



Explore Kirkland

2021 PR Plan

March 4, 2021 TDC Meeting



2020 Highlights

Petite Galerie
Occupancy
Limited to
4

6 FEET
SOCIAL
DISTANCING
FACILITY
help us keep
and be



2020 Milestones and Achievements

- **Over 75 million media impressions** were achieved, highlighting Explore Kirkland and its affiliates
- **Media visits continued to be a driving force for local and regional media opportunities.** GreenRubino secured, coordinated and executed seven media visits in 2020.
 - Marguerite Cleveland, Northwestmilitary.com – January 18-19
 - Jessica Wick, OnlyinYourState.com – January 25-26
 - Adam Sawyer, Northwest Travel + Life, September 10 – 11
 - Annie Nguyen, @annie_eatsfood (25,300 followers), October 10 – 11
 - Sabra Zarra, @sabrazarra (41,800 followers), October 24-25
 - Liang du, @PeachInSeattle (17.4K followers) – December 5
 - Becky Mandelbaum, Bellingham Alive – December 19-20
- Secured, coordinated and facilitated interviews with:
 - The Seattle Times – James Lopez interviewed about the Kirkland Small Business Relief Fund
 - Seattle Refined, Penny Sweet interviewed about moving forward after being the pandemic's U.S. epicenter

2020 Coverage Highlights



tripsavvy

UNITED STATES > WASHINGTON **GUIDE**

The 10 Best Things To Do in Kirkland, Washington

Written by **TAMARA GANE** | Updated 12/09/20

Merill Images / Getty Images

ONLY IN YOUR STATE

The Heathman Hotel Is The Ultimate Washington Staycation Destination

Located in King County just a few miles east of Seattle, Kirkland is one of Washington's most underrated cities. Between the thriving local art scene, the shops and boutiques, and the abundance of delicious food, it's easy to see why the roughly 89,000 people who call it home are so happy. If you're in need of a weekend getaway, a visit to Kirkland will leave you feeling relaxed and rejuvenated – especially if you stay at the Heathman Hotel.

The Heathman Hotel sits at the corner of Kirkland Avenue and Third Street, which was once the site of Kirkland's first hospital.





2021 Overview

Goals | Tactics

2021 Public Relations Goals

1. Positioning Kirkland as a premier road trip destination for local and regional travel
2. Positioning Kirkland as the Seattle area's premier lakefront destination with its key audiences

How will we achieve this?

- Seasonal story sheets and calendar alerts
- Targeted pitches for editorial calendar opportunities
- Targeted pitches for staycation and road trip messaging, we will continue the emphasis on Kirkland's drive market, social media influencers, freelance writers, local and regional media outlets from target media list
- For premier lakefront destination messaging, in addition to local and regional media outlets we will expand the emphasis to freelance writers and target media list of national media outlets
- Media visits to yield features and travel stories
- Work with hotel partners to encourage 1 or 2-night stays for qualified media

Quarterly Initiatives



Q1 (January - March)

Initiative: Quick getaways close to home (short lead focus)

- Positioning Kirkland as a premier road trip destination for local and regional travel. Draft and disseminate seasonal story sheet
- While highlighting overnight stays and small businesses in Kirkland additional activities could include al fresco dining, boutique shopping, galleries and outdoor experiences such as public art walk and the Cross Kirkland Corridor.
- Outreach focus : Regional and local outlets; social media influencers, mommy bloggers, freelance travel and lifestyle writers

Initiative: Kirkland as the launch pad for summer adventure (long lead focus)

- Conduct targeted outreach highlighting Kirkland as a great launch pad for outdoor adventure. Highlight Kirkland hotels encouraging overnight stays while you visit nearby attractions such as Snoqualmie Falls, Woodinville Wine Country and thousands of accessible hiking trails.
- Outreach focus: Regional and local outlets; social media influencers, mommy bloggers, freelance travel and lifestyle writers

Initiative: Spring and summer in Kirkland (long lead focus)

- Draft and disseminate seasonal story sheet of activities and events unique to Kirkland emphasizing Kirkland as the premier summer destination.
- Examples include: CKC, Duffy Electric Boats, farmers markets, water sports/activities, highlighting moorage space, walkability of downtown and exclusive accessibility to Lake Washington, highlight some of the many great small businesses in Kirkland
- Outreach focus: National, regional and local news outlets; social media influencers, freelance travel, outdoor, active-living and lifestyle writers



Q2 (April – June)

Initiative: Waterfront Destination

- Promote Kirkland as a waterfront destination for leisure travel and staycations highlighting waterfront activities, events, restaurants and accommodations
- Outreach focus: National, regional and local outlets; social media influencers, freelance travel, outdoor, active-living and lifestyle writers

Initiative: Kirkland Adventure Guide (short lead focus)

- Conduct targeted outreach emphasizing the outdoor appeal of Kirkland incorporating regional parks and outdoor activities
- Outreach focus: Regional and local outlets; social media influencers, freelance travel, outdoor, active-living and lifestyle writers

Initiative: Mother's Day in Kirkland (short lead focus)

- Conduct targeted outreach promoting Kirkland as a destination for every mom, family-friendly activities, and weekend getaways
- Outreach focus: Regional and local outlets; social media influencers, family-friendly media, freelance travel, and lifestyle writers



Q3 (July - September)

Initiative: Fall in Kirkland

- Positioning Kirkland as a premier fall destination for local and regional travel. Draft and disseminate seasonal story sheet
- Examples include: Farmers markets, downtown shopping, art galleries, tap rooms and tasting rooms, entertainment venues open such as KPC
- Outreach focus: Regional and local outlets; social media influencers, mommy bloggers, freelance travel and lifestyle writers

Initiative: Back to School (short lead focus)

- Conduct targeted outreach emphasizing Kirkland as a great family destination worthy of a weekend before school starts. Highlight outdoor activities, family-friendly dining and other appealing factors that are unique to Kirkland
- Outreach focus: Local and regional lifestyle outlets; family-friendly media, social media influencers, bloggers, freelance travel and lifestyle writers

Initiative: Holidays in Kirkland (long lead focus)

- Draft and disseminate seasonal story sheet of holiday events and activities unique to Kirkland
- Outreach focus: Local and regional outlets, family-friendly media, social media influencers, bloggers, freelance travel and lifestyle writers

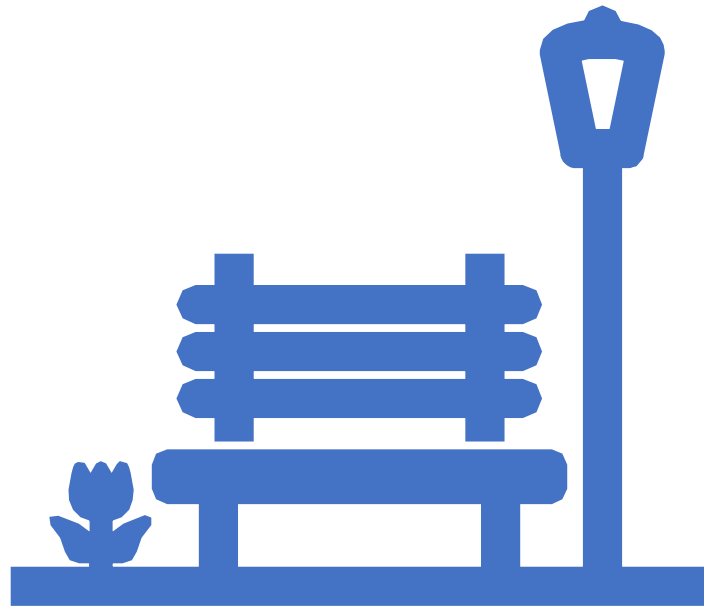


Q4 (October - December)

- Initiative: Winter Staycations (short lead focus)
 - Disseminate targeted pitch emphasizing Kirkland as a holiday destination worthy of a weekend. Highlight seasonal events, unique shopping boutiques and gift guides, spa treatments and other appealing factors that set Kirkland apart
 - Outreach: Local and regional outlets, family-friendly media, social media influencers, bloggers, freelance travel and lifestyle writers
- Initiative: Shop Local Kirkland Holiday Gift Guide (short lead focus)
 - Disseminate a seasonal pitch with holiday gift inspiration from Kirkland businesses (i.e. Lady Yum champagne and macaroon kits, Flatstick Pub beer cozies)
 - Outreach: Local and regional outlets, social media influencers, bloggers, lifestyle writers, editors and freelancers

2021 KPI's and Media Visit Goals

How do we measure success?



- Page views and unique visitors to a website and/or social platforms where Kirkland is featured.
- Site traffic to businesses and Explore Kirkland website coming from a media outlet where a secured piece is featured
 - Example: Explore Kirkland is linked in a piece on The Seattle Times. Your Google Analytics show increased site traffic coming from The Seattle Times website.
- Increased business/revenue following a piece of press coverage.
- Long term growth of tourism traffic / visitation throughout the year and/or during city events, campaigns, and “need periods” of year.
- Increased hotel bookings

KPI's & Media Visit Goals

KPI's

Achieving media placements in target outlets

- 5-10 print media placements
- 10-20 online media placements
- 2-4 broadcast placements

Media Visits

Emphasize media visits with social media influencers to increase local and regional awareness of Kirkland's offerings for staycations and road trips

- 6-8 media visits in 2021





Thank You