

An aerial photograph of the Space Needle in Seattle, Washington, taken during the "golden hour" of sunset. The sun is low on the horizon over the city's mountains, casting a warm, orange glow across the sky and the water of the Puget Sound. The Space Needle's iconic structure is silhouetted against the bright sky. In the foreground, a semi-transparent dark rectangle contains the title text. Below this rectangle, the image transitions to a closer aerial view of the park area surrounding the Space Needle, showing its base, the adjacent stadium, and surrounding urban landscape with trees and buildings.

# DESTINATION OVERVIEW: SUMMER 2022



# SEATTLE/KING COUNTY VISITOR IMPACT (2021)

Visitor  
Volume

**27.5M**

(+25% GROWTH YOY)



Overnight  
Visitation

**14.7M**

(+38% GROWTH YOY)



Visitor  
Spending

**\$5.6B**

(+44% GROWTH YOY)



State & Local  
Taxes Generated

**\$550.5M**

(+51% GROWTH YOY)

Tourism -  
Supported Jobs

**58,085**

(+19% GROWTH YOY)

# SELECT COMPETITIVE SET

Smith Travel Research | March 2022 YTD

	OCCUPANCY			AVERAGE ROOM RATE			REVPAR		
Market	2022	2021	% Change	2022	2021	% Change	2022	2021	% Change
Houston CBD	49.3	22.5	118.7	\$202	\$139	45.2	\$100	\$31	217.5
San Diego CBD	61.2	31.0	97.4	\$216	\$137	57.3	\$132	\$43	210.5
Boston CBD	49.8	24.6	102.3	\$192	\$131	47.0	\$96	\$32	197.2
Nashville CBD	63.3	37.8	67.3	\$218	\$123	76.8	\$138	\$47	195.8
Austin CBD	61.2	39.7	54.4	\$241	\$128	87.8	\$147	\$51	189.9
Seattle Downtown	41.7	20.5	103.3	\$159	\$112	41.6	\$66	\$23	187.8
Los Angeles CBD	63.2	38.3	64.9	\$206	\$120	71.0	\$130	\$46	182.0
Vancouver Downtown	45.4	20.5	121.1	\$149	\$119	25.0	\$68	\$24	176.5
San Francisco Market St	41.2	28.8	43.3	\$198	\$114	74.6	\$82	\$33	150.2
Denver Downtown	53.6	33.4	60.3	\$158	\$106	50.0	\$85	\$35	140.4
Phoenix Central	69.8	51.4	35.7	\$247	\$153	62.1	\$172	\$78	120.1
Portland CBD	38.3	24.2	58.5	\$138	\$110	25.3	\$53	\$27	98.6
Atlanta CBD	52.1	35.8	45.5	\$179	\$134	33.8	\$94	\$48	94.7





# SEATTLE TOURISM IMPROVEMENT AREA



- In 2011 we established a leisure tourism (destination) marketing fund for Seattle to enable our city to compete and grow tourism market share primarily in the off season and shoulder months.
- As of 3/31/22, the STIA assessment increase was signed into law, an increase of \$2 to \$4 per occupied room night that is expected to generate an incremental \$3.5 million in leisure marketing funds for 2022.
- Implementation date for the \$4 assessment is June 1, 2022; ratepayers meeting to be scheduled in early May.





# LEISURE MARKETING





# I KNOW A PLACE

## INSIDER TIPS ON CAN'T-MISS SEATTLE

There is a Seattle beneath the surface that's just waiting to be discovered. It's the best kept secrets, insider tips, and local favorites that make people fall in love with this city. Follow me...I know a place.

VISIT  
**seattle**

IKNOWAPLACE.ORG



### WHEN YOU FIND A PLACE YOU LOVE, YOU JUST HAVE TO SHARE IT WITH SOMEONE ELSE. THAT'S WHERE THE MAGIC HAPPENS.

We've bottled some of that magic by asking locals to share personal recommendations for their tried-and-true favorites. Now you know someone in Seattle—and they know a place you have to experience for yourself. Check out their itineraries and browse the map to start planning your Seattle adventure.



**Beaches. Synths. Records, records, and more records.**

Come along as Seattle musician SassyBlack shares her local faves with her friend, artist Tyrell Shaw. Let's get into it.



**Boats. Beers. Big walls. It's Fitz's best day ever.**

Join Seattle Kraken announcer Everett "Fitz" Fitzhugh as he shows his family around his favorite Seattle digs.



**2 Friends. 6 Stops. 1 Dog. Lots and lots of food.**

Join world class Seattle chef and TV star Shota Nakajima as he takes his friend and co-competitor Chef Sara to his favorite Seattle restaurants (and bars).

MacBook

VISIT  
**seattle**



Seward Park

VISIT  
seattle



I KNOW A \_\_\_\_\_ PLACE.

CAL DOT

32'x25' 6909

EAST SOUTH  
80 101  
E GOUGH

FREWAY  
ENTRANCE

101  
SOUTH



iKnowAPlace.org

VISIT  
seattle

I KNOW A \_\_\_\_\_ PLACE.

NEW TRADITION

**PLUS ONE**  
EXOTICS

PLUS ONE YOU ARE THE ONE

[www.plus-oneexotics.com](http://www.plus-oneexotics.com)

SPEED



VISIT  
seattle

 Carkeek Park

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[iKnowAPlace.org](http://iKnowAPlace.org)

NEWTRADITION





 Golden Gardens Park

I KNOW A \_\_\_\_\_ PLACE.

iKnowAPlace.org

VISIT  
seattle

CAL DOT #D04-0190

brandedcities

14'x48'







REFRACT

The Seattle  
Glass Experience





# SEATTLE GOOD NEWS







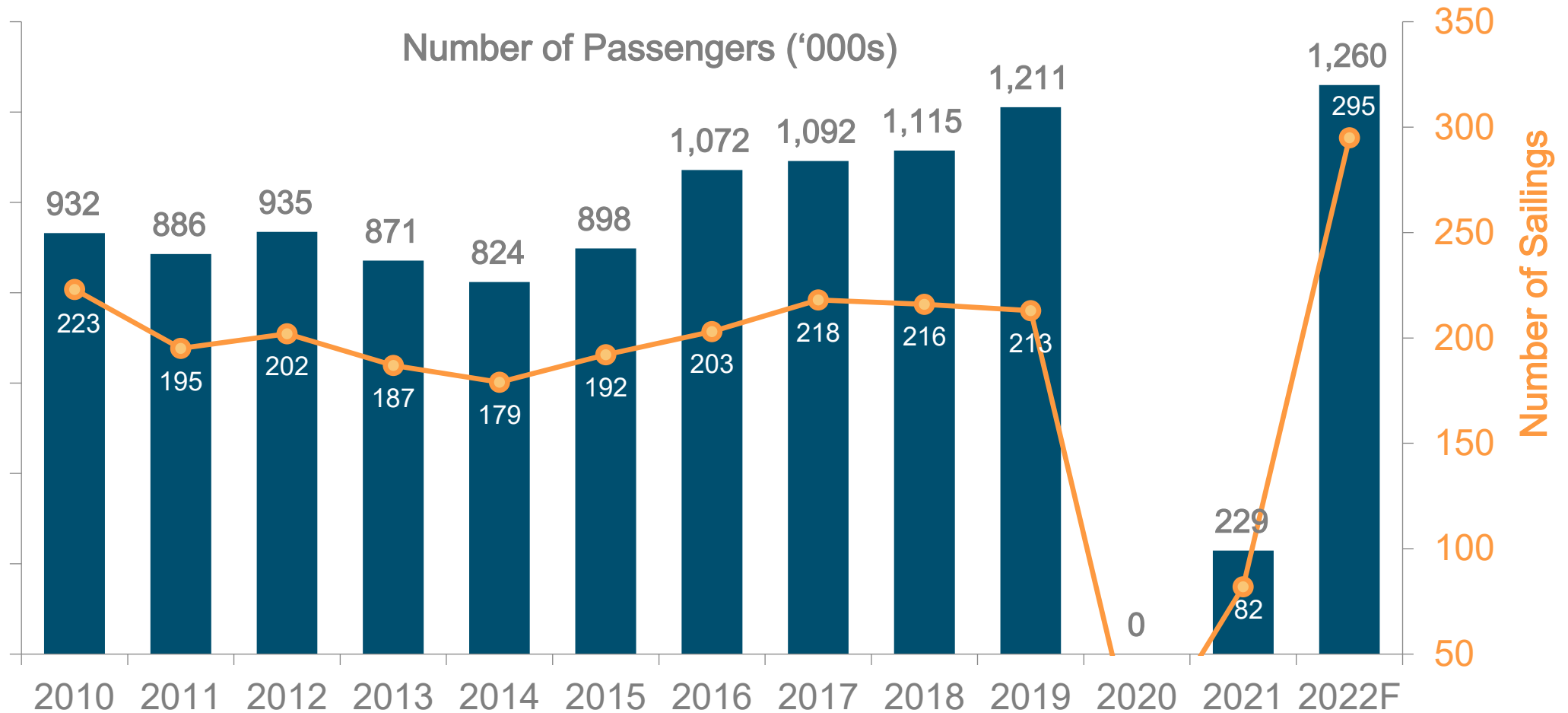
# TOURISM DEVELOPMENT







# 2022 ALASKA CRUISE SEASON









**QATAR**  
AIRWAYS القطرية

 **AIR CANADA**

virgin atlantic 

 **DELTA**

**WESTJET** 

Aer Lingus 

 **TURKISH AIRLINES**

**FINNAIR**

## SEA's International Services 2022

Aer Lingus • Aeromexico • Air Canada • Air France • Air Tahiti Nui • Alaska • American • ANA • Asiana  
British Airways • Condor • Delta • Emirates • EVA • Finnair • Icelandair • Japan Airlines • Korean Air • Lufthansa  
Qatar Airways • Singapore Airlines • Turkish Airlines • Virgin Atlantic • Volaris • WestJet





PUBLIC  
MARKET

# MEETINGS & CONVENTIONS





An aerial photograph of the Seattle skyline at sunset. The sky is filled with vibrant orange, pink, and purple clouds. The city is densely packed with skyscrapers, many of which have their lights on. In the foreground, a large, modern building with a dark facade and glass windows is prominent. To its left, a highway with multiple lanes of traffic is visible. In the background, the city gives way to a body of water, and distant mountains are visible on the horizon. Two red speech bubble callouts are overlaid on the image: one on the left containing the word 'ARCH' and one in the center containing the word 'SUMMIT'.

ARCH

SUMMIT





## ARCH BUILDING

- Up to 205,000 sq. ft. total exhibit space
- Up to 78 rooms
- 45,000 sq. ft. ballroom
- LEED silvercertified



## SUMMIT BUILDING

- Up to 250,000 sq. ft. total exhibit space
- Up to 149,000 sq. ft. on a single level
- 100,000 sq. ft. flex hall
- 58,000 sq. ft. ballroom

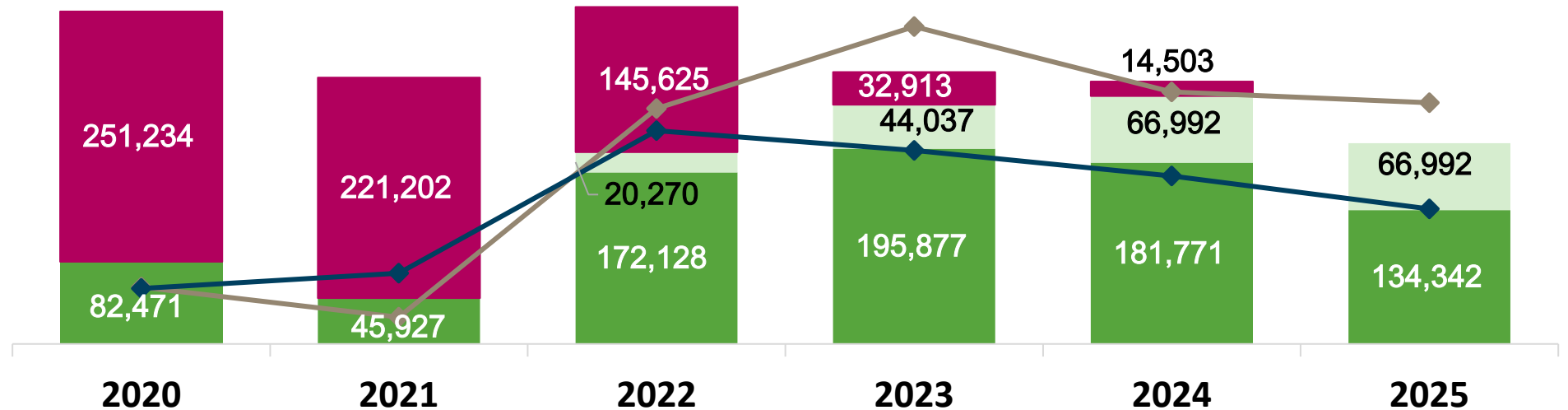


# SCC ROOM NIGHTS ON THE BOOKS

Compared to Competitive Sets

SCC

OTB  
 Expected  
 COVID-19 Cancellations  
 West Coast - Avg OTB  
 Like Size - Avg OTB



	2020	2021	2022	2023	2024	2025
West Coast Set – Avg OTB	56,972	26,833	236,096	318,505	252,919	242,000
Like Size Cities Set – Avg OTB	55,718	70,862	213,980	194,032	168,427	135,371

West Coast Set: LA, San Francisco, San Jose, Anaheim, Portland

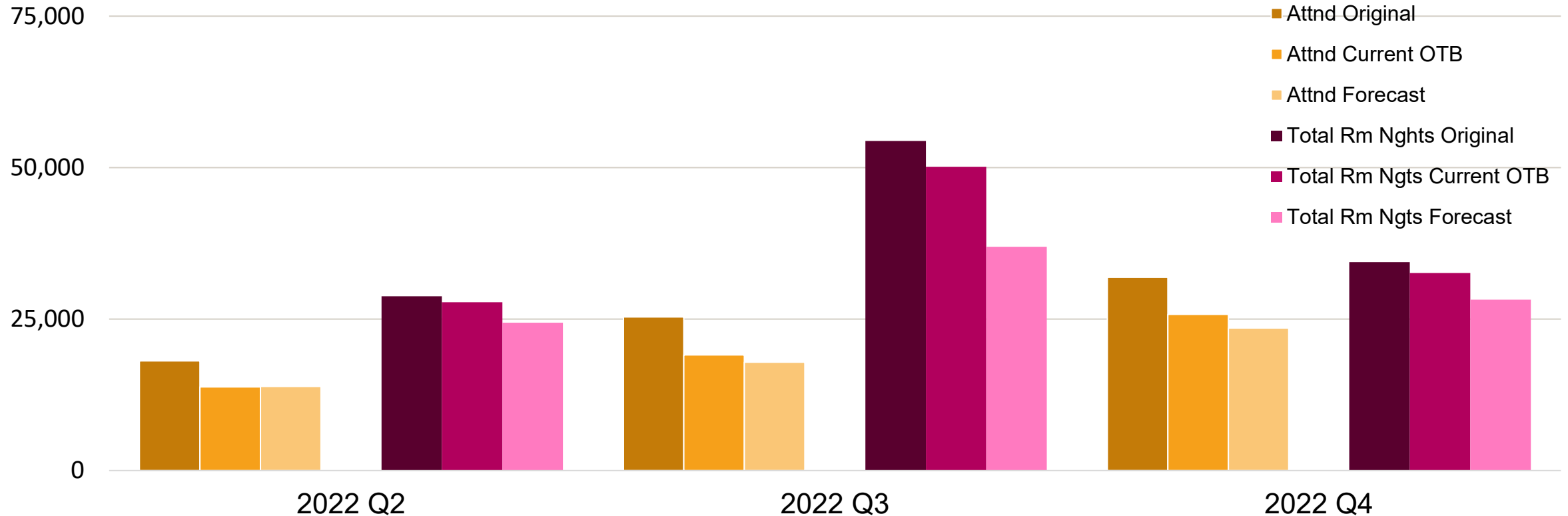
Like Size Cities Set: Denver, Phoenix, Vancouver, Austin, Minneapolis, Baltimore



# SCC FORECAST VS. ORIGINAL & ON THE BOOKS

## ATTENDANCE AND ROOM NIGHTS BY QUARTER

(As of April 15, 2022)



FORECAST	2022 Q2	2022 Q3	2022 Q4
Conventions remaining of originally booked	10 of 14*	7 of 10	10 of 13
% Attendance Forecasted vs. Original   vs. OTB	77%   100%	71%   93%	74%   91%
% Room Nights Forecasted vs. Original   vs. OTB	85%   88%	68%   75%	82%   87%

\* Three groups have already actualized in Q2-2022; four groups cancelled.

All information is privileged and confidential. Group metrics and information should be protected for destination competitive ness.



The background of the image is a dark night scene. In the foreground, there are several strings of warm white spherical lights, some of which are in sharp focus while others are blurred into bokeh. In the upper right background, a portion of a white building with a grid-like facade is visible, also out of focus.

# VISIT seattle

THE OFFICIAL DESTINATION MARKETING ORGANIZATION

[visitseattle.org](http://visitseattle.org)