip destination. Respondents were presented with a list of destinations and asked to rate each on a 10-point scale in terms of interest in visiting for an overnight leisure trip. The chart at right shows the top-four box score or percent that rated each as a 7, 8, 9 or 10. In total, 30.1 percent of all travelers surveyed gave Tacoma a top-four box score.

Vancouver, BC (37.5%) and San Francisco Bay Area (35.0%) residents were the most likely segments to rate Tacoma highly as an overnight leisure trip destination. In contrast, Seattleites were the least likely to give Tacoma a top-four box score (22.2%), however this could be due to their close proximity to the destination.

Detail by appeal of Tacoma and place of residence is presented on the following page.

Question: On a 1 to 10 scale with a “10” meaning you’d “like to take an overnight leisure trip there” and a “1” meaning it is “not a place you’re interested in going” (and using all numbers in between) please rate the following cities as places to take an overnight leisure trip. RATING = 7-10. Base: All respondents. 2277 completed surveys.

Figure: Interest in Western U.S. Destinations (Top-Four Box Score—Rating Each as a 7-10 on 10-point Scale)



Interest in Western U.S. Destinations (Top-Four Box Score)

Detail by Appeal and Residence (Top-Four Box Score—% Rating Each as a 7, 8, 9 or 10 on 10-point Scale)

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
San Francisco	77.0%	64.2%	72.5%	78.0%	67.8%	65.6%	80.0%	79.0%
Seattle	81.3%	54.0%	74.0%	71.0%	64.1%	75.2%	70.3%	79.5%
San Diego	74.7%	63.9%	65.5%	73.0%	67.6%	65.9%	80.7%	70.5%
Las Vegas	70.4%	63.5%	62.5%	68.0%	62.6%	64.6%	75.9%	73.0%
Portland	71.9%	49.0%	63.0%	62.5%	63.3%	65.3%	63.7%	64.5%
Los Angeles	64.0%	56.9%	62.0%	67.5%	59.1%	51.7%	68.0%	75.0%
Denver	60.9%	36.0%	50.5%	53.5%	53.6%	48.0%	59.7%	43.5%
Phoenix	54.3%	38.0%	45.0%	53.5%	48.6%	49.0%	46.3%	53.5%
Santa Fe	51.1%	31.4%	42.5%	52.5%	43.4%	40.7%	48.1%	41.0%
Reno	48.3%	36.2%	39.0%	55.5%	39.9%	43.3%	46.3%	43.0%
Sacramento	46.0%	31.0%	32.0%	48.0%	39.2%	36.3%	46.3%	45.5%
Salt Lake City	44.1%	24.7%	32.5%	40.5%	32.7%	33.1%	45.4%	40.5%
Albuquerque	43.9%	21.4%	37.5%	42.5%	36.2%	32.9%	39.0%	31.0%
Spokane	44.4%	19.4%	25.0%	37.0%	32.9%	42.9%	34.7%	30.0%
Olympia	42.3%	15.1%	26.5%	39.0%	26.9%	35.0%	33.6%	36.5%
Salem	38.6%	18.0%	23.5%	32.0%	31.7%	28.7%	36.6%	33.0%
Eugene	39.3%	15.3%	26.5%	36.0%	27.4%	32.1%	33.1%	28.5%
Tacoma	39.3%	12.6%	23.0%	35.0%	22.2%	30.5%	33.4%	37.5%
Boise	36.8%	16.6%	26.0%	28.5%	30.7%	31.5%	29.8%	27.5%
Cheyenne	33.4%	14.4%	26.5%	29.5%	22.7%	25.7%	31.2%	24.5%

Question: On a 1 to 10 scale with a “10” meaning you’d “like to take an overnight leisure trip there” and a “1” meaning it is “not a place you’re interested in going” (and using all numbers in between) please rate the following cities as places to take an overnight leisure trip. RATING = 7-10

Base: All respondents. 2277 completed surveys.

Interest in Western U.S. Destinations (Mean Rating)

Detail by Appeal and Residence (Mean)

	Total	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
San Francisco	7.61	7.93	7.01	7.55	7.99	7.25	7.14	8.18	7.96
Seattle	7.55	8.17	6.37	7.88	7.50	7.03	7.74	7.44	7.96
San Diego	7.49	7.73	7.03	7.15	7.81	7.42	6.97	8.15	7.52
Las Vegas	7.33	7.49	7.01	6.76	7.42	7.01	7.07	7.84	7.81
Portland	7.03	7.57	5.98	7.10	7.00	6.99	7.07	6.98	7.04
Los Angeles	6.91	7.07	6.60	6.78	7.49	6.74	6.16	7.43	7.79
Denver	6.33	6.88	5.27	6.21	6.56	6.33	6.12	6.75	5.66
Phoenix	6.03	6.38	5.37	5.85	6.40	6.03	5.93	6.01	6.27
Reno	5.74	6.07	5.11	5.43	6.46	5.45	5.68	5.82	5.91
Santa Fe	5.70	6.20	4.77	5.80	6.14	5.70	5.41	5.88	5.69
Sacramento	5.51	5.89	4.78	4.92	6.18	5.23	5.12	6.00	5.86
Salt Lake City	5.32	5.79	4.44	5.17	5.62	5.14	4.90	5.80	5.60
Spokane	5.21	5.83	4.03	4.47	5.21	5.02	5.73	5.06	4.96
Albuquerque	5.19	5.74	4.16	5.18	5.64	5.19	4.96	5.42	4.89
Olympia	5.03	5.72	3.71	4.63	5.33	4.58	5.19	5.10	5.28
Salem	4.99	5.57	3.89	4.24	5.13	4.96	4.89	5.29	5.11
Eugene	4.92	5.53	3.74	4.91	5.15	4.62	4.93	5.01	4.97
Boise	4.86	5.40	3.83	4.65	4.88	5.07	4.95	4.74	4.70
Tacoma	4.82	5.60	3.35	4.62	5.12	4.09	4.83	5.08	5.42
Cheyenne	4.64	5.15	3.67	4.46	4.92	4.41	4.58	4.85	4.63

Question: On a 1 to 10 scale with a “10” meaning you’d “like to take an overnight leisure trip there” and a “1” meaning it is “not a place you’re interested in going” (and using all numbers in between) please rate the following cities as places to take an overnight leisure trip. Base: All respondents. 2277 completed surveys.

Familiarity with Things to See and Do in Western U.S. Destinations (Top-Four Box Score)

Familiarity with Tacoma’s destination offerings is moderate. Four-in-ten of all travelers surveyed (38.3%) rated their overall familiarity with the destination as a 7, 8, 9, or 10 on a 10-point scale. In comparison to the competitive set, only top-tier destinations with large marketing budgets outpaced Tacoma in terms of overall familiarity.

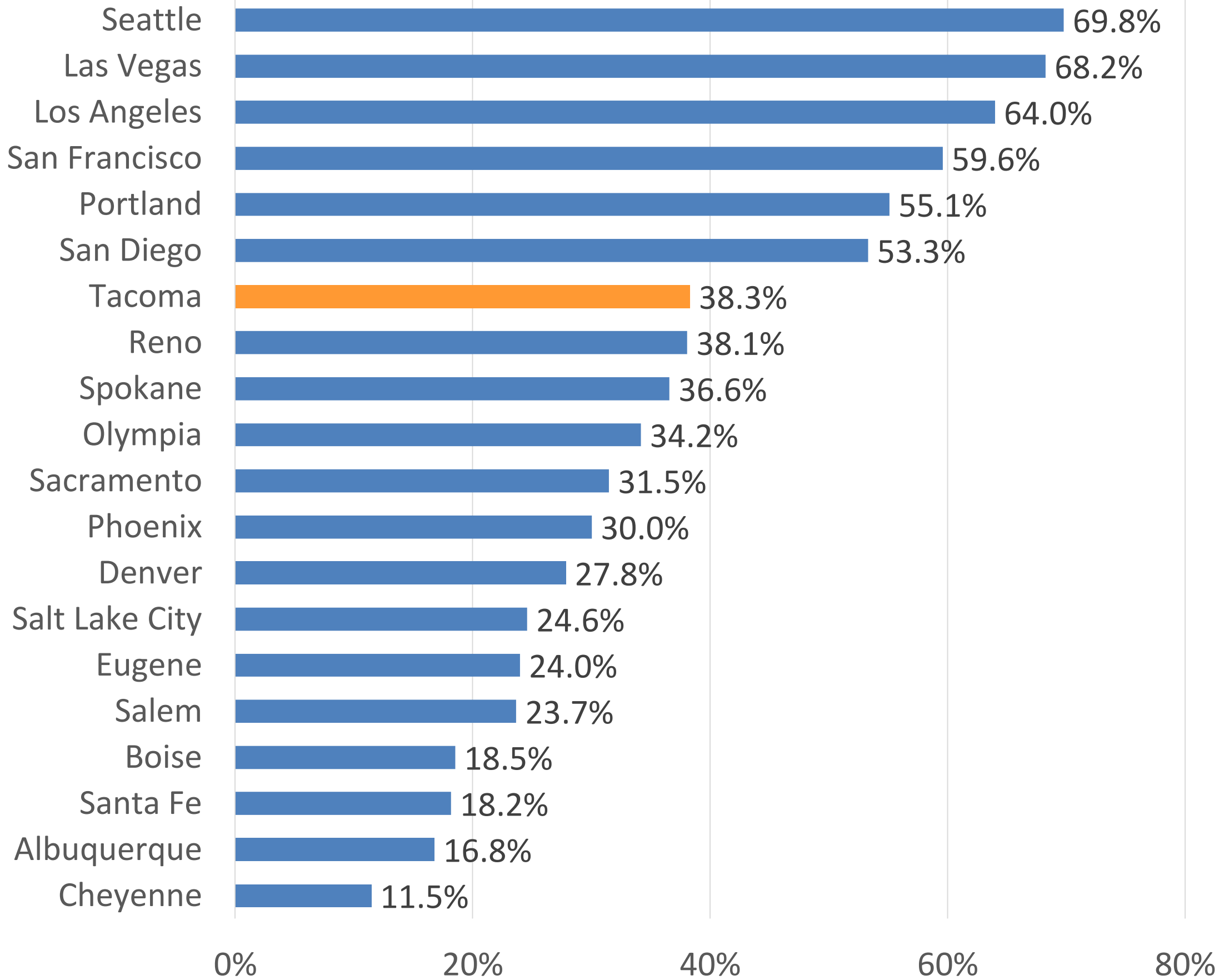
Familiarity with the Tacoma brand was highest amongst travelers who live in closer proximity to the destination. Half or more of respondents from Seattle (65.1%) and Washington state (51.3%) consider themselves familiar with Tacoma’s offerings. Meanwhile, residents of Los Angeles (17.1%) and the San Francisco Bay Area (18.0%) were the least familiar.

Detail by appeal of Tacoma and place of residence is presented on the following page.

Question: How familiar are you with the things to see and do in each city? Please use the 10-point scale to rate your overall familiarity with the things to do in each city, where “10” means “VERY FAMILIAR” and “1” means “NOT AT ALL FAMILIAR.” RATING = 7-10

Base: All respondents. 2277 completed surveys.

Figure: Familiarity (% Rating Each as a 7-10 on 10-point Scale)



Familiarity with Things to See and Do in Western U.S. Destinations (Top-Four Box Score)

Detail by Appeal and Residence (% Rating Each as a 7-10 on 10-point Scale)

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Seattle	75.2%	59.4%	75.5%	53.0%	92.5%	82.1%	44.7%	67.0%
Las Vegas	71.4%	62.2%	64.5%	78.5%	61.1%	57.1%	83.2%	70.0%
Los Angeles	66.6%	59.1%	53.5%	74.5%	51.6%	45.8%	93.9%	63.0%
San Francisco	63.9%	51.4%	57.5%	92.5%	51.1%	46.1%	71.7%	56.5%
Portland	60.7%	44.5%	94.5%	45.0%	58.4%	62.7%	37.3%	46.0%
San Diego	57.1%	46.0%	46.0%	64.5%	43.9%	40.4%	76.3%	45.0%
Tacoma	44.4%	26.7%	33.0%	18.0%	65.1%	51.3%	17.1%	28.0%
Reno	42.5%	29.6%	42.5%	60.0%	33.7%	35.7%	35.6%	36.0%
Spokane	41.7%	26.8%	29.0%	22.5%	44.9%	57.0%	18.3%	25.5%
Olympia	39.2%	24.5%	33.5%	21.0%	49.4%	47.5%	16.9%	22.5%
Sacramento	35.4%	24.0%	23.0%	66.0%	23.9%	21.3%	40.8%	28.0%
Phoenix	34.0%	22.4%	25.5%	34.0%	26.9%	25.1%	38.8%	28.0%
Denver	33.6%	16.8%	24.5%	36.0%	24.7%	22.9%	34.6%	26.5%
Salt Lake City	29.1%	16.1%	21.5%	36.5%	22.2%	18.7%	29.5%	26.5%
Eugene	29.5%	13.5%	51.0%	20.0%	21.4%	25.5%	18.1%	18.0%
Salem	28.2%	15.1%	55.5%	20.5%	21.9%	24.1%	17.8%	14.5%
Boise	22.6%	10.8%	19.0%	17.5%	18.2%	20.6%	18.3%	13.5%
Santa Fe	22.3%	10.3%	13.5%	29.0%	14.2%	12.7%	24.4%	20.5%
Albuquerque	20.6%	9.6%	12.0%	24.0%	16.5%	11.1%	22.7%	17.0%
Cheyenne	14.7%	5.4%	8.0%	17.0%	7.7%	8.0%	16.3%	14.5%

Question: How familiar are you with the things to see and do in each city? Please use the 10-point scale to rate your overall familiarity with the things to do in each city, where “10” means “VERY FAMILIAR” and “1” means “NOT AT ALL FAMILIAR.” RATING = 7-10. Base: All respondents. 2277 completed surveys.

Familiarity with Things to See and Do in Western U.S. Destinations (Mean Rating)

Detail by Appeal and Residence (Mean)

	Total	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Seattle	7.41	7.78	6.71	7.85	6.21	9.24	8.21	5.54	7.33
Las Vegas	7.33	7.52	6.96	6.96	7.93	6.89	6.56	8.38	7.53
Los Angeles	7.07	7.23	6.76	6.42	7.95	6.31	5.60	9.24	6.98
San Francisco	6.74	7.00	6.25	6.66	9.25	6.17	5.69	7.55	6.66
Portland	6.43	6.82	5.68	9.44	5.59	6.74	7.01	5.00	5.84
San Diego	6.30	6.55	5.83	5.75	6.96	5.78	5.31	7.92	5.88
Tacoma	5.19	5.67	4.27	5.06	3.65	7.18	6.25	3.36	4.64
Reno	5.15	5.45	4.59	5.32	6.97	4.93	4.84	4.99	5.15
Spokane	5.01	5.47	4.13	4.47	3.75	5.75	6.64	3.48	4.24
Olympia	4.81	5.25	3.98	4.75	3.70	6.26	5.86	3.24	4.13
Sacramento	4.76	5.08	4.15	4.36	7.23	4.34	3.85	5.50	4.43
Phoenix	4.53	4.87	3.89	4.35	4.90	4.41	3.92	5.23	4.59
Denver	4.35	4.79	3.52	4.20	4.89	4.25	3.85	4.90	4.27
Salt Lake City	4.11	4.50	3.36	3.94	4.93	3.85	3.62	4.53	4.40
Eugene	4.05	4.48	3.23	6.18	3.87	4.06	4.12	3.34	3.95
Salem	4.04	4.39	3.39	6.66	3.73	3.92	4.08	3.37	3.84
Boise	3.63	3.99	2.93	3.73	3.48	3.79	3.87	3.34	3.37
Santa Fe	3.55	3.92	2.85	3.39	4.41	3.25	3.06	3.99	3.85
Albuquerque	3.42	3.77	2.77	3.25	4.04	3.35	2.86	3.92	3.63
Cheyenne	2.86	3.18	2.25	2.68	3.29	2.66	2.56	3.13	3.21

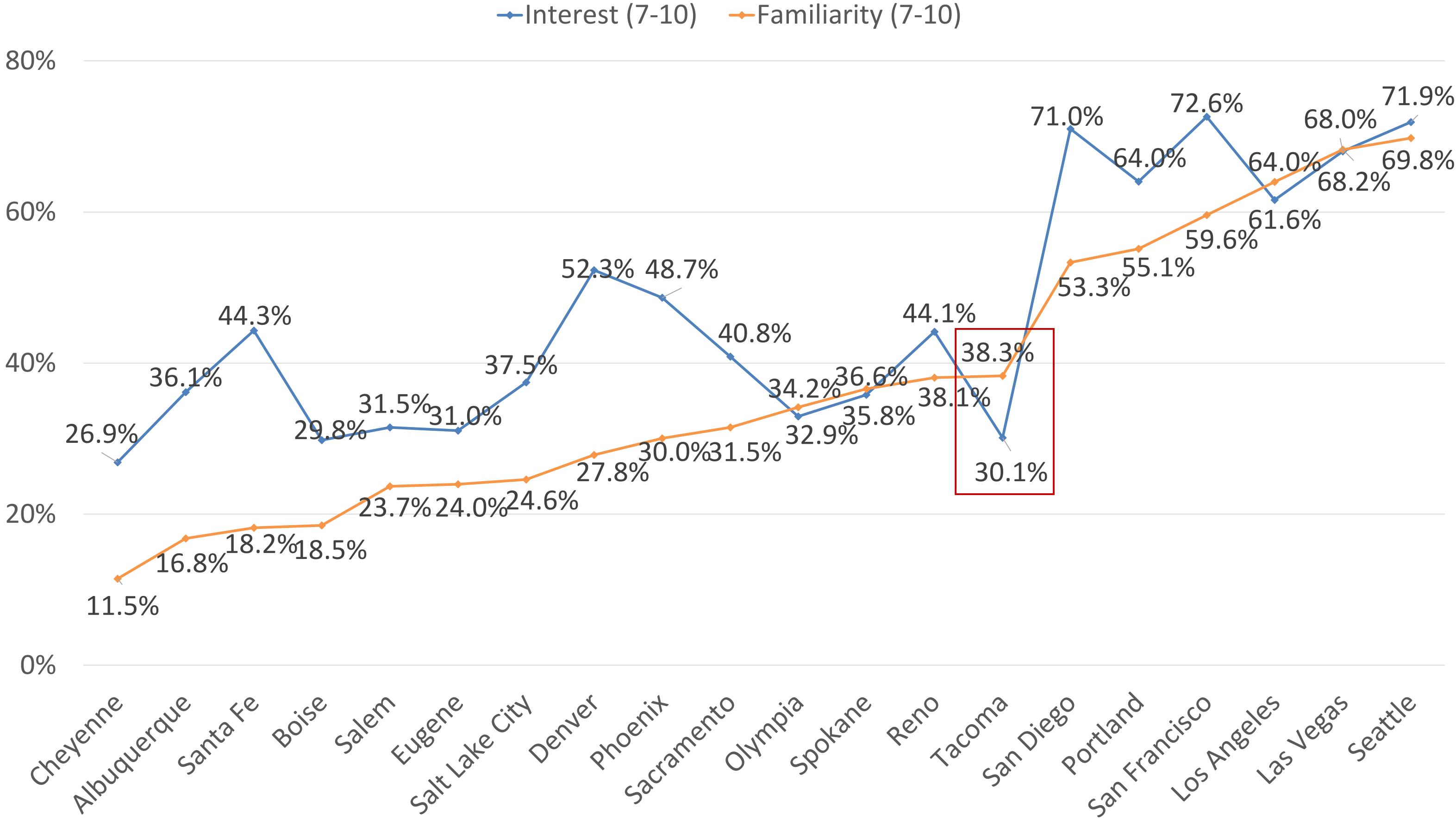
Question: How familiar are you with the things to see and do in each city? Please use the 10-point scale to rate your overall familiarity with the things to do in each city, where “10” means “VERY FAMILIAR” and “1” means “NOT AT ALL FAMILIAR.” Base: All respondents. 2277 completed surveys.

Interest in Western U.S. Destinations vs. Familiarity with Western U.S. Destinations

There is an opportunity to boost levels of interest in taking an overnight leisure trip to Tacoma. The chart at right maps the percent of travelers who rated their interest level in taking an overnight leisure trip to each destination a 7, 8, 9 or 10 (blue line) against the percent who rated their familiarity with each destination a 7, 8, 9 or 10 (orange line) on a 10-point scale. The chart is ordered by level of familiarity, in which destinations with the relatively highest levels of familiarity are on the right and those of relatively less familiarity are on the left. All destinations in which the blue line is above the orange line indicates that the level of interest in the destination is greater than the level of familiarity with the destination.

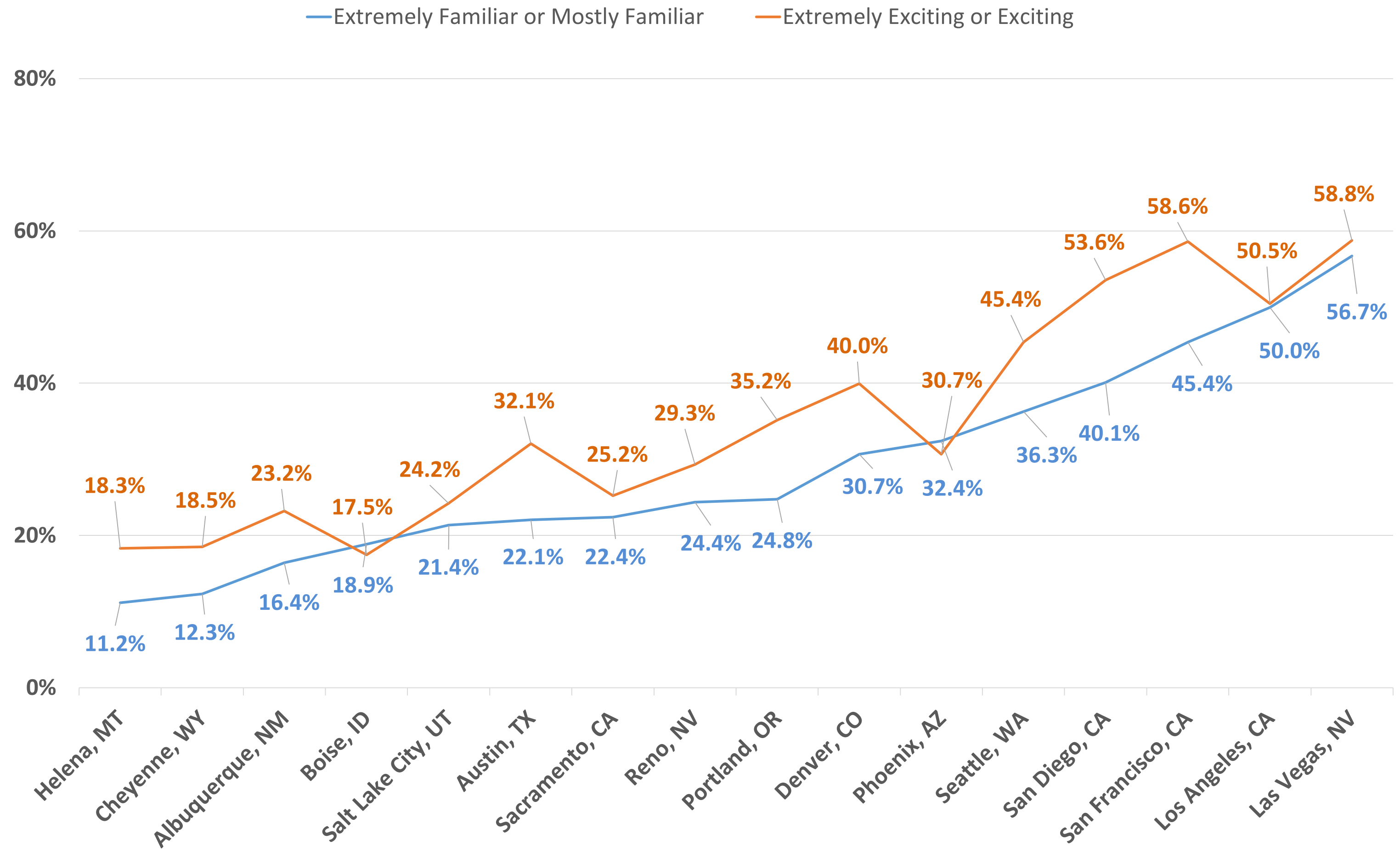
Amongst regional leisure travelers surveyed, Tacoma appears to be the outlier amongst this set of Western U.S. destinations tested (red box). While 38.3 percent of regional leisure travelers are familiar with Tacoma, only 30.1 percent reported being interested in taking an overnight leisure trip to the destination. However, it should be noted that nearby Seattle residents were surveyed.

Figure: Interest in Western U.S. Destinations vs. Familiarity Western U.S. Destinations

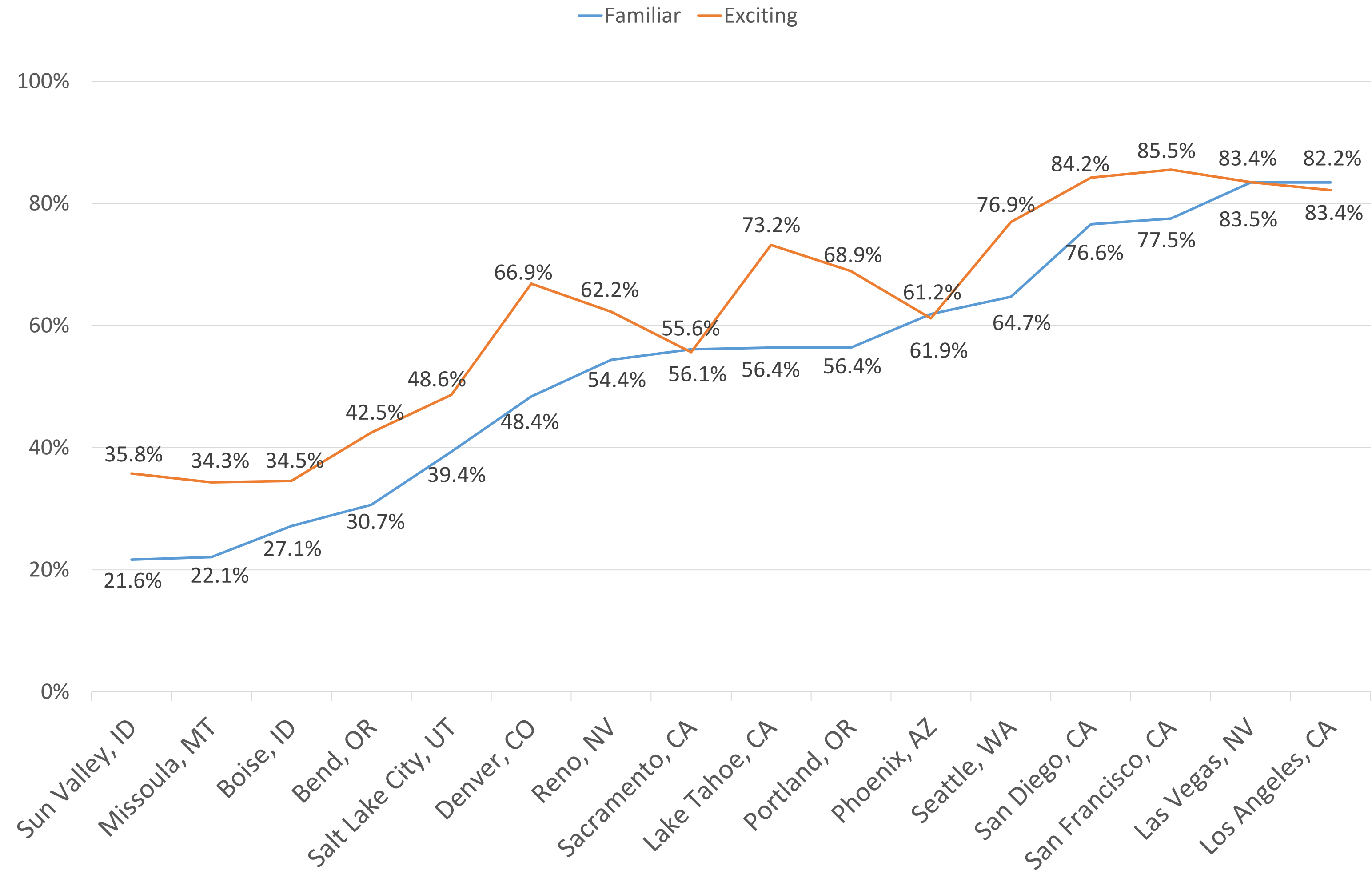


Questions: 1. On a 1 to 10 scale with a “10” meaning you’d “like to take an overnight leisure trip there” and a “1” meaning it is “not a place you’re interested in going” (and using all numbers in between) please rate the following cities as places to take an overnight leisure trip. RATING = 7-10. 2. 8. How familiar are you with the things to see and do in each city? RATING = 7-10. Base: All respondents. 2277 completed surveys.

Anonymous Example: Familiarity with Western U.S. Destinations vs. Excitement about Western U.S. Destinations



Anonymous Example: Familiarity with Western U.S. Destinations vs. Excitement about Western U.S. Destinations

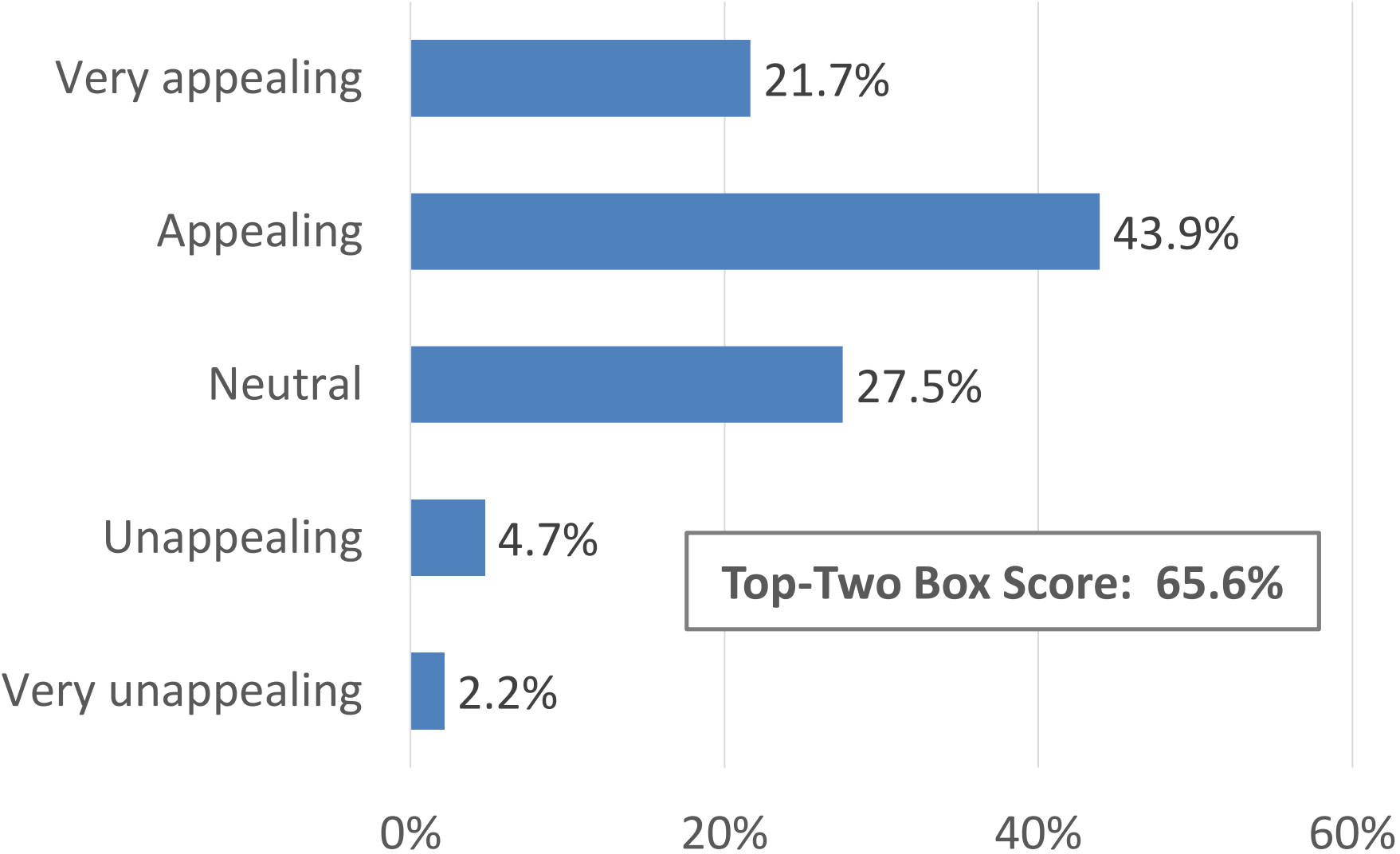


THE TACOMA DESTINATION BRAND

Appeal of Tacoma

Although familiarity with Tacoma is moderate, a majority of travelers surveyed find the destination to be appealing. In fact, two-thirds of respondents said they find Tacoma appealing including 21.7 percent who find it “very appealing.” This sentiment is similarly shared across all markets of study.

Figure: Appeal of Tacoma



Detail by Appeal and Residence

	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	17.0%	20.5%	21.9%	20.8%	24.7%	20.5%
Appealing	49.0%	43.0%	43.4%	46.1%	41.2%	41.5%
Neutral	26.5%	30.0%	25.7%	27.6%	26.9%	31.5%
Unappealing	6.0%	5.5%	5.5%	4.2%	4.9%	2.5%
Very unappealing	1.5%	1.0%	3.5%	1.3%	2.2%	4.0%

Question: How appealing do you find Tacoma, Mount Rainier and the cities of Pierce County to be as a leisure travel destination? Base: All respondents. 2277 completed surveys.

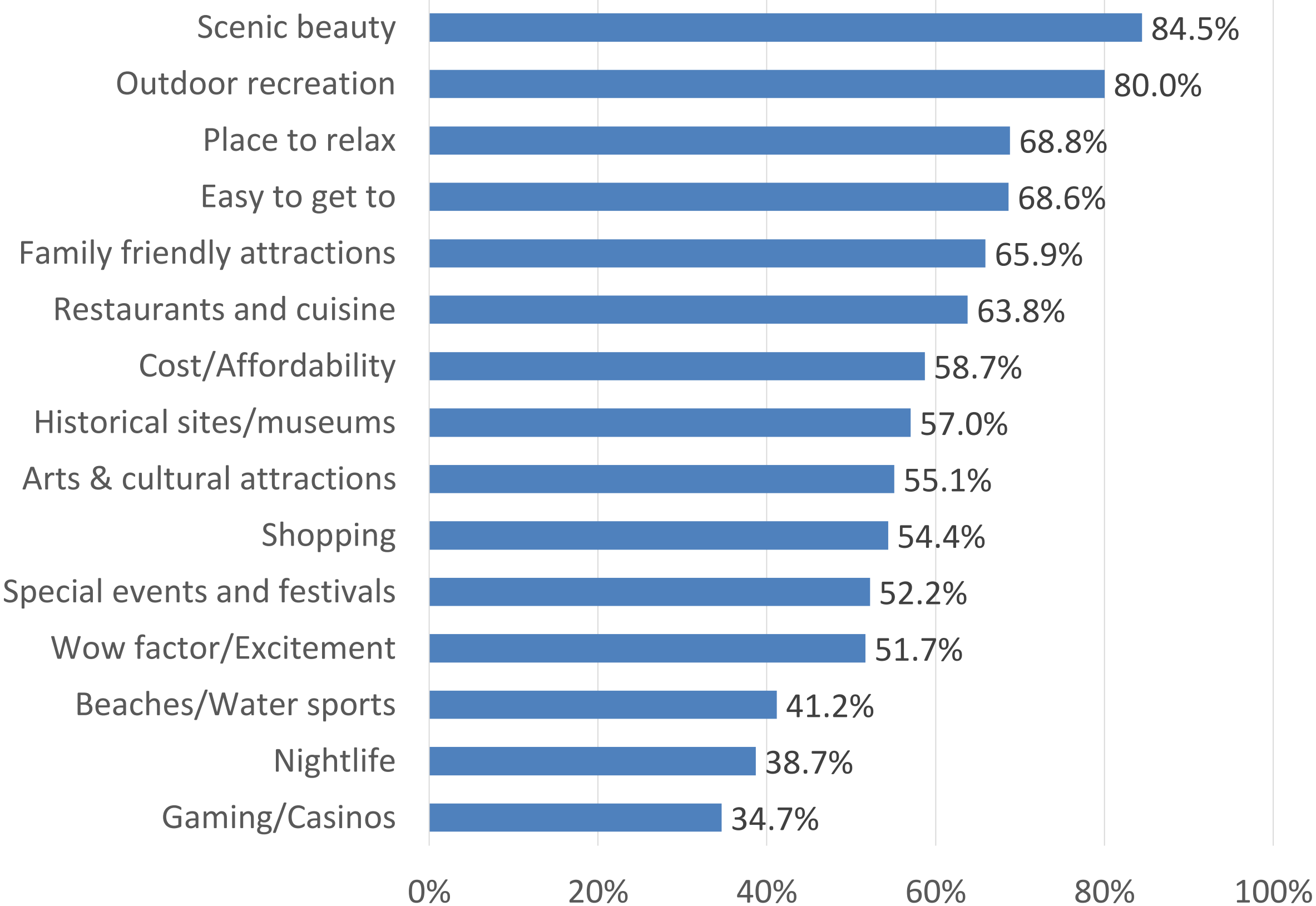
Rating of Tacoma’s Destination Attributes (Top-Four Box Score)

Tacoma is most highly rated for its scenic beauty and outdoor recreation. Survey respondents were presented with a list of destination attributes and asked to rate Tacoma on each using a 10-point scale. The chart at right shows the percent of travelers who rated Tacoma as a 7, 8, 9 or 10. Eight-in-ten or more of respondents rated Tacoma highly for its scenic beauty (84.5%) and outdoor recreational offerings (80.0%). Additionally, a third or more also rated the destination highly as a place to relax (68.8%), being easy to get to (68.6%) and family friendly attractions (65.9%).

Detail by appeal of Tacoma and place of residence is presented on the following page.

Question: Please think about your impressions of Tacoma, Mount Rainier and the cities of Pierce County, Washington as a place to visit for leisure travel. Using the 10-point scale below, please evaluate each aspect of Tacoma, Mount Rainier and the cities of Pierce County, where “10” means “EXCELLENT” and “1” means “VERY POOR. RATING = 10-7. Base: All respondents. 2277 completed surveys.

Figure: Rating of Tacoma’s Destination Attributes
(Top-Four Box Score—% Rating Each as a 7-10 on 10-Point Scale)



Rating of Tacoma's Destination Attributes (Top-Four Box Score)

Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Scenic beauty	92.4%	69.4%	86.0%	84.0%	83.8%	84.4%	84.6%	84.5%
Outdoor recreation	89.1%	62.8%	83.5%	81.0%	80.5%	80.6%	80.7%	70.5%
Place to relax	82.0%	43.8%	68.0%	76.0%	61.1%	64.7%	75.9%	71.0%
Easy to get to	78.8%	49.2%	74.0%	56.5%	75.8%	74.8%	57.3%	73.5%
Family friendly attractions	77.9%	43.1%	65.0%	62.5%	66.6%	68.2%	64.9%	64.0%
Restaurants and cuisine	76.2%	40.2%	61.0%	65.5%	62.8%	66.6%	61.9%	63.0%
Cost/Affordability	69.2%	38.8%	62.0%	62.0%	60.1%	55.5%	58.1%	62.0%
Historical sites/museums	69.9%	32.7%	58.5%	56.0%	56.6%	59.2%	57.5%	49.0%
Arts & cultural attractions	68.1%	30.4%	54.5%	56.0%	55.1%	56.6%	54.7%	51.0%
Shopping	69.6%	25.4%	52.5%	54.5%	50.4%	52.9%	60.3%	51.5%
Special events and festivals	64.4%	29.1%	47.0%	52.5%	53.4%	54.2%	50.7%	52.5%
Wow factor/Excitement	62.4%	31.3%	49.5%	40.5%	50.6%	61.4%	44.1%	56.5%
Beaches/Water sports	50.8%	23.0%	37.5%	42.5%	38.2%	39.9%	44.4%	44.5%
Nightlife	48.0%	21.0%	34.0%	39.5%	38.7%	40.5%	37.1%	41.0%
Gaming/Casinos	41.7%	21.2%	28.5%	27.0%	48.1%	37.8%	26.8%	34.0%

Question: Please think about your impressions of Tacoma, Mount Rainier and the cities of Pierce County, Washington as a place to visit for leisure travel. Using the 10-point scale below, please evaluate each aspect of Tacoma, Mount Rainier and the cities of Pierce County, where "10" means "EXCELLENT" and "1" means "VERY POOR. RATING = 10-7. Base: All respondents. 2277 completed surveys.

Rating of Tacoma's Destination Attributes (Mean Rating)

Detail by Appeal and Residence (Mean)

	Total	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Scenic beauty	8.41	8.95	7.39	8.58	8.37	8.39	8.49	8.43	8.02
Outdoor recreation	8.10	8.64	7.06	8.25	8.17	8.12	8.14	8.19	7.43
Easy to get to	7.41	7.93	6.43	7.82	6.72	7.78	7.73	6.82	7.65
Place to relax	7.41	8.09	6.12	7.23	7.79	7.01	7.17	7.86	7.52
Family friendly attractions	7.24	7.82	6.15	7.15	7.16	7.24	7.36	7.24	7.04
Restaurants and cuisine	7.10	7.62	6.10	6.87	7.21	7.06	7.27	6.98	7.00
Historical sites/museums	6.85	7.45	5.71	6.78	6.93	6.87	6.89	6.92	6.50
Cost/Affordability	6.83	7.31	5.93	6.94	7.03	6.93	6.62	6.86	7.02
Arts & cultural attractions	6.69	7.28	5.56	6.62	6.73	6.68	6.76	6.69	6.48
Shopping	6.61	7.40	5.10	6.43	6.76	6.29	6.57	6.92	6.49
Special events and festivals	6.59	7.13	5.57	6.27	6.72	6.61	6.74	6.51	6.47
Wow factor/Excitement	6.56	7.07	5.59	6.36	6.24	6.53	6.92	6.28	6.73
Nightlife	5.84	6.33	4.92	5.68	5.91	5.73	5.91	5.81	6.05
Beaches/Water sports	5.78	6.32	4.76	5.55	5.95	5.50	5.65	6.03	6.10
Gaming/Casinos	5.47	5.83	4.77	5.19	4.97	6.19	5.69	4.92	5.63

Question: Please think about your impressions of Tacoma, Mount Rainier and the cities of Pierce County, Washington as a place to visit for leisure travel. Using the 10-point scale below, please evaluate each aspect of Tacoma, Mount Rainier and the cities of Pierce County, where “10” means “EXCELLENT” and “1” means “VERY POOR. RATING = 1-4

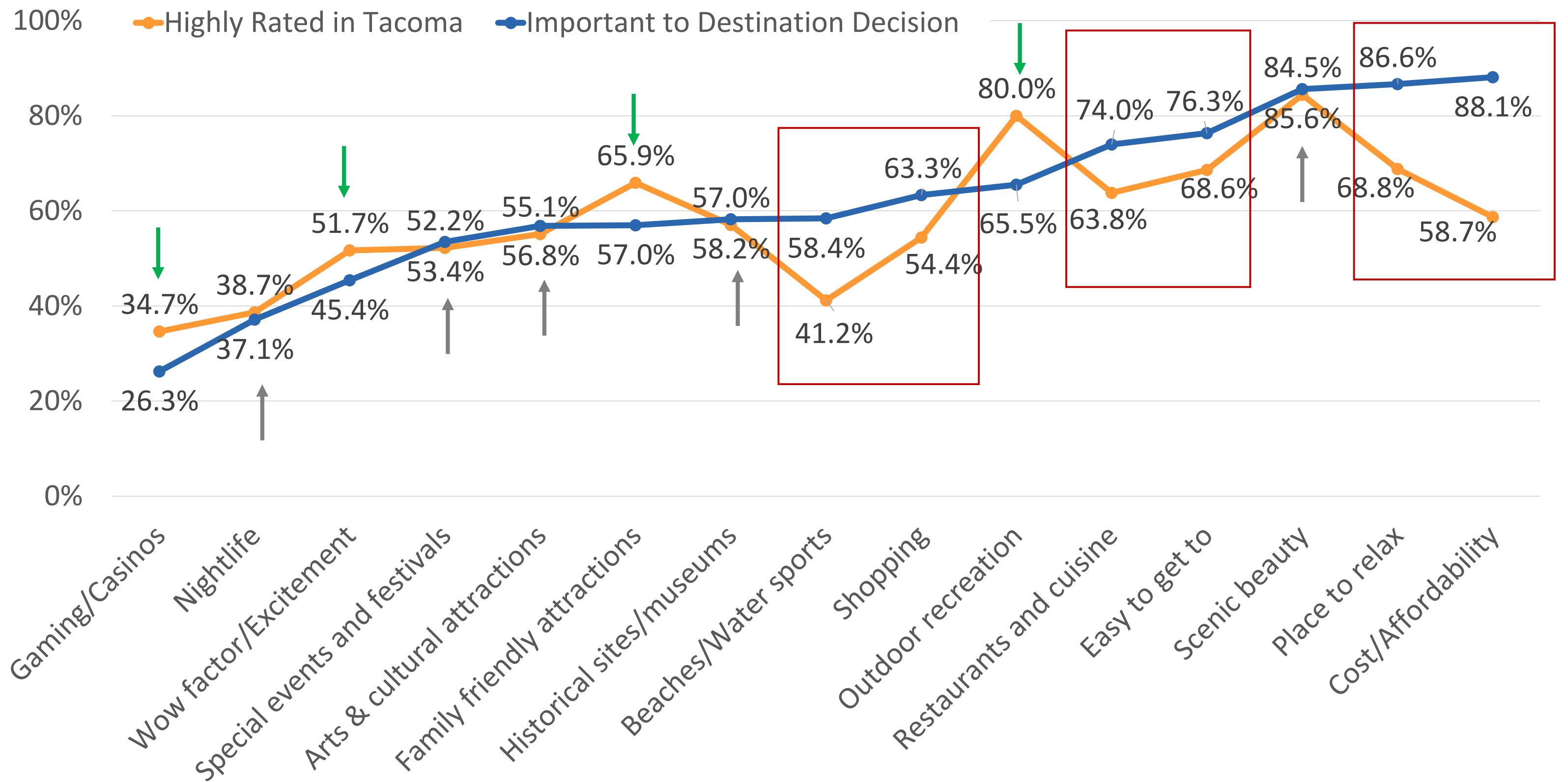
Base: All respondents. 2277 completed surveys.

Tacoma Attribute Rating vs. Importance to Destination Decision

Although Tacoma performs well for scenic beauty and outdoor recreation, it underperforms for the attributes that are considered most important to selecting leisure destinations. The chart at right maps the percent of travelers who rated each attribute important to the destinations they would like to visit against the percent who rated each attribute highly in Tacoma. The chart is ordered by the most important attributes in selecting destinations on the right and the least important on the left. All attributes in orange that are above the blue line illustrate that Tacoma performs well—out pacing the volume of travelers in which these attributes are considered important to the destination decision process. The destination also performs well for family friendly attractions, wow factor and gaming (called out by green arrows in the chart). Attributes called out by the grey arrows are ones in which Tacoma performs on-par.

As highlighted by the red boxes towards the right of the chart, Tacoma is perceived to perform sub-par for the top attributes that are most important in selecting leisure destinations—cost, a place to relax, easy to get to and restaurants. While the destination is still highly rated for these attributes, their ratings are outpaced by their importance to the destination decision process. Educating travelers about Tacoma’s assets in these areas should be a high priority in its marketing messaging.

Figure: Tacoma Attribute Rating vs. Importance to Destination Decision



Questions: 1. Using the 10-point scale below, please evaluate each aspect of Tacoma, Mount Rainier and the cities of Pierce County, where “10” means “EXCELLENT” and “1” means “VERY POOR. RATING = 10-7. 2. Please use the 10-point scale to evaluate how important each aspect of a destination generally is to you, where “10” means “EXTREMELY IMPORTANT” and “1” means “TOTALLY UNIMPORTANT.” RATING = 7-10. Base: All respondents. 2277 completed surveys.

Appeal of Tacoma Trip Types

Tacoma is seen as an appealing outdoor trip for day hikes and sightseeing. Presented with a set list of types of overnight leisure trips, travelers were asked to rate how appealing Tacoma is for each type of trip using a ten-point scale from “No appeal at all” to “Very appealing.” On average, Tacoma as an outdoor trip for day hikes is most appealing (7.99 out of 10), followed by Tacoma as a road trip destination (7.71), add-on to a Seattle trip (7.67) and outdoor adventure trip (7.66).

	Total	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Outdoor trip (day hikes, sightseeing, etc.)	7.99	8.61	6.83	8.32	8.06	8.02	8.04	7.99	7.42
Road trip destination	7.71	8.39	6.40	7.82	7.63	7.45	7.94	7.63	7.61
Add-on to a Seattle trip	7.67	8.28	6.50	7.86	7.92	7.09	7.69	7.87	7.71
Outdoor adventure trip (camping, hiking, mountaineering etc.)	7.66	8.27	6.51	7.96	7.59	7.67	7.75	7.66	7.15
Urban experience trip (museums, restaurants, sightseeing)	7.38	7.95	6.29	7.30	7.53	7.13	7.41	7.54	7.24
Family getaway	7.29	7.90	6.14	7.41	7.29	6.95	7.45	7.41	7.00
Girl friend trip	6.27	6.86	5.14	5.99	6.34	6.05	6.36	6.29	6.53
Guy's getaway	5.87	6.35	4.96	5.64	6.37	5.75	5.61	6.14	5.96
Couple's getaway	7.37	8.03	6.12	7.18	7.31	6.90	7.52	7.60	7.38

Question: How appealing do you personally find Tacoma, Mount Rainier and cities of Pierce County, Washington to be for each of the following types of overnight leisure trips?

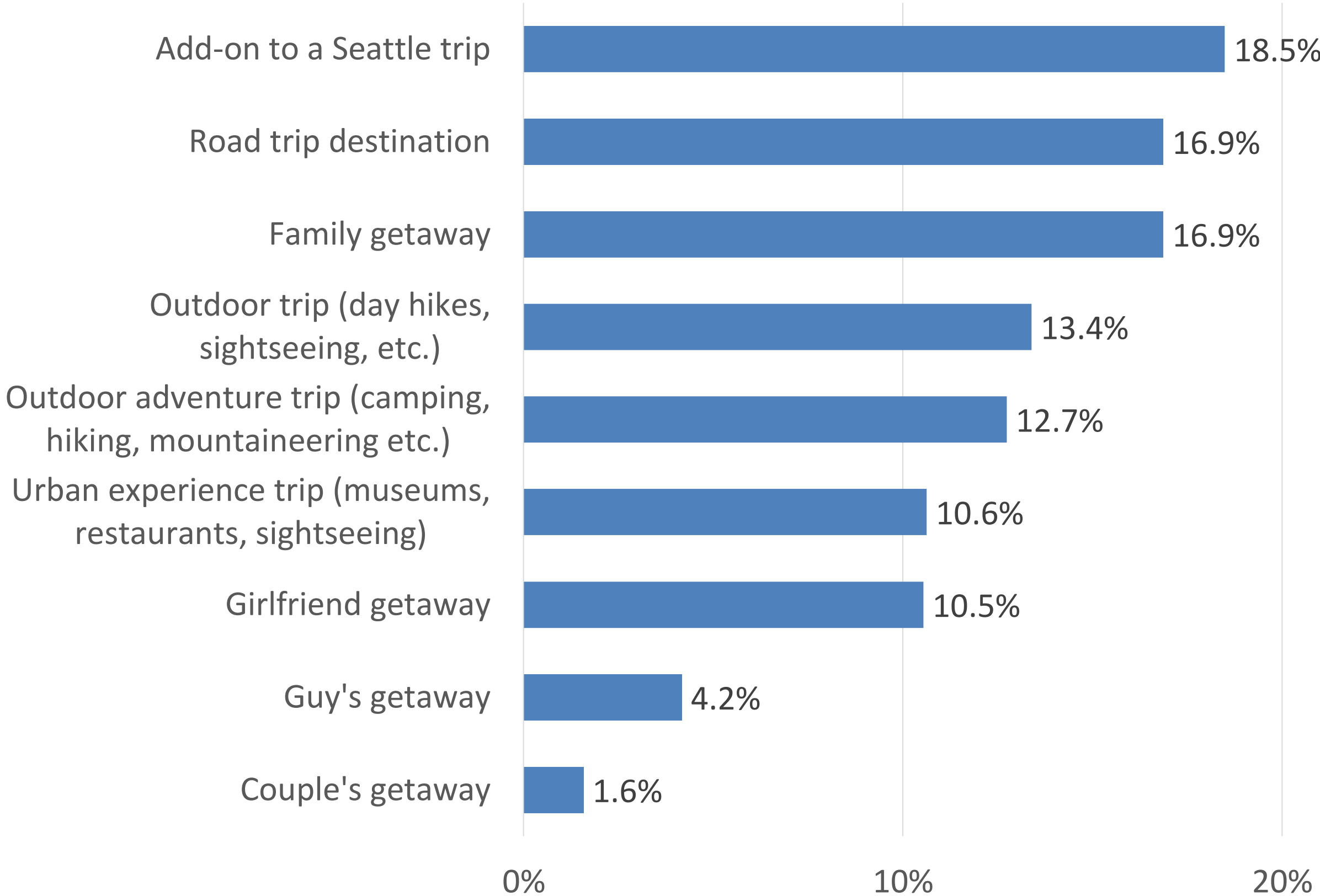
Base: All respondents. 2277 completed surveys.

Type of Trip to Tacoma

Tacoma is clearly seen as an add-on to a Seattle trip. Presented with the same set of trip types, travelers were asked which they would most likely take if they could only take one trip to Tacoma. In total, 18.5 percent of travelers would do visit Tacoma as part of an add-on to a Seattle trip. Other trip types include a road trip (16.9%) and family getaway (16.9%).

Detail by appeal of Tacoma and place of residence is presented on the following page.

Figure: Type of Trip to Tacoma



Question: If you could only take one trip to Tacoma, Mount Rainier and cities of Pierce County, Washington, which type of trip would you most likely take?
Base: All respondents. 2277 completed surveys.

Type of Trip to Tacoma

Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Add-on to a Seattle trip	18.4%	18.8%	18.0%	16.0%	15.5%	18.5%	21.5%	18.5%
Family getaway	17.7%	15.2%	16.5%	22.5%	12.5%	16.8%	17.8%	18.0%
Road trip destination	17.7%	15.2%	16.5%	22.5%	12.5%	16.8%	17.8%	18.0%
Outdoor trip (day hikes, sightseeing, etc.)	14.0%	12.2%	12.0%	14.0%	19.0%	14.0%	10.2%	10.5%
Outdoor adventure trip (camping, hiking, mountaineering etc.)	14.0%	10.3%	15.0%	8.0%	18.0%	13.8%	10.0%	9.0%
Urban experience trip (museums, restaurants, sightseeing)	9.3%	13.1%	7.5%	7.5%	12.7%	9.9%	12.4%	10.0%
Girlfriend getaway	11.3%	9.2%	13.0%	7.0%	12.5%	9.8%	10.2%	11.5%
Guy's getaway	4.2%	4.1%	2.5%	3.5%	3.7%	5.1%	3.7%	5.5%
Couple's getaway	1.1%	2.6%	0.5%	2.0%	1.5%	1.2%	2.4%	1.5%

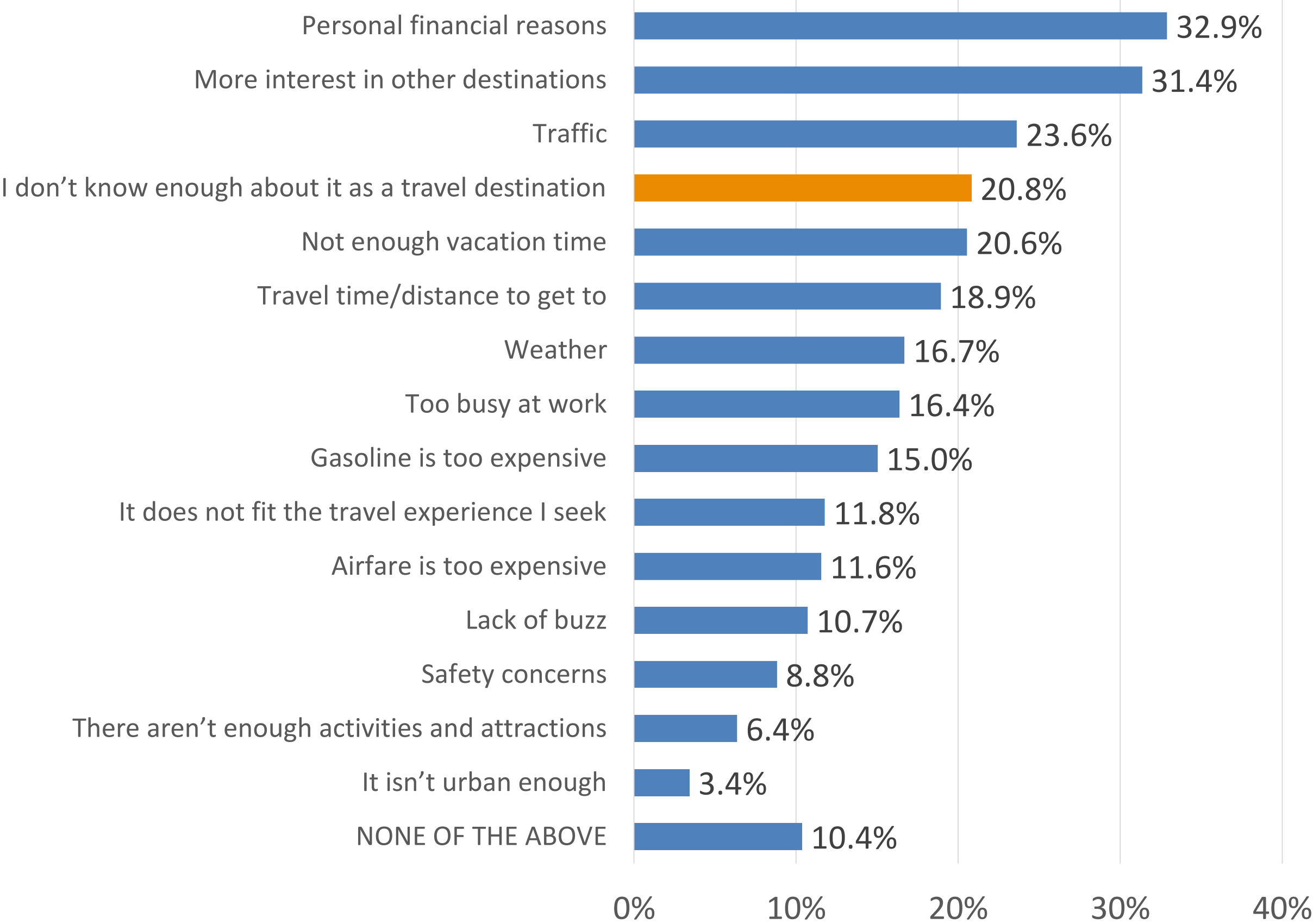
Question: If you could only take one trip to Tacoma, Mount Rainier and cities of Pierce County, Washington, which type of trip would you most likely take?

Base: All respondents. 2277 completed surveys.

Reasons For Not Visiting Tacoma More Often

While personal financial reasons (32.9%) and interest in other destinations (31.4%) are the most common reasons travelers do not visit Tacoma more often, one-quarter of travelers cited traffic as an impediment to not visiting more often (23.6%). Similar percentages of leisure travelers surveyed simply don't know enough about Tacoma as a travel destination (20.8%), don't have enough vacation time (20.6%) and/or feel that the travel time/distance is too long or far (18.9%).

Detail by appeal of Tacoma and place of residence is presented on the following page.



Question: Which best describes your reasons for not visiting Tacoma, Mount Rainier and cities of Pierce County, Washington more often? (Select all that apply)
 Base: All respondents. 2277 completed surveys.

Reasons For Not Visiting

Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Personal financial reasons	34.0%	30.9%	37.5%	22.0%	25.7%	43.4%	30.0%	26.0%
More interest in other destinations	25.9%	41.8%	36.0%	28.0%	36.2%	32.7%	27.5%	27.5%
Traffic	23.4%	24.0%	19.5%	7.0%	40.9%	37.2%	7.6%	10.5%
I don't know enough about it as a travel destination	17.7%	26.8%	22.5%	31.0%	9.7%	14.1%	30.0%	27.0%
Not enough vacation time	21.9%	18.0%	24.0%	16.5%	16.2%	23.3%	20.3%	21.0%
Travel time/distance to get to	19.6%	17.7%	14.5%	24.5%	13.5%	17.1%	25.1%	17.0%
Weather	16.7%	16.6%	18.5%	21.5%	19.7%	16.6%	14.1%	12.0%
Too busy at work	18.2%	13.0%	17.5%	14.0%	15.0%	18.2%	16.8%	13.0%
Gasoline is too expensive	15.1%	14.8%	15.0%	9.0%	11.2%	19.4%	15.3%	13.0%
It does not fit the travel experience I seek	6.2%	22.3%	11.0%	11.0%	16.5%	11.8%	9.5%	10.5%
Airfare is too expensive	11.1%	12.4%	11.0%	20.5%	3.0%	7.4%	20.3%	8.5%
Lack of buzz	8.8%	14.4%	12.0%	10.5%	12.7%	7.1%	12.4%	13.0%
Safety concerns	7.5%	11.4%	3.0%	6.0%	15.2%	10.2%	6.1%	8.0%
There aren't enough activities and attractions	4.6%	9.8%	7.5%	7.0%	8.2%	5.5%	5.6%	6.0%
It isn't urban enough	2.5%	5.1%	3.5%	4.0%	4.0%	1.5%	4.1%	6.5%
NONE OF THE ABOVE	12.0%	7.3%	8.0%	12.5%	11.0%	8.9%	11.4%	11.5%

Question: Which best describes your reasons for not visiting Tacoma, Mount Rainier and cities of Pierce County, Washington more often? (Select all that apply)

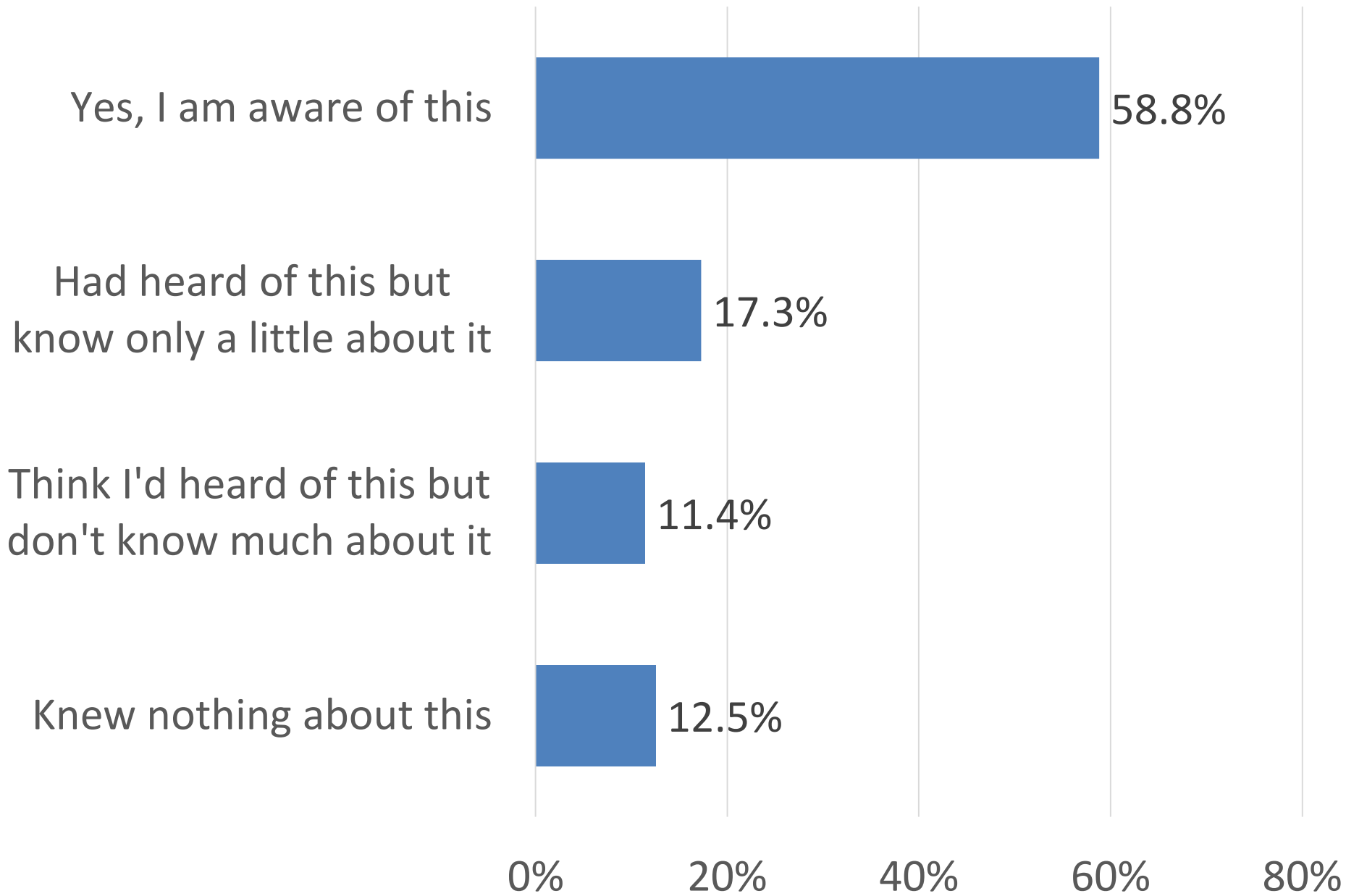
Base: All respondents. 2277 completed surveys.

EVALUATION OF TACOMA'S ATTRACTIONS

Mount Rainier National Park Awareness

A majority of travelers are aware of Mount Rainier National Park. Only 12.5 percent of respondents knew nothing about this site. Seattleites (88.0%) and Washington state residents (73.0%) were the most likely groups to be familiar with this national park while residents of Los Angeles (34.1%) and Vancouver, BC (34.5%) were the least likely to be aware.

Figure: Mount Rainier National Park Awareness



Detail by Appeal and Residence

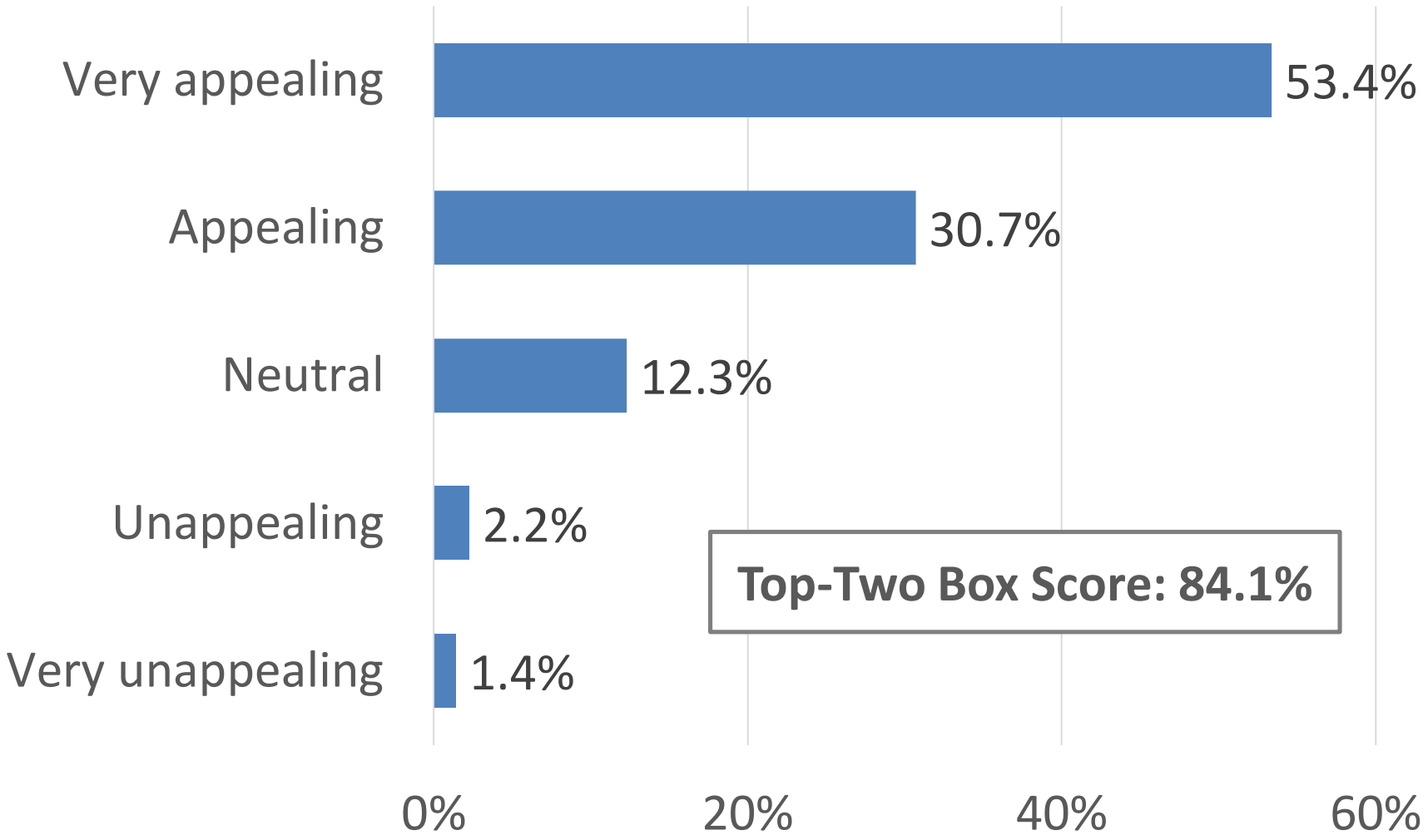
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	65.6%	45.9%	69.5%	38.0%	88.0%	73.0%	34.1%	34.5%
Had heard of this but know only a little about it	17.0%	17.7%	13.5%	28.0%	8.0%	14.3%	20.8%	28.5%
Think I'd heard of this but don't know much about it	9.0%	16.1%	10.5%	18.0%	2.0%	7.4%	17.8%	19.5%
Knew nothing about this	8.4%	20.3%	6.5%	16.0%	2.0%	5.2%	27.3%	17.5%

Question: Mount Rainier National Park: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction? Base: All respondents. 2277 completed surveys.

Mount Rainier National Park Appeal

Mount Rainier National Park is widely considered to be an appealing attraction. Over eight-in-ten respondents consider Mount Rainier to be “appealing” (30.7%) or “very appeal” (53.4%). Approximately 80 percent or more of respondents in each market of study consider Mount Rainier National Park to be an appealing reason to visit Tacoma—except Vancouver, BC residents. Only 73.5 percent of this group found this attraction to be appealing.

Figure: Mount Rainier National Park Appeal



Detail by Appeal and Residence

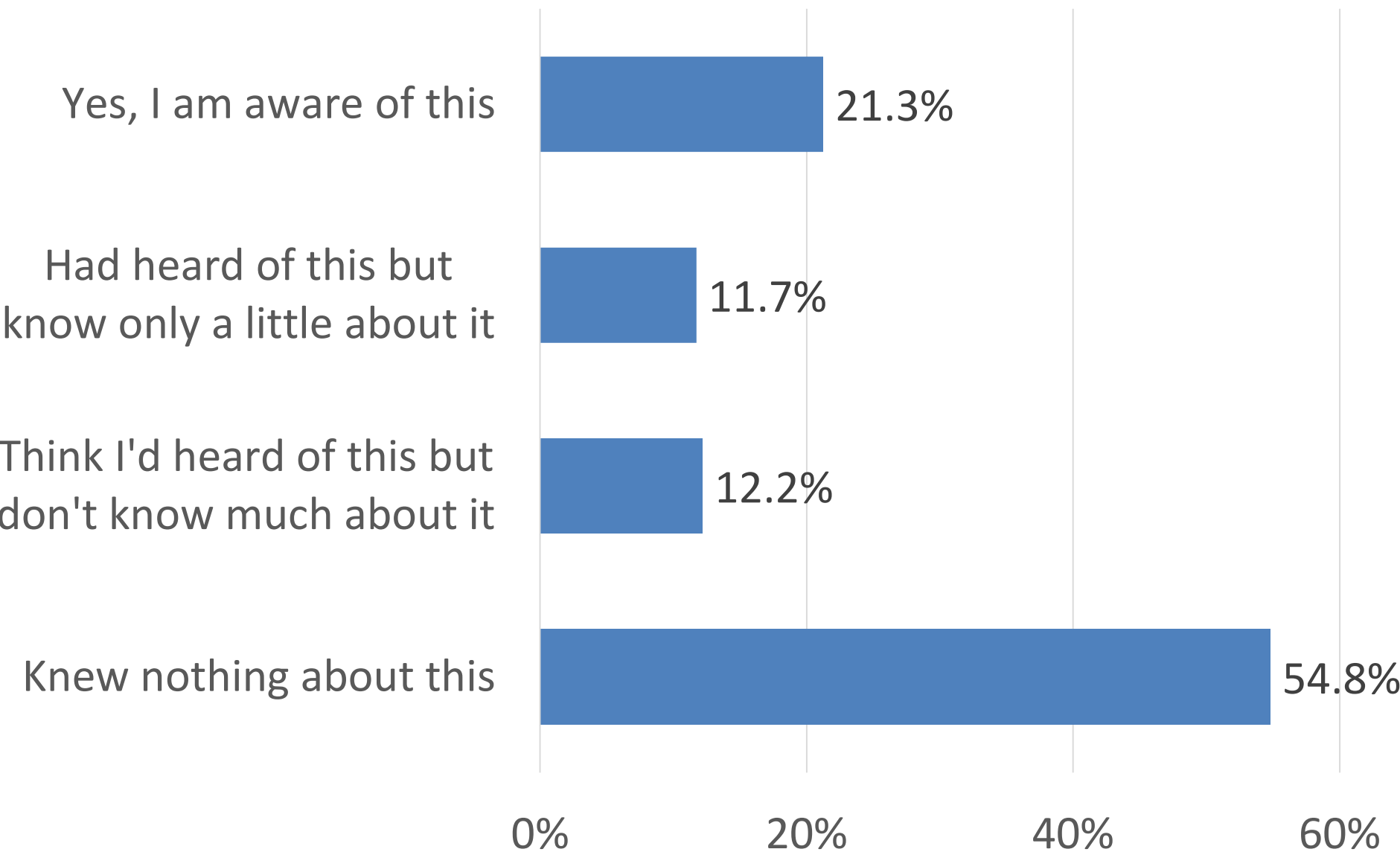
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	65.9%	29.5%	57.5%	40.0%	65.3%	59.6%	47.1%	35.5%
Appealing	26.3%	39.0%	29.5%	39.5%	24.7%	26.5%	34.6%	38.0%
Neutral	6.3%	23.7%	11.0%	15.0%	8.0%	11.5%	12.7%	21.0%
Unappealing	1.2%	4.2%	1.5%	4.0%	1.0%	1.3%	3.4%	3.5%
Very unappealing	0.3%	3.6%	0.5%	1.5%	1.0%	1.0%	2.2%	2.0%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find Mount Rainier National Park? Base: All respondents. 2277 completed surveys.

America's Car Museum Awareness

America's Car Museum is a lesser known Tacoma attraction. One-in-five respondents were aware of America's Car Museum prior to taking the survey. This is largely driven by Seattle residents; 46.6 percent of this group were aware of this attraction. A majority of travelers from Los Angeles (70.2%), San Francisco Bay Area (65.5%), Portland (65.0%) and Vancouver (64.0%) knew nothing about this site.

Figure: America's Car Museum Awareness



Detail by Appeal and Residence

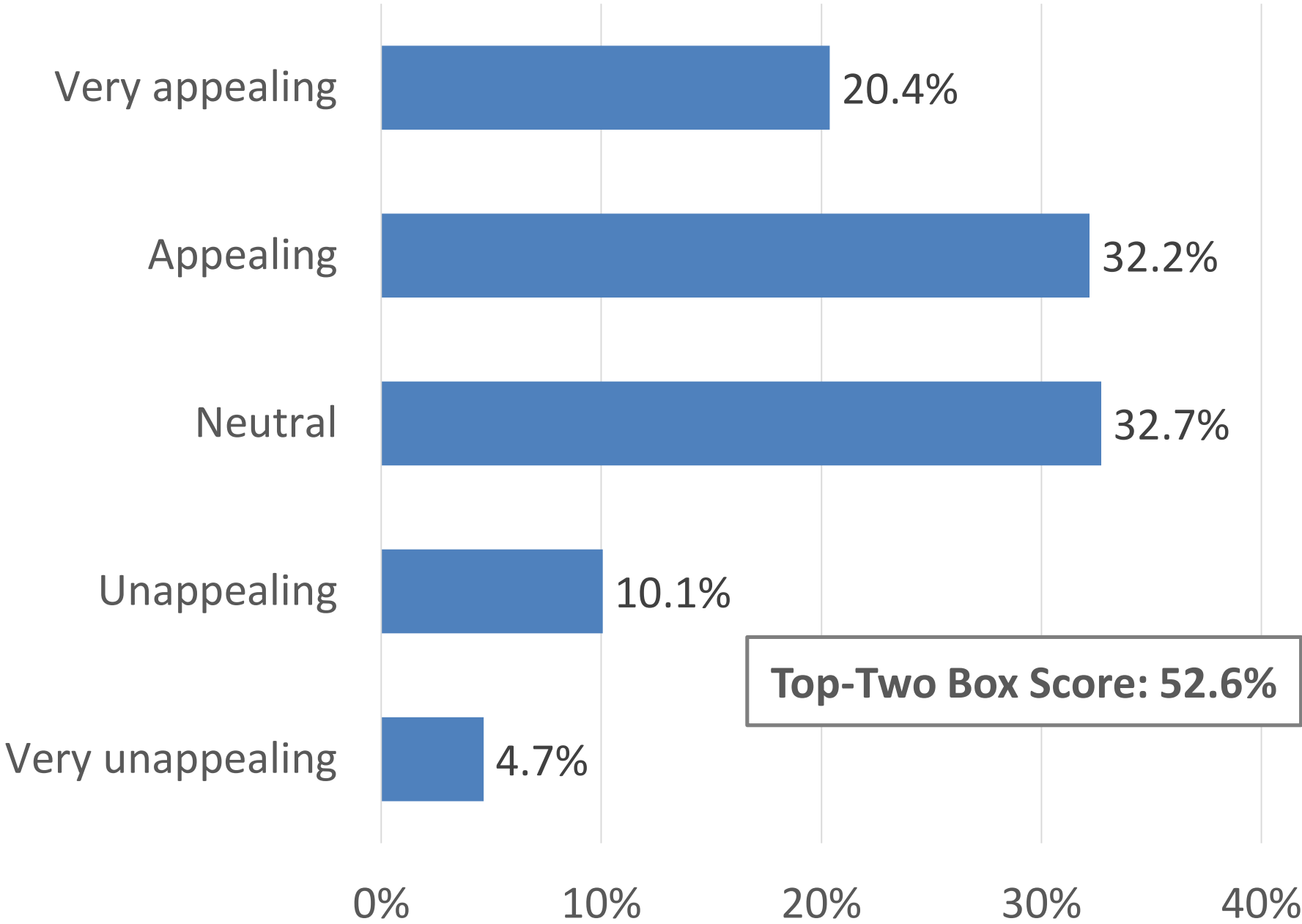
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	24.0%	16.1%	10.5%	11.0%	46.6%	25.4%	9.3%	12.5%
Had heard of this but know only a little about it	13.3%	8.7%	9.0%	10.5%	14.7%	11.7%	11.9%	9.5%
Think I'd heard of this but don't know much about it	12.7%	11.2%	15.5%	13.0%	10.0%	14.9%	8.6%	14.0%
Knew nothing about this	50.0%	64.0%	65.0%	65.5%	28.7%	48.1%	70.2%	64.0%

Question: America's Car Museum: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction? Base: All respondents. 2277 completed surveys.

America's Car Museum Appeal

America's Car Museum is considered a moderately appealing reason to visit Tacoma. Although 52.6 percent of respondents gave this site a top-two box score in terms of appeal, one-third were neutral about this site and 14.8 percent find it unappealing. Portland residents were likeliest to consider America's Car Museum to be unappealing (18.0% gave the attraction a bottom-two box score).

Figure: America's Car Museum Appeal



Detail by Appeal and Residence

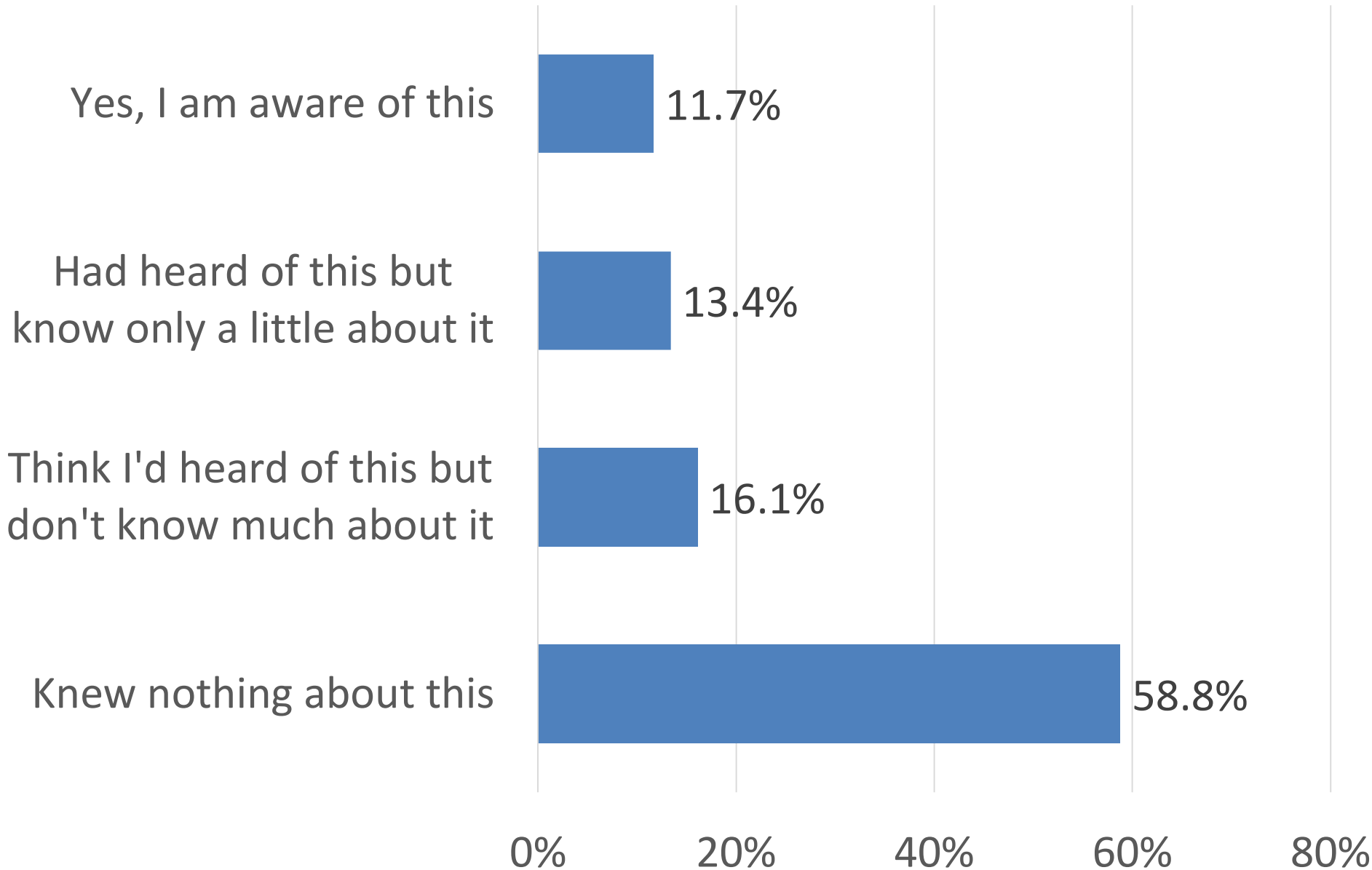
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	24.8%	11.9%	14.5%	22.0%	22.2%	19.7%	21.4%	20.5%
Appealing	34.8%	27.3%	32.0%	30.5%	32.4%	31.5%	32.2%	36.0%
Neutral	30.1%	37.6%	35.5%	33.5%	33.2%	32.9%	31.9%	30.0%
Unappealing	7.4%	15.2%	12.0%	9.0%	8.0%	10.3%	10.7%	10.5%
Very unappealing	2.9%	8.0%	6.0%	5.0%	4.2%	5.5%	3.9%	3.0%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find America's Car Museum? Base: All respondents. 2277 completed surveys.

South Sound Craft Crawl Awareness

South Sound Crawl is not well known amongst travelers surveyed. Only one-in-ten respondents were aware of this attraction prior to taking the survey (11.7%) while 58.8 percent knew nothing about it. In fact, half or more of all markets studied—including nearby Seattle—were unaware of this attraction.

Figure: South Sound Craft Crawl Awareness



Detail by Appeal and Residence

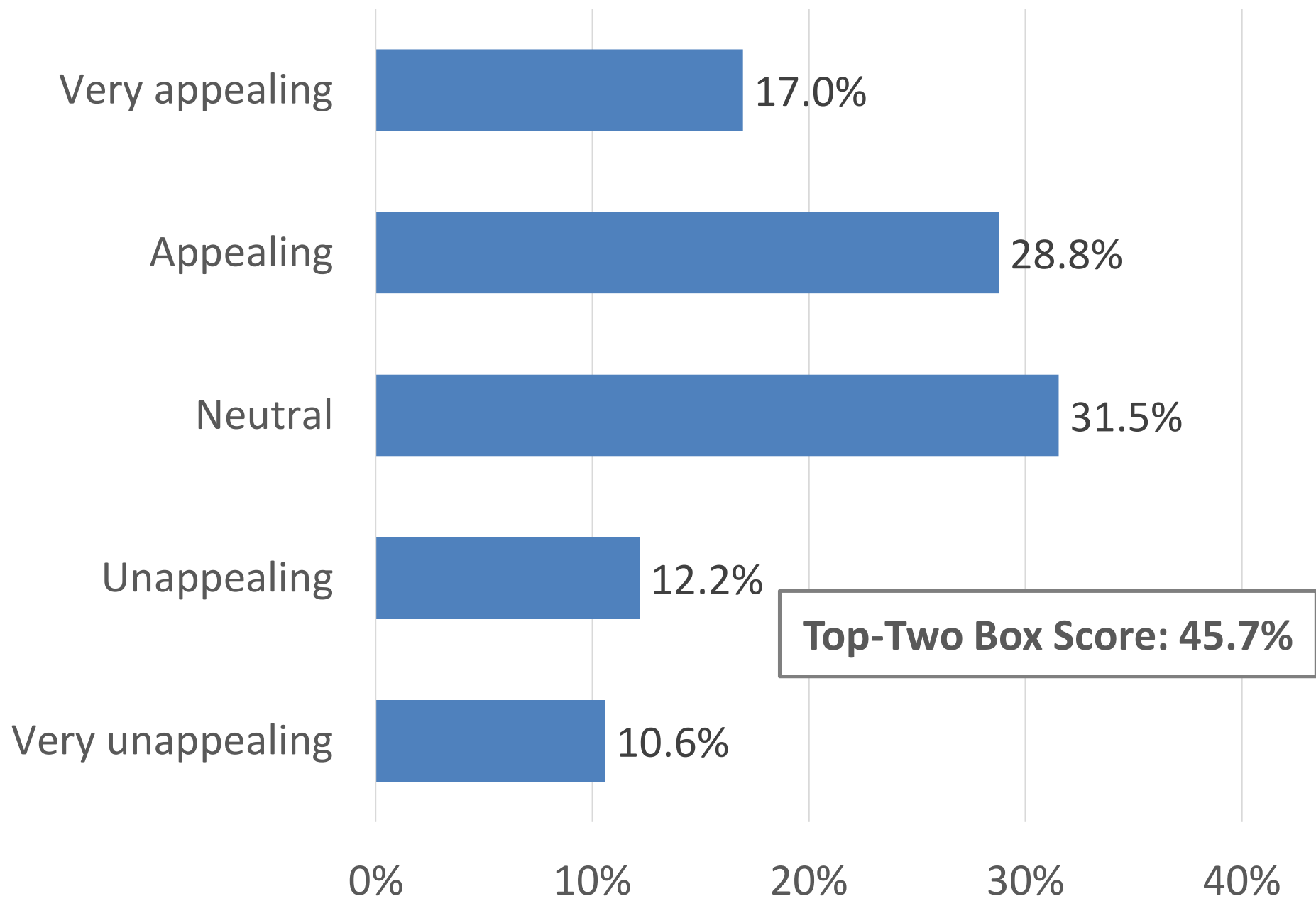
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	13.9%	7.5%	6.5%	15.5%	16.2%	11.2%	9.5%	12.0%
Had heard of this but know only a little about it	15.7%	9.1%	11.0%	14.5%	13.2%	13.0%	12.9%	18.0%
Think I'd heard of this but don't know much about it	18.3%	12.0%	14.5%	14.0%	19.7%	18.2%	14.7%	9.5%
Knew nothing about this	52.2%	71.4%	68.0%	56.0%	50.9%	57.6%	62.9%	60.5%

Question: South Sound Craft Crawl: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction? Base: All respondents. 2277 completed surveys.

South Sound Craft Crawl Appeal

Even with the low familiarity of South Sound Craft Crawl, it is still considered a moderately appealing reason to visit Tacoma. In total, 45.7 percent of respondents rated this attraction as “appealing” or “very appealing”, while 31.5 percent were neutral and 12.8 percent consider it to be unappealing. Los Angeles (54.7%) and SF Bay Area (48.0%) residents were likeliest to consider South Sound Craft Crawl to be appealing while Washington state and Seattle residents were the most likely to consider it unappealing (bottom-two box score: 27.3% and 26.4%, respectively).

Figure: South Sound Craft Crawl Appeal



Detail by Appeal and Residence

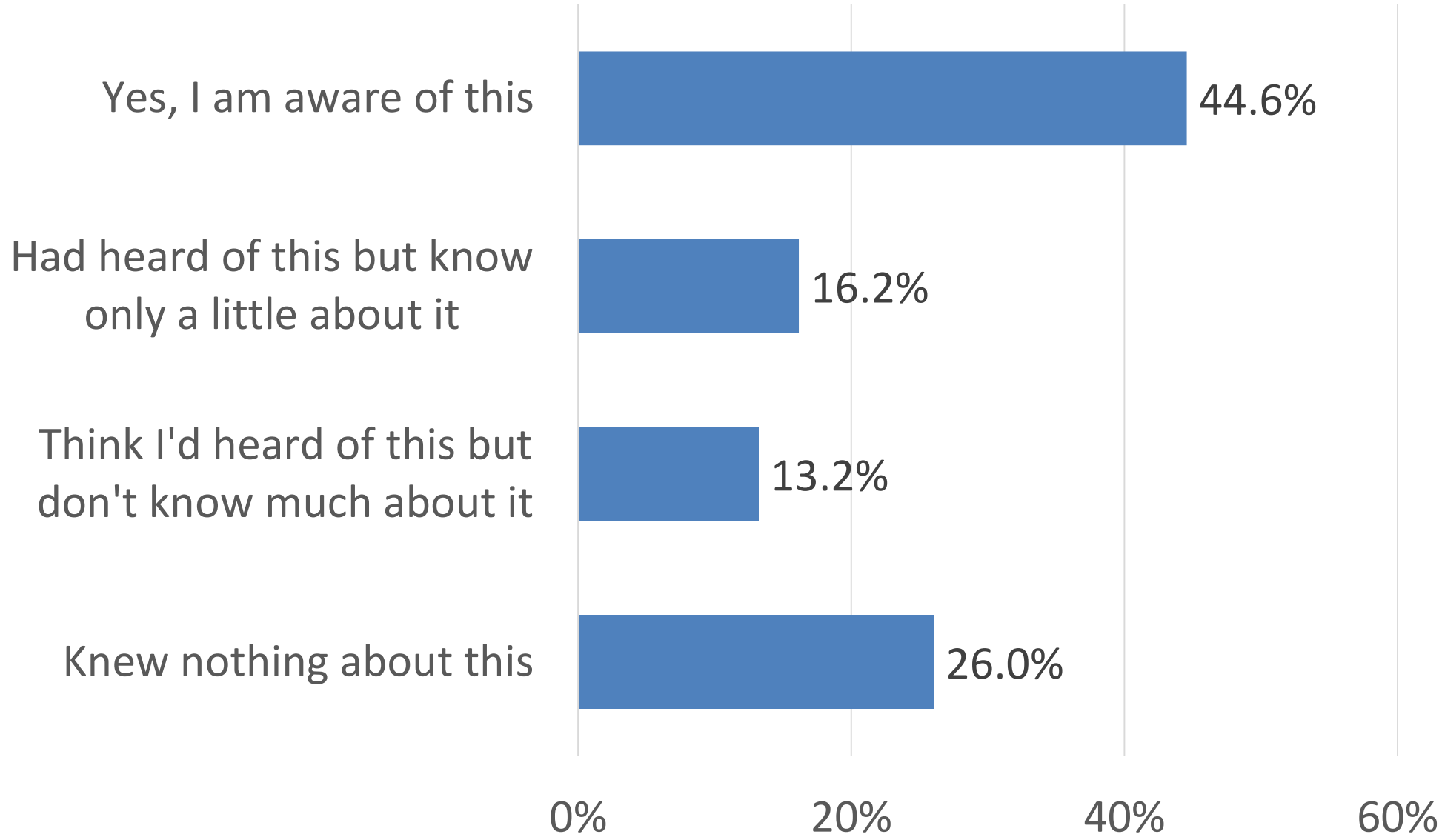
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	21.2%	8.9%	15.0%	18.0%	12.5%	15.0%	22.5%	17.0%
Appealing	31.7%	23.1%	27.0%	30.0%	26.2%	26.2%	32.2%	33.0%
Neutral	28.6%	37.1%	34.5%	34.5%	34.9%	31.5%	26.3%	34.5%
Unappealing	10.4%	15.4%	9.0%	12.0%	14.7%	13.6%	10.7%	10.0%
Very unappealing	8.0%	15.4%	14.5%	5.5%	11.7%	13.7%	8.3%	5.5%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find South Sound Craft Crawl? Base: All respondents. 2277 completed surveys.

Washington State Fairgrounds and the Washington State Fair Awareness

Just under half (44.6%) of all respondents were previously aware of the Washington State Fairgrounds. This is largely driven by Seattle (86.5%) and Washington state (62.4%) residents. Los Angelenos (50.8%) and San Francisco Bay Area residents (46.5%) were the most likely groups to have known nothing about this site prior to taking the survey.

Figure: Washington State Fairgrounds and the Washington State Fair Awareness



Detail by Appeal and Residence

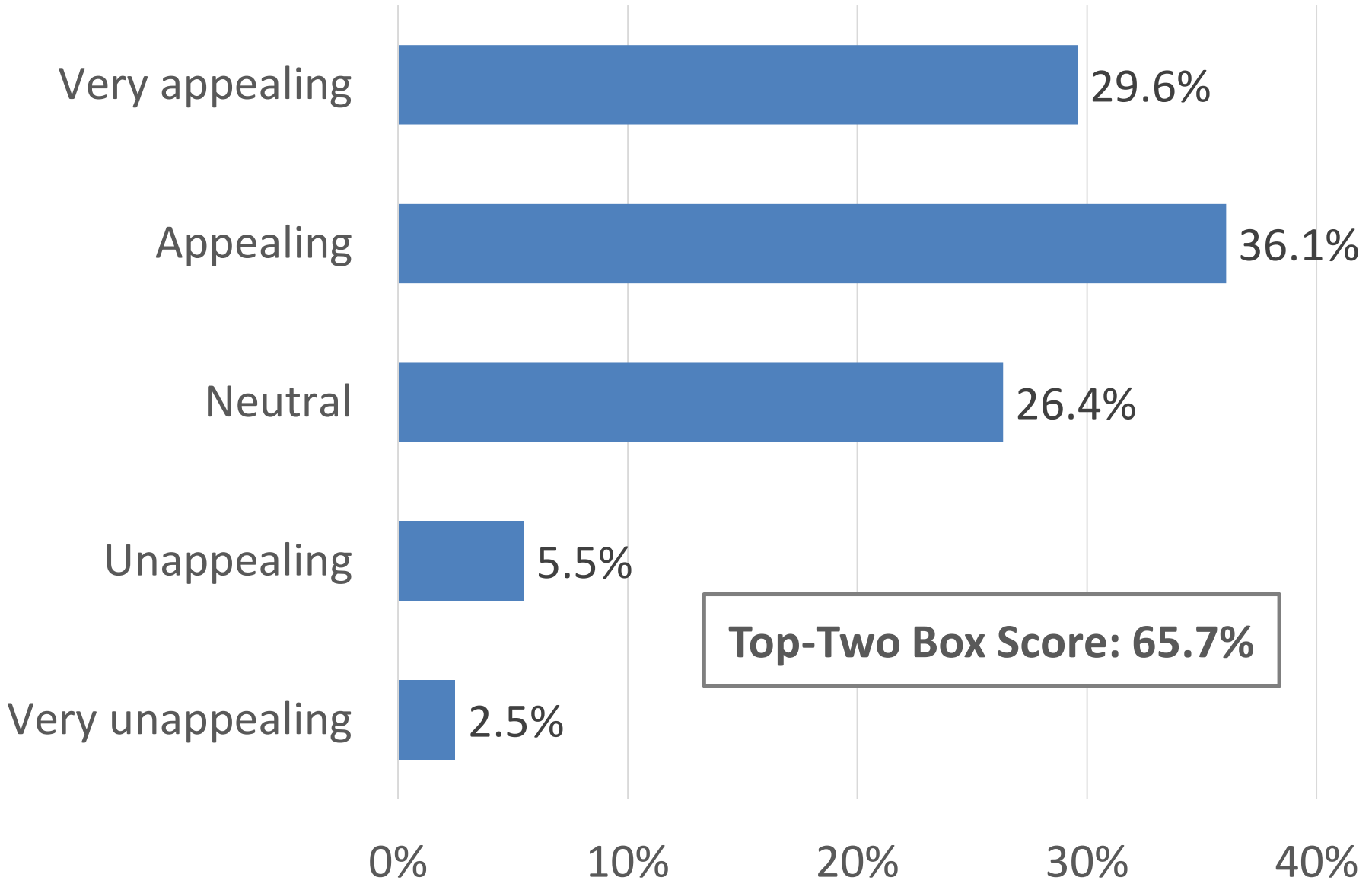
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	48.6%	36.9%	40.5%	16.5%	86.5%	62.4%	13.9%	22.0%
Had heard of this but know only a little about it	17.7%	13.3%	18.5%	21.0%	7.7%	16.3%	15.4%	27.5%
Think I'd heard of this but don't know much about it	13.3%	13.0%	18.5%	16.0%	2.7%	9.5%	19.8%	19.5%
Knew nothing about this	20.4%	36.9%	22.5%	46.5%	3.0%	11.8%	50.8%	31.0%

Question: Washington State Fairgrounds and the Washington State Fair: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction? Base: All respondents. 2277 completed surveys.

Washington State Fairgrounds and the Washington State Fair Appeal

A majority of travelers surveyed consider the Washington State Fairgrounds to be an appealing reason to visit Tacoma. Nearly two-thirds (65.7%) of respondents rated this attraction as “appealing” or “very appealing” and only 8.0 percent consider it to be unappealing. Seattleites (71.3%) were likeliest to consider the Fairgrounds to be appealing while Portlanders were the most likely to consider it unappealing (bottom-two box score: 11.0%).

Figure: Washington State Fairgrounds and the Washington State Fair Appeal



Detail by Appeal and Residence

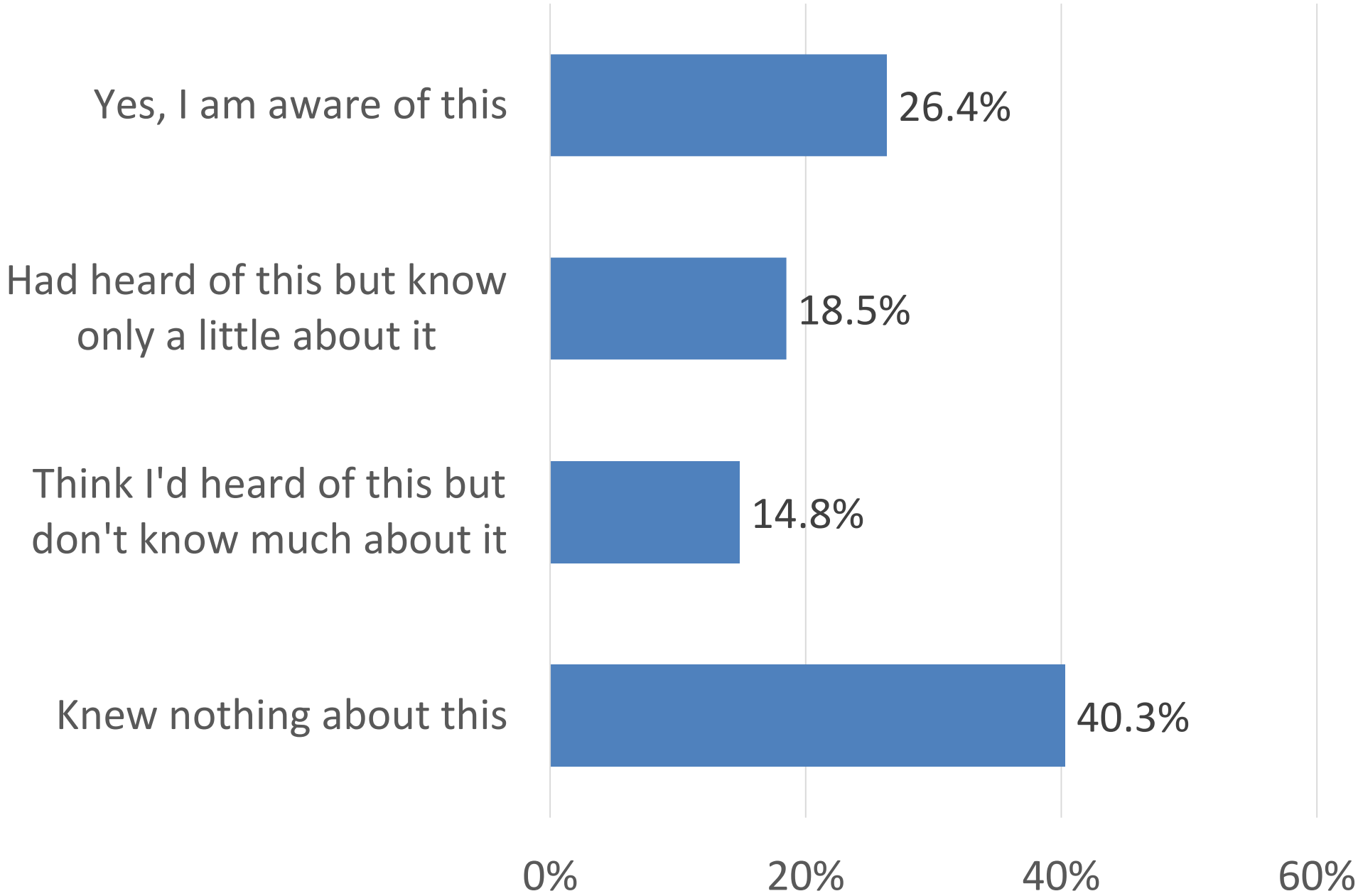
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	35.8%	17.7%	23.5%	24.5%	36.9%	30.8%	30.2%	20.5%
Appealing	38.3%	31.8%	33.0%	39.5%	34.4%	36.2%	36.4%	37.5%
Neutral	20.4%	37.8%	32.5%	26.5%	23.2%	25.7%	24.6%	34.0%
Unappealing	4.1%	8.2%	7.0%	6.0%	4.7%	5.8%	5.1%	5.0%
Very unappealing	1.4%	4.6%	4.0%	3.5%	0.7%	1.6%	3.7%	3.0%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find Washington State Fairgrounds and the Washington State Fair? Base: All respondents. 2277 completed surveys.

Crystal Mountain Ski Resort and Gondola Awareness

Crystal Mountain Ski Resort and Gondola is not well known amongst out-of-state residents. Less than 15 percent of travelers from Portland (14.0%), San Francisco Bay Area (14.0%) and Los Angeles (11.4%) were aware of this attraction. In contrast, residents of Seattle (53.4%), Washington state (31.0%) and Vancouver, BC (25.0%) were the most likely segments to be aware of this site.

Figure: Crystal Mountain Ski Resort and Gondola Awareness



Detail by Appeal and Residence

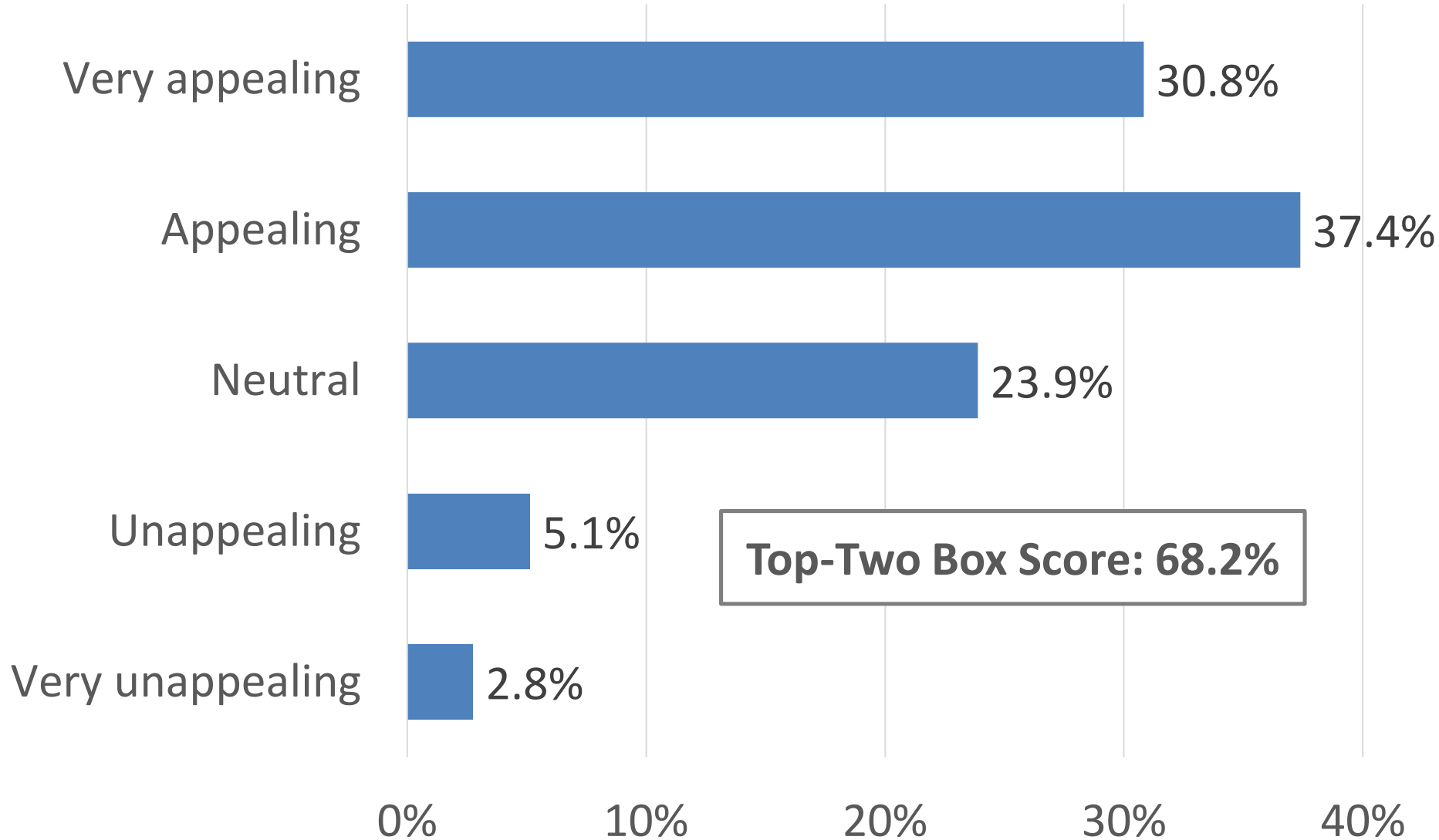
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	30.3%	18.8%	14.0%	14.0%	53.4%	31.0%	11.4%	25.0%
Had heard of this but know only a little about it	21.2%	13.3%	15.0%	17.5%	18.5%	22.4%	15.9%	17.0%
Think I'd heard of this but don't know much about it	15.0%	14.5%	18.0%	18.0%	12.0%	14.6%	14.9%	15.0%
Knew nothing about this	33.4%	53.4%	53.0%	50.5%	16.2%	31.9%	57.8%	43.0%

Question: Crystal Mountain Ski Resort and Gondola: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction? Base: All respondents. 2277 completed surveys.

Crystal Mountain Ski Resort and Gondola Appeal

Although lesser known, Crystal Mountain Ski Resort is considered an appealing reason to visit Tacoma. Nearly seven-in-ten (68.2%) respondents rated this attraction as “appealing” or “very appealing” and only 7.9 percent consider it to be unappealing. Travelers from the SF Bay Area (71.5%), Seattle (71.1%) and Los Angeles (70.5%) in particular find this attraction to be appealing.

Figure: Crystal Mountain Ski Resort and Gondola Appeal



Detail by Appeal and Residence

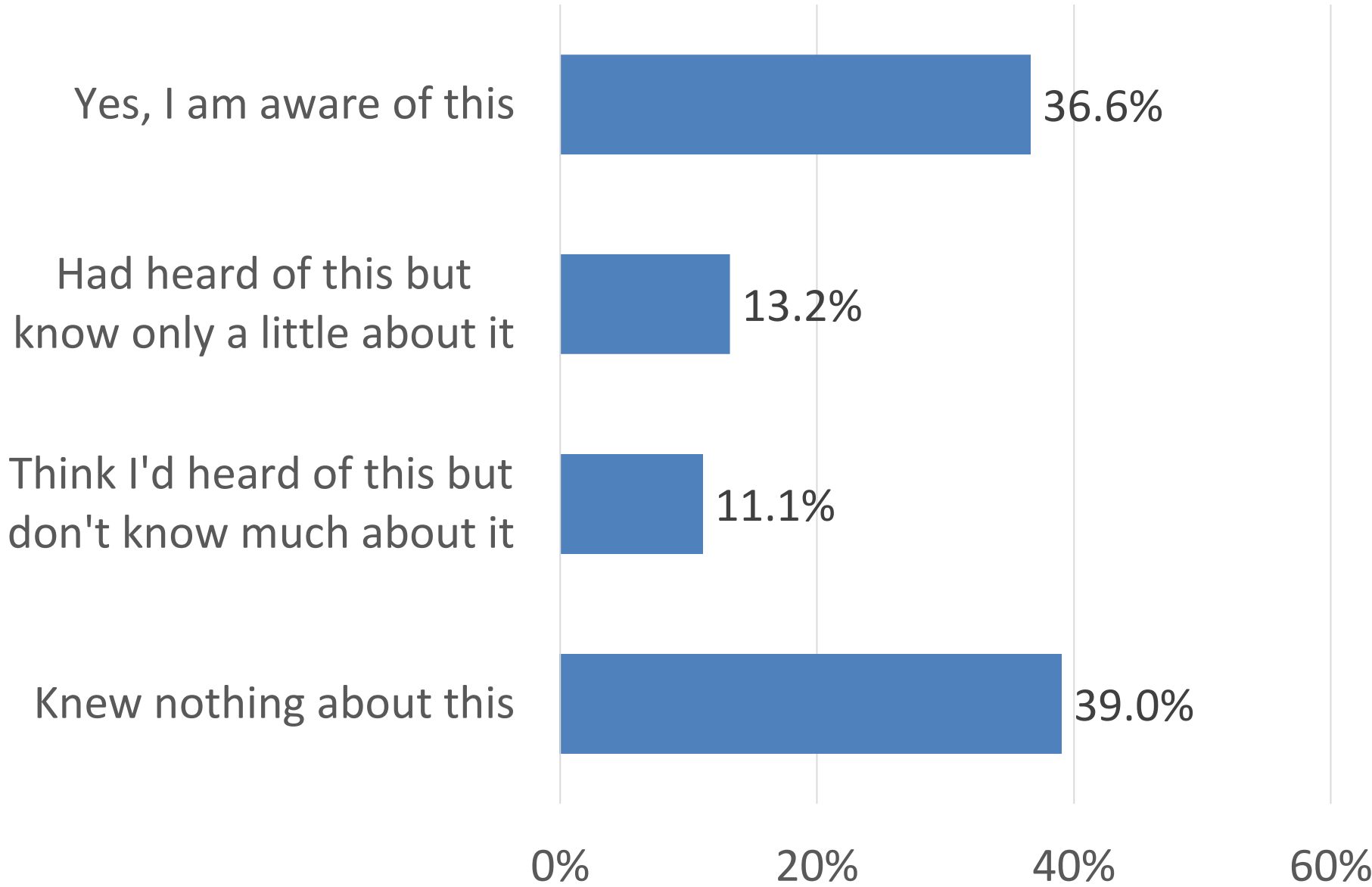
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	38.6%	16.1%	25.0%	31.5%	33.2%	28.6%	34.4%	28.5%
Appealing	39.3%	33.7%	43.0%	40.0%	37.9%	36.4%	36.1%	35.0%
Neutral	17.8%	35.5%	21.5%	23.0%	21.7%	27.3%	21.2%	28.0%
Unappealing	3.4%	8.4%	6.0%	4.0%	5.0%	5.4%	5.3%	4.5%
Very unappealing	0.9%	6.4%	4.5%	1.5%	2.2%	2.3%	3.1%	4.0%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find Crystal Mountain Ski Resort and Gondola? Base: All respondents. 2277 completed surveys.

Point Defiance Park Awareness

Just over one-third (36.6%) of all respondents were previously aware of Point Defiance Park. Seattle (73.6%) and Washington state (54.5%) residents were the likeliest to be aware of this site while over half of out-of-state residents surveyed were unaware.

Figure: Point Defiance Park Awareness



Detail by Appeal and Residence

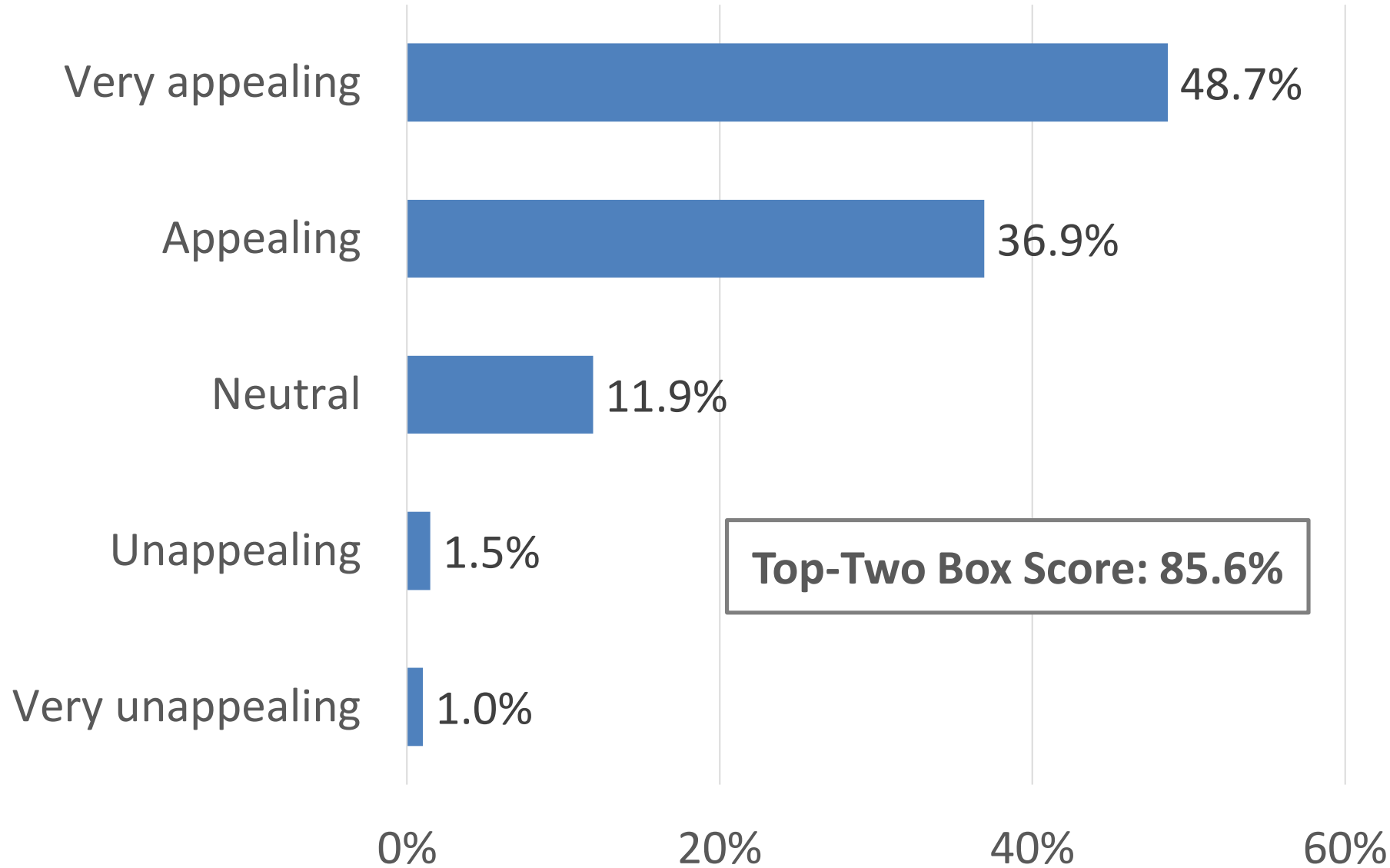
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	40.5%	29.2%	20.5%	12.5%	73.6%	54.5%	12.2%	13.5%
Had heard of this but know only a little about it	14.8%	10.2%	12.5%	13.0%	11.7%	13.4%	12.7%	18.0%
Think I'd heard of this but don't know much about it	11.9%	9.6%	15.0%	15.5%	5.7%	9.9%	12.4%	14.0%
Knew nothing about this	32.8%	51.0%	52.0%	59.0%	9.0%	22.2%	62.7%	54.5%

Question: Point Defiance Park: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction?
 Base: All respondents. 2277 completed surveys.

Point Defiance Park Appeal

Even though only 36.6 percent of respondents were aware of Point Defiance Park, it was highly rated in terms of appeal across all markets studied. In total, 85.6 percent rated this attraction as “appealing” or “very appealing” and only 2.5 percent consider it to be unappealing.

Figure: Point Defiance Park Appeal



Detail by Appeal and Residence

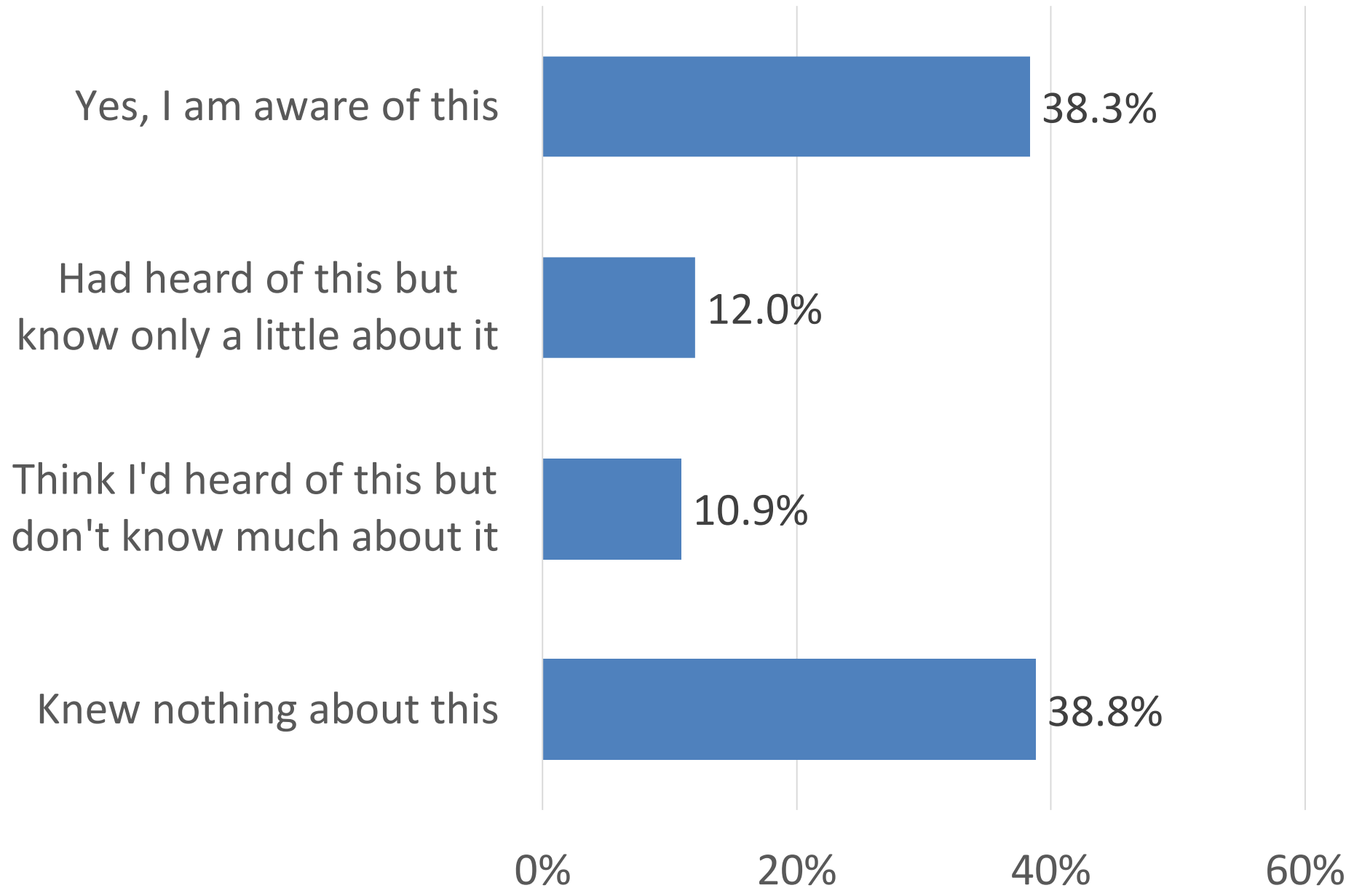
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	56.5%	33.8%	45.5%	43.0%	55.1%	52.3%	47.5%	35.5%
Appealing	35.0%	40.6%	43.5%	36.5%	34.4%	37.0%	36.6%	36.5%
Neutral	7.6%	20.0%	8.5%	17.0%	9.5%	9.0%	12.7%	22.5%
Unappealing	0.7%	3.1%	1.0%	2.0%	0.7%	1.0%	1.9%	3.5%
Very unappealing	0.2%	2.6%	1.5%	1.5%	0.2%	0.6%	1.4%	2.0%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find Point Defiance Park? Base: All respondents. 2277 completed surveys.

Emerald Queen Casinos Awareness

Similar proportions of leisure travelers were aware (38.3%) and unaware (38.8%) of Emerald Queens Casinos. Seattle residents reported the highest level of awareness (81.8%), while Los Angelenos expressed the relatively lowest level of awareness of this Tacoma attraction (8.6%).

Figure: Emerald Queen Casinos Awareness



Detail by Appeal and Residence

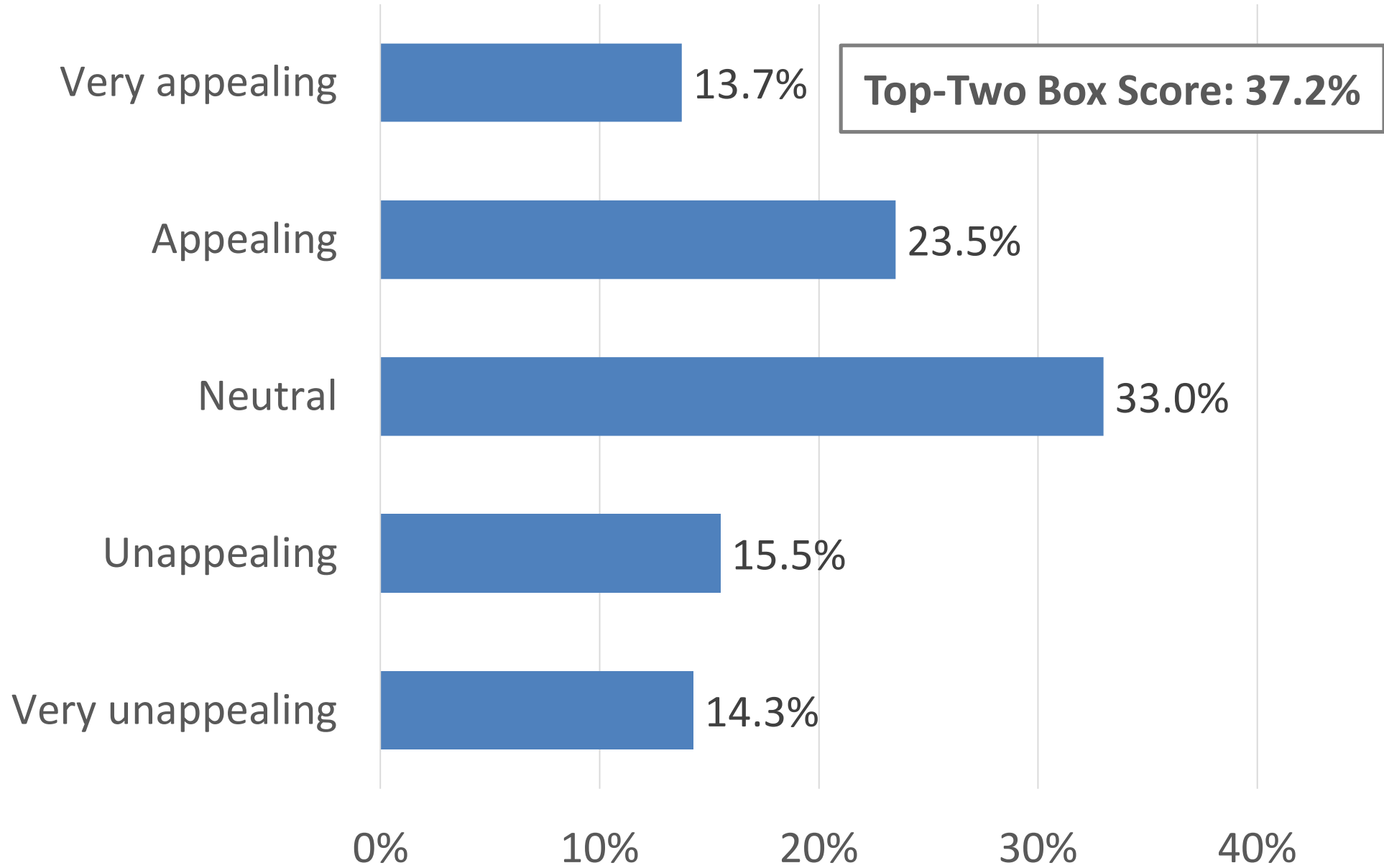
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	40.9%	33.4%	28.0%	10.0%	81.8%	52.3%	8.6%	29.5%
Had heard of this but know only a little about it	13.3%	9.6%	14.0%	12.0%	9.0%	12.4%	10.5%	19.0%
Think I'd heard of this but don't know much about it	10.9%	11.0%	14.5%	11.0%	5.0%	11.5%	11.5%	15.0%
Knew nothing about this	35.0%	46.0%	43.5%	67.0%	4.2%	23.8%	69.3%	36.5%

Question: Emerald Queen Casinos: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction? Base: All respondents. 2277 completed surveys.

Emerald Queen Casinos Appeal

Over one-third of travelers find Emerald Queens Casinos to be an “appealing” or “very appealing” Tacoma attraction. (37.2%). California residents of the San Francisco Bay Area (41.0%) and Los Angeles (41.4%) were the likeliest to rate this attraction appealing.

Figure: Emerald Queen Casinos Appeal



Detail by Appeal and Residence

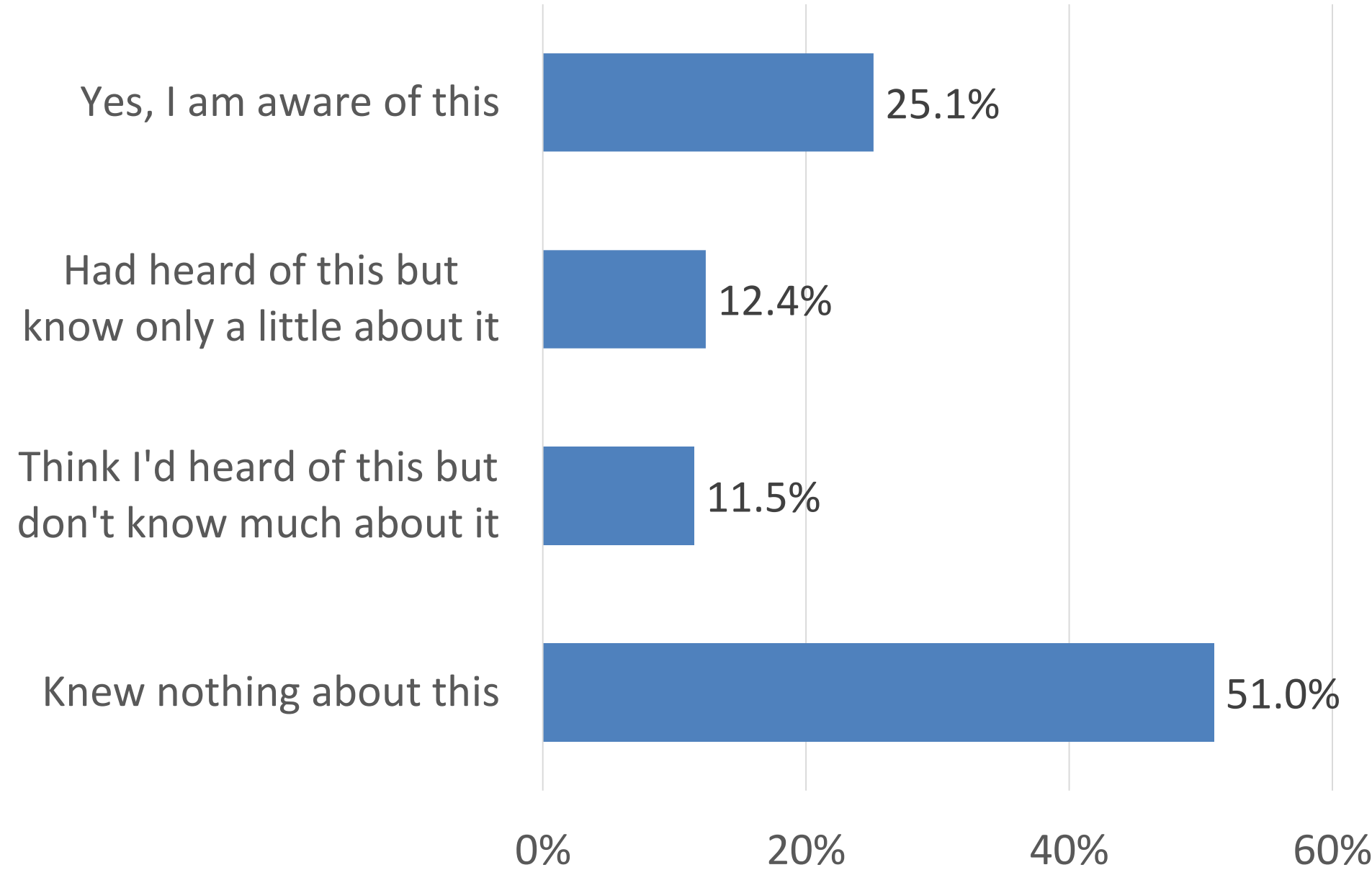
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	16.3%	8.9%	10.5%	13.0%	16.7%	12.0%	16.1%	11.0%
Appealing	26.2%	18.4%	16.5%	28.0%	19.0%	24.2%	25.3%	27.5%
Neutral	32.2%	34.6%	37.0%	25.5%	32.4%	33.2%	33.9%	34.0%
Unappealing	13.9%	18.5%	18.0%	13.5%	16.5%	15.9%	13.4%	18.0%
Very unappealing	11.5%	19.6%	18.0%	20.0%	15.5%	14.7%	11.4%	9.5%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find Emerald Queen Casinos? Base: All respondents. 2277 completed surveys.

Museum of Glass Awareness

There is a relatively low level of awareness of the Museum of Glass amongst leisure travelers. Overall, one-quarter of travelers are definitely aware of this Tacoma attraction (25.1%), while more than half knew nothing about it (51.0%). Residents of Los Angeles (69.8%) and Vancouver, BC (65.0%) were the most likely to have no awareness of the Museum of Glass.

Figure: Museum of Glass Awareness



Detail by Appeal and Residence

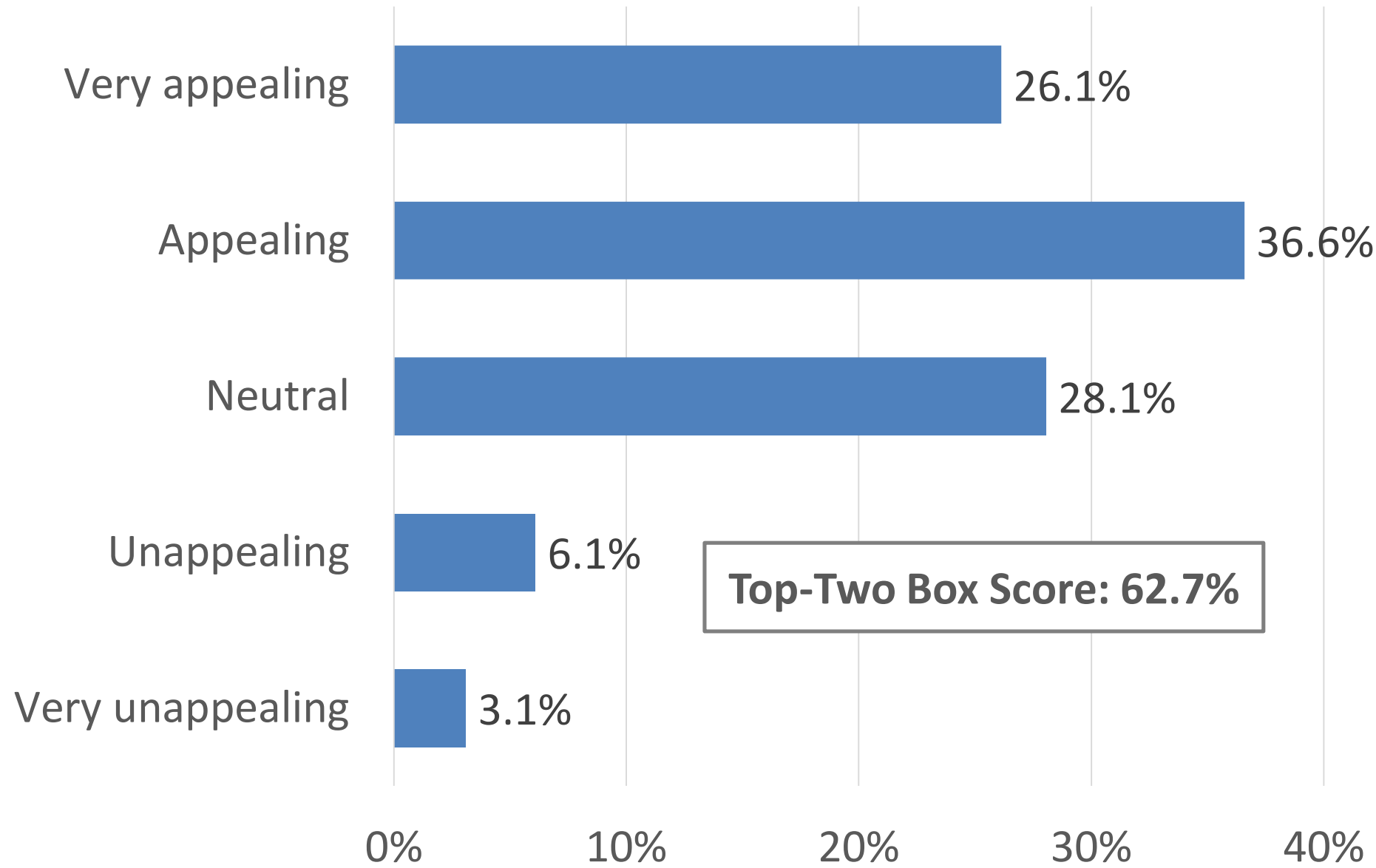
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	28.5%	18.6%	18.0%	10.0%	52.9%	34.0%	9.2%	8.5%
Had heard of this but know only a little about it	14.4%	8.5%	11.0%	13.5%	13.2%	12.4%	11.9%	12.5%
Think I'd heard of this but don't know much about it	11.1%	12.4%	10.5%	14.5%	10.2%	13.0%	9.2%	14.0%
Knew nothing about this	46.0%	60.5%	60.5%	62.0%	23.7%	40.7%	69.8%	65.0%

Question: Museum of Glass: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction?
 Base: All respondents. 2277 completed surveys.

Museum of Glass Appeal

Despite the relatively low level of awareness of the Museum of Glass, about two-thirds of leisure travelers consider it to be an appealing Tacoma attraction (62.7%). Approximately 80 percent of residents in all markets studied consider this attraction “appealing” or “very appealing.” Residents of nearby Seattle (68.4%), Portland (67.0%) and Washington state (65.3%) reported the highest levels of appeal for the Museum of Glass.

Figure: Museum of Glass Appeal



Detail by Appeal and Residence

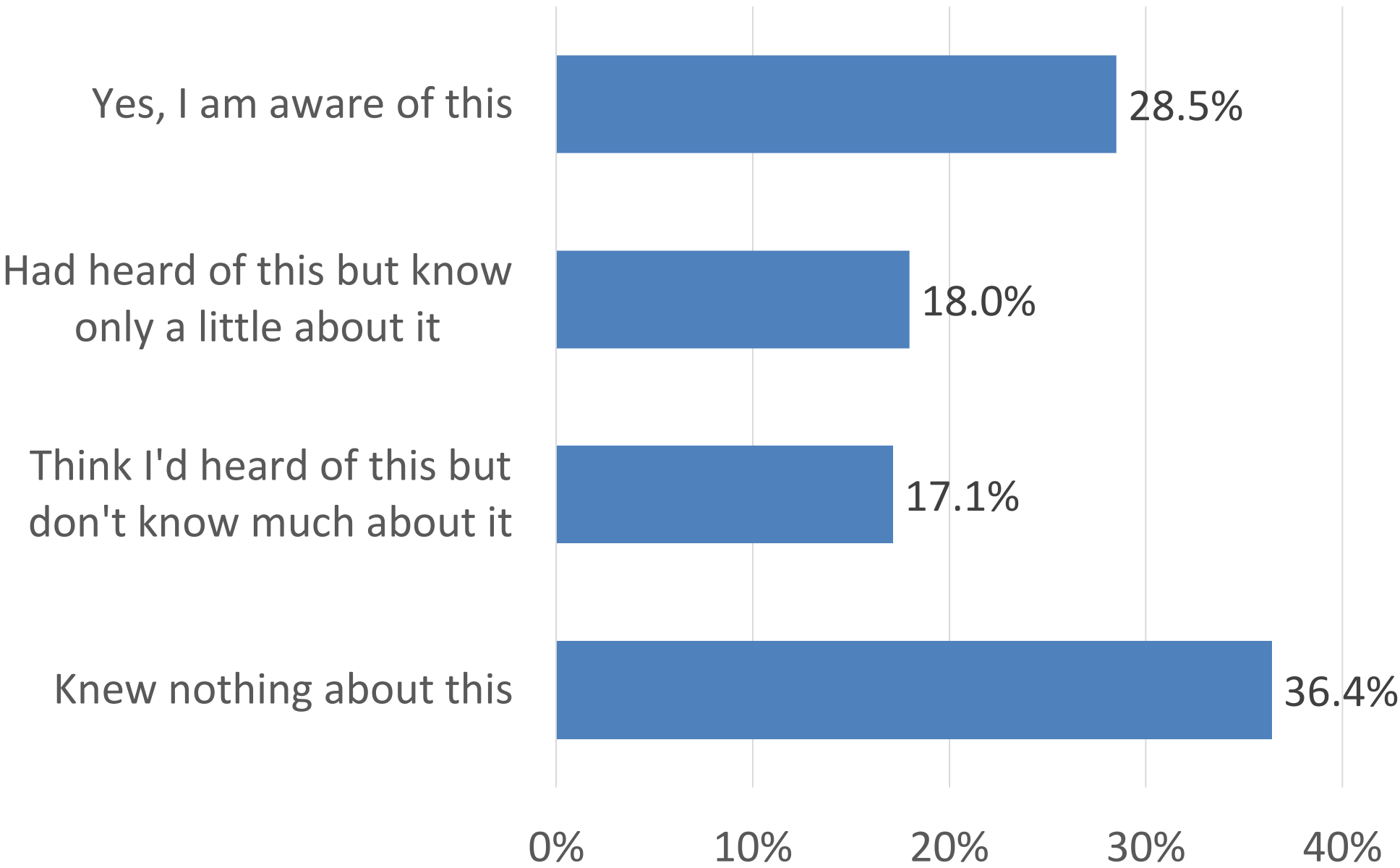
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	32.2%	14.5%	24.0%	20.5%	33.7%	29.4%	21.9%	20.0%
Appealing	39.0%	31.9%	43.0%	35.5%	34.7%	35.9%	38.8%	31.0%
Neutral	23.0%	37.6%	21.5%	32.5%	26.4%	26.1%	29.0%	37.5%
Unappealing	4.1%	9.9%	8.5%	8.0%	3.2%	5.8%	6.6%	7.0%
Very unappealing	1.6%	6.0%	3.0%	3.5%	2.0%	2.8%	3.7%	4.5%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find Museum of Glass? Base: All respondents. 2277 completed surveys.

Waterfront at Point Ruston, Ruston Way and Gig Harbor Awareness

The largest proportion of travelers knew nothing about the Waterfront at Point Ruston, Ruston Way and Gig Harbor (36.4%). Meanwhile, 28.5 percent affirmed being aware of this attraction, driven by residents of nearby Seattle (51.1%). Residents of Los Angeles were the likeliest group to know nothing about this attraction (53.9%).

Figure: Waterfront at Point Ruston, Ruston Way and Gig Harbor Awareness



Detail by Appeal and Residence

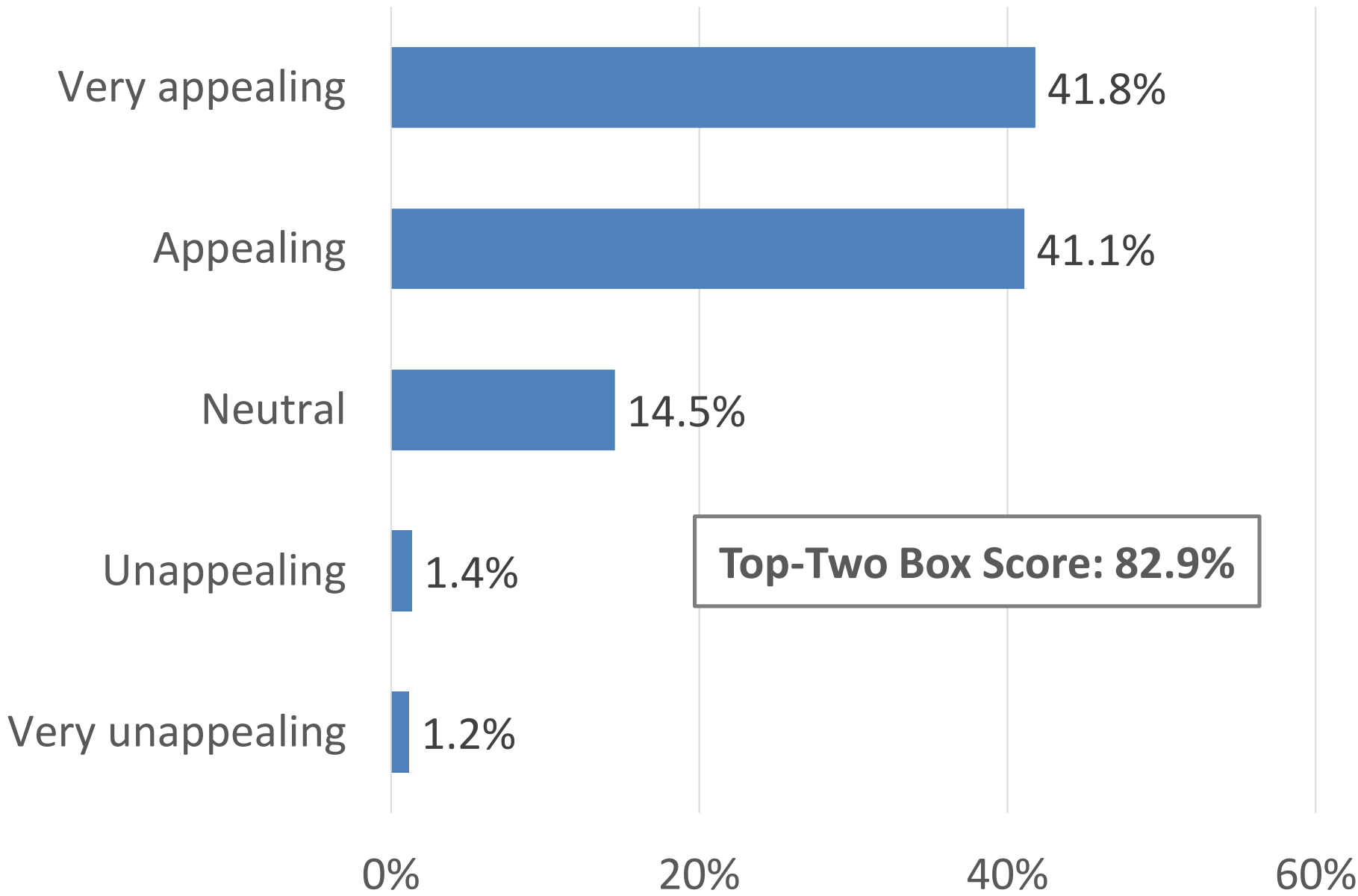
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	33.2%	19.5%	23.5%	16.5%	51.1%	34.3%	15.1%	20.0%
Had heard of this but know only a little about it	20.3%	13.5%	17.5%	19.5%	16.7%	20.6%	15.3%	18.5%
Think I'd heard of this but don't know much about it	16.7%	18.0%	20.0%	14.5%	13.5%	19.8%	15.8%	19.0%
Knew nothing about this	29.8%	49.0%	39.0%	49.5%	18.7%	25.4%	53.9%	42.5%

Question: Waterfront at Point Ruston, Ruston Way and Gig Harbor: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction? Base: All respondents. 2277 completed surveys.

Waterfront at Point Ruston, Ruston Way and Gig Harbor Appeal

Despite the relatively low level of awareness of the Waterfront at Point Ruston, Ruston Way and Gig Harbor, a majority of leisure travelers consider it to be an appealing Tacoma attraction (82.9%). Approximately 80 percent of residents in all markets studied consider this attraction “appealing” or “very appealing.”

Figure: Waterfront at Point Ruston, Ruston Way and Gig Harbor Appeal



Detail by Appeal and Residence

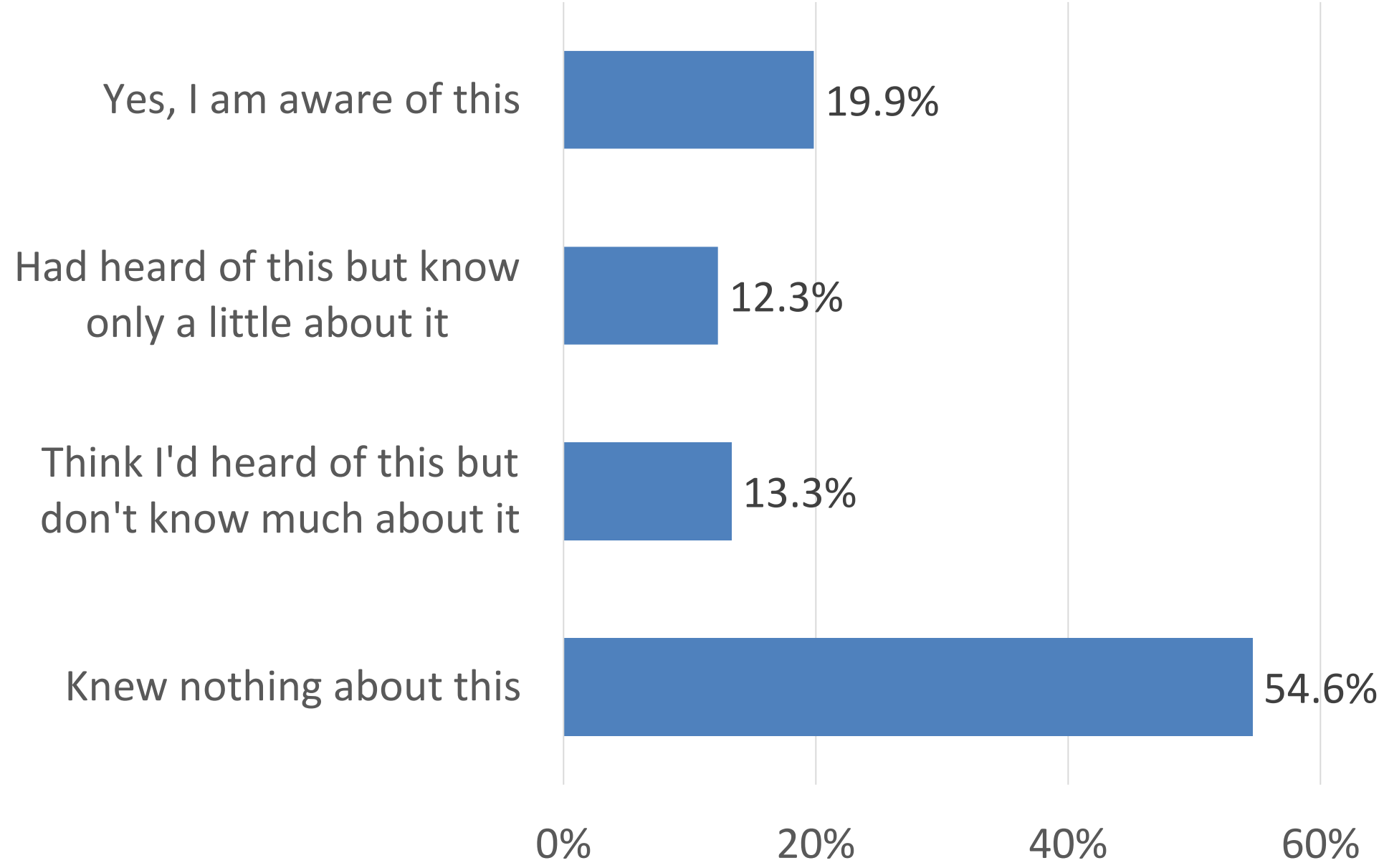
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	51.3%	23.7%	49.5%	40.0%	39.4%	38.8%	47.5%	34.5%
Appealing	39.8%	43.6%	37.5%	45.0%	43.4%	43.6%	36.1%	42.5%
Neutral	8.0%	26.9%	12.0%	11.0%	15.0%	15.7%	13.7%	18.0%
Unappealing	0.7%	2.7%	0.5%	2.5%	1.2%	0.9%	1.7%	2.0%
Very unappealing	0.2%	3.1%	0.5%	1.5%	1.0%	1.0%	1.0%	3.0%

Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find Waterfront at Point Ruston, Ruston Way and Gig Harbor? Base: All respondents. 2277 completed surveys.

Chambers Bay Golf Course Awareness

Over half of leisure travelers have never heard of the Chambers Bay Golf Course (54.6%), while one-in-five were aware of this Tacoma attraction (19.9%). Not surprisingly, residents of nearby Seattle (41.1%) reported the highest level of awareness, while Los Angelenos were the least aware of the Chambers Bay Golf Course (9.8%).

Figure: Chambers Bay Golf Course Awareness



Detail by Appeal and Residence

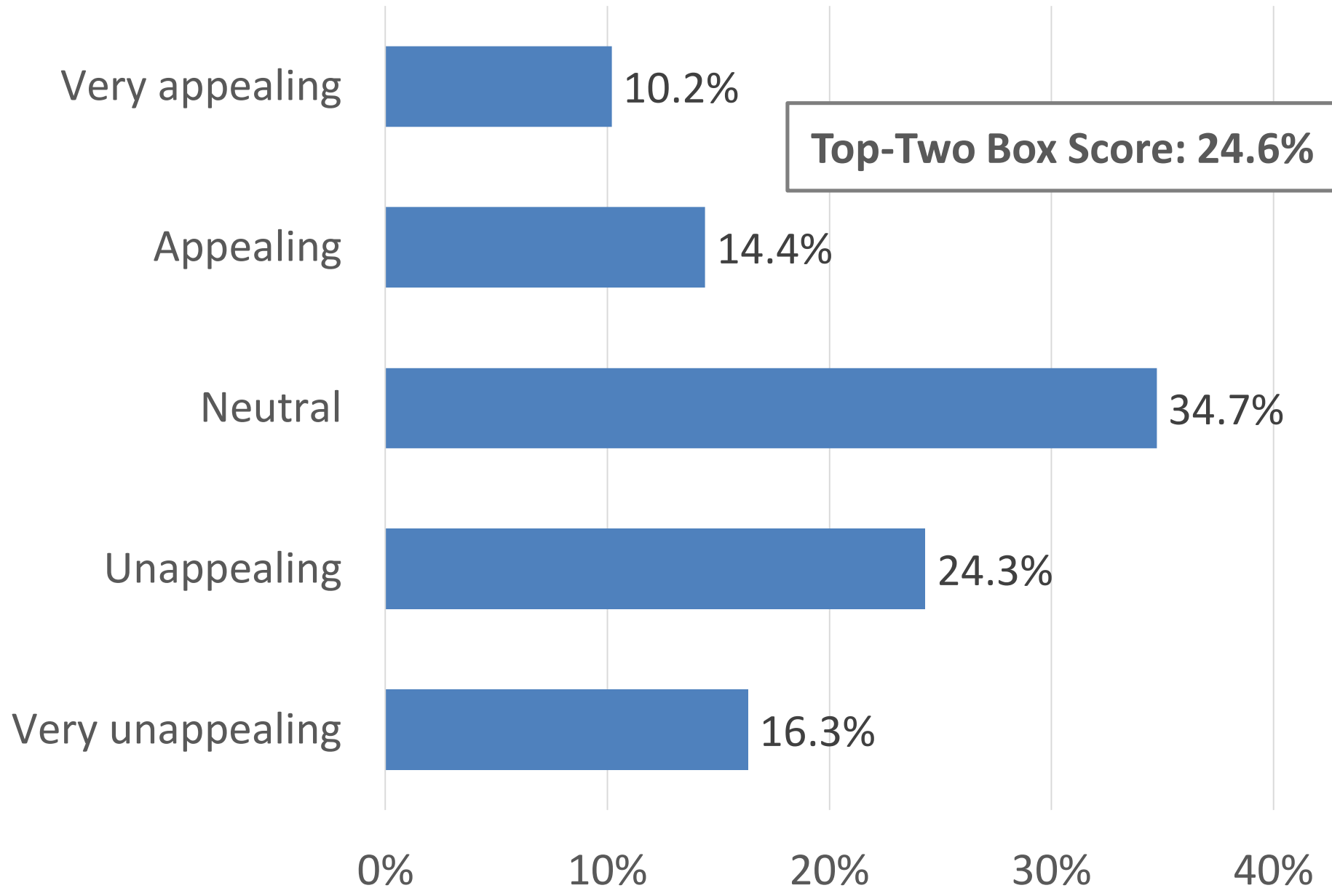
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Yes, I am aware of this	22.5%	14.8%	15.0%	11.0%	41.1%	21.1%	9.8%	16.0%
Had heard of this but know only a little about it	13.5%	9.9%	7.5%	14.0%	9.0%	13.1%	13.1%	16.5%
Think I'd heard of this but don't know much about it	14.3%	11.4%	12.5%	13.5%	11.5%	15.0%	11.0%	18.5%
Knew nothing about this	49.7%	63.9%	65.0%	61.5%	38.4%	50.7%	66.1%	49.0%

Question: Chambers Bay Golf Course: Did you know Tacoma, Mount Rainier and cities of Pierce County had this attraction? Base: All respondents. 2277 completed surveys.

Chambers Bay Golf Course Appeal

One-quarter leisure travelers consider Chambers Bay Golf Course appealing (24.6%). This is driven largely by residents of Vancouver, BC (35.5%) and the San Francisco Bay Area (31.0%). Meanwhile, those in the nearby markets of Portland (17.0%) and Washington state (17.8%) were the least likely to find this attraction appealing.

Figure: Chambers Bay Golf Course Appeal



Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Very appealing	12.7%	5.4%	6.5%	13.5%	11.7%	6.0%	13.1%	13.5%
Appealing	16.7%	10.1%	10.5%	17.5%	13.5%	11.8%	15.8%	22.0%
Neutral	35.5%	33.3%	32.5%	30.5%	34.9%	38.9%	33.4%	30.5%
Unappealing	23.4%	26.1%	28.0%	24.0%	20.9%	26.7%	23.2%	23.0%
Very unappealing	11.7%	25.1%	22.5%	14.5%	19.0%	16.6%	14.6%	11.0%

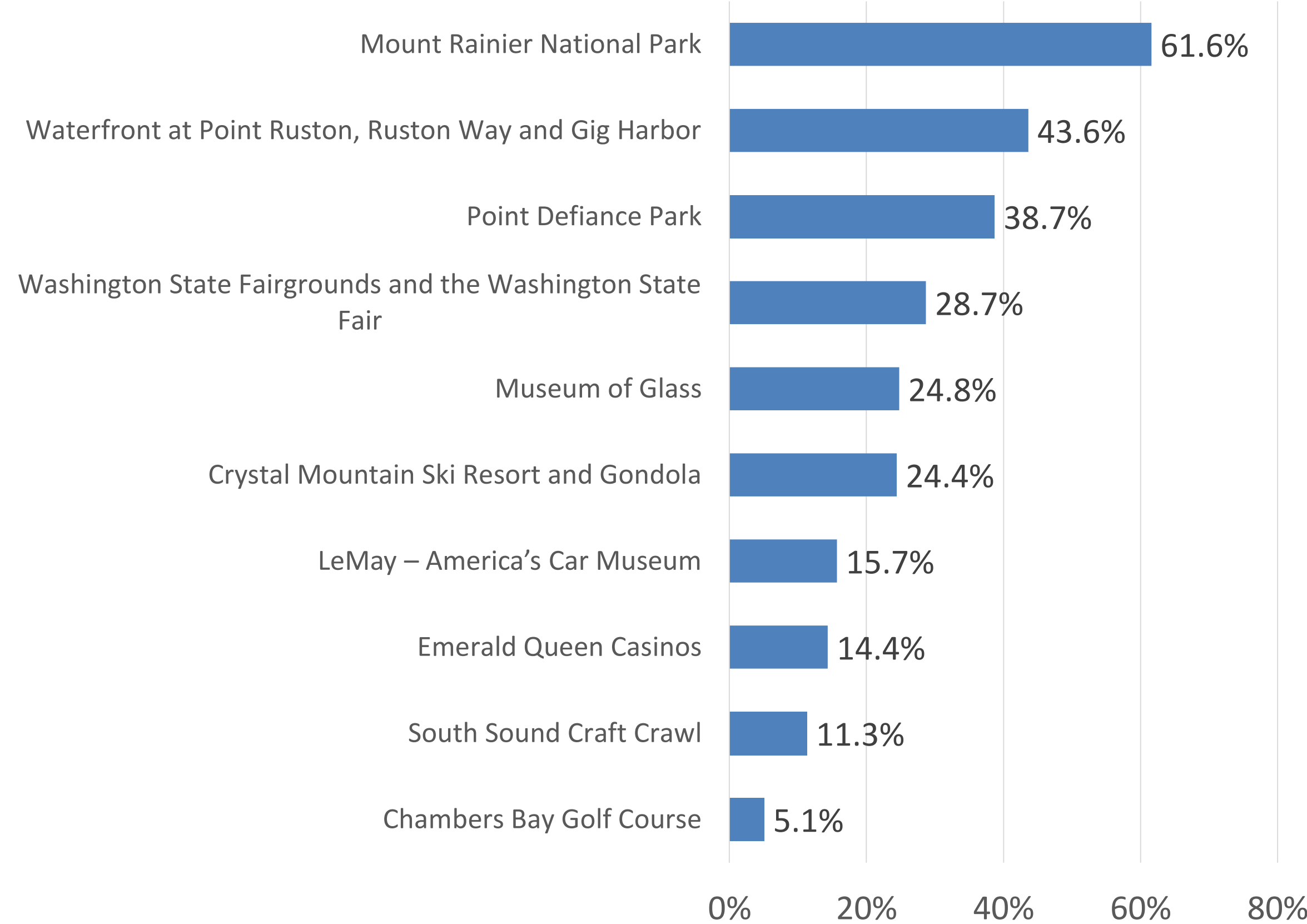
Question: As a reason to visit Tacoma, Mount Rainier and the cities of Pierce County, how appealing do you find Chambers Bay Golf Course? Base: All respondents. 2277 completed surveys.

Tacoma's Most Compelling Attractions

Mount Rainier National Park is clearly Tacoma's most compelling attraction. After evaluating each Tacoma attraction tested, travelers were prompted to select the three most compelling attractions as a reason to visit. Over 60 percent of travelers selected Mount Rainier National Park. Tacoma's natural attractions appear to be the most compelling. Following Mount Rainier National Park, approximately 40 percent of leisure travelers selected the Waterfront (43.6%) and Point Defiance Park (38.7%). Interestingly, of the markets studied, Seattle residents were the least likely to find the Waterfront compelling (39.4%) and most likely to consider Point Defiance Park compelling as a reason to visit Tacoma (48.9%).

Detail by appeal of Tacoma and place of residence is presented on the following page.

Figure: Tacoma's Most Compelling Attractions



Question: As a reason to visit, which of these Tacoma, Mount Rainier and cities of Pierce County attractions do you find most compelling? (Select up to 3)
 Base: All respondents. 2277 completed surveys.

Most Compelling Attractions

Detail by Appeal and Residence

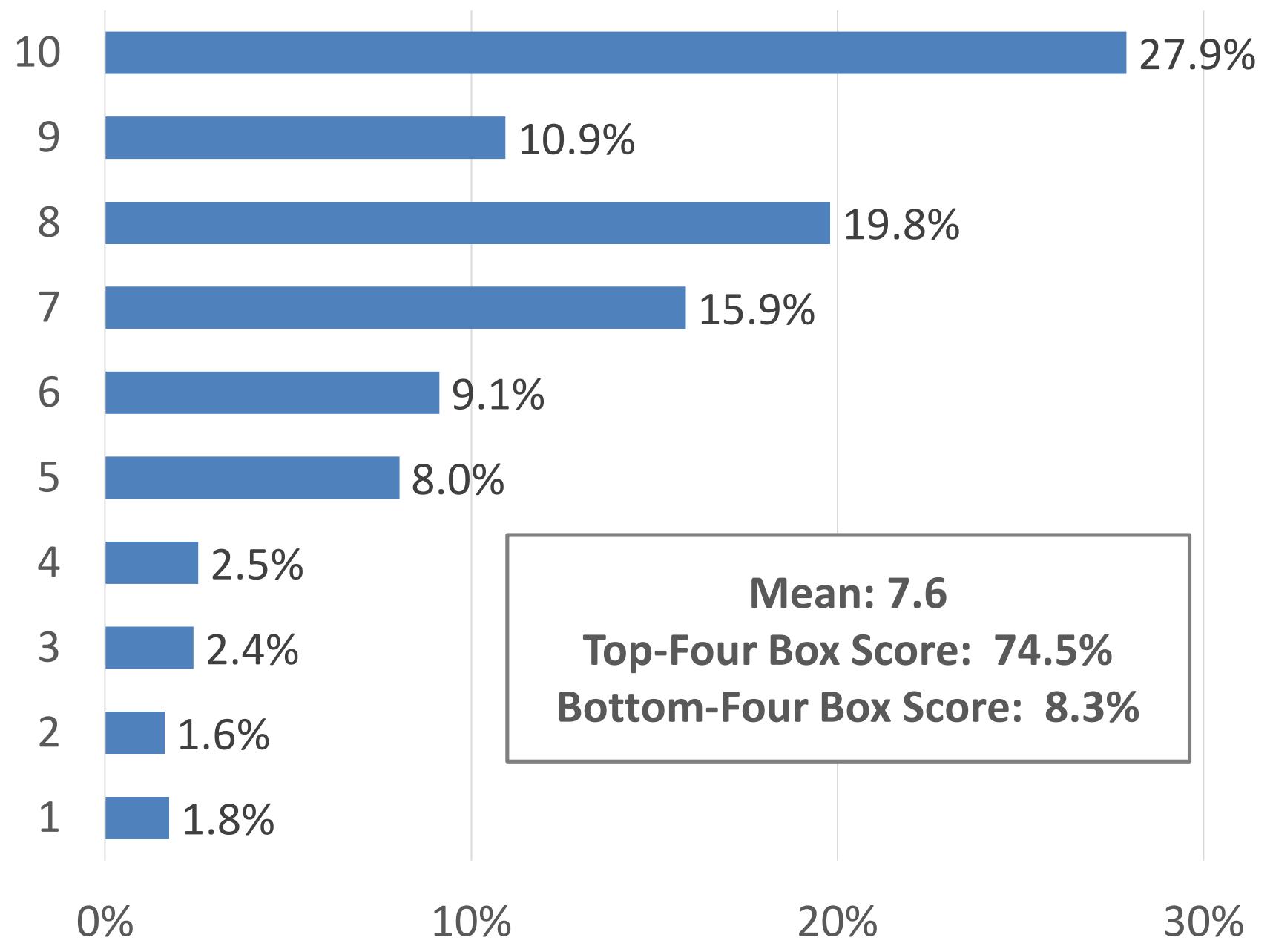
	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
Mount Rainier National Park	67.0%	51.1%	66.5%	67.5%	67.1%	61.8%	58.3%	48.5%
Waterfront at Point Ruston, Ruston Way and Gig Harbor	44.7%	41.5%	48.5%	46.0%	39.4%	42.6%	45.8%	42.0%
Point Defiance Park	40.4%	35.5%	44.5%	26.5%	48.9%	48.4%	26.8%	26.5%
Washington State Fairgrounds and the Washington State Fair	27.9%	30.2%	21.5%	29.0%	31.2%	28.4%	28.6%	31.5%
Museum of Glass	25.5%	23.5%	25.5%	20.5%	26.4%	26.5%	23.7%	22.0%
Crystal Mountain Ski Resort and Gondola	25.0%	23.3%	23.0%	27.5%	23.7%	20.8%	29.0%	23.0%
LeMay – America’s Car Museum	14.9%	17.1%	15.5%	15.5%	13.7%	15.3%	15.1%	23.0%
Emerald Queen Casinos	13.7%	15.6%	14.5%	12.0%	12.5%	14.7%	16.8%	12.0%
South Sound Craft Crawl	11.1%	11.9%	12.0%	14.5%	8.0%	9.3%	13.9%	13.5%
Chambers Bay Golf Course	5.2%	4.8%	0.0%	8.0%	4.5%	2.8%	6.6%	11.5%

Question: As a reason to visit, which of these Tacoma, Mount Rainier and cities of Pierce County attractions do you find most compelling? (Select up to 3)
 Base: All respondents. 2277 completed surveys.

Interest in Tacoma for an Overnight Leisure Trip

After evaluating Tacoma’s attractions, leisure travelers are moderately interested in visiting Tacoma for an overnight leisure trip. Using a ten-point interest scale, travelers rated their interest level in Tacoma an average of 7.6 considering the Tacoma attractions they just reviewed, compared to 4.8 when Tacoma was tested for interest as an overnight leisure destination amongst its competitive set at the beginning of the survey. Across the markets studied, Portland and Washington state gave the highest interest rating (7.8 for both markets).

Figure: Interest in Tacoma for an Overnight Leisure Trip



Detail by Appeal and Residence

	Appealing	Unappealing	Portland	SF Bay Area	Seattle	Washington State	Los Angeles	Vancouver, BC
10	37.8%	8.9%	26.5%	25.0%	28.4%	29.9%	28.8%	21.5%
9	13.5%	6.1%	10.5%	10.0%	9.5%	10.5%	11.9%	14.0%
8	23.4%	13.0%	25.0%	17.5%	16.7%	20.6%	19.8%	20.5%
7	14.3%	18.9%	14.0%	19.0%	15.7%	15.3%	15.6%	17.5%
6	5.1%	16.8%	12.5%	11.5%	8.2%	9.2%	7.6%	9.5%
5	3.7%	16.3%	4.0%	9.0%	10.5%	6.7%	8.3%	10.0%
4	1.0%	5.5%	3.5%	1.5%	3.0%	2.2%	3.1%	1.5%
3	0.5%	6.0%	2.0%	3.0%	1.7%	3.4%	1.9%	2.0%
2	0.5%	3.7%	0.5%	3.0%	2.5%	1.3%	1.4%	1.5%
1	0.2%	4.7%	1.5%	0.5%	3.7%	1.0%	1.7%	2.0%
MEAN	8.4	6.2	7.8	7.5	7.4	7.8	7.7	7.5
TOP 4 BOX (7-10)	88.9%	46.9%	76.0%	71.5%	70.3%	76.2%	76.1%	73.5%
BOTTOM 4 BOX (1-4)	2.3%	19.9%	7.5%	8.0%	11.0%	7.9%	8.0%	7.0%

Question: Considering all the attractions you have reviewed, how interested would you be in going to Tacoma, Mount Rainier and the cities of Pierce County, Washington on an overnight leisure trip?
 Base: All respondents. 2277 completed surveys.