Welcome: Intro & Updates

Tom Norwalk & Bill Weise
Board Governance
Ratepayers Annual Meeting

MINUTES 11/05/18

Questions & Vote for Approval
Resolution to Extend Bill Weise’s Term

Questions & Vote for Approval
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
2020 Advisory Board Candidates

Questions & Vote for Approval
Public Relations Overview

KAU'ILANI ROBINSON
SEATTLE MUSEUM MONTH
Stay + Play

CIRCULATION TOTAL TO-DATE: 67,527,663
TOTAL STORIES TO-DATE: 124
CIRCULATION TOTAL: 76,415,277
TOTAL STORIES: 150+
AFAR

The Boston Globe

The Seattle Times

Forbes

Urban Living

JustLuxe

a luxury portal

luxe. daily

WINE BUSINESS MONTHLY

THE TRAVEL VERTICAL

CEG

The Stranger

The Culinary Scoop

Refraction Media Coverage

CIRCULATION TOTAL:
46,143,129

TOTAL STORIES:
32

2019 TO-DATE
2019 Media Missions

Vancouver, B.C.  Portland  Chicago  San Francisco  New York City
2019

MEDIA MISSIONS
• NYC — November

UPCOMING CAMPAIGNS
• Holidays — November & December
• Seattle Museum Month — February 2020

Outbound Travel & Media Missions
Join us for Seattle Sips & Bites

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.
2019 Leisure Coverage Highlights
CIRCULATION TOTAL: 1,694,588,531

TOTAL STORIES: 464

2019 Leisure Media Coverage To-Date

The New York Times
Traveller
Lonely Planet
AFAR
The Washington Post
CNN Travel
Travel Leisure
Condé Nast Traveler
Vogue
Food & Wine
Forbes
USA Today
Architectural Digest
Los Angeles Times
Bon Appétit
Sky
Leisure Overview
UK Consumer Marketing with Metro
Lonely Planet Campaign in German-Speaking Europe

Smaragd am Pazifik: Seattle lässt keine Wünsche offen

MEHR ERFAHREN
Excite Holidays Campaign in Australia and New Zealand
Product Development and Marketing in Japan
Introducing Lucy
‘路西’
Client Events and Missions
Chihuly at Kew VIP Client Event
Japan and South Korea Sales & Media Mission
Inbound Familiarization Trips
International Familiarization Tours

- 60 Tours
- 15 Markets
- 220 Clients Hosted

In-kind value of donated goods & services

- $348,616

2019 TO-DATE

International Familiarization Tour Activity
Earned Media via FAM Trips

5 Things I Love in Seattle

Music, sports, books, boutique hotels, and people: all the things I love come together in this wonderful city.
International Media Value Report

JAN. – SEPT. 2019 MEDIA VALUES | USD

- Australia: $1,141,526
- China: $9,385,735
- France: $1,474,653
- Germany: $2,073,804
- Japan: $3,915,377
- Korea: $854,000
- UK: $967,734
- Korea: $854,000
- Australia: $1,141,526
- China: $9,385,735

Total Media Value: $19,812,829
2020 Budget
2020 Budget

VISIT SEATTLE CONFIDENTIAL

- Advertising: $5,758,974
- International FAMS, Site Inspections, Marketing Partnerships, Client Events & Missions: $1,364,000
- Administration (Salaries & Operating Exp.): $797,476
- Photography: $40,000
- Public Relations & Press Trips: $286,000
- Special Events: $300,000
- Market Research: $113,550

Total Revenue: $8,660,000
Total Expenses: $8,660,000
Fund Balance: $3,126,978
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<th>2019 Forecast</th>
<th>2020 Budget</th>
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<td>Administrative Expenses</td>
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2020 Budget Variances

**SPECIAL EVENTS $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 | + $91,000
Total 2020 Spend: $286,000 / 3% of Budget

• 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.
Questions & Vote Approval
2019 Competitive Destination: Total Marketing Budget Comparison

DMO BUDGETS (in millions)

- Nashville: $6
- Austin: $10
- San Diego: $43
- Los Angeles: $50
- Denver: $9
- San Francisco: $29
- Portland: $13.2
- Vancouver: $4.5
- Seattle: $8.2

Budgets for each city are shown in millions of dollars, with a column for TIA/TID/TMD Portion, Total Annual Budget, and STR Revenue.
New Board Officers

TOM NORWALK
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

TOM NORWALK
2019 Outgoing Advisory Board Members

Howard Cohen
Clise Properties

Frank Finneran III
SpringHill Suites Seattle Downtown/South Lake Union

Shannon Sheron
Hotel Sorrento
Welcome Blake Saling
Last CHEMO!
#12!
October
25th, 2019
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
Thank you