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Collaborative Regional Ad Campaign Reaches Over 2 Million

SEATTLE, Washington (August 2, 2010) - Gather in Washington Wine Country was a highly creative and targeted cooperative advertising campaign that ran from May-July 2010. The campaign brought together 30 partner organizations in the Washington wine and hospitality industry, including wineries, hotels, restaurants, attractions, and regional organizations, with the primary goal of increasing tourism in Eastern Washington's vineyard region.

The campaign launched with a comprehensive 24-page insert in the June, 2010 issue of Seattle Met titled The Amazing Taste Trail! Five Summer Road Trips through Washington Wine Country, a comprehensive guide to travel through Yakima Valley, Prosser Wine Town, Red Mountain, Tri-Cities in Columbia Valley, and Walla Walla Valley featuring wineries, restaurants, hotels, driving distances and directions, activities, wine country recipes, and more. The campaign extended from there with advertisements highlighting each region in Seattle Met print and online, Horizon Air, The Seattle Times online, KWJZ 98.9 radio and online, and www.travelwashingtonwinecountry.com.

This cooperative advertising program far exceeded expectations in terms of:

- Impressions: Over 1 million per month for two months
- Reach: two months of multimedia advertising - print, radio, and online - throughout the Greater Seattle area
- Numbers of companies and organizations interested in participating: double the number originally expected
- Advertising value for each partner: a percentage of the cost of buying the same amount of advertising individually for far more impact, appearing in ads as part of an exciting, dynamic region to visit and explore

To date, there have been numerous wineries and travel based companies and organizations working separately to promote their own products and services designed to push wine-related tourism in Washington State. However, the overwhelming response to this campaign proves that as our economy changes and competition for wine and culinary tourism dollars intensifies, there is a growing interest to work collaboratively to promote tourism to the vineyard region as a whole, leveraging the strengths and resources of each organization to build a strong and vibrant marketing presence.

For more information, visit www.travelwashingtonwinecountry.com or call 206.285.0514.

About Washington Wine Country:

Founded in 2003, Washington Wine Country is a non-profit organization dedicated to promoting wine-related tourism and economic vitality by fostering collaborative regional partnerships throughout the celebrated wine growing region of Eastern Washington, where 99 percent of Washington State's wine grapes are grown. The region includes the Yakima Valley, Columbia Valley, Walla Walla Valley, Red Mountain and the newer appellations of the Columbia Gorge, Horse Heaven Hills, Rattlesnake Hills, Wahluke Slope, Snipes Mountain, and Lake Chelan. For more information on Washington Wine Country, please visit www.winecountrywashington.org.

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