

An aerial photograph of a city skyline. A prominent white skyscraper with a pointed top is the central focus. It is surrounded by other buildings of various heights and colors, including brick and concrete. There are green trees interspersed among the buildings. The sky is not visible, as the buildings fill the frame.

MONDAY, NOVEMBER 9, 2020

# STIA Ratepayers Annual Meeting



WELCOME:

# Intro & Updates

BILL WEISE & TOM NORWALK



# 2020 Advisory Board



Bill Weise, *Chair*  
SILVER CLOUD HOTEL –  
SEATTLE STADIUM



Sean O'Rourke, *Vice Chair*  
SEATTLE MARRIOTT  
WATERFRONT



Steve Sasso, *At-Large*  
MOTIF SEATTLE



Cristy Smith  
CROWNE PLAZA  
SEATTLE - DOWNTOWN



Sebastien Pfeiffer  
THE CHARTER  
HOTEL SEATTLE



Angelica Palladino  
FOUR SEASONS  
HOTEL SEATTLE



Diane Holliday Germain  
THE WESTIN SEATTLE



Lacey King  
THE MAXWELL HOTEL



Rob Nichols  
THE STATE HOTEL



# Board Governance

BILL WEISE





MINUTES 11/06/19

# Ratepayers Annual Meeting

Questions & Vote for Approval



An aerial photograph of Seattle, Washington, showing the city skyline with numerous skyscrapers in the background. In the foreground, there are residential and commercial buildings, trees with autumn foliage in shades of orange and red, and a marina with several boats. A large yellow semi-transparent rectangle is overlaid on the right side of the image, containing text.

TOM NORWALK

# Resolution to Extend the Terms of Bill Weise, Sean O'Rourke & Steve Sasso

Questions & Vote for Approval



# 2021 Advisory Board Member Candidates (3-year term)



Juriana Spierenburg  
citizenM SEATTLE  
SOUTH LAKE UNION



Bernard Phillipe  
HILTON GARDEN INN





# 2021 Advisory Board Candidates

Questions & Vote for Approval



# 2020 STIA Review



An aerial photograph of a city skyline. A prominent white skyscraper with a pointed, pyramidal roof stands out among other buildings. The surrounding area is filled with various urban structures, including older brick buildings and modern high-rises. A large green park area is visible in the center of the image, surrounded by trees. The overall scene is a dense urban environment.

KAU'ILANI ROBINSON

# Public Relations Overview

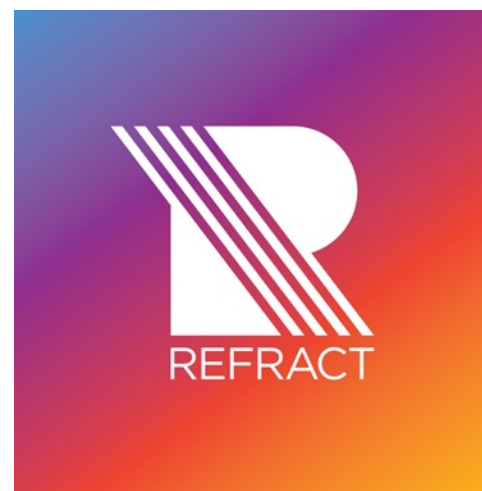


# 2020 Public Relations Highlights

## COVERAGE YTD

Circulation Total: 2,622,208,365

Total Stories: 483



**The New York Times**  
How to Staycation in 6  
American Cities





# Coming Up in Q4 2020

## “DO SOMETHING” MARKETING CAMPAIGN

- Pitching and hosting local/regional media and influencers, focusing on BIPOC.

## HOLIDAYS

- Distributing press releases
- Pitching and hosting media

## PR COUNCILS

- Seattle Travel PR Roundtable
- Washington Hospitality Association
- Downtown Seattle Association
- Seattle Hotel Association





An aerial photograph of the Seattle skyline at dusk, with numerous skyscrapers and buildings illuminated by the warm light of the setting sun. The sky is a deep blue, and the city lights are beginning to glow.

## SEATTLE MUSEUM MONTH

- Developing press releases
- Pitching and hosting local, regional and national media

## TASTE WASHINGTON

- Developing press releases
- Pitching and hosting local, regional and national media

## DIVERSITY & INCLUSION

- Engaging with BIPOC media and industry colleagues on updates to strategy, pitching, KPI's, etc.
- Black Lives Matter
- Pride
- SeaForShe

## PR COUNCILS

- Seattle Travel PR Roundtable
- Washington Hospitality Association
- Downtown Seattle Association
- Seattle Hotel Association

2021

# Looking Forward



An aerial photograph of a city skyline. A tall, white, modern skyscraper with a pointed top is the central focus. It is surrounded by older, multi-story brick buildings. A large green park area is visible between the skyscraper and the surrounding urban landscape. The sky is clear and blue.

ALI DANIELS

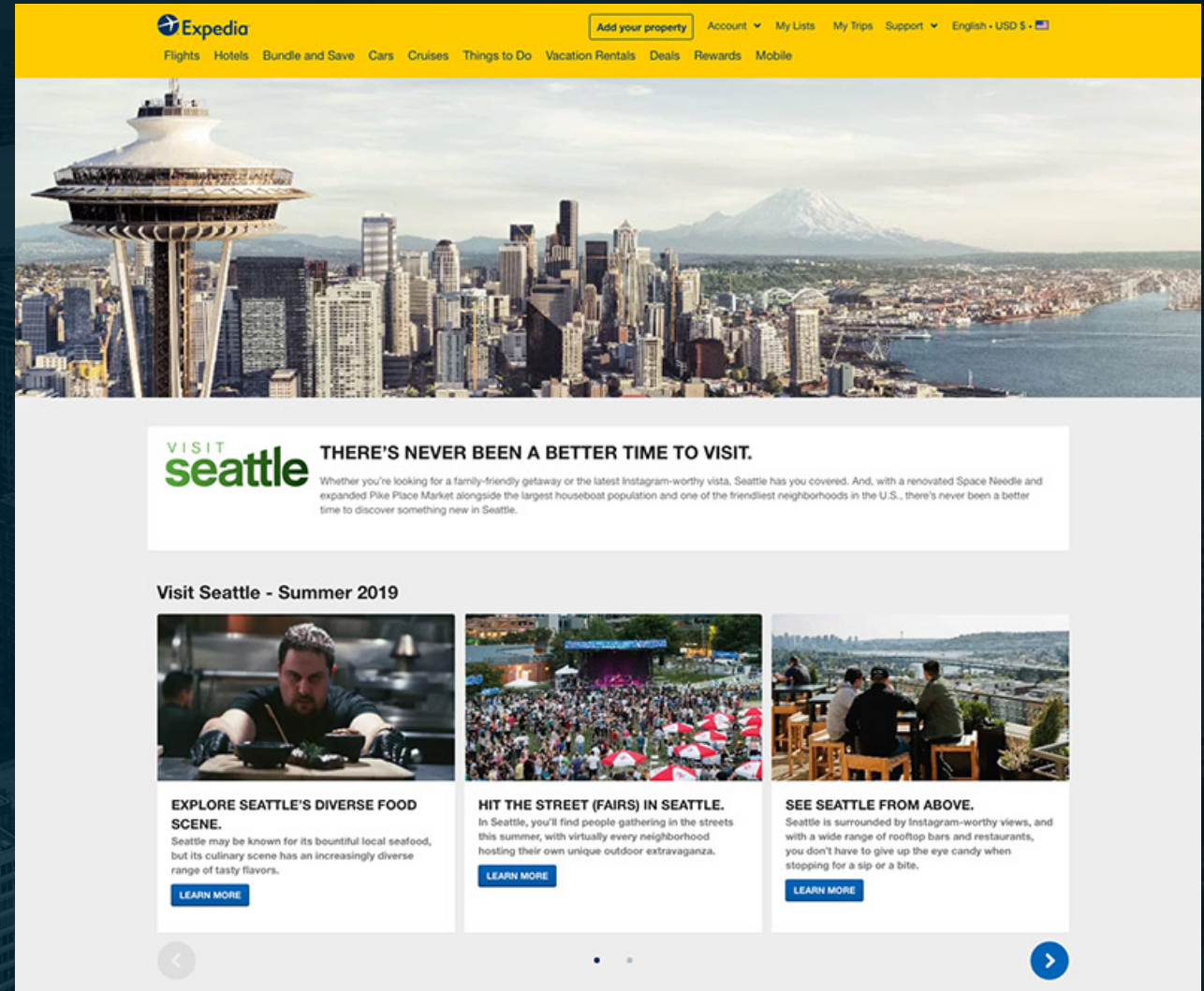
# Leisure Overview



# Demand Generation

## IN THE FIRST SIX WEEKS

- Delivered 160,000 visits to visitseattle.org booking page
- Drove over 1,500 room bookings
- Yielded 4:1 ROI






# Seattle Museum Month

## 2020 HIGHLIGHTS

- 6th annual Seattle Museum Month with 41 hotels and 62 hotels participating
- Over 14,000 redemptions made at the museums
- Over 10K room nights booked and 26K travelers during the month of February



SEATTLE MUSEUM MONTH

HOME WHAT'S ON MUSEUMS HOTELS GETTING AROUND FOR LOCALS

SEATTLE MUSEUM MONTH

EACH FEBRUARY IN SEATTLE, DOWNTOWN HOTEL GUESTS ENJOY HALF OFF MUSEUM ADMISSION!

**IT'S YOUR TURN TO PLAY.**

February is **Seattle Museum Month**, when visitors who stay at participating downtown Seattle hotels receive half-price admission to the region's favorite museums. Soar through aviation history, explore the best of pop culture, walk through a garden of glass, or dive into Pacific Northwest marine life, and so much more.

02 00 10 18 27  
WEEKS DAYS HOURS MINUTES SECONDS

40+ MIND-BLOWING MUSEUMS

SCORES OF FABULOUS HOTELS




# COVID-19 Response

SEATTLE

LOCALIST

explore Seattle like a local





visit  
seattle

**You don't need to be in Seattle to love Seattle.**


In times of crisis, the most natural thing to do for those of us in the travel/tourism industry would be to encourage you to take a vacation, break out of your box, explore somewhere new – all of which is unfortunately not possible in our current situation. In light of this, we are doing the next best thing we know how to do: bringing the inspirational stories of Seattle to you. While we are physically distant for the time being, we hope this will help you feel a little more connected to the city you've come to love.

This too shall pass. And someday, the doors to travel will be re-opened to us all. In the meantime, consider these videos permission to dream of your next trip. We will be eager to welcome you when that time comes.

WATCH  VISIT **SEATTLE**.tv



FAMILY  
STYLE



MUSIC  
GENESIS

KING COUNTY.

ALL CLEAR

SAFETY PLEDGE.



**WE TOOK THE PLEDGE**

To learn more and to see all our fellow pledge-takers:  
**[allclearkingcounty.org](http://allclearkingcounty.org)**

Ready to travel again?

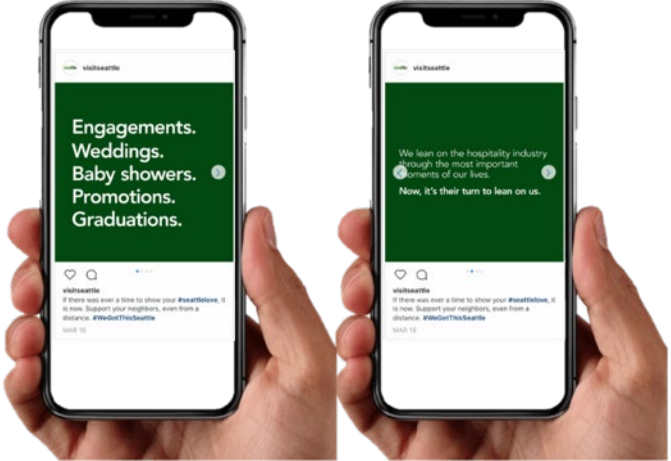
*Stay local first.*



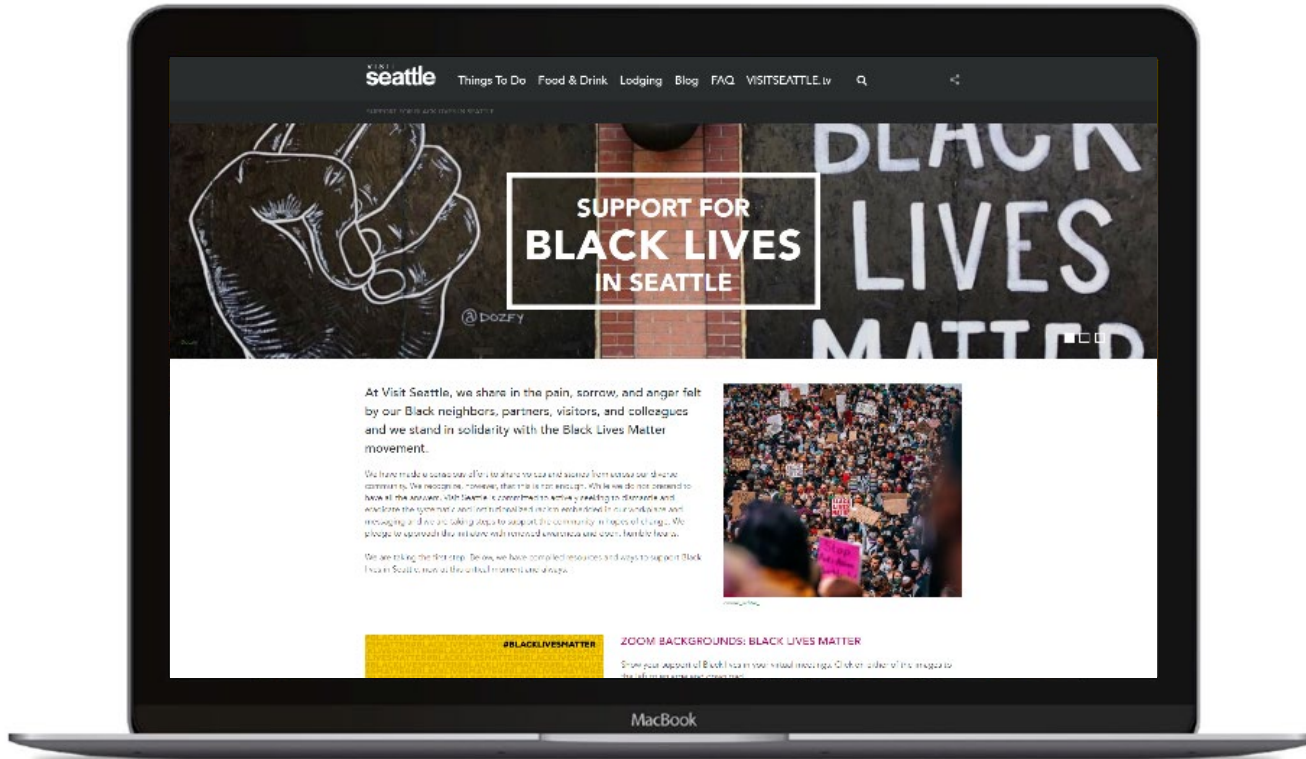


visit  
seattle

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







# Support for Black Lives In Seattle





**LEARN MORE**

**REFRACTSEATTLE.ORG**

# THE SEATTLE GLASS EXPERIENCE

**OCTOBER 15-18, 2020**

**ONLINE & IN-PERSON FOR 2020**  
DEMONSTRATIONS  
EXHIBITIONS  
OPEN GALLERIES  
COLLECTOR EVENTS & MORE





# King County Recovery Campaign





Vivi Pizzeria, Woodinville



The State Hotel, Seattle



Half Price Books, Bellevue

# SAVOR SOMETHING

## GET A SLICE OF LIFE

From pies to piroshkies, sushi to steaks, King County is a paradise for the palate. Mask up and chow down, for yourself and for your community.

SEATTLE  
SOUTHSIDE  
Regional Tourism Authority

VISIT  
seattle

DO SOMETHING  
#DoSomethingNearby

# BOOK SOMETHING

## TREAT YOURSELF

From special day staycations to spontaneous spa days, a getaway is far closer than you think. Mask up and stay in King County, for yourself and for your local hotels.

SEATTLE  
SOUTHSIDE  
Regional Tourism Authority

VISIT  
seattle

DO SOMETHING  
#DoSomethingNearby

# SHOP SOMETHING

## FIND YOUR OUTLET

From artisan stalls to local bookshops, whatever you're looking for, you'll find it here first. Mask up and shop local, for yourself and for King County.

SEATTLE  
SOUTHSIDE  
Regional Tourism Authority

VISIT  
seattle

DO SOMETHING  
#DoSomethingNearby





# STIA Downtown Specific Recovery



# Holidays 2020







6-WEEKS FOR 2021!

SEATTLE  
**MUSEUM  
MONTH**

FEBRUARY 1 - MARCH 14

DOWNTOWN HOTEL GUESTS ENJOY

**HALF OFF MUSEUM PRICES**



**taste**  
WASHINGTON

STIA





Sponsored

VISIT  
seattle

## Seattle: ready when you are

As you start planning your next adventure, know that Seattle has been planning too. Whether it is next week or next year, we will be ready for you. In the meantime, we're here to provide you with some travel inspiration.

Explore now

## Save up to 15% on select Seattle hotels\*

Receive up to 15% off when you stay at select hotels in downtown Seattle and experience some of the Emerald City's best restaurants, attractions, and shopping all within walking distance.

[See deals](#)

Expedia

Stays Flights Cars Vacation packages Things to do More travel

Stay flexible. We recommend booking a stay with no cancellation fees in case your plans change.

Please check government advisories before booking and traveling.

Facebook Twitter Instagram

VISIT seattle Seattle: ready when you are

As you start planning your next adventure, know that Seattle has been planning too. Whether it is next week or next year, we will be ready for you. In the meantime, we're here to provide you with some travel inspiration.

Visit Seattle

Seattle parks and trails

Within thousands of acres of park land, it's no wonder Seattle is nicknamed the Emerald City. The abundance of green space within city limits gives visitors and locals a variety of ways to experience the natural beauty of the insular Northwest without having to drive (or even walk) very far.

Scenic hikes

It's impossible to visit Seattle without feeling the pull of the mountains. Luckily, trails abound – and you don't even have to leave city limits to enjoy that taking high. A variety of routes appeal to all ages and fitness levels. Even things they see: fresh air and stunning panoramas.

Seattle's neighborhoods

Get to know the true character of Seattle in our varied neighborhoods. From historic districts rich with culture to vibrant hubs buzzing with new businesses, our neighborhoods offer plenty of ways to explore like a local.

Seattle

3 nights  
Wed, Nov 4 - Sat, Nov 7  
Thompson Seattle  
★★★★  
From \$179 per night

3 nights  
Wed, Nov 4 - Sat, Nov 7  
Bluebird Seattle - a Hyatt Hotel  
★★★★  
From \$135 per night

3 nights  
Wed, Nov 4 - Sat, Nov 7  
Hyatt Regency Seattle  
★★★★  
From \$144 per night

2 nights  
Wed, Nov 4 - Fri, Nov 6  
The Westin Seattle  
★★★★  
From \$165 per night

3 nights  
Wed, Nov 4 - Sat, Nov 7  
Grand Hyatt Seattle  
★★★★  
From \$167 per night

2 nights  
Wed, Nov 4 - Fri, Nov 6  
Hotel Theodore  
★★★★  
From \$172 per night

4 nights  
Thu, Nov 5 - Sun, Nov 8  
The Lodgepole - A Noble House Hotel  
★★★★  
From \$172 per night

3 nights  
Wed, Nov 4 - Sat, Nov 7  
Hyatt At Olive 8  
★★★★  
From \$199 per night

2 nights  
Wed, Nov 4 - Fri, Nov 6  
Hotel Andra  
★★★★  
From \$204 per night

2 nights  
Wed, Nov 4 - Fri, Nov 6  
Pan Pacific Seattle  
★★★★  
From \$215 per night

2 nights  
Wed, Nov 4 - Fri, Nov 6  
The Paramount Hotel  
★★★★  
From \$102 per night

2 nights  
Wed, Nov 4 - Fri, Nov 6  
MOXY Seattle Downtown  
★★★★  
From \$122 per night



An aerial photograph of a city skyline. A prominent white skyscraper with a pointed top and many windows stands out among other buildings. The surrounding area includes various other buildings, some with flat roofs, and a large green park area with many trees. The image is taken from a high angle, looking down on the city.

JOHN BOESCHE

# International Tourism



# 2020 Activities

Prior to the COVID-19 related shutdown, **in-person sales and media opportunities** included:

- Brand USA's Mexico Mission
- IITA Summit
- NAJ's Receptive Tour Operator Summit

Visit Seattle has taken advantage of **virtual tradeshow opportunities** throughout the year:

- Go West Summit
- Brand USA Global Marketplace (Travel Week Europe)

We have also found opportunities to **remain visible in the marketplace**:

- Free or discounted destination updates/inspiration via trade/media partners
- Visit USA travel agent training and consumer events





# Reacting to COVID-19 & Looking Forward

## 2020 ACTIONS:

- Eliminate exploratory efforts in SE Asia, India and Mexico.
- Reduce and/or eliminate in-market agency contracts in China, South Korea, Japan, UK/Ireland, Germany, France and Australia/New Zealand.
- Re-prioritize key overseas markets with recovery potential front-of-mind.
- Focus on supporting global travel trade, especially 2021/2022 contracting and product development.

## LONG TERM STRATEGY:

- Re-imagine efforts and partnerships with domestic travel trade
- Greater focus on Canada when border restrictions ease
- Canada represents 70% of international visitation and 8% of all overnight visitation
- Maintain Seattle's presence in key overseas markets with limited agency support and budget
- Partner with airline and influential media/trade to generate awareness in top 1-2 overseas market(s)



An aerial photograph of a city skyline. A prominent white skyscraper with a pointed top and many windows stands out among other buildings. The surrounding area includes various other buildings, some with flat roofs, and a large green park area with many trees. The image is taken from a high angle, looking down on the city.

DISCUSSION / APPROVAL

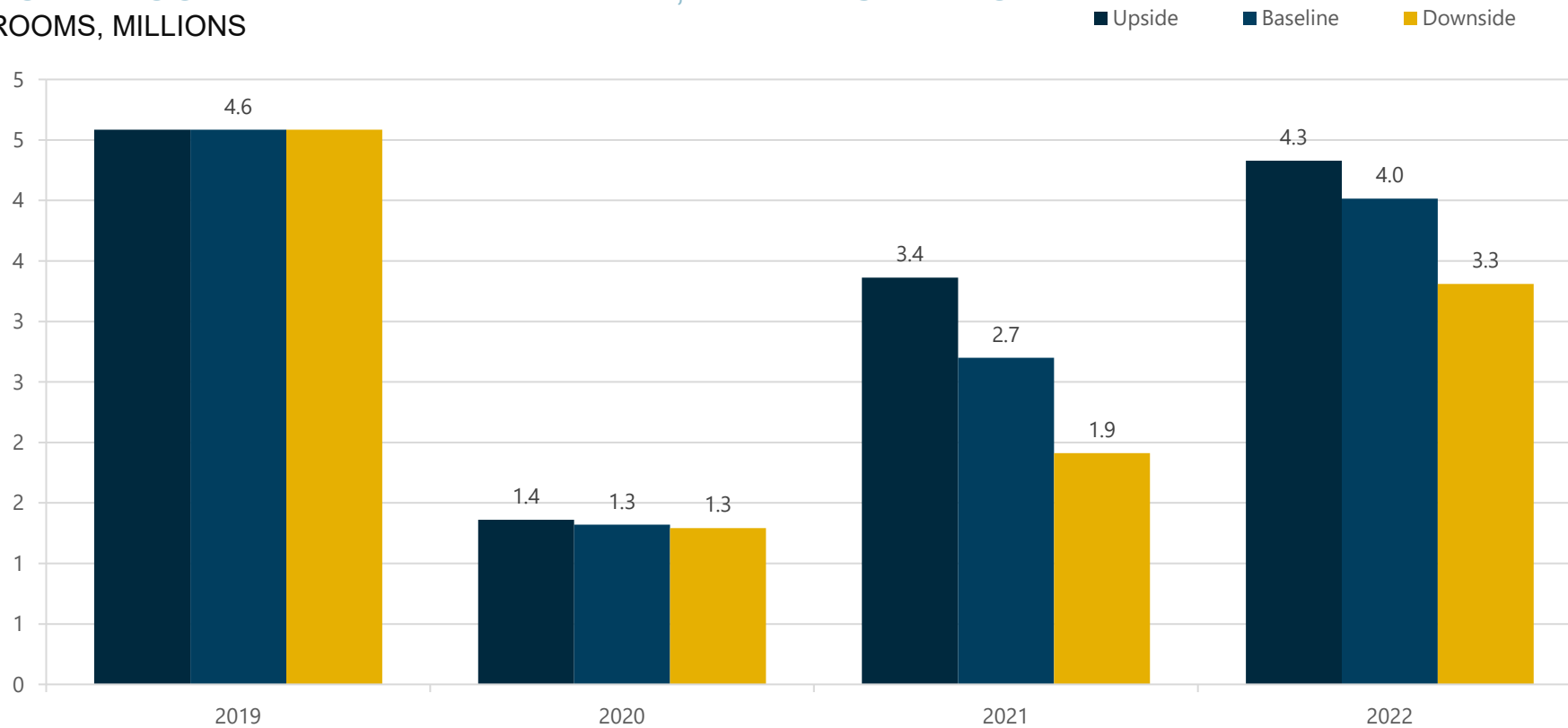
# 2021 Budget



# Tourism Economics Forecast

## HOTEL ROOM DEMAND IN SEATTLE TIA, THREE SCENARIOS

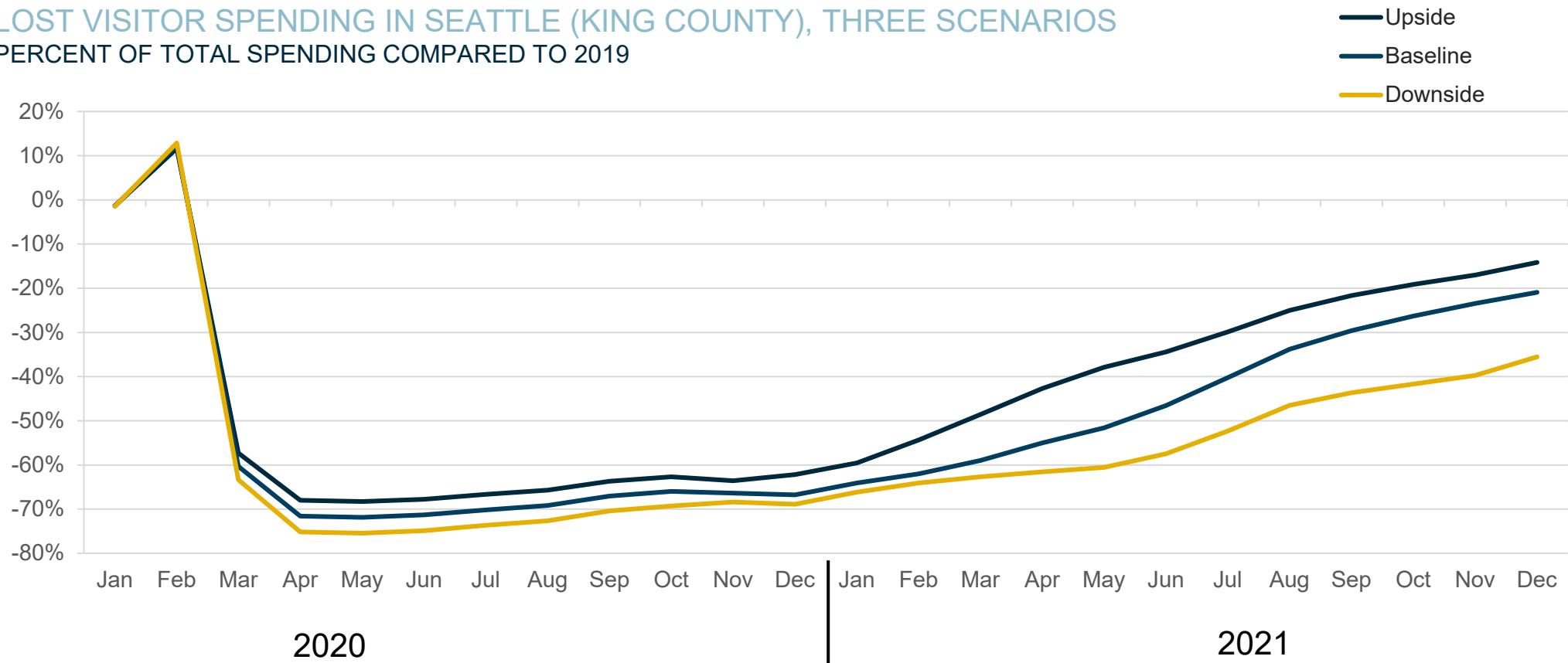
ROOMS, MILLIONS





# Tourism Economics Forecast

LOST VISITOR SPENDING IN SEATTLE (KING COUNTY), THREE SCENARIOS  
PERCENT OF TOTAL SPENDING COMPARED TO 2019





## 2020 FORECAST

Administrative Expenses.....17%

Estimated.....\$574,082

Marketing Expenses.....83%

Advertising

Public Relations & Press Trips

Intl FAM, Site Inspection

Intl Client Events & Sales Missions

Intl Marketing Partnerships

Special Events

Photography

Marketing Research

ESTIMATED.....\$2,835,811

Total Expenses.....\$3,409,093

Revenue.....\$2,637,957

NET.....(\$771,936)

## 2021 BUDGET

Administrative Expenses.....12%

Estimated.....\$724,088

Marketing Expenses.....87%

Advertising

Public Relations & Press Trips

Intl FAM, Site Inspection

Intl Client Events & Sales Missions

Intl Marketing Partnerships

Special Events

Photography

Marketing Research

ESTIMATED.....\$4,965,550

Total Expenses.....\$5,689,638

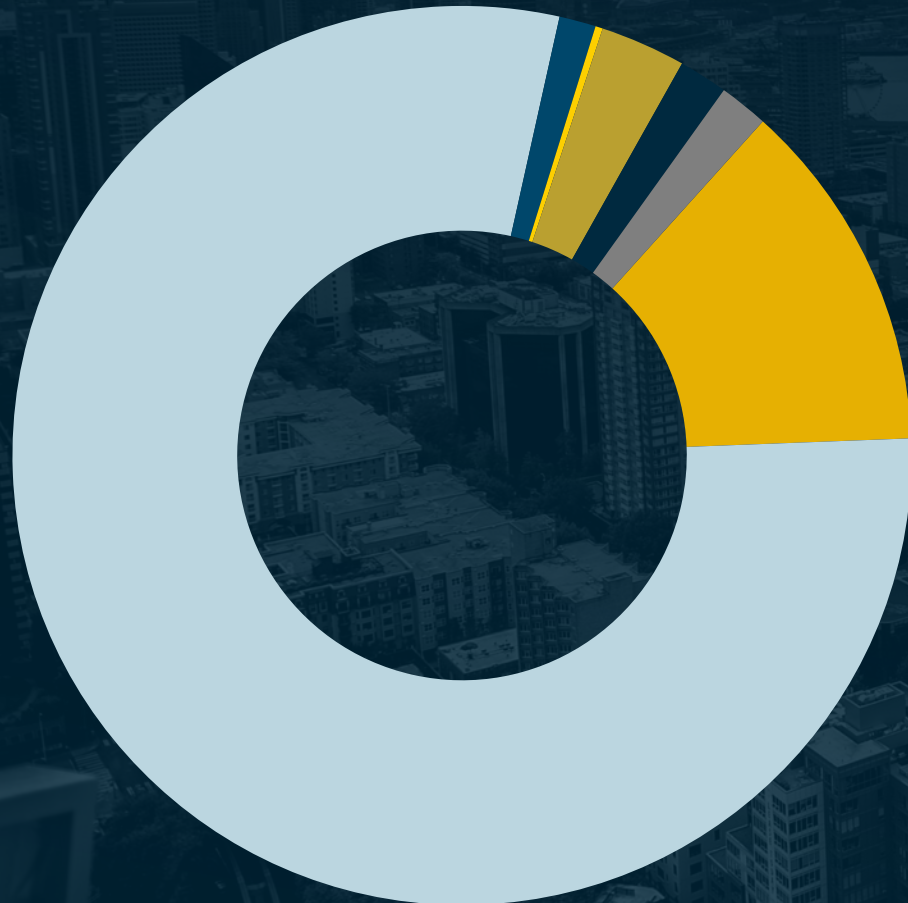
Revenue.....\$4,742,695

NET.....(\$946,943)



# 2021 Budget

VISIT SEATTLE CONFIDENTIAL



Administration (Salaries & Operating Exp.)	\$724,088
International FAMS, Site Inspections, Marketing Partnerships, Client Events & Missions	\$75,000
Special Events	\$100,000
Photography	\$15,000
Market Research	\$100,550
Public Relations & Press Trips	\$175,000
Advertising	\$4,500,000

Total Expenses	\$5,689,638
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Total Revenue	\$4,742,695
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Fund Balance	\$2,224,551
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# 2021 Budget Variances

**SPECIAL EVENTS** ↓ \$200,000 *from 2020 budget*

Total 2021 Spend: \$100,000 / 2% of Budget

**SPECIAL EVENTS** | \$100,000

Taste Washington | \$50,000

Rock 'n' Roll | \$25,000

Refract | \$25,000



# 2021 Budget Variances

INTERNATIONAL ↓ \$1,289,000 *from 2020 budget*

Total 2021 Spend: \$75,000 / 1% of Budget

FAMS | \$25,000

- Inbound hosting of select travel trade and media, specifically focusing on new non-stop flights, IAF grand opening, and other major events throughout the year.

MARKETING PARTNERSHIPS | \$50,000

- No annual retainers with in-market agencies
- Project-focused work in 1-2 markets showing potential for strong 2021 recovery (ex: UK/Ireland)

CLIENT EVENTS & MISSIONS | \$0

- None for 2021; focused on IPW 2021 and Brand USA Travel Week 2021 (both VS budget-supported)



# 2021 Budget Variances

**PUBLIC RELATIONS** ↓ *\$111,000 from 2020 budget*

Total 2021 Spend: \$175,000 / 3% of Budget

## **PUBLIC RELATIONS | \$175,000**

- PR agency support for crisis communication, brand awareness and leisure marketing campaigns – Seattle Museum Month, Taste Washington, Refract and Holidays
- Media hosting
- Opportunity for regional media blitzes – Focus on West Coast cities





# Questions & Vote Approval



An aerial photograph of a city skyline. A prominent white skyscraper with a pointed top is the central focus. It is surrounded by various other buildings, including older brick structures and modern multi-story buildings. There are green trees interspersed among the buildings. The sky is not visible, as the buildings fill the frame.

BILL WEISE, TOM NORWALK, GREG DUFF

# Funding Update & Past Due Assessments



# New Board Officers

TOM NORWALK



# 2021 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



An aerial, high-angle view of a city skyline, likely New York City, with a river (Hudson River) and a large ship (cruise ship) visible in the background. The image is dark and moody, with a blue tint. The word "QUESTIONS?" is overlaid in the center in a bright yellow, sans-serif font.

QUESTIONS?





Thank you



An aerial photograph of Seattle, Washington, showing the city skyline and waterfront. The image is dark and moody, with the city lights and buildings visible against a dark sky. The text "STIA" is overlaid in large, white, serif capital letters.

# STIA

SEATTLE TOURISM IMPROVEMENT AREA