

# Ferries Division Marketing Update

**Paula J. Hammond, P.E.**  
Secretary

**Steve Reinmuth**  
Chief of Staff

**Marta Coursey**  
Director of Communications, Ferries Division

**Washington State Transportation Commission**  
**December 12, 2012**

# Community Marketing Group

- Formed a community marketing group with chamber and visitor bureau representatives from ferry-served communities.
- Objective is to grow recreational and tourist ridership and promote our ferry-served communities.
- Meetings held in March, August and November of 2012.

# Community Marketing Group

- Outcome was unified marketing campaign, “Go Somewhere”
- Destination marketing, reaching all ferry-served communities
- Posters for campaign are visible on vessels and terminals



# Community Marketing Group

Anacortes Chamber of Commerce Executive Director  
Stephanie Hamilton:

*I am writing to applaud your marketing team in thinking outside of the box to work in cooperation with ferry served communities...we were delighted with the camaraderie and idea sharing of those most affected by increased ferry usage. An idea to utilize vessels to market the entire run came from these meetings – an interactive map that highlights all the ferry served communities. Additionally, we are thrilled to be included in the “Go Somewhere” campaign – yet another cost effective way to market our communities.*

# Community Marketing Group

San Juan Islands Visitors Bureau Executive Director  
Deborah Hopkins Buchanan:

*The WSF community map project has been accomplished very quickly and smoothly... We also look forward to continuing to partner in the “Go Somewhere” campaign with WSF and the other ferry-served communities. Thank you for your support of these cooperative marketing funds and strategies!*

# Community Marketing Group

## Next steps:

- Expand campaign with community-specific marketing
- Consider advertising venues outside the ferry system

GO SOMEWHERE.

ANACORTES  
STONEY & C.  
FRIDAY HARBOR  
OLCAS ISLAND  
LOPEZ ISLAND  
COUPESVILLE  
PORT TOWNSEND  
CLINTON  
TUMULTO  
KINGSTON  
EDMONDS  
BAINBRIDGE ISLAND  
SEATTLE  
BREWERTON  
FAULTIEROY  
VASHON  
SOUTHWORTHY  
TALEQUAH  
FT. DUBOISE

BAINBRIDGE ISLAND, WASHINGTON

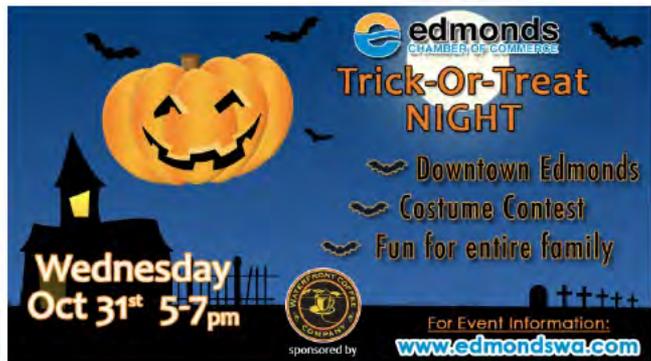
Stylish shops and restaurants combined with scenic country roads and gardens make this island community a favorite stop on the Kitsap Peninsula.

[www.visitkitsap.com/bi](http://www.visitkitsap.com/bi)

Washington State Ferries

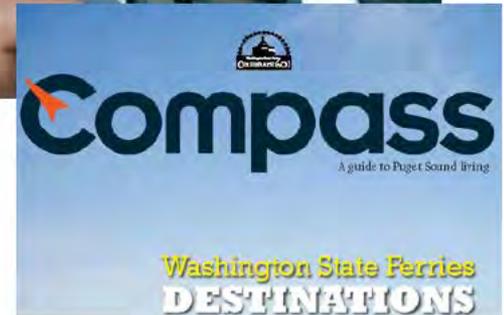
# Onboard Video Screens for Community Advertising

- 47 businesses and organizations advertised in 2012
- \$35,000 revenue for 2012
- Three gratis spots available to non-profits each month



# Marketing Partnerships

- Mariners Ferry Fan Night
- Chinook Book Coupon Discount
- Simply Seattle waterfront store
- WSF homepage spotlight
- *Compass* Magazine



Welcome to the Washington State Ferries

## PLANNING A TRIP

### Fares & Ticketing

- [Current Fares](#)
- [Make a Reservation](#)
- [Buy a Ticket \(Way2Go\)](#)
- [Use your pass \(ORCA\)](#)

### Schedules

- Select a Winter 2012 route
- Select a Spring 2012 route

- [Current Schedule](#)
- [Winter Schedules 2012 \(PDF\)](#)
- [Spring Schedules 2012 \(PDF\)](#)
- [Route Maps: Where we sail](#)
- [Getting to Your Terminal](#)

### Other Travel Info

- [Visitor Center](#)
- [Tourist Information](#)

## SPOTLIGHT



Looking for a unique adventure? Ride a ferry to Whidbey Island for [Lanaley Mystery Weekend](#) Feb. 25-26.

### Stay Connected

- [Rss](#)
- [Twitter](#)
- [Clickr](#)

### About Us



# Questions?

For more information on WSF Marketing please contact:

Marta Coursey

Director of Communications, Ferries Division

(206) 515-3918 [coursem@wsdot.wa.gov](mailto:coursem@wsdot.wa.gov)