



News Release

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METRONATURAL BRAND LAUNCH WINS INDUSTRY AWARD

SEATTLE – Today, Seattle’s Convention and Visitors Bureau (SCVB) was honored with a Bronze Adrian Award in the Public Relations division for the re-launch of its brand in 2006 by the Hospitality Sales and Marketing Association International (HSMAI).

Seattle metronatural, Seattle’s tourism logo, was designed to highlight Seattle’s rare and uniquely-marketable combination of urban and outdoor experiences. Following the brand launch in October 2006, the brand received worldwide editorial media coverage with a total combined circulation of approximately 190 million and equivalent advertising value of \$17 million. The brand story has been covered by *New York Times*, *London Daily Mirror*, *CNN*, *Los Angeles Times*, *Chicago Tribune*, *USA Today* and *Saturday Night Live*.

More than 1,000 of the SCVB’s members embraced Seattle metronatural by incorporating the new brand into their marketing programs, including advertising, web sites, brochures and promotional collateral, graphics and public relations.

“It’s an honor to be recognized by our peers,” said Don Welsh, SCVB President & CEO. “We needed a brand to convey our unique setting as a large urban destination surrounded by abundant nature. The Seattle metronatural brand helped broaden our appeal to meeting planners, tour operators and individual leisure travelers.”

The brand development process evolved over the course of a year, with SCVB leading a steering committee of more than 60 representatives from Seattle government, hotels, restaurants, attractions and many other travel-related businesses and stakeholders. Thorough research and testing of tourism markets was conducted through interviews with key clients and

customers, surveys of 2,500 travelers, focus groups with key tourism clients and feedback from overseas tourism marketing firms. Seattle-based branding and advertising firm EXCLAIM served as the creative partner.

The award winners were announced at HSMAI's 51st Adrian Awards Gala January 31, 2008 in New York City. The competition was open to all travel-related industries and is the largest hospitality marketing competition of its kind with more than 1,300 entries from around the world. Selections were made based on marketing objectives, creativity, quality, content and results.

Seattle's Convention and Visitors Bureau is a non-profit economic development agency responsible for competitively marketing Seattle as a destination for meeting and convention groups and leisure travelers. Some 9.4 million visitors spend \$4.75 billion in Seattle and King County annually, contributing \$419 million in state and local tax revenues. Direct visitor-spending benefits hotels, retailers, restaurants, attractions, transportation services and other businesses, and supports jobs for nearly 60,000 people in the Seattle region.

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