

## HOW TO...

### HOW TO LIST YOUR BUSINESS ON EXPERIENCEWA.COM

Send an email to [experienceWAdata@milespartnership.com](mailto:experienceWAdata@milespartnership.com) with the following information included:  
(ALL fields are required to be considered)

- Business Name:
- Address:
- City:
- Zip Code:
- Phone:
- Website:
- Business Email:
- A short description that describes your business so that we can verify you are part of the tourism industry:  
(No more than 1000 characters allowed)

- Your Name:
- Address:
- Phone:
- Email:

Your request will be submitted for approval and you will be notified when it is live on the site by an email that includes a username and password and instructions for managing your listing.

### HOW TO LIST YOUR EVENTS ON EXPERIENCEWA.COM

**If you already have a listing** on [experiencewa.com](http://experiencewa.com) please go to [data.experiencewa.com/user/login/](http://data.experiencewa.com/user/login/) log into your account and click on the “Add New Event” link in the tools box on the upper right-hand corner of your dashboard. Fill out the required fields and hit the green save button. After you save you will be able to add more details about the location of your event, the amenities it offers, any social media links you have and more.

**If you do not have a listing** on [experiencewa.com](http://experiencewa.com) then send an email to [experienceWAdata@milespartnership.com](mailto:experienceWAdata@milespartnership.com) with the following information. Please include a photo of at least 490 w x 250 h pixels in the email. Once your event is uploaded you will be notified by an email that includes a username and password and instructions for managing your event listing. If you event occurs in multiple locations and/or multiple dates, you will need to submit separate listings for each one. If your event moves locations, like a parade for example, or walking tour, please include the starting point so we can direct tourists to your location.

- Event Title:
- Street Address:
- City:
- Zip:
- Phone:
- Start Date:
- End Date:
- Event Description:  
(No more than 1000 characters allowed)

#### --Submitter's Info--

- Name:
- Phone:
- Email:

## CITIES & TOWNS

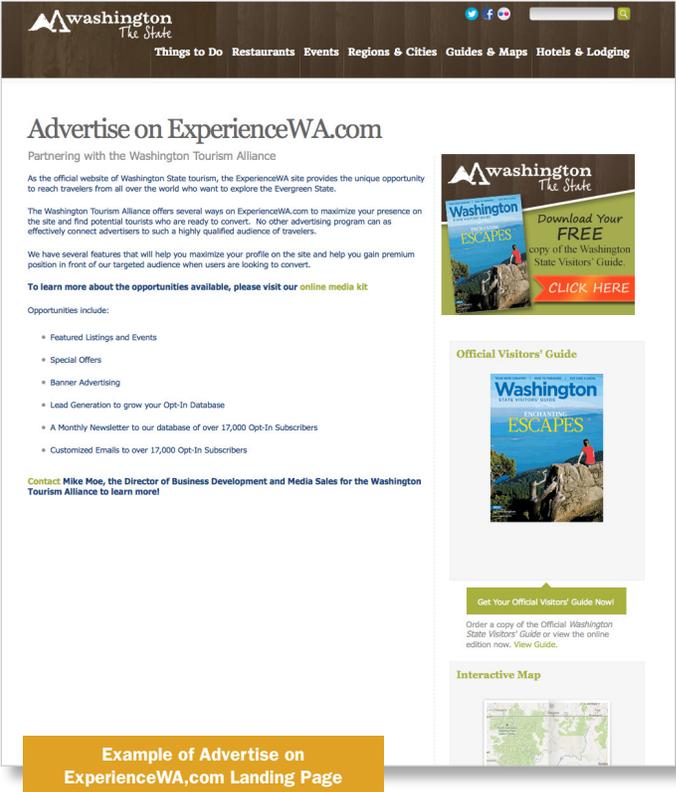
If your city or town doesn't already appear on [experiencewa.com/washington-state-regions-cities](http://experiencewa.com/washington-state-regions-cities), please email [experienceWAdata@milespartnership.com](mailto:experienceWAdata@milespartnership.com) with the following information: *(ALL fields are required to be considered)*

- Name of City:
- Local Visitor Center/Tourism Organization Name:
- Local Visitor Center/Tourism Organization Address:
- Local Visitor Center/Tourism Organization Zip Code:
- Local Visitor Center/Tourism Organization Phone Number:
- Local Visitor Center/Tourism Organization Website:
- Local Visitor Center/Tourism Organization Contact Name:
- Your (submitter's) Name:
- Your (submitter's) Email:
- Your (submitter's) Phone:

## HOW TO ADVERTISE ON EXPERIENCEWA.COM

This year, we are kicking off several new features that will help you maximize your profile on the site help you gain premium position in front of our targeted audience. These features will include:

- Featured Listings and Events
- Special Offers
- Banner Advertising
- Lead Generation to grow your Opt-In Database
- A Monthly Newsletter to our database of over 17,000 Opt-In Subscribers
- Customized Emails to over 17,000 Opt-In Subscribers



The screenshot shows the ExperienceWA.com website with a navigation bar at the top containing links for 'Things to Do', 'Restaurants', 'Events', 'Regions & Cities', 'Guides & Maps', and 'Hotels & Lodging'. The main content area features a section titled 'Advertise on ExperienceWA.com' with the following text:

Partnering with the Washington Tourism Alliance

As the official website of Washington State tourism, the ExperienceWA site provides the unique opportunity to reach travelers from all over the world who want to explore the Evergreen State.

The Washington Tourism Alliance offers several ways on ExperienceWA.com to maximize your presence on the site and find potential tourists who are ready to convert. No other advertising program can as effectively connect advertisers to such a highly qualified audience of travelers.

We have several features that will help you maximize your profile on the site and help you gain premium position in front of our targeted audience when users are looking to convert.

To learn more about the opportunities available, please visit our [online media kit](#)

Opportunities include:

- Featured Listings and Events
- Special Offers
- Banner Advertising
- Lead Generation to grow your Opt-In Database
- A Monthly Newsletter to our database of over 17,000 Opt-In Subscribers
- Customized Emails to over 17,000 Opt-In Subscribers

Contact: Mike Moe, the Director of Business Development and Media Sales for the Washington Tourism Alliance to learn more!

Below the text, there are two promotional banners. The first is for 'Washington ESCAPES' with a 'Download Your FREE copy of the Washington State Visitors' Guide' button and a 'CLICK HERE' link. The second is for the 'Official Visitors' Guide' with a 'Get Your Official Visitors' Guide Now!' button and a link to 'Order a copy of the Official Washington State Visitors' Guide or view the online edition now. View Guide.' There is also an 'Interactive Map' section with a map thumbnail.

An orange box at the bottom of the screenshot reads: 'Example of Advertise on ExperienceWA.com Landing Page'.

If you would like to claim your free listing or learn more about the new opportunities available on the ExperienceWA website, please contact Mike Moe, the Director of Business Development and Media Sales at the Washington Tourism Alliance, at [mike@watourismalliance.com](mailto:mike@watourismalliance.com) or review the online ExperienceWA [Media Kit](#).

**Katie Schietinger**  
Advertising & Data Manager  
[Katie.Schietinger@MilesPartnership.com](mailto:Katie.Schietinger@MilesPartnership.com)  
303.867.8260