


*You Stay
We Pay*

Key Highlights

- Generated 530 total NEW hotel guests
- Hotels received 1550 total NEW room nights
- While guests were only required to stay 2 nights to qualify for the reward, the average stay was 2.9 nights
- The longest stay that our campaign generated was for 21 nights. We also had a 14 night stay from a single guest.
- **\$50,000 LTAC investment returned \$268,750 in Total Economic Impact**


Goals & Objectives

The program goal was to distribute \$50,000 of LTAC funds (in \$100 increments) to 500 guests staying two nights (or more) at our hotels. The overall goal was to generate 1000 room nights to benefit our hoteliers and small businesses.



Angela Lamb
19h · 🌐


Yes! So worth it!! 🥳👍👍👍👍👍👍



Experience Redmond


Published by Peter Bullseye · March 30 at 1:23 PM · 🌐

Book a two-night stay at any hotel through GeekOutInRedmond.com & you'll receive \$100 in "Geek Out Gold" to spend around town! 😊

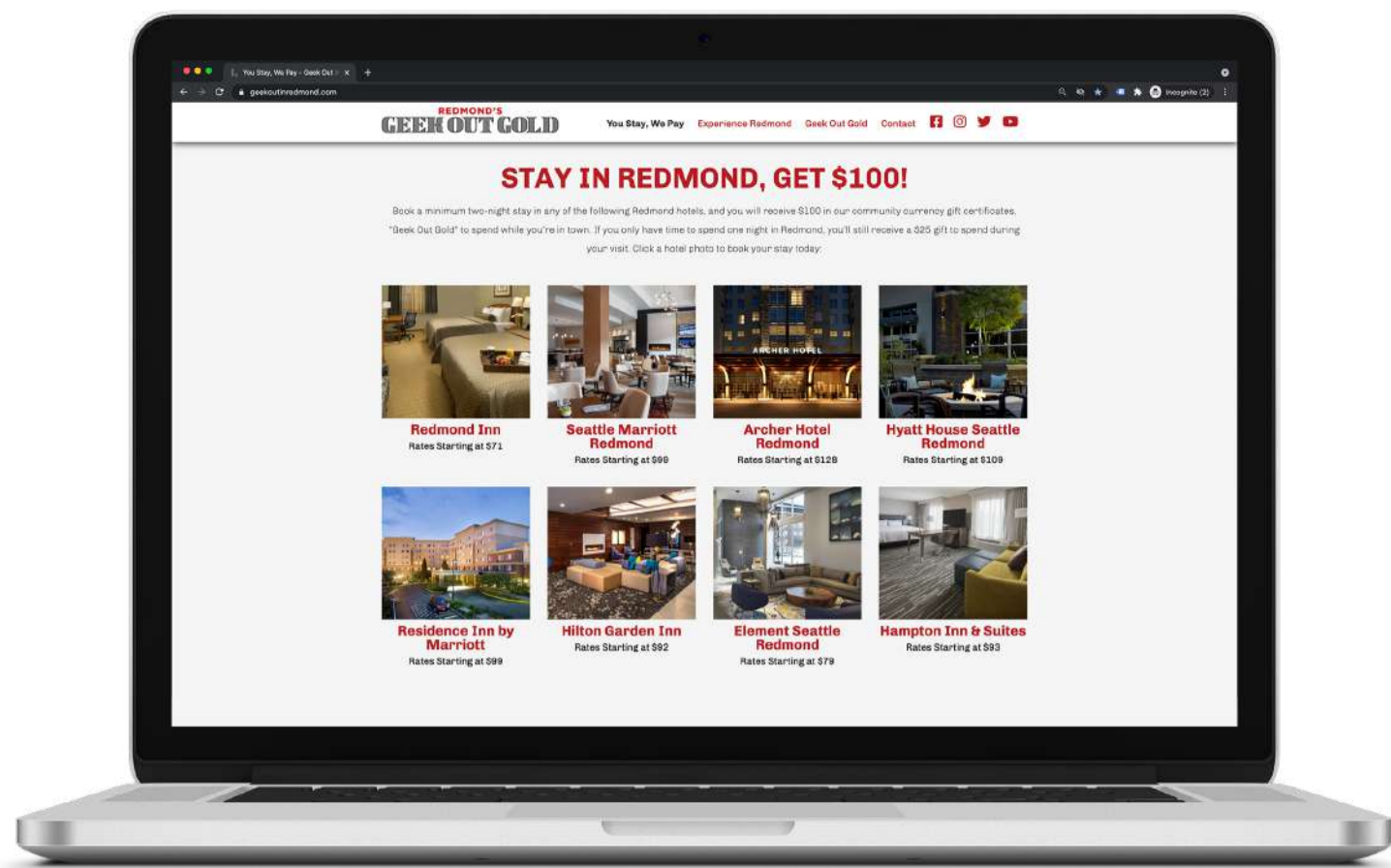


You Stay, We Pay!
Geek Out In Redmond

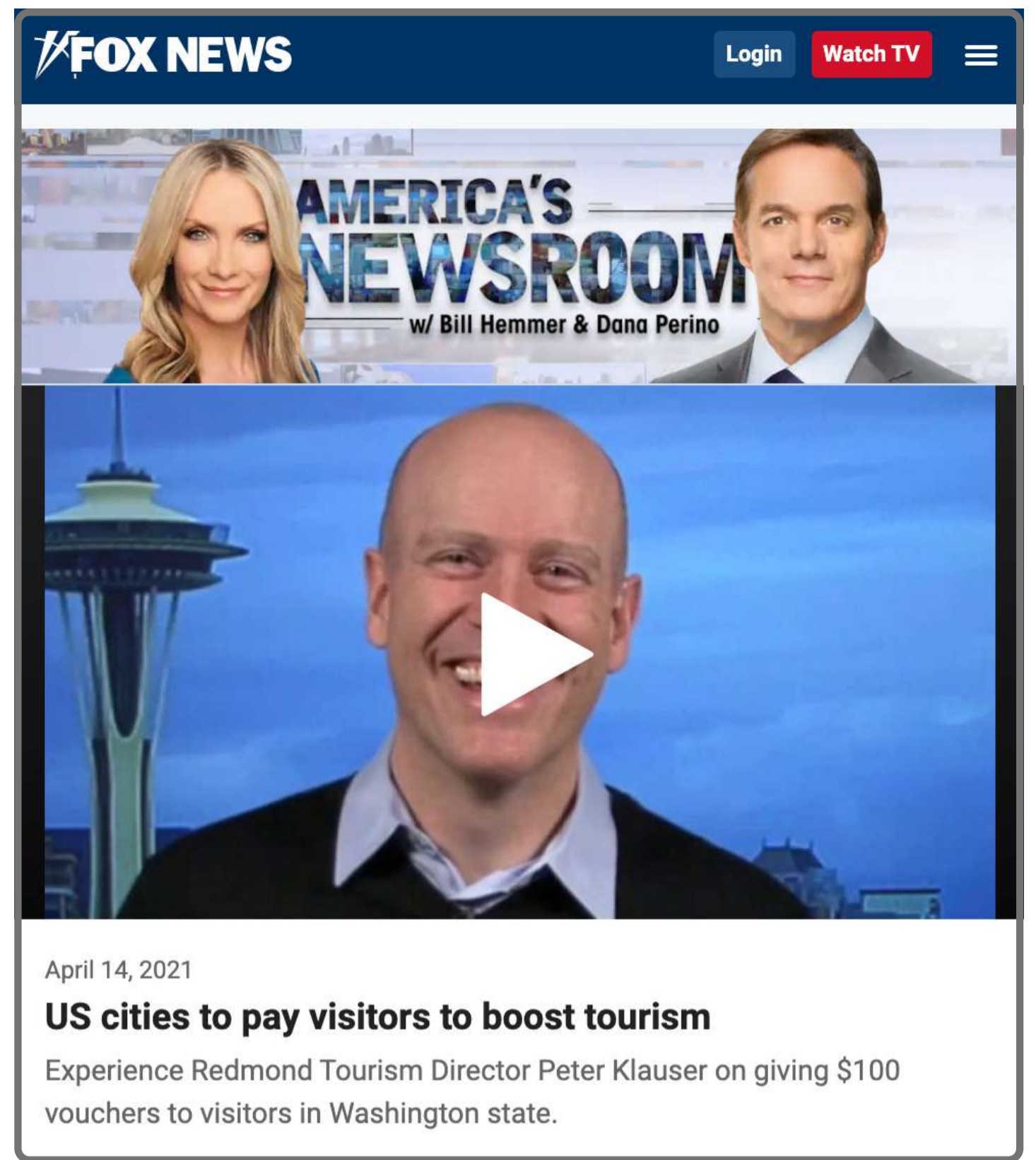
Book Now



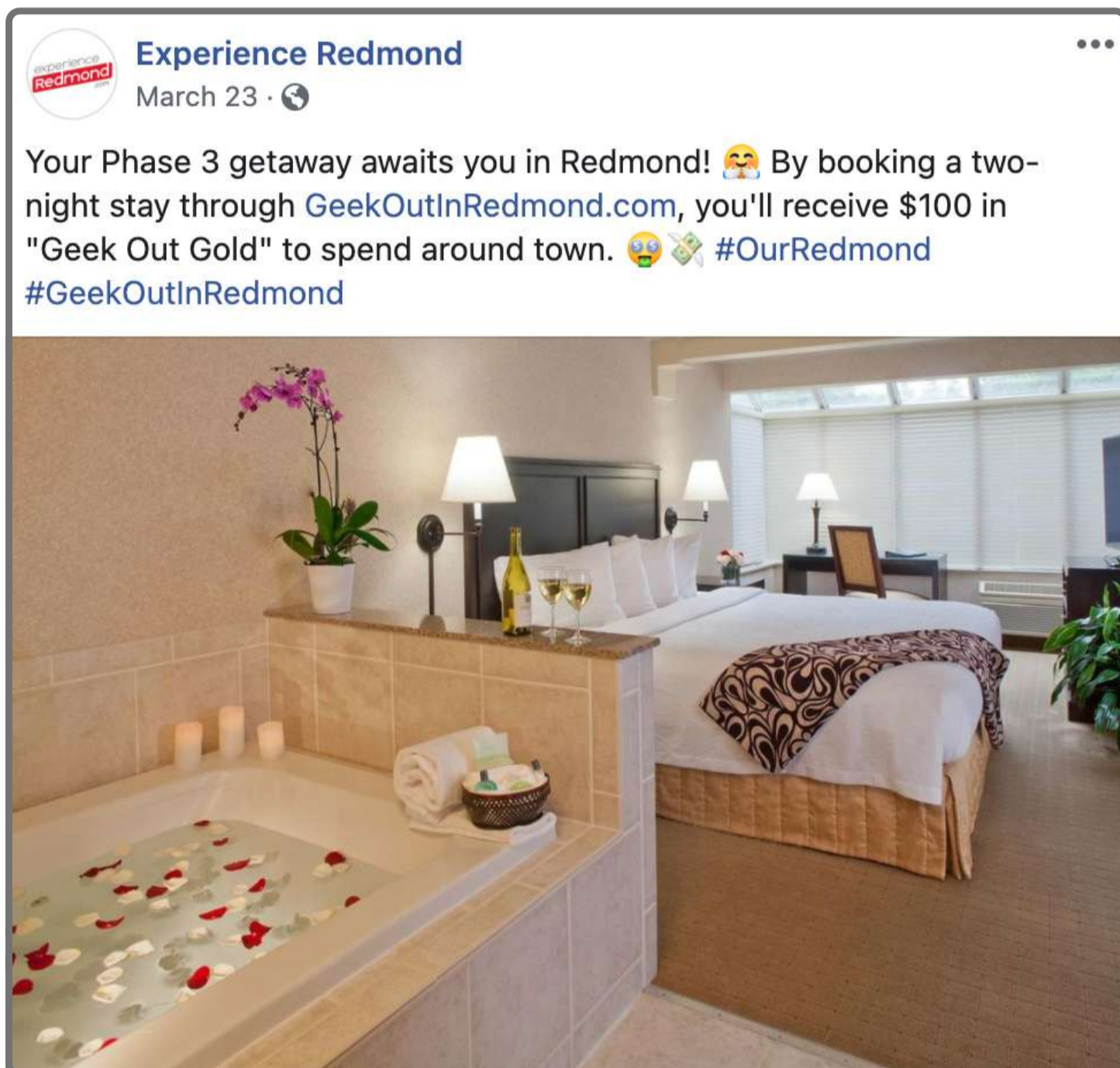
You Stay, We Pay!
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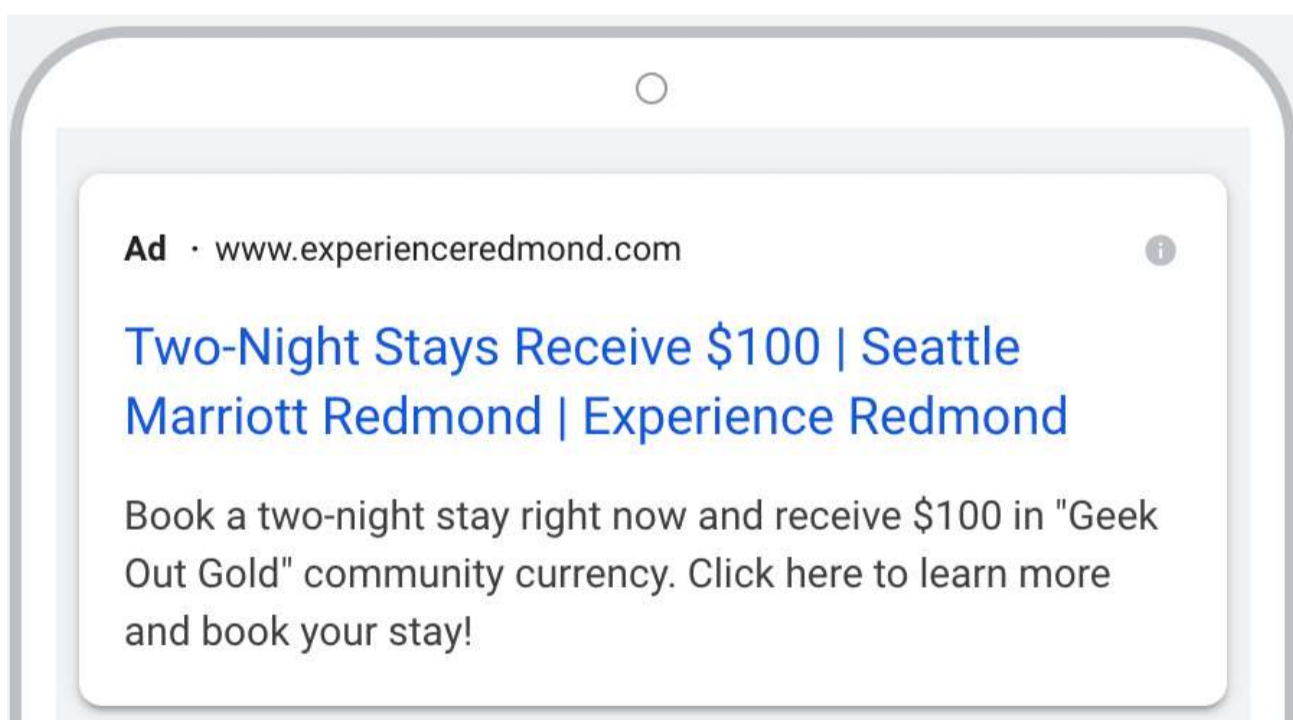
Our website received 25,000 visitors



Generated 45+ stories (print, online, TV, radio)



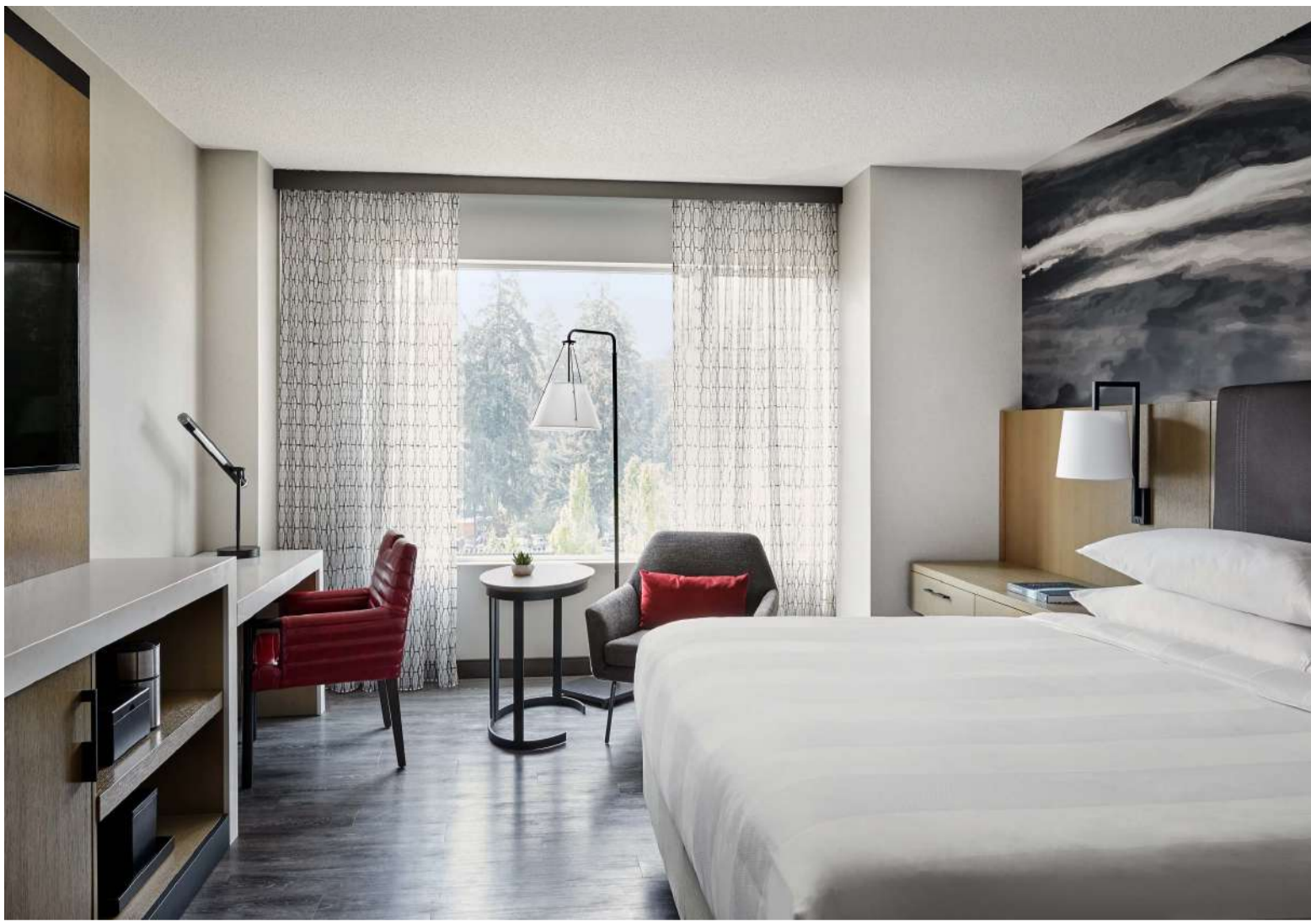
Facebook Ads received 103,366 total Impressions



Google Search Ads saw 42,886 total Impressions



Digital Ads generated 716,164 total Impressions

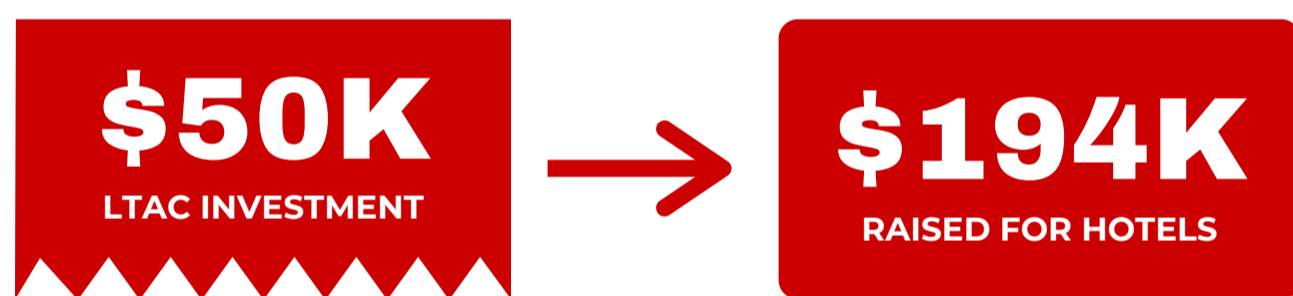


Economic Impact

We generated 530 total new hotel guests and booked 1550 new room nights for our Redmond hotels.

- The average room rate was \$125 per night
- The average stay was 2.9 nights

The 1550 new room night business generated \$193,750 in new business for our Redmond hotels.



Top Redmond Hotels by Bookings

1. Archer
2. Hyatt House
3. Seattle Marriott Redmond
4. Hilton Garden Inn
5. Residence Inn by Marriott
6. Hampton Inn & Suites
7. Redmond Inn
8. Silver Cloud Inn
9. Element Seattle Redmond

A total of 92% of our new guests were from within the State of Washington. We intentionally marketed our offer between a 50 and 300 mile radius. Within the State of Washington, our Rubber Tire Travelers consisted of...

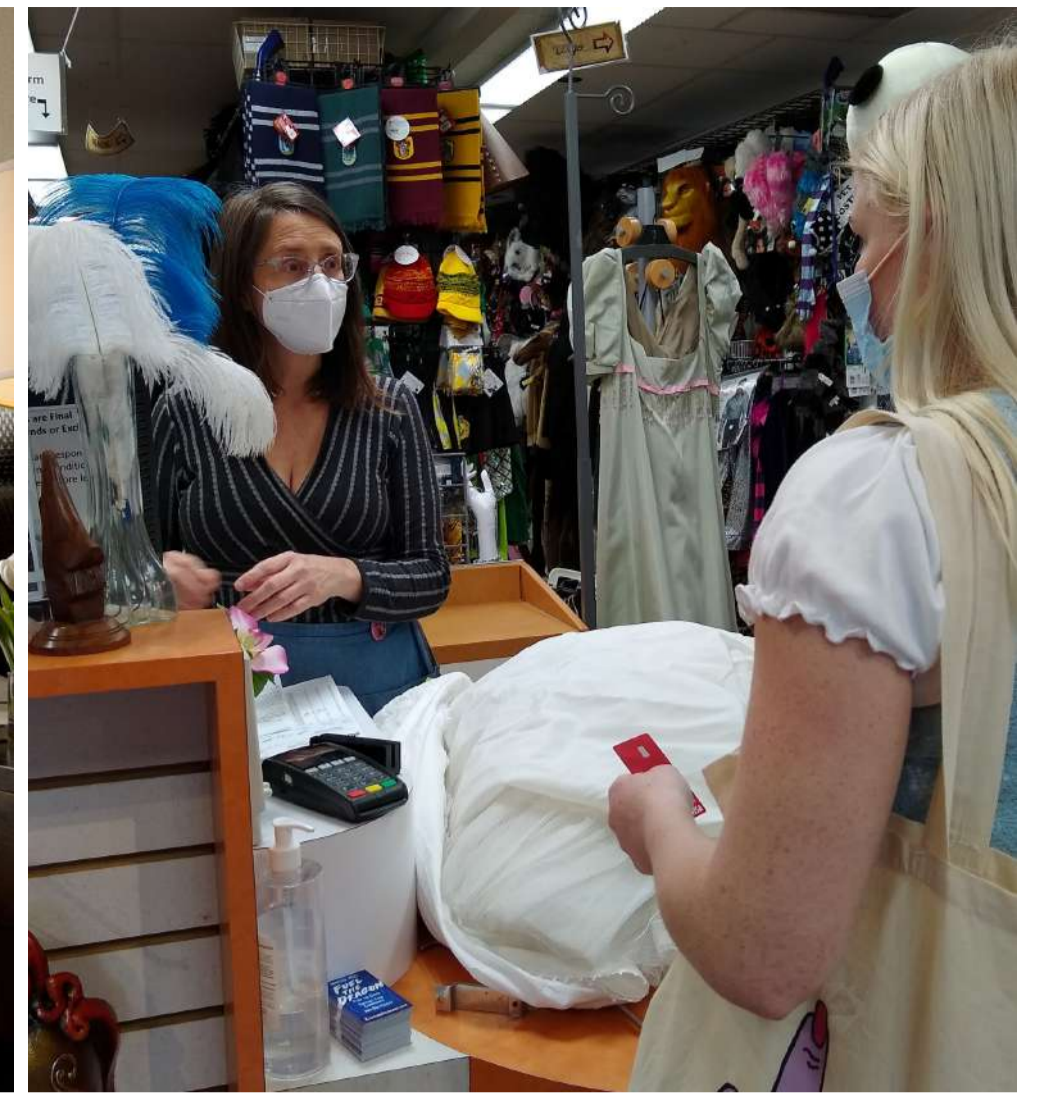
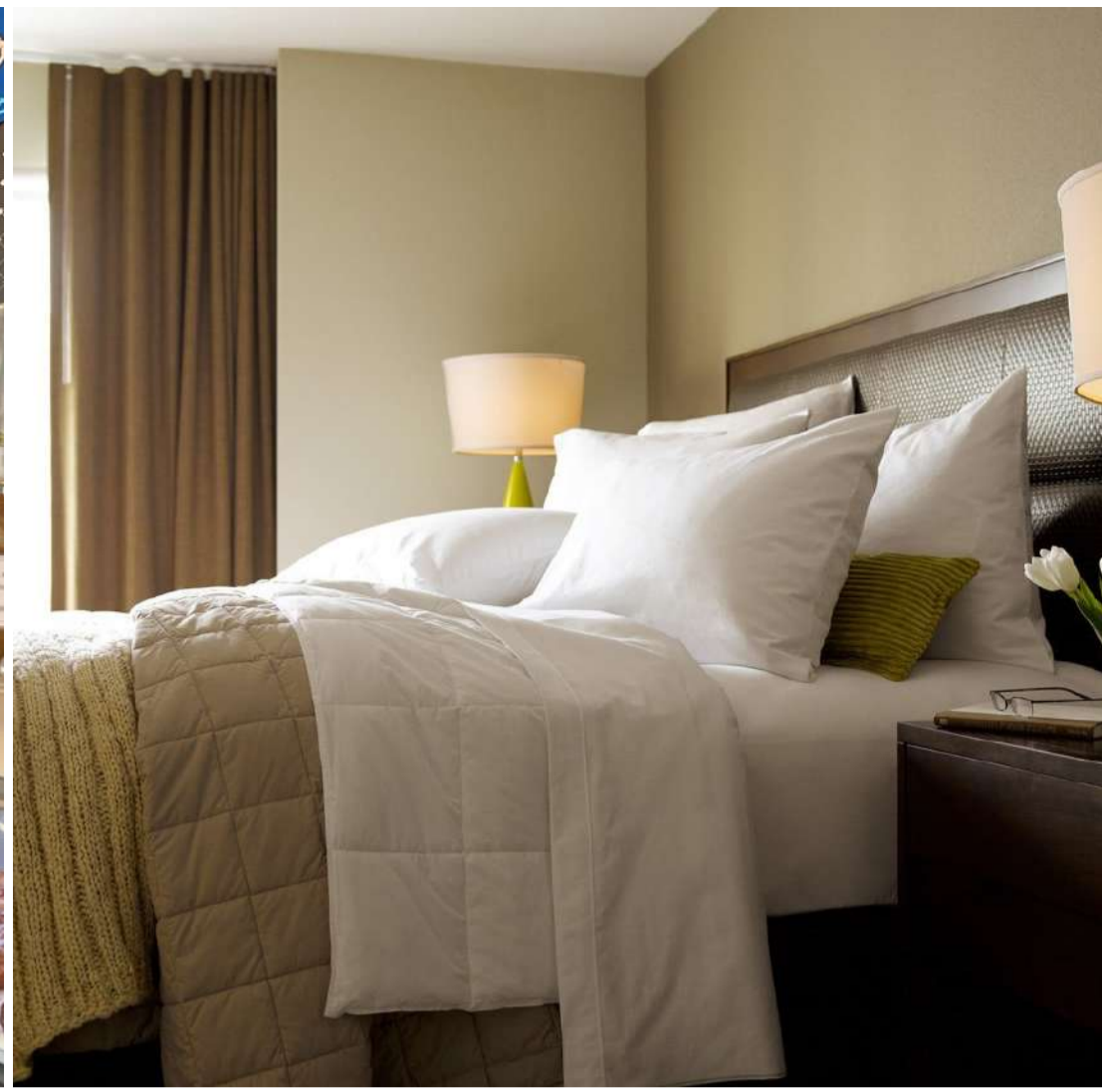
IN-STATE VISITORS

- 52% KING COUNTY
- 21% PIERCE COUNTY & SNOHOMISH COUNTY
- 19% EASTERN WA

OUT-OF-STATE VISITORS

Our out-of-state visitors came from a variety of other U.S. states, including:

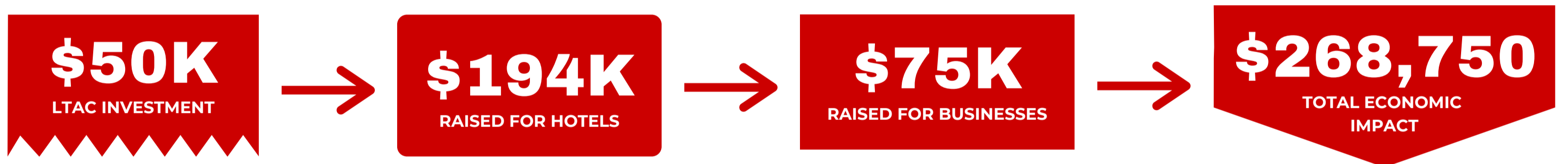
- ALASKA
- OREGON
- NEBRASKA
- IOWA
- NEW YORK
- CALIFORNIA
- MARYLAND
- IDAHO
- MASSACHUSETTS



Economic Impact cont'd

Participating merchants confirmed that the spend rate was 1.5x the certificate value. Therefore, the \$50,000 in LTAC marketing funds generated an additional \$75,000 of local economic impact for our Redmond small businesses.

All of this was made possible by the \$50,000 LTAC marketing grant (plus an additional \$10,000 promotional, media, and PR budget).



Top Merchants by Redemptions

Restaurants were by far the most popular place to redeem Geek Out Gold certificates.

1. Woodblock
2. Pom Bistro
3. Prime Steakhouse
4. Farine Bakery
5. Redmond's Bar & Grill
6. Archer's Kitchen + Bar
7. Brick & Mortar Books
8. Spark Pizza
9. Zeeks Pizza
10. Agave Cocina & Cantina



Testimonials

The Geek Out Gold currency and "You Stay We Pay" promotion provided a boost for struggling small businesses, generated positive PR for the City of Redmond, and fostered gratitude amongst members of

"This program was easy to get on board and execute, and brought in some much needed revenue. Most importantly beyond anything else, it brings in excited customers who want to have a good time."

- Qifei Xu, Zeeks Pizza

"One family was planning on staying in Bellevue, though changed the plan to Redmond because of the promotion."

- Jeff Taylor, Hyatt House

"We are definitely seeing extra business (as a result of the Geek Out Gold campaign), thank you!"

- Tim Short, Redmond's Bar & Grill

"We stayed at the Redmond inn for 2 nights and had a blast! This was such a great weekend and I was actually planning on reaching out to see if there was any chance we could take advantage of this offer again in the future!"

- Katelynn Myers, Redmond Inn Guest

our small business community, who were all appreciative of having a supportive local government willing to explore innovative solutions as a sign of support in a time of great need.

"We had customers that used up their certs here but still went out to eat, when they would have never been in Redmond to begin with!"

- Dan Ullom, Brick and Mortar Books

"We had one guest from Tacoma very excited for a close getaway/staycation. The initial stay was set back due to an accident, so she rebooked for two weeks later, as she was so excited about the offer."

- Jeff Taylor, Hyatt House

"Thanks for letting us be a part of this amazing opportunity!"

- Thomas Wilhite, Palmers East

"Thank you for thinking of my mother's business and helping us out"

- Sang, Family Dry Cleaners

"This program has been nothing but upside for us."

- Dan Ullom, Brick & Mortar Books