

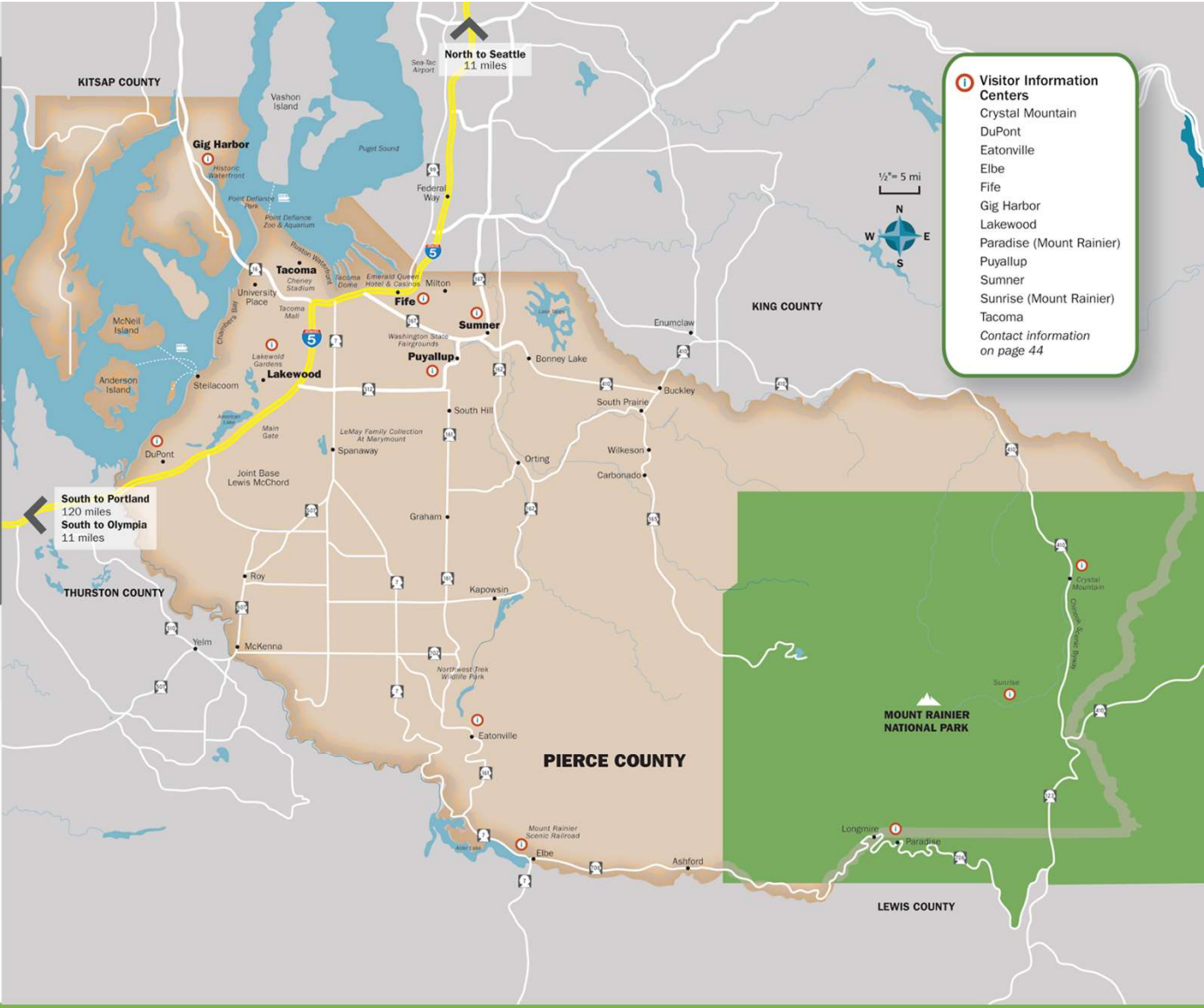
Every Destination is a Magic Kingdom

Jaime Vogt

Telling Stories, Building a Brand

How **looking at your destination like a kid looks at Disneyland** can help **raise the profile of your city**, garner **community engagement**, and **help you make smart marketing decisions**.

- Why we had to change the way we looked at the destination
- How we got stakeholders engaged in thinking about tourism
- How we got the community to help promote the destination in a unified way

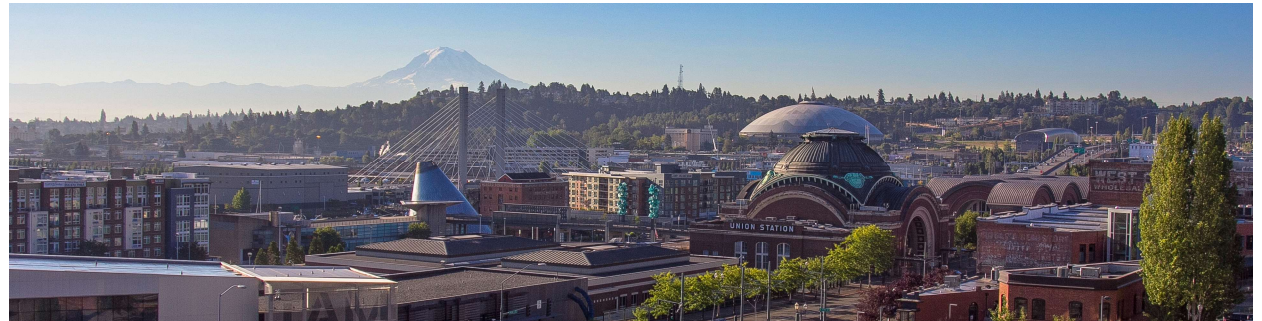


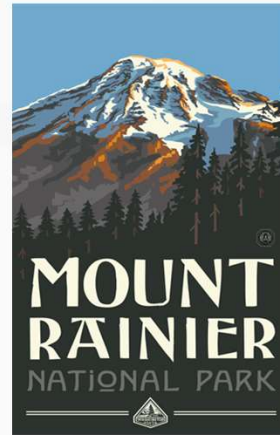
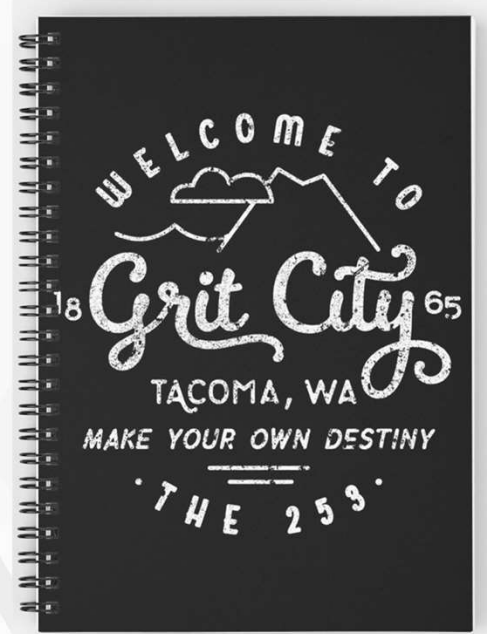
- 1 Visitor Information Centers**
- Crystal Mountain
 - DuPont
 - Eatonville
 - Elbe
 - Fife
 - Gig Harbor
 - Lakewood
 - Paradise (Mount Rainier)
 - Puyallup
 - Sunner
 - Sunrise (Mount Rainier)
 - Tacoma
 - Contact information on page 44



City Identities











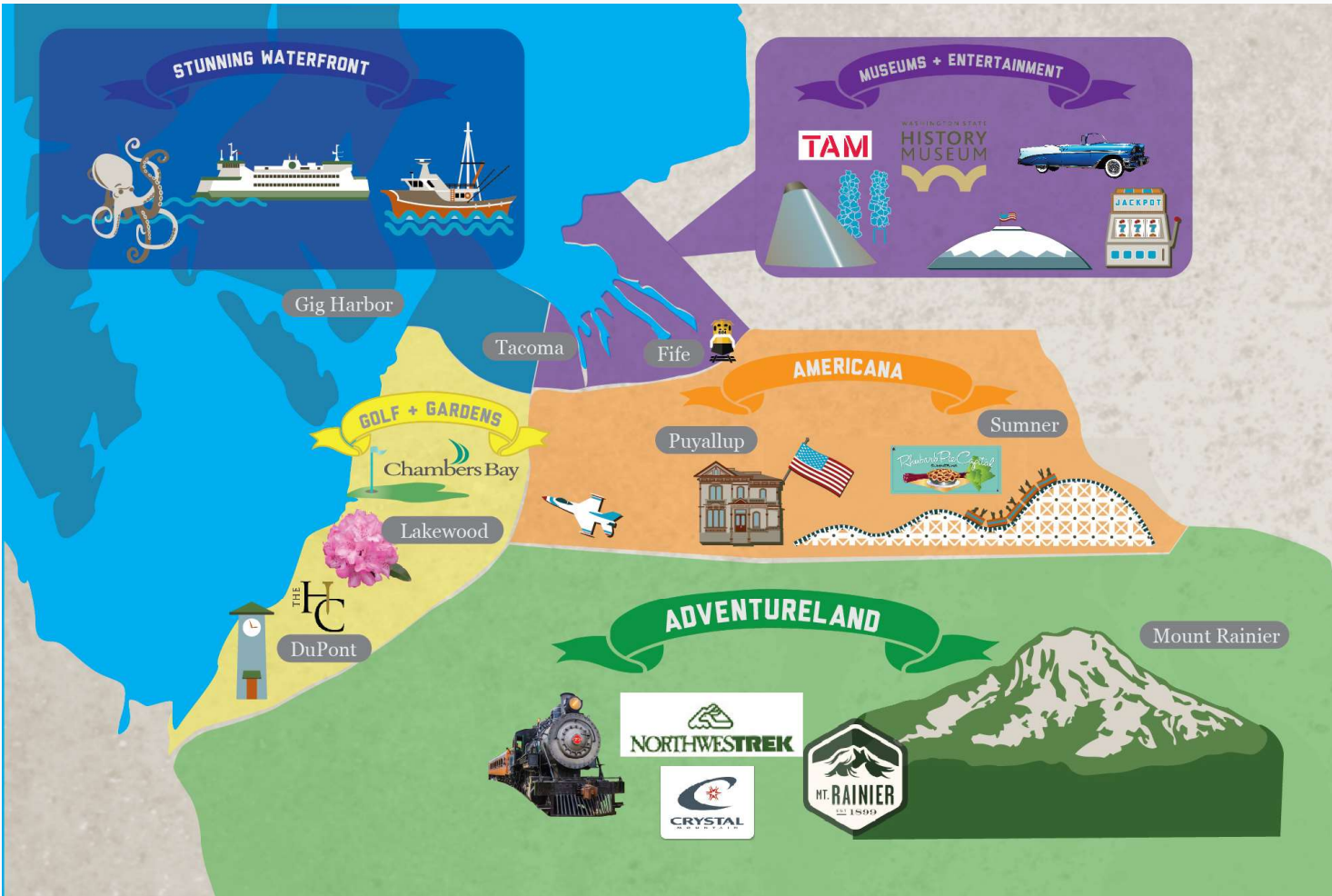




Pure Americana



Original Map

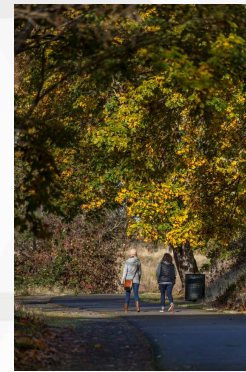








Photos: David Putnam photography,



Golf + Nature

A Stunning Waterfront

Sparkling bays and beaches paired with water-side dining and attractions make for miles (and miles) of stunning waterfront.

Culture Hub

Museums and entertainment at their finest bring unique artwork, beautiful sounds, incredible shows and gaming galore.

Idyllic Golf and Nature Experience

The Northwest's beauty is unrivaled in an idyllic golf and nature experience.

Vintage Americana

Pure, delightful and utterly charming – the pinnacle of Vintage Americana.

Adventures for Every Season at Mount Rainier

Every Season Celebrates Natural Wonders and Lifechanging adventures at (or near) Mount Rainier.

We believe in the outdoors, and we believe that movement is life. And so we believe in the health and recreational benefits of the game of golf.

Washington State Golf Association

Pacific Grill Catering strives to bring their unique cuisine experience to all guests looking to host an event anywhere in Tacoma's art and entertainment districts.

Pacific Grill Events Center



Southsoundtourism.com





Upgrade

Downplayed geography

Incorporated branding



Persona mapping

Identified markets and Personas for each "kingdom"

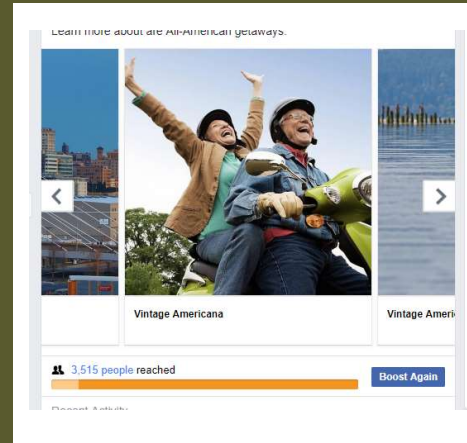
Testing messages with key markets through Facebook and Instagram





What Happened Next





Continuation

- Advertising plan
- Reporting
- Annual meeting theme
- Coffee chats
- Communications calendar
- Southsoundtourism.com

Thank you!

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