

DEMOGRAPHIC HIGHLIGHTS

OUR READERS ARE ACTIVE, AFFLUENT TRAVELERS

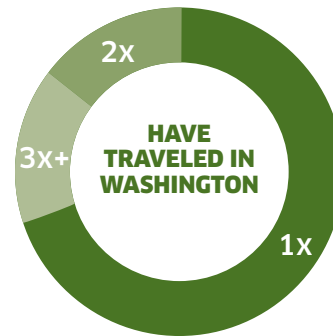
GENERAL:

- Median Age: 48
- Planning a trip to WA: 75%
- Considering a trip to WA: 18%

PLANS WHILE TRAVELING IN WASHINGTON



ACCOMMODATIONS WHILE TRAVELING



OTHER PLANS:

- Relocation to WA: 1.4%
- Purchase second home in WA: 9%
- Purchase land or property in WA: 25%

The Official *Washington State Visitors' Guide* has highly desirable and exclusive distribution to 65,000 *Seattle Met* and *Portland Monthly* subscribers in April 2016.

| DEMOGRAPHICS | SEATTLE MET | PORTLAND MONTHLY |
|---|---------------------|---------------------|
| Median Age | 40 | 41 |
| Female/Male | 72% Female/28% Male | 69% Female/31% Male |
| Percent with children under the age of 18 | 40% | 52% |
| Average Household Income | \$192,196 | \$169,009 |
| Average Net Worth | \$1,119,000 | \$729,950 |
| Planning on 4+ trips in next year | 67% | 80% |
| Planning on 10+ trips in next year | 13% | 18% |

Source: Yearlong online survey of visitors' guide readers conducted in 2007 by Gilmore Research Group for the Washington Lodging Association