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
- 90% Restaurants
- 72% Travel on ferries/trains
- 73% Shopping
- 65% Museums
- 49% Sightseeing Tours
- 42% Winery Tours
- 41% Casinos
- 33% Cultural Activities
- 31% Sporting Events

ACCOMMODATIONS WHILE TRAVELING
- 91% Hotel/motel
- 26% Luxury hotel
- 23% Resort
- 32% B&B
- 44% Lodge

HAVE TRAVELED IN WASHINGTON
- 1x
- 2x
- 3x+

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.

<table>
<thead>
<tr>
<th>DEMOGRAPHICS</th>
<th>SEATTLE MET</th>
<th>PORTLAND MONTHLY</th>
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</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>40</td>
<td>41</td>
</tr>
<tr>
<td>Female/Male</td>
<td>72% Female/28% Male</td>
<td>69% Female/31% Male</td>
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<tr>
<td>Percent with children under the age of 18</td>
<td>40%</td>
<td>52%</td>
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<tr>
<td>Average Household Income</td>
<td>$192,196</td>
<td>$169,009</td>
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<tr>
<td>Average Net Worth</td>
<td>$1,119,00</td>
<td>$729,950</td>
</tr>
<tr>
<td>Planning on 4+ trips in next year</td>
<td>67%</td>
<td>80%</td>
</tr>
<tr>
<td>Planning on 10+ trips in next year</td>
<td>13%</td>
<td>18%</td>
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