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**Washington Tourism Alliance to Hold Marketing Seminar at Campbell’s Resort.**

Open to the Public at Campbell’s Park Room, 9 AM to 11 AM Tuesday, May 13.

Lake Chelan, WA ( May, 2014 ) – [Join the Washington Tourism Alliance and Miles Media on their Educational Road Show: State of the American Traveler and Creating and Tracking Effective Advertising Campaigns.](http://watourismalliance.com/2014/03/road-show/)

Miles Media is a custom marketing firm specializing in travel and tourism. They currently work with 67 destinations as a strategic marketing and advertising partner.

Chelan is the eleventh stop of fifteen city educational road trip the WTA and Miles Media is making this spring.

In this FREE session, attendees will learn how American travelers are navigating the fractured media landscape in the researching and booking phase, as well as how to create, optimize and track effective advertising campaigns.

The Washington Tourism Alliance (WTA) is a 501 (c)(6) organization, established by industry stakeholders with the mission to advocate, promote, develop and sustain the economic well-being of the Washington tourism industry.

Registration begins at 8:30 AM.