



## 2018 LTAC REPORT

In 2018 Bloedel Reserve was named one of North America's 10 Best Botanical Gardens by USA Today and was again voted "Best Place to Take Tourists (Bainbridge Island Review) in 2018. Throughout the year, Bloedel promoted the Reserve as a regional destination, seasonal events and programming, and Bainbridge Island as an overnight getaway destination.

In 2018 Bloedel experienced a 1.6% increase in overall visitor attendance, from 60,212 visitors in 2017 to 61,199 visitors in 2018. During the 2018 shoulder seasons (October-May) Bloedel saw a 2.4% increase in attendance (31,752 visitors in 2018 vs. 30,992 visitors in 2017), representing 51% of the Reserve's annual attendance.

### **Summarize the activities undertaken in providing the scope of work described in Attachment A.**

Grant objectives were achieved through a robust mix of multi-channel marketing efforts, continued shoulder season programming, and by strengthening partnerships with the Bainbridge Chamber of Commerce, Bainbridge Island Lodging Association, Bainbridge Island Downtown Association, Tour Bainbridge, and the Bainbridge Island Winery Alliance.

### **Reference the project objectives specified in Attachment A. Were those objectives achieved? Why or why not? Were there any unexpected positive outcomes or challenges?**

1. *Reach regional, national, and international tourist markets*
  - a. Achieved through broad distribution of the ferry brochure as well as ad placement in national and international tour guides, and leading area publications.
2. *Use Bloedel Reserve as an attraction to draw people to Bainbridge Island for a full day experience*
  - a. Achieved through multiple means, including ferry brochures, ad placement (promoting Bloedel as well as overnighting on Bainbridge), and targeted digital advertising.
3. *Promote Bloedel as a multi-season destination and leverage existing shoulder season programming:*
  - a. Achieved by maintaining and promoting a robust mix of shoulder-season programs that encourage overnight stays, including the collaborations with the multi-day spring and fall Winery Alliance Wine On The Rock event and promotion of the popular fall Super Squash Scavenger Hunt, Founders' Day and the winter Solstice Walks and Holiday Village.
4. *Increase understanding of demographics and return on marketing investment.*
  - a. Partially achieved through increased digital advertising and deployment of analog guest surveys.

**Reference the specific measurable results specified in Attachment A. Were they achieved? If not, what challenges prevented the achievement of the anticipated results?**

### **OBJECTIVES 1-3 SPECIFIC RESULTS**

- Broad distribution of ferry brochure throughout King and Kitsap counties with \$2.00 off coupon. Dedicated panel highlighting local restaurants, lodging, and public transportation. Distributed to 478 locations through Certified folder and through BI Chamber, BI-Ride, BI Lodging Alliance, and Seattle concierge members.
  - 1092 coupons redeemed in 2018.
  - 29% increase in BI-Ride use from 2017 with about 3200 rides to/from Bloedel vs approximately 2400 in 2017.
  - Brochure distribution cost was less than projected because surplus materials printed in 2017 were distributed in 2018.
- Ad placements in multiple destination and professional travel planners guides: Visit Seattle Map, Professional Travel Planner's Guide, Scenic Washington, WA State Visitor's Guide, WA State Tourism Alliance, BI Chamber of Commerce map, BI Downtown Association Walkabout Guide.
- Print advertising in local and regional publications highlighting seasonal events and programming and cross-promotion of BI destination and lodging resources.
  - Spring, fall, winter, and wine getaway ½ page placements in Seattle Magazine emphasizing shoulder season activities (wine tasting, fall color, holiday events) and call to action directing readers to [VisitBainbridge.com](http://VisitBainbridge.com) and/or [DestinationBainbridge.com](http://DestinationBainbridge.com).
  - Quarterly ads in broadly distributed free Bainbridge publications: BI Magazine, Currents picked up by tourists and residents.
  - Continuous digital ad representation on Bainbridge / Seattle ferry run highlighting seasonal programming (31 unique ads)
- Participated in 2 Seattle concierge trade events with local partners (BI Chamber, BI Downtown Association, BIMA, BI Lodging Association, BI Winery Alliance) focused on promoting BI as a day-trip and overnight destination. Attended Seattle Hotel Concierge Trade Show (250 hotel concierge and hotel front desk attendees and 75 exhibitors) in April and the Concierge Guild of Seattle show (400 attendees and 50 exhibitors) in October.

### **OBJECTIVE 4 SPECIFIC RESULTS:**

This objective was partially achieved. The loss of part-time staff with the necessary analytical skills to drive the development of strategies and tools to measure ROI on digital advertising and promotions impacted our ability to complete this objective.

While the digital guestbook was not implemented an analog survey was created and made available to guests. 18% of guests who completed the survey reported staying overnight for an average of two nights. This survey represents a small sample size and we assume a smaller percentage of guests (9%, or ½ of those reporting) stay overnight in estimates used later in this report.

Social media advertising was deployed to specifically attract guests from the greater region for seasonal events as well as on the Bainbridge-Seattle ferry run. In 2018, Bloedel increased the # of Facebook followers by about 10% (10,631) and Instagram followers by about 50% (3,147).

### **Other Unexpected Positive Outcomes:**

- Refreshed website and upgraded technology/backend offer new opportunities for cross-promotion with local partners (initiated in 2018 with cross-promotion of holiday lodging offers).
- New website tools are also delivering significant growth in email signups, with a current total of 10,949 valid active opt-in subscribers, a 29% increase from 2017 (8,482).
- Our new ability to collect zip code information in our gift shop point-of-sale system opens new opportunities for demographic capture.

**Reference the project budget specified in the Attachment A.**

**Provide an analysis of actual expenses and income in relation to the projected budget.**

ITEM	Total Budget	LTAC Budget	Bloedel Budget	LTAC actual	BLOEDEL actual
Flyer distribution	\$ 14,750	\$ 8,000	\$ 6,750	\$ 8000.00	\$ 6,750.00
Digital ad distribution	\$ 10,550	\$ 9,500	\$ 1,050	\$ 6,124.81	\$ 1,050.00
Digital guest book	\$ 1,000	\$ 500	\$ 500	0	0
Print advertising	\$ 13,050	\$ 5,000	\$ 8,050	\$ 5,000.00	\$ 8,050.00
Marketing staff time	\$ 25,000	\$ 0	\$ 25,000	0	\$ 25,000.00
<b>TOTAL</b>	<b>\$ 64,350</b>	<b>\$ 23,000</b>	<b>41,350.00</b>	<b>\$ 19,124.81</b>	<b>\$ 40,850.00</b>

**Complete a Joint Legislative Audit and Review Committee (JLARC) report as directed by the City that will provide a good faith best-estimate of actual attendance generated by the Proposal in the three categories below:**

2018 attendance was 61,199 guests, including 31,752 during the shoulder seasons. Based on historical trends, information from our paper-based guest book, analog surveys, and coupon redemptions, we estimate that 33% (10,478) of guests were from out of state, 12% (3,810) from Washington State (outside of the greater Seattle area), leaving 55% from the local region, Seattle, Kitsap and Olympic peninsulas. 45% of visitors are estimated to have arrived from out-of-state or outside the greater Seattle area. This suggests a market opportunity of 14,288 potential guests for overnight accommodations during the shoulder seasons.

- Travelers staying overnight in paid accommodations away from their place of residence or business. Assuming 14,288 guests from out of the area visited during the shoulder season, we estimate we received a total of visitors as a result of interaction with all forms of advertising covered in this project, then we estimate
  - $14,288 \times .09 \times .6 = 771$  paid overnight stays
- Travelers staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles.
  - $14,288 \times .09 \times .4 = 514$  overnight visits traveling more than 50 miles
- Travelers for the day only and traveling more than 50 miles.
  - $14,288 \times .82 = 11,716$  day travelers more than 50 miles

**Describe the methodologies used to arrive at the good faith estimate of actual attendance numbers described above.**

The equation used to calculate good faith estimates of actual attendance was based on the actual number of guests who visited during the shoulder season time period, multiplied by the proportion of guests traveling from the outside of the Seattle area -international and domestic visitors living more than 50 miles from Bainbridge Island- (45%), multiplied by the probability they would stay overnight (9% - 1/2 of the 18% - gathered from analog survey), multiplied by the probability they would stay in paid vs. unpaid accommodations (60% vs. 40% respectively).