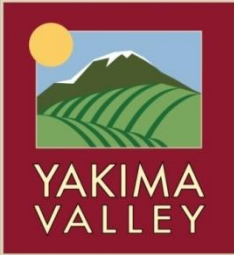


## A Strong Unifying Identity for the Yakima Valley



The Yakima Valley is one of the nation's largest producers of agricultural crops and provides more than one-third of the wine in Washington State. The region's Destination Promise™ is founded in having the greatest number of

Wine country and farm fresh visitor experiences in the Pacific Northwest. The Yakima Valley brand strategy was created after months of external customer research, analysis, and extensive consultation with residents, government, community and business leaders through surveys, interviews, and focus groups. Importantly, it had to be closely aligned with the region's increasing focus and investment in visitor infrastructure in regard to wine tourism and agri-tourism.

### Clear Differentiation Leads to Increased Visitation

The Yakima Valley brand summarizes the competitive focus for the region's visitor experience through the phrase, *celebrate food and wine* (not a tagline). This is guiding the communications of the VCB and its partner's key messages and product development initiatives.

The Yakima Valley now has a strong unifying banner that is a rallying point for a region that has not consistently presented itself in a unified manner. The result is increased focus, cooperation and a growth in visitor numbers that exceeded the state average.

*"TDM is a professional operation that does great work. I have worked with them in two communities and each time they hit the destination brand on the nail."*

*TDM has one of the best destination branding processes around. They are thorough, professional, sensitive to community dynamics and get the job done. If you're thinking of using them I have just two words: do it!"*

**John Cooper**  
President/CEO  
Yakima Valley Visitors & Convention Bureau

**Washington's Real Wine Country**

**Taste world class Washington state wines right where the grapes are grown.**

13,000 acres of vineyards • 71 public wineries in 3 AVAs  
Charming downtowns • Farm fresh experiences  
Rich multicultural attractions

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**YAKIMA VALLEY**  
YAKIMA VALLEY OFFICIAL VISITORS GUIDE

*Escape...Relax...Enrich*

**FARM FRESH FUN**  
in Yakima Valley Wine Country

A visit to the Yakima Valley makes a few days away even more rewarding. Get away to simpler pleasures such as the freedom of strolling through an orchard or vineyard on a sunny day, the joy of a spiced cherry pie eating contest at a countryside festival, or the pleasure of a leisurely lunch prepared by a well-known local chef using the best of the Yakima Valley's fresh produce.

**Events**

- May - June Cactus Blossom Tours
- May-Oct Farmers Markets
- May 15-17 Wine and Hot Jazz Bash
- May 30 Grape-to-Go Relay Race
- May 30 Rock the Gap Outdoor Concert
- June 6th Toppenish Mural in a Day
- June-July Cherry Festivals and U-Pick

VisitFarmFreshFun.com • 800.221.0751



**Yakima Valley Wine Country**  
Taste authentic world class Washington State wines right where the grapes are grown.