

2005-2006

**TOURISM ADVERTISING**

**& DISTRIBUTION**

**PROGRAM**

**PRINT**

- **AAA**
- **Advertisers**
- **Conventions**
- **Corporate**
- **Display Racks**
- **International**
- **Lobby Billboards**
- **Mail Order**
- **Citywide Concierge Network**
- **Seattle Cruise Terminals**

- **Seattle Hotels**
- **Travel Planners**
- **Visitor Centers**
- **WA 2010**

**ELECTRONIC**

- **Internet**
- **Pod Casts**
- **Radio Shows**
- **Travel Blogs**

Official Distribution System of



Northwest Attractions Council

**Youra Guides and Maps**  
**P.O. Box 1169**  
**Port Hadlock, WA 98339**



**(360) 379-8800**  
**dan@youra.com**  
**www.youra.com**

# Olympic Peninsula & Ocean Beaches

*Youra Guides & Maps Distribution System*



More than 75 locations. Your message is prominently displayed and distributed at visitor centers and tourist attractions around the Olympic Peninsula Loop. **Youra Guides and Maps** built a 20 year following of travel industry professionals and tourist center volunteers who eagerly look forward to placing your message into the hands of business travelers, leisure visitors and convention attendees. Call (360) 379-8800.

## **ABERDEEN**

Grays Harbor Visitor Center

## **AMANDA PARK**

Amanda Park Visitor Center  
Quinault River Ranger Station

## **BRINNON**

Dosewallips State Park  
Pleasant Harbor Resort

## **ELMA**

Grays Harbor Tourism

## **FORKS**

Forks Motel  
Forks Visitor Center  
Olympic Ranger Station  
Pacific Inn Motel

## **HOODSPORT**

Hoodsport Ranger Station  
Hoodsport Winery

## **LACY**

Lacy Visitor Center

## **LILLIWAUP**

Lilliwaup Store  
Hama Hama Seafood  
Mikes Beach Resort

## **NEAH BAY**

Makah Museum

## **OCEAN SHORES**

Canterbury Inn  
Quinault Beach Resort  
Ocean Shores Visitor Center  
Best Western  
Shilo Inn  
Washington Coast Visitor Cnt.

## **OLYMPIA**

AAA Olympia  
Capital Visitor Center  
Olympia Visitor Center

## **PORT ANGELES**

Best Western Olympic Lodge  
Black Ball Coho Ferry  
Domaine Madelaine B&B  
Lake Crescent Lodge  
North Olympic Visitor  
and Convention  
Olympic National Park  
Peabody Creek RV  
Port Angeles Inn  
Port Angeles Visitor Center  
Portside Inn  
Red Lion Inn  
Riviera Inn  
Victoria Express

## **PORT HADLOCK**

Hadlock Motel  
Hadlock Visitor Center  
Inn at Port Hadlock

## **PORT LUDLOW**

Gateway Visitor Center  
Port Ludlow Property Sales  
ReMax Admiralty

## **PORT TOWNSEND**

Elevated Ice Cream  
Fort Worden Visitor Center  
Harborside Inn  
Manresa Castle  
Phoenix Rising  
Port Townsend Inn  
Port Townsend Visitor Center  
Puget Sound Express  
Trend West Discovery Bay

## **QUILCENE**

Quilcene Ranger Station  
Quilcene Visitor Center

## **QUINAULT**

Quinault Ranger Station  
Quinault River Inn

## **RAYMOND**

Raymond Visitor Center

## **SEQUIM**

Olympic Game Farm  
Sequim Visitor Center  
Sundowner Motel

## **SHELTON**

Shelton Visitor Center

## **SOUTH BEND**

South Bend Visitor Center  
Historical Museum

## **WESTPORT**

Westport Visitor Center



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# Military Bases • Kitsap • Islands

## Youra Guides & Maps Distribution System



### **KITSAP PENINSULA**

#### **BELFAIR**

North Mason Visitor Center

#### **BREMERTON**

AAA Bremerton  
Bremerton Naval Museum  
Bremerton Shipyard Museum  
Bremerton Visitor Center  
Dunes Moter Inn

#### **BAINBRIDGE**

Bainbridge Visitor Center  
Bainbridge Island Winery  
Island Country Inn

#### **KINGSTON**

Kingston Visitor Center  
The Point Casino  
Smileys Motel

#### **PORT GAMBLE**

Kitsap Visitor &  
Convention Bureau

#### **PORT ORCHARD**

Port Orchard Visitor Center

#### **POULSBO**

Poulsbo Inn  
Poulsbo Visitor Center

#### **SILVERDALE**

SUBASE Bangor  
Red Lion  
Silverdale Chamber

#### **SUQUAMISH**

Clearwater Casino  
Suquamish Museum

More than 80 locations in Kitsap County, San Juan Islands, Whidbey Island and Northwest Military Bases. Youra Guides and Maps has a track record of 20 plus years distributing printed publications into these prime market areas. The military bases are especially effective distribution points for year round business. Military bases call our order desk to request more copies. Call (360) 379-8800 to enter this market.

#### **WHIDBEY ISLAND**

Auld Holland Inn  
Best Western Harbor  
Coachman Inn  
Deception Pass Bridge  
Greenbank Farm  
Inn at Langley  
Oak Harbor Travel  
Oak Harbor Visitor Center  
South Whidbey Visitor Center  
Whidbey Naval Air Station

#### **SAN JUAN ISLANDS**

#### **FRIDAY HARBOR**

Friday Harbor Visitor Center

#### **LOPEZ ISLAND**

San Juan Islands Tourism

#### **ORCAS ISLAND**

Cascade Harbor Inn  
Eclipse Charters  
Orcas Island Visitor Center

#### **ANACORTES**

Anacortes Visitor Center  
Anacortes Inn  
Fidalgo Country Inn  
Northern Lights Casino  
San Juan Motel

#### **PUGET SOUND** **MILITARY BASES**

Bangor Subase  
Bremerton Naval Station  
Fort Lewis  
Keyport Undersea Center  
McCord Air Force Base  
Whidbey Naval Base  
PS Naval Shipyard  
Indian Island Naval Mag

#### ***HIGH TURN OVER***

The military bases include Navy, Army, Air Force and Coast Guard. The high turn over of military personnel assure advertisers of a steady stream of new prospects for goods and services.

There are more than 60,000 military personnel in Puget Sound. The turn over is 33% per year. This means that advertisers have 20,000 NEW military men, women and families who are prospects eagerly waiting invitations to visit new towns and new recreational destinations.

Invite them to visit you.



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# Western Washington Visitor Centers

## Youra Guides & Maps Distribution System



**Youra Guides and Maps** are consistently voted *Best Visitor Guides* by staff and volunteers at Western Washington Visitor Centers. (360) 379-8800

### **ARLINGTON**

Arlington Visitor Center  
Arlington Motor Inn

### **AUBURN**

Nendels Valu Inn

### **BATTLE GROUND**

Battle Ground Visitor Center

### **BELLINGHAM**

AAA Bellingham  
Bellingham Cruise Terminal  
Whatcom Visitor Center  
Colophon Cafe  
Chrysalis Inn & Spa  
Fairhaven Village Inn  
Mud in Your Eye Pottery  
Victoria San Juan Cruises

### **BLAINE**

Blaine Visitor Center

### **BURLINGTON**

Burlington Visitor Center

### **CAMAS**

Camas Visitor Center

### **CENTRALIA - CHEHALIS**

Centralia Visitor Center  
Lewis County Visitor Center  
Star Center Mall  
Twin Cities Visitor Center

### **DES MOINES**

Des Moines Visitor Center

### **EDMONDS**

Abbie's Lighthouse  
Edmonds Harbor Inn  
Edmonds Visitor Center

### **ENUMCLAW**

Enumclaw Visitor Center

### **EVERETT**

AAA Everett  
Everett Visitor Center  
Snohomish Visitor Center  
Welcome Motor Inn

### **FEDERAL WAY**

Federal Way Visitor Center

### **FERNDALE**

Silver Reed Casino  
Ferndale Visitor Center

### **FIFE**

Fife Visitor Center

### **GIG HARBOR**

Gig Harbor Visitor Center

### **ISSAQUAH**

Issaquah Visitor Center

### **KELSO**

Kelson Visitor Center

### **KENT**

Kent Visitor Center

### **LA CONNER**

Mystic Sea Charters

### **LAKE STEVENS**

Lake Stevens Visitor Center

### **LAKESWOOD**

Lakewood Visitor Center  
Quality Inn

### **LONG BEACH**

Meglar Visitor Center

### **LONGVIEW**

Longview Kelson Chamber

### **LYNDEN**

Lynden Visitor Center

### **LYNNWOOD**

AAA Lynnwood

### **MARYSVILLE**

Tulalip Visitor Center

### **MONROE**

Monroe Visitor Center

### **MOSES LAKE**

Moses Lake Visitor Center

### **MOUNT VERNON**

Mt. Vernon Visitor Center

### **NORTH BEND**

Snoqualmie Valley Chamber

### **PUYALLUP**

Puyallup Visitor Center

### **MOUNT ST HELENS**

Amboy Visitor Center  
Castle Rock Visitor Center

### **SKAMOKAWA**

Skamokawa Vista Park  
Wahkiakum Info Center

### **SNOHOMISH**

Snohomish Visitor Center

# Seattle • SEATAC & King Co. Hotels

*Youra Guides & Maps Distribution System*



## **BELLEVUE HOTELS**

Bellevue Club Hotel  
Civica Club Commons  
Coast Bellevue Hotel  
Days Inn  
DoubleTree Hotel  
Embassy Suites  
Hampton inn and Suites  
Hyatt Regency  
Nordstom Concierge  
Ramada Inn  
Red Lion  
Sheraton

## **KIRKLAND**

Kirkland Visitor Center  
Woodmark Hotel  
Windermere Relocation

## **REDMOND HOTELS**

Redmond Visitor Center  
Silver Cloud Inn  
Residence Inn  
Redmond Motor Inn

## **SEATAC HOTELS**

SEATAC Best Western  
SEATAC Clarion  
SEATAC Coast Gateway  
SEATAC Comfort Inn  
SEATAC Courtyard  
SEATAC Visitor Center  
SEATAC Hampton  
SEATAC Hilton  
SEATAC Holiday Inn  
SEATAC Seatac Inn  
SEATAC La Quinta  
SEATAC Quality Inn  
SEATAC Ramada  
SEATAC Red Lion  
SEATAC Red Room Inn  
SEATAC Sleep Inn

Seattle is the premier travel market in the northwest. Your marketing system for your tourism or travel business must include Seattle as a prime target. **Youra Guides and Maps** has 20 years experience advertising businesses through concierge desks and front desks in downtown hotels and SEATAC hotels. Make sure your business is handed to visitors asking for ferry schedules, so that they see you first. Call (360) 379-8800.

## **Citywide Concierge Network & Seattle Cruise Terminals**

### **SEATTLE HOTELS**

Alexis Hotel  
Baroness Hotel  
Best Western Evergreen  
Best Western Executive  
Best Western Loyal Inn  
Best Western Southcenter  
Best Western University  
Comfort Suites  
Commodore Motor Hotel  
Courtyard Marriot Downtown  
Courtyard Marriot Fed Way  
Days Inn Towncenter  
DoubleTree Guest Suites  
Eastlake Inn  
Executive Pacific Plaza  
Embassy Suites  
Highline Visitor Center  
Hilton  
Holiday Inn Seattle Center  
Hotel Monico  
Hotel Seattle  
Hotel Vintage Park  
Inn at Harbor Steps  
Inn at the Market  
Inn at Virginia Mason  
La Quinta Suites  
Mariott on the Waterfront  
Mayflower Park Hotel  
Mediterranean Inn  
Paramount Hotel  
Radisson Hotel  
Ramada Downtown  
Red Lion on 5th Ave.

### **SEATTLE HOTELS (cont.)**

Renaissance Seattle Hotel  
Roosevelt Hotel  
Seattle Chamber  
Sheraton  
Sixth Ave Inn  
Sorrento  
The Edgewater  
The Fairmont Olympic  
Travelodge by Space Needle  
Vance Hotel  
Victoria Clipper  
W Seattle Hotel  
Washington Athletic Club  
Warwick  
Westin  
Woodmark

### **SEATTLE'S BEST PLACES**

Ballard Locks  
Bell Harbor Cruise Terminal  
and Conference Center  
Citywide Concierge Desk  
University of Washington VIC  
REI Information Desk  
Olympic National Park  
Olympic National Forest  
Washington State Parks  
Seattle Visitor and  
Convention Bureau  
Pacific Place



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# Eastern Washington Visitor Centers

## *Youra Guides & Maps Distribution System*



Eastern Washington is an under appreciated source of travel and tourist dollars for businesses in Western Washington. The visitor information centers in eastern Washington cities constantly request more copies of **Youra Guides and Maps** to have give to travelers headed toward Puget Sound. The ferry shedules are especially requested and indeed hard to find in Eastern Washington, making the **Ferry Travel Guide** an “in demand” publication. Visitor centers that are members of the Washington State Visitor Center Association especially have depended on this guides for 20 years. When your ad is circulated in the guide or on the map, your business we benefit from Eastern Washington business.

### **CHELAN**

Lake Chelan Visitor Center

### **CLE ELLUM**

Cle Ellum Visitor Center

### **COLVILLE**

Colville Visitor Center

### **DAVENPORT**

Davenport Visitor Center

### **ELLENSBURG**

Ellensburg Visitor Center

### **GOLDENDALE**

Maryhill Visitor Center

### **KENNEWICK**

AAA Kennewick  
Tri Cities Visitor &  
Convention Bureau

### **LEAVENWORTH**

Leavenworth Visitor Center

### **OROVILLE**

Oroville Visitor Center

### **OTHELLO**

Othello Visitor Center

### **PULLMAN**

WSU Visitor Center

### **QUINCY**

Quincy Valley Visitor Center

### **REPUBLIC**

Republic Ferry Visitor Center

### **RITZVILLE**

Ritzville Visitor Center

### **SPOKANE**

Downtown Visitor Center  
Regional Visitor Center

### **STEVENSON**

Skamania Visitor Center

### **TWISP**

Twisp Visitor Center

### **WENATCHEE**

AAA Wenatchee  
Wenatchee Visitor Center

### **YAKIMA**

AAA Yakima  
Yakima Valley Visitor Center



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### ***What they say in Eastern Washington about the Ferry Travel Guide***

*“They are excellent”*

Kimiko Atkins

Maryhill Visitor Center

*“Wonderful and very helpful.”*

Karen Montague, Spokane VIC

*“I want to obtain this guide for the people at  
Fairchild Air Force Base”*

Robert W. Campbell, SRA, USAF

Dept of the Air Force

*“We appreciate your Ferry Guide.”*

Linda Cameron

Ellensburg Visitor Center

*“I fell this Ferry Guide is very helpful and  
descriptive.”*

Sheila Linarez, Yakima Visitor Center

*“We include them in our tourist information  
center.”*

Beverly Holmes, Cheney Visitor Center

# SECIALTY MARKETS - AAA, OR & MT

## *Youra Guides & Maps Distribution System*



### **AAA Promotes You**

AAA Offices throughout the northwest depend upon Dan Youra's guides and maps for up-to-date ferry schedules for their AAA members.

*"Your Ferry Travel Guide is a wonderful resource for us here as AAA Travel Counselors. We give out tons of them and our members find them quite helpful"*

Rob Hileman  
Seattle AAA

### **AAA DISTRIBUTION**

AAA Beaverton, OR  
AAA Bellevue  
AAA Bellingham  
AAA Bozeman, MT  
AAA Bremerton  
AAA California  
AAA Everett  
AAA Idaho  
AAA Kennewick  
AAA Lynnwood  
AAA Missoula, MT  
AAA Olympia  
AAA Portland, OR  
AAA Renton  
AAA San Jose, CA  
AAA Seattle  
AAA Tacoma  
AAA Vancouver  
AAA Wenatchee  
AAA World Travel  
AAA Yakima

**Youra Publications** distributes your company's ad into many specialty travel markets, including AAA offices, library systems, mail order and online orders on the Internet. Magazines and maps that enter the library systems are seen by more readers than individual copies distributed elsewhere. We targeted distribution into neighboring states hits travelers while they are researching their trips. And, mail order sends your ad nationwide for trip planning.

### **NW LIBRARY SYSTEMS**

King Country Library System  
North Olympic Library System  
Timberland Library System  
Yakima Valley Library System

### **TACOMA**

AAA Tacoma  
Sheraton  
Tacoma Convention Bureau  
Wanderlust Travel  
Shilo Inn  
Silvercloud Inn

### **VANCOUVER**

SW Washington Visitor Center  
State Information Center

### **OREGON**

Adventures in Travel  
Beaverton Travel  
Forest Service Portland  
Hillsboro Visitor Center  
Roseburg Forest Service  
Seaside Visitor Center

### **MONTANA**

AAA Bozeman  
AAA Missoula

### **MAIL ORDERS**

### **INTERNET ORDERS**

### **FAMILY REUNIONS**

**Youra Guides and Maps** has a distinguished, 20 year record of serving Convention Bureaus throughout the northwest, supplying bureaus with printed guides and maps for large and small conferences and conventions. Your advertisement in Your Best Distribution System is assured of getting in front of the business market served by northwest convention bureaus.

### **CONVENTION BUREAUS**

Seattle Visitor and Convention Bureau  
reference: call Marj Snyder (206) 461-5804  
North Olympic Peninsula Visitor and Convention Bureau  
reference: call Kristy Agren (360) 452-8552  
Tacoma Visitor and Convention Bureau  
reference: call Ruthie Reinert, (253) 284-3250  
Kitsap Visitor and Convention Bureau  
reference: Grant Griffin (360) 297-8200



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# INTERNET MARKETING

## *Youra Guides & Maps Distribution System*



**Youra.com** is a powerhouse in travel web sites on the Internet. With 10 years history on the world wide web, **youra.com** is linked to by more than 1,600 other web sites. These sites drive regular traffic to **youra.com** of people looking for ferry schedules in the northwest. More than **500,000** people visited **youra.com** in the past 12 months.

If you are in the travel and tourism business and are looking fore internet traffic to be driven to your site, you can greatly benefit from your company's ad on **youra.com**.

### **What the World Says About YOURA.COM**

*Reviews from London, Chicago and British Columbia*

*"Youra.com's web site is potentially life enhancing"*

Mark Hodson, Travel Writer,  
Sunday Times of London

*"Youra.com is your one-stop information source  
for ferry services all over the world"*

Web Site Spotlight,  
Chicago Tribune 12/1997

*"Youra.com offers one stop shopping for ferry schedules."*

Useful Links, B.C. Ferry's web site,  
B.C. Canada

**Web Traffic** finds you at  
youra.com, including:

ferrytrip.com  
ferryride.com  
ferrytravelguide.com

**Washington Ferries**  
youra.com/waferries

**International Ferries**  
youra.com/intlferries

**United States Ferries**  
youra.com/usa

**Links from:**  
olympicpen.com  
olympicmts.com  
optravel.org  
olympicpeninsulatravel.com

### **ELECTRONIC ADS**

Promote your business

- Internet travel sites  
youra.com
  - Internet Radio  
on KPAM Portland
  - Travel Pod Casts  
on Apple iTunes
  - Travel BLOG  
yourablog.com
- For custom designed,  
electronic packages call  
**(360) 379-8800**

**Youra Guides and Maps** has a successful history of pioneering creative ways to market businesses on the world wide web. Dan Youra has 30 years experience in computers programming and systems development.

SELL *Youra Guides and Maps* on **youra.com** website.

SELL travel related products for advertisers online in Youra Store

SELL travel services for advertisers online in Youra Store

### **What people say about Dan Youra**

"Pioneer in the Global Village"

Dan Evans, Governor  
Washington State 1973

"Trailblazer in the niche-tab-biz"

Larry Coffman,  
Marketing, 1994

"Public Relations Whiz"

Emmett Watson  
The Seattle Times, 1988



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