

**SEATTLE TOURISM IMPROVEMENT AREA  
RATEPAYER ADVISORY BOARD MEETING**

**July 16, 2018  
Visit Seattle Offices**

**Present:** Howard Cohen (Clise Properties), Richard Hill (W Hotel Seattle), Rene Neidhart (Renaissance Seattle Hotel), Amanda Parsons (Thompson Seattle Hotel), John Power (Loews Hotel 1000), Shannon Sheron (Hotel Sorrento), Markus Treppenhauer (Fairmont Olympic Hotel).

**Absent:** Frank Finneran III (Springhill Suites Seattle Downtown), Hayden Lingerfelt (Kimpton Hotel Vintage Seattle), Bill Weise (Silver Cloud Hotel – Seattle Stadium).

**Visit Seattle Staff:** Kris Cromwell, Ali Daniels, Natalie Jushinski, Lori Magaro, Tom Norwalk, Kaulani Robinson, Patrick Smyton.

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At 2:30 p.m. on July 16, 2018, the Seattle Tourism Improvement Area Ratepayers Advisory Board (“**Board**”) meeting was held at the offices of the Seattle King County Convention and Visitors Bureau (“**Visit Seattle**”). There being a quorum present, Amanda Parsons (Thompson Seattle Hotel) convened and chaired the meeting. Lori Magaro, Executive Assistant of Visit Seattle, acted as recording secretary.

**WELCOME AND INTRODUCTION**

Amanda Parsons introduced and welcomed the board. Ms. Parsons led a toast to thank and congratulate Rene Neidhart for his retirement. Ms. Parsons welcomed Sean O’Rourke to his first STIA Advisory Board meeting.

**BOARD GOVERNANCE**

Ms. Parsons led the review and approval of the next two items of business: meeting minutes from May 14, 2018 and June 2018 statement.

Meeting Minutes

Upon a motion made by Richard Hill and seconded by Mr. Neidhart, the Board unanimously adopted the following resolution:

**RESOLVED**, that the May 14, 2018 minutes in the form previously circulated (and attached hereto as Exhibit A) among the Board are hereby approved.

Financial Approval

Kris Cromwell provided a report on the June 2018 Financial Statement:

- Collections are more up to date following an accounting system changeover at the City.
- Japan/Australia missions were canceled
- Upstream should get performance numbers soon. Estimated 30K attendees, with locals being the organizers’ primary target audience right now.
- Fund balance as expected.
- Waiting for an invoice from Rock ‘n Roll Marathon

Upon a motion made by Mr. Hill, and seconded by John Power, the Board unanimously adopted the following resolution:

**RESOLVED**, that the 2018 June financial statement in the form previously circulated (and attached hereto as Exhibit B) among the Board is hereby approved.

## **MARKETING REPORT**

Ali Daniels reported on the following Leisure initiatives:

### **#WeSEALove**

- 365 days of Pride.
- The campaign has achieved almost 1 million impressions and 1000 followers in 6 weeks.

### **Rock 'n Roll Marathon**

- This year's race had 15K registered runners. There is no longer a Portland or Vancouver race.
- Ironman purchased the event, which allows for a larger distribution.
- Visit Seattle hosted a booth at the Expo to give away swag and Official Visitor Guides

### **Crowdsourced**

- Crowdsourced is a video series with VOX where we take away the influencers' phones and make them talk to locals to learn about and navigate the city. We are filming around 4 themes: food from Seattle, out in Seattle, crafted in Seattle, and outdoors.

### **NatGeo**

- Partnered with National Geographic and photographer Aaron Huey to tell stories through Instagram.
- 89.3 million followers.

### **FISA / LA Film Festival**

- Applied the same approach as we did with Matty Brown at FISA to the LA Film Festival.
- The winning film and director will premier soon.

### **America's Test Kitchen**

- Seattle Eats Food event on November 2-3, 2018 with 500 person event at Block 41 and a 1500 person event at Bell Harbor.
- Visit Seattle will provide media support only (no financial sponsorship) to help this event break into a new market.

### **Enchant**

- November 23-December 30, 2018
- Safeco Field signed a one-year contract to see how the event performs.
- Anticipated attendance is 8-10K on weekdays, 10-12K on weekends.

## **PUBLIC RELATIONS**

Kauilani Robinson reported on the following Public Relations activities:

### **Upstream**

- Worked with the Vulcan PR team to host 200 media over the 3-day festival.
- AFAR Magazine embedded Dave Grohl's "Dear Seattle" in their story on the event.
- A formal release was distributed with personalized pitches.
- Visit Seattle hosted the media lounge and offered swag such as phone charging, sunscreen, ponchos, etc.

### **Media Missions**

- Ms. Robinson traveled to New York, Los Angeles, DC and Boston meeting with top tier journalist for long lead pitches.
- Some examples of great recent coverage were provided in the folders.

### **INTERNATIONAL/OVERSEAS OVERVIEW**

Natalie Jushinski reported on the following International Tourism initiatives:

#### **2017 Data Finalized**

- Delta recently announced nonstop service to Osaka, Japan that launches April 1, 2019. Japan Airlines has also been rumored to announce, which could be influencing Tourism Economics' optimistic projections for that market.
- Norwegian just announced that it is suspending winter operations of its flight and that it will be seasonal. This is likely a byproduct of over-saturation of flights in the UK market.
- Air France's re-launch of daily service from Paris to Seattle will likely impact that market's 2018 projections

#### **IPW**

- Conducted 170 20-minute one-on-one appointments
- Hosted a client event with 175 clients and able to capture all the people that we wanted – with 40 competing client events.
- The event featured Seattle-inspired dishes, beer from Fremont Brewing, wine poured by owner and winemaker of Guardian Cellars, Jerry Riener, and oysters shucked by Justin Stang from Hama Hama Oysters.

#### **Fall Outbound Travel**

- 2019 US-China Leadership Summit Bid
  - Should Seattle be selected, John Boesche will attend the 2018 Summit in Hangzhou, China. Visit Seattle engaged hotels with enough meeting space to be included in the bid.
- UK In-Market / Seahawks Game / Food Inspiration Days
  - Interviewing to hire in-market representation for the UK market starting in 2019 as a result of the changing relationship with the Port of Seattle
  - The Seahawks London game happens during this trip and Visit Seattle will host a small group of clients.
  - Immediately following, Ms. Jushinski and Mr. Boesche will head to Veghel for Food Inspiration Days – an interactive, dynamic show to explore the opportunity to position Seattle as an innovative culinary destination.
- World Travel Market – attending with our partners at the Port, but hopefully a forum for us to collaboratively announce our 2019 plans.
- CITM – the largest trade and consumer show in China. We are attending instead of making this a full-scale mission. Visit Seattle will focus on a revised strategy for the Chinese market in 2019 to include digital/social agencies that will be paramount to our success in the coming years.

## **SHORT TERM RENTALS**

Patrick Smyton reported on AllTheRooms.com - the new data service regarding short-term rentals.

- The previous report changed its pricing from \$1800 to \$25,000.
- This new report uses the same terminology as hotel data reports.
- Supply fluctuates because units may not be available all the time. Reports are a snapshot.
- Almost half of the Seattle supply is instant book.
- Research can be broken out by area of the city and by date to evaluate the impact of events on occupancy and ADR.
- Periods to be analyzed include PAX and Rock 'n Roll Marathon, to be reviewed at the next meeting.

## **VISIT SEATTLE PRESIDENT'S REPORT**

Mr. Norwalk updated the Advisory Board on the list of speakers confirmed for the annual Hotel Symposium to be held on Tuesday, July 31, 2018 at the Hyatt at Olive 8.

The next STIA Advisory Board meeting will be Monday, October 15, 2018 at 2:30 PM.

There being no further business to come before the Board, the meeting was adjourned at 4:00 PM.

Respectfully submitted,

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Lori Magaro, Recording Secretary