



Welcome: Intro & Updates



2019 Advisory Board



Bill Weise
Chair
Silver Cloud Hotel –
Seattle Stadium



Sean O'Rourke
Vice Chair
Seattle Marriott Waterfront



Frank Finneran III

At Large

SpringHill Suites Seattle

Downtown/South Lake Union



Cristy Smith
Crowne Plaza Seattle Downtown



Howard Cohen
Clise Properties



Sebastien Pfeiffer
The Charter Hotel Seattle



Shannon Sheron Hotel Sorrento



Steve Sasso Motif Seattle

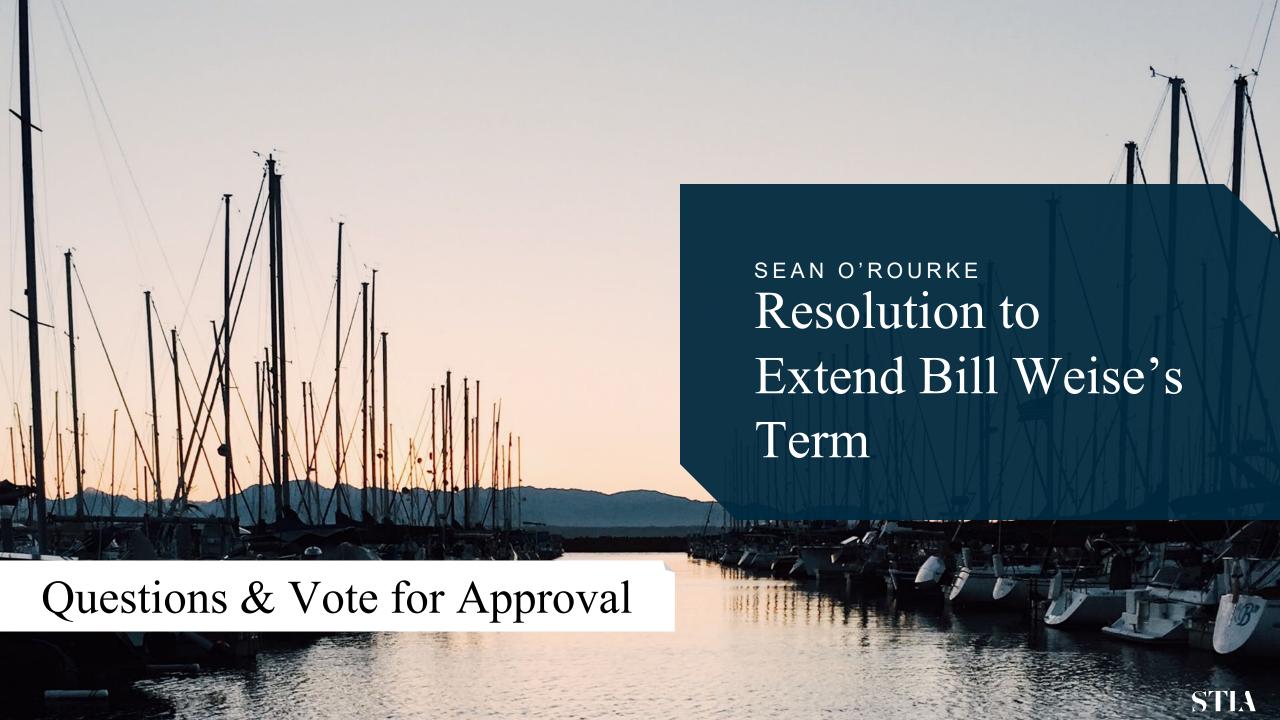


Steve Vissotzky
Grand Hyatt & Hyatt at Olive 8

Board Governance







2020 Advisory Board Members Candidates (3-year term)



Diane Holliday Germain
The Westin Seattle



Lacey King Hotel FIVE



Rob Nichols
The State Hotel



Angelica Palladino Four Seasons Hotel Seattle



Mike Hill
Kimpton Hotel Monaco
Seattle & Kimpton Hotel
Vintage Seattle



2019 STIA Review



















CIRCULATION TOTAL TO-DATE:

TOTAL STORIES TO-DATE:

67,527,663

124



AFAR

The Boston Globe

The Seattle Times









luxe.daily

WINE BUSINESS MONTHLY



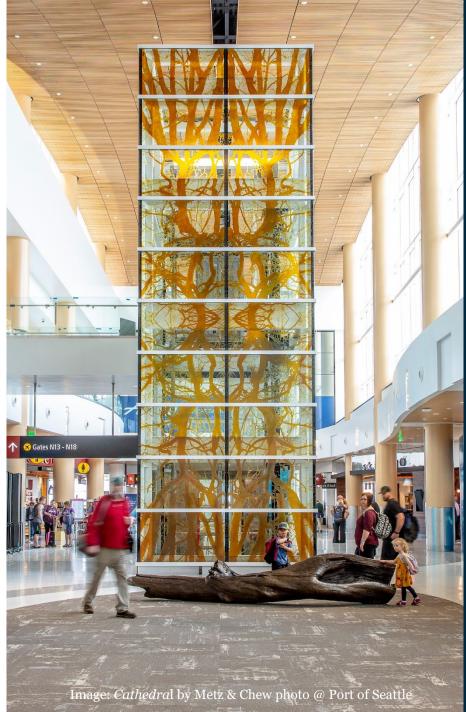


the Stranger









CIRCULATION TOTAL:

46,143,129 **TOTAL STORIES:**32

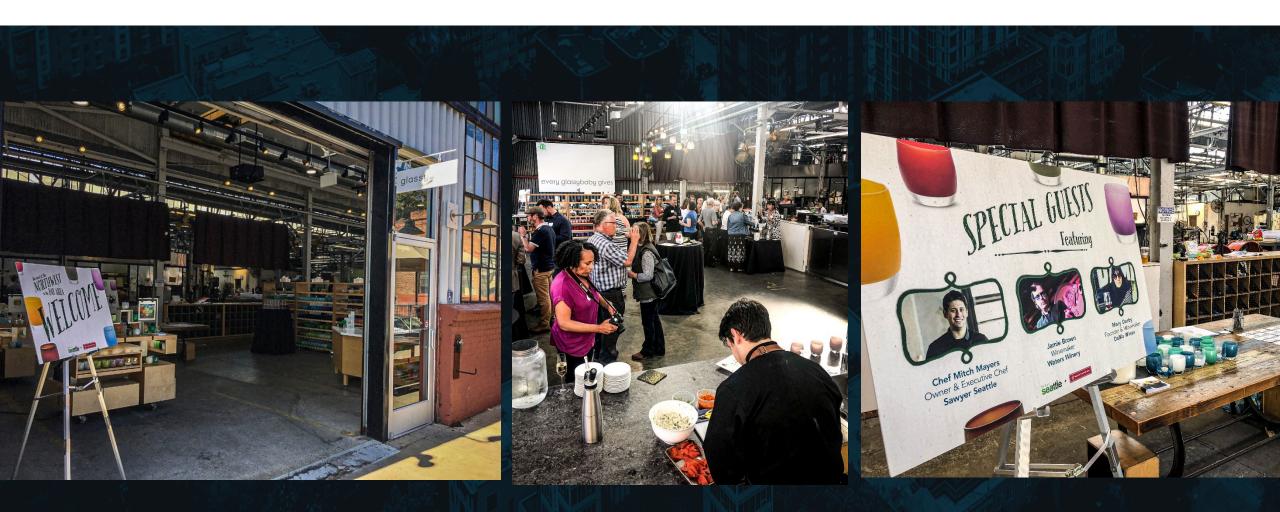
2019 TO-DATE

Refract Media Coverage



San Francisco Media Mission

AUGUST 7, 2019





2019

Outbound Travel & Media Missions

Join us for Seattle Sips & Bites f

Join Visit Seattle, Washington State Wine, and Beecher's Handmade Cheese for a special media event in NYC featuring an exploration of sips and bites from the Pacific Northwest. Meet these tastemakers and hear how they are helping transform the food and wine social landscape in Washington State and throughout the nation.

Enjoy new wines

with the winemakers from

Sparkman Cellars and Upsidedown Wine

Explore the cheesemaking process

and taste the many varieties of Beecher's Handmade Cheese

Dive into delectable bites

including a Mishima Reserve American Wagyu Beef tasting presented by Chef Kurt Beecher Dammeier, Founder & CEO of Sugar Mountain in Seattle

New York Media Mission

NOVEMBER 14, 2019

In partnership with Washington State Wine, Visit Seattle's PR team will be hosting top New York media for an exclusive event at Beecher's Handmade Cheese in New York City.

Along with Chef Kurt Beecher Dammeier, winemakers from Sparkman Cellars and Upsidedown Wine will also be in attendance.





Pike Place Market in Seattle: What to see and do



VOGUE

The Best New Places to Eat, Stay, and Play in Seattle



Traveler

The 50 Best Places to Visit in the U.S. This Year



TRAVELLER

The 28 friendliest neighborhoods in U.S.

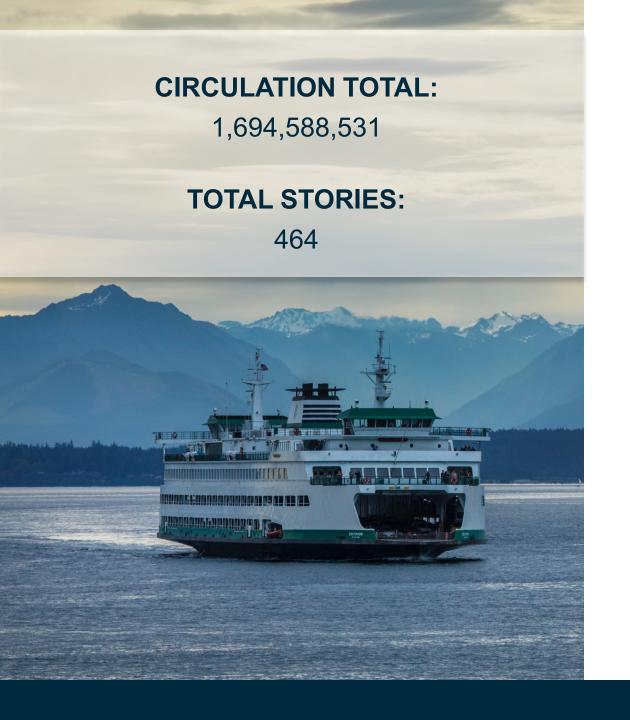








Bitterroot BBQ (Washington)



2019 Leisure Media Coverage To-Date

The New York Times





AFAR

The Washington Post



TRAVEL+ LEISURE



VOGUE

FOOD&WINE





ARCHITECTURAL DIGEST

Ios Angeles Times

bon appétit





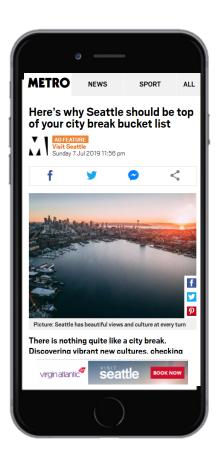




Marketing
Partnerships

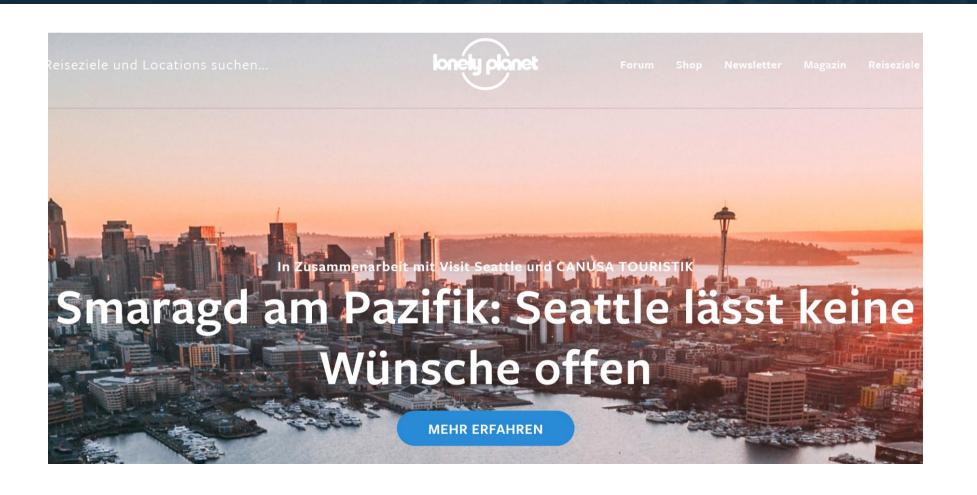
UK Consumer Marketing with Metro







Lonely Planet Campaign in German-Speaking Europe



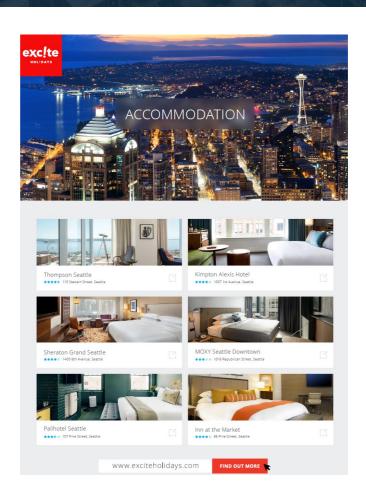






Excite Holidays Campaign in Australia and New Zealand







Product Development and Marketing in Japan









Introducing Lucy '路西'





Chihuly at Kew VIP Client Event









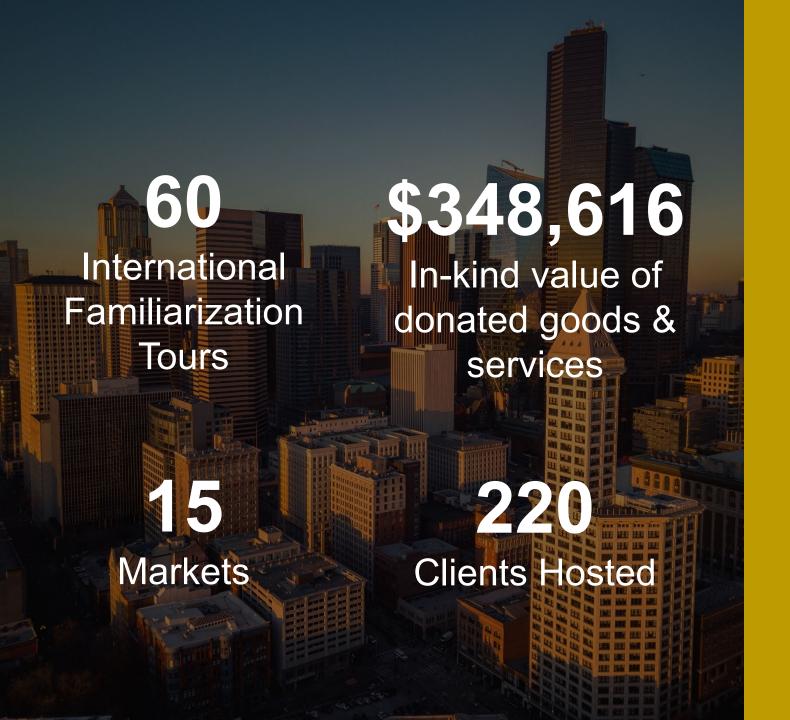










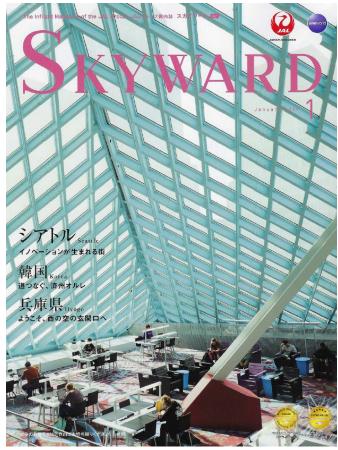


2019 TO-DATE

International Familiarization Tour Activity

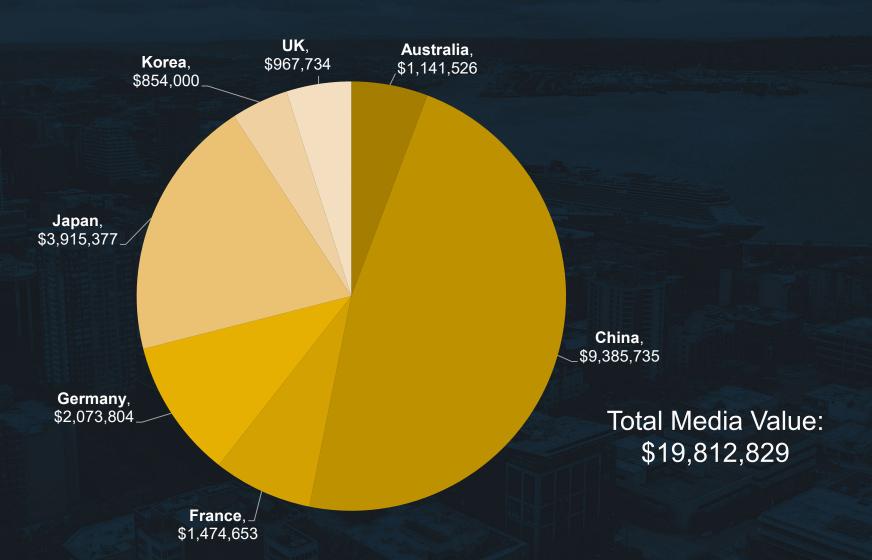
Earned Media via FAM Trips





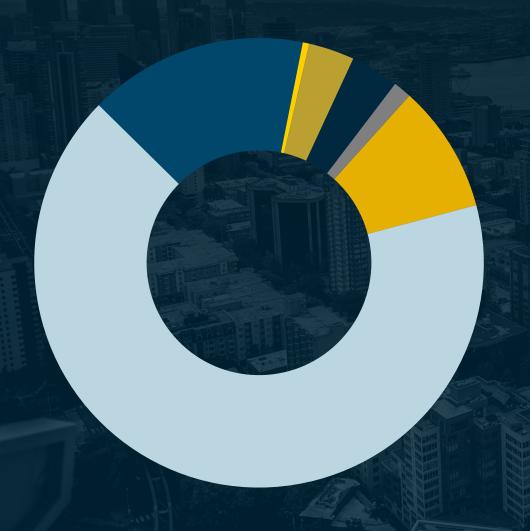
International Media Value Report

JAN. - SEPT. 2019 MEDIA VALUES | USD





2020 Budget



Administration (Salaries & Operating Exp.)	\$797,476
International FAMS, Site Inspections, Marketi Client Events & Missions	
Special Events	\$300,000
Photography	\$40,000
Market Research	\$113,550
Public Relations & Press Trips	\$286,000
Advertising	\$5,758,974
Total Expenses	\$8,660,000
Total Revenue	\$8,660,000
Fund Balance	\$3,126,978

2019 Forecast

Administrative Expenses9%	Administrative Expenses9%	
Estimated\$720,000	Estimated\$797,476	
Marketing Expenses91%	Marketing Expenses91%	
Advertising	Advertising	
Public Relations & Press Trips	Public Relations & Press Trips	
Intl FAM, Site Inspection	Intl FAM, Site Inspection	
Intl Client Events & Sales Missions	Intl Client Events & Sales Missions	
Intl Marketing Partnerships	Intl Marketing Partnerships	
Special Events	Special Events	
Photography	Photography	
Marketing Research	Marketing Research	
Estimated\$7,421,542	Estimated\$7,862,524	
Total Expenses\$8,141,542	Total Expenses\$8,660,000	
Revenue\$8,500,000	Revenue\$8,660,000	

2020 Budget

2020 Budget Variances

SPECIAL EVENTS 1 \$45,000

Total 2020 Spend: \$300,000 / 3% of Budget

SPECIAL EVENTS | + \$45,000

- Manchester United | \$75,000
- Taste Washington | \$125,000
- Rock 'n' Roll | \$50,000
- Refract | \$50,000

2020 Budget Variances

INTERNATIONAL \$249,000

Total 2020 Spend: \$1,364,000 / 16% of Budget

FAMS | + \$79,000

 Inbound hosting of travel trade, media and influencers from key overseas markets and emerging markets

CLIENT EVENTS & MISSIONS | + \$65,000

- China and Europe Missions (each with direct-to-consumer activation)
- Visit Seattle/Delta Air Lines Japan client and consumer events (Tokyo and Osaka)
- Possible ITB, IPW and/or WTM client event(s)

MARKETING PARTNERSHIPS | + \$105,000

- Retainer fees/monthly expenses: UK/Ireland, Germany, Australia/New Zealand, China, South Korea (adding SE Asia on a project-basis)
- Expansion of consumer marketing in select market(s):
 UK/Ireland, Germany and Australia (2019 examples: Metro UK, Lonely Planet, Helloworld)



2020 Budget Variances

PUBLIC RELATIONS 1 \$91,000

Total 2020 Spend: \$286,000 / 3% of Budget

PUBLIC RELATIONS | + \$91,000

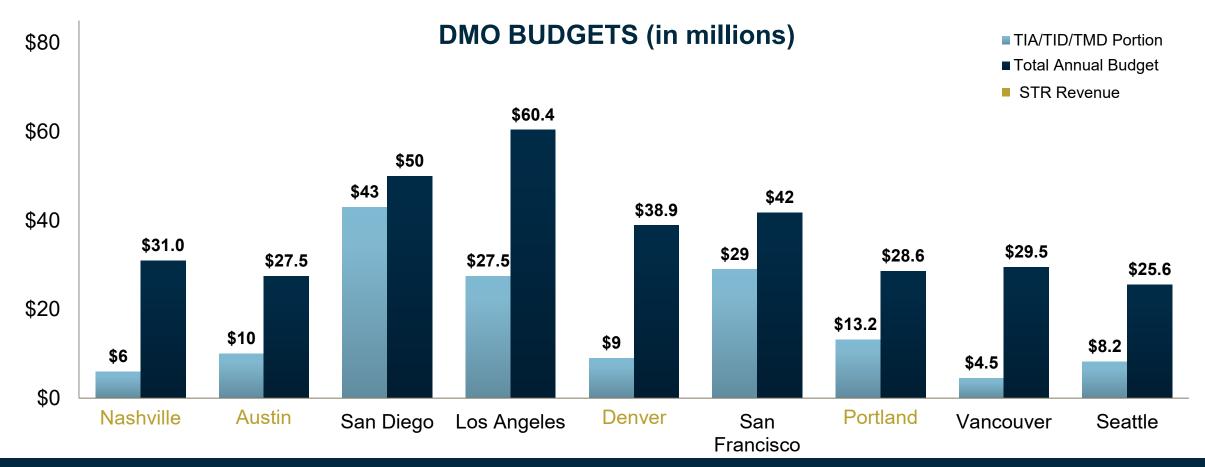
- Increase PR agency support for leisure campaigns Marketing campaigns, Seattle Museum Month, Taste Washington, Refract, Holidays and more.
- Increase inbound media hosting efforts.
- Additional media blitzes Vancouver, BC; NYC and LA.





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2019 Competitive Destination: Total Marketing Budget Comparison



New Board Officers



2020 Advisory Board Officers



Bill Weise | Chair Silver Cloud Hotel – Seattle Stadium



Sean O'Rourke | Vice Chair Seattle Marriott Waterfront



Steve Sasso | At Large Motif Seattle

2019 OUTGOING ADVISORY BOARD MEMBERS



2019
Outgoing
Advisory
Board
Members



Howard Cohen Clise Properties



Frank Finneran III
SpringHill Suites Seattle
Downtown/South Lake Union



Shannon Sheron Hotel Sorrento





Upcoming Events

OVG ISSUE LAUNCH EVENT

Flatstick Pub — Pioneer Square Thursday, November 21 4:00 – 6:00 PM

VISIT SEATTLE HOLIDAY BREAKFAST

Sheraton Grand Seattle Tuesday, December 10 7:30 – 9:45 AM

SPORTS STAR OF THE YEAR

The Westin Seattle Thursday, February 6, 2020 6:00 – 9:00 PM



