

# SEATTLE'S BEST MAP™

Sponsored by



NORTHWEST ATTRACTIONS COUNCIL

SEATTLE'S  
BEST  
MAP™ - "Cartoon"  
Map

## MAP COMPARISON

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> • Map shows regional <b>Ferry Schedules w/ Ferry Route map</b>	YES	NO
> • Map is part of the <b>media kit distributed World-Wide by the Seattle CVB</b>	YES	NO
> • Map offers <b>large Display Ads that Showcase</b> customer's hotel/attraction	YES	NO
• Map designed to <b>accurately</b> inform & guide tourists as a "Walking Map"	YES	NO
• Map Shows all major sports arenas Safeco Field, Qwest Field, Key Arena	YES	NO
> • Individual, detailed Maps for Seattle, Metro Seattle, SeaTac Airport & NW	YES	NO
• Map is distributed at SeaTac Airport	YES	NO
• Accurate downtown Seattle city, street & building layout	YES	NO
> • Map encourages hotel guests to eat at <b>restaurants other than in their hotel</b>	NO	YES
• Shows a true-to-life Seattle Waterfront pier layout	YES	NO
• Map is "overcrowded" with travel-irrelevant advertisers	NO	YES
• Shows most City Parks	YES	NO
• Shows most major Hospitals & Clinics	YES	NO
• Map has largest print format of all Seattle "Tourist" maps	YES	NO
• Shows large NW regional map (Whistler, BC to Olympia, WA)	YES	NO
• Shows Victoria & Vancouver, B.C. and/or Olympic Peninsula	YES	NO
• Shows an accurate mileage scale	YES	NO
• Distributed by Publisher to SCVB phone-in traveler requests	YES	NO
• Distributed in WA, OR & ID	YES	NO
• Distributed in 21 regional AAA Travel Centers	YES	NO
• Distributed in both Seattle Cruise Terminals	YES	YES
• Distributed in 9 regional Convention Centers	YES	NO
• Distributed to 30 Puget Sound Military Base locations	YES	NO
• Distributed on 64 Washington State Information Centers	YES	NO
• Distributed OUTSIDE SEATTLE to 115 Hotels and Resorts & 46 Attractions	YES	NO
• Distributed in Europe, North & South America, Asia and South Pacific	YES	NO
• "Things to Do" list on map is created <b>EXCLUSIVELY</b> by:	Concierges	Advertisers
• Map to scale	YES	NO
> • Map is on Internet with map <b>ads/logos linked to advertiser's web sites</b>	YES	NO
• Shows <b>vital Downtown services</b> : gas stations, police, post offices, etc.	YES	NO
• Map focuses on <b>Traveler information</b> NOT merely advertising	YES	NO
> • Map is part of the <b>Travel Media Network (TMN)</b> : a multi-channel, multi-media travel information system coordinating: Print, <i>Interactive</i> Internet, Video, Concierge, Journalism	YES	NO
• Advertiser's information is easy to find on same side of map as ad	YES	NO

Questions & comments welcome:  
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