



Washington Tourism Alliance

Performance Metrics per Section 128(12) of the 2013-2015 Operating Budget

Section 128(12)

(12) \$500,000 of the general fund--state appropriation for fiscal year 2014 and \$500,000 of the general fund--state appropriation for fiscal year 2015 are provided solely for the purposes of purchasing contracted services to expand and promote the tourism industry in the state of Washington.

- (a) The department must contract with the Washington tourism alliance. Expenditure of state moneys is contingent upon the contractor providing a dollar for dollar cash or in-kind match.
- (b) The department may not use more than 4 percent of the funds to administer, monitor, and report the outcomes of the services. The department must electronically submit performance metrics by January 1, 2014, and report the outcomes of the services by January 1, 2015, to the economic development committees of the legislature.

Washington Tourism Alliance Performance Metrics

These are the metrics supplied by the Washington Tourism Alliance.

1. Serving as a central point of contact through developing and maintaining a web portal for Washington tourism
 - a. Pages per visit – against benchmark for desktop and mobile
 - b. Time on site – against benchmark for desktop and mobile
 - c. Partner referrals – organic and paid
2. Operating a call center
 - a. Total incoming calls
 - b. Calls answered
 - c. Voicemail calls answered
3. Mailing and/or shipping Washington State Visitor's Guides
 - a. Number of Washington State Visitor's Guides mailed and/or shipped within Washington State
 - b. Number of Washington State Visitor's Guides mailed and/or shipped outside of Washington State

4. Promoting Washington as a tourism destination to national and international markets, with emphasis on markets in Europe and Asia
 - a. For participation in international travel/trade shows (IPW and ITB): number of appointments
 - b. For marketing to qualified travel media and travel trade representatives: valuation of print, online and broadcast media in international markets

5. Providing information to businesses and local communities on tourism opportunities that could expand local revenues
 - a. Regular communication with local tourism marketing organizations and local governments about tourism marketing activities in the state

6. Conducting tourism-related research, including market research
 - a. Delivery of the Dean Runyon “Washington State Travel Impacts and Visitor Volume Report”

Washington Tourism Alliance Reported Performance Metrics

The results for fiscal year 2014 are recorded in the following table.

Performance Metric	July 1- Sept. 30 Q1-2013	Oct. 1- Dec. 31 Q2-2013	Jan. 1- March 31 Q3-2014	April 1- June 30 Q4-2014	Total
1. Serving as a central point of contact through developing and maintaining a web portal for Washington tourism					
a. Pages per visit – against benchmark for:					Average pages per visit
Desktop (benchmark=3.25)	3.57	3.20	3.32	3.40	3.37
Mobile (benchmark=1.87)	5.93	5.44	5.89	5.87	5.78
b. Time on site – against benchmark for:					Average time on site
Desktop (benchmark=2.38)	3.24	3.13	3.42	3.20	3.25
Mobile (benchmark=1.14)	5.26	4.57	5.41	5.21	5.11
c. Partner referrals					
Organic and paid	27,482	13,100	27,757	57,798	126,137
2. Operating a call center					
a. Total incoming calls	0	0	0	578	578
b. Calls answered	0	0	0	578	578
c. Voicemail calls answered	0	0	0	0	0

Performance Metric	July 1- Sept. 30 Q1-2013	Oct. 1- Dec. 31 Q2-2013	Jan. 1- March 31 Q3-2014	April 1- June 30 Q4-2014	Total
3. Mailing and/or shipping Washington State Visitor's Guides					
a. Number of Washington State Visitor's Guides mailed and/or shipped within Washington State.	42,162	43,460	30,339	127,076	243,037
b. Number of Washington State Visitor's Guides mailed and/or shipped outside of Washington State.	31,437	0	5,291	41,068	77,796
4. Promoting Washington as a tourism destination to national and international markets, with emphasis on markets in Europe and Asia.					
a. For participation in international travel/trade shows (IPW and ITB): number of appointments.	0	0	507	129	636
b. For marketing to qualified travel media and travel trade representatives: valuation of print, on-line and broadcast media in international markets.	0	0	\$4,912,508	\$6,713,737	\$11,626,245
5. Providing information to businesses and local communities on tourism opportunities that could expand local revenues.					
a. Regular communication with local tourism marketing organizations and local governments about tourism marketing activities in the state	8	17	58	66	149
6. Conducting tourism-related research, including market research					
a. Delivery of the Dean Runyon "Washington State Travel Impacts and Visitor Volume Report"	0	0	1	0	1

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