RESILIENT (adjective)
(of a person or animal) able to withstand or recover quickly from difficult conditions
A HISTORY OF BOUNCING BACK BETTER:

- 1970 | Boeing Layoffs ➔ Market Revitalization + Microsoft
- 1980 | Downtown Crime ➔ Columbia Tower + Westlake Park
- 2001 | 9/11 ➔ Downtown Vitality
- 2008 | Economic Crisis ➔ City Rezone + SLU Boom
- 2021 | COVID-19 ➔ The Next Big Recovery Story
TRAVEL STATE OF MIND

TRAVEL DREAMING & PLANNING
BETWEEN MARCH 1–7, 2021

84% of American Travelers Have Trips at Least Tentatively Planned

71% of American Travelers Dreamt and Planned Travel in the Last Week—A Pandemic Record

TRAVEL PLANNING IN THE PAST WEEK

- Day-dreamed about taking a leisure trip: 34.3%
- Talked to a friend or relative about a future trip: 30.7%
- Researched travel ideas online: 27.5%
- Made travel reservations: 15.0%
- Researched travel ideas offline: 10.7%

Americans Ready to Start Booking Flights and Trips
Google Queries Per Online Travel Agency, 12-Month Period Through March 12

Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

Source: Google Trends, U.S. Global Investors
One year later, the Seattle area has the lowest death rate of the 20 largest metropolitan regions in the country. If the rest of the United States had kept pace with Seattle, the nation could have avoided more than 300,000 coronavirus deaths.

During a year in which the White House downplayed the virus and other political leaders clashed over how to contain it, Seattle’s success illustrates the value of unified and timely strategies: Although the region’s public health experts and politicians grappled behind the scenes about how to best manage the virus, they came together to present a united front to the public. And the public largely complied.
TELLING OUR COLLECTIVE STORY OF RESILIENCE AND INNOVATION:

1. Position Seattle as a city of innovators and leaders with a unique recipe for recovery

2. Showcase our innovations to improve Seattle's reputation as a tourism destination among national and local media

3. Bring city (partners + general population) into tourism recovery efforts
HOW TO CHANGE THE NARRATIVE

IT TAKES A COLLECTIVE VOICE:

• Hotels
• Retail
• Restaurants
• Small Businesses
• Private & Public Sector Leaders
• Arts, Culture & Music
• Media
• Neighbors (other counties in WA, friends in PDX/VAN)

ONE MESSAGE:
IT’S TIME TO VISIT SEATTLE.
EVERY MONTH IS A NEED PERIOD.

Every month brings a new, Seattle success story... seek them out and amplify them:

- Local heroes
- Bustling neighborhoods
- Resilient small businesses
- Innovative hotels
- Revitalized restaurants
LOOK AROUND, LOOK AROUND!

SHORT-TERM (THROUGH SUMMER 2021)
- National recognition – leader in COVID-19 recovery
- Business reopening: gov. & city reopening plans
- Vaccination rates growing
- Neighborhoods taking the lead on bringing tourism back
- Summertime
- International Arrivals Facility at SEA

ON THE HORIZON (MID/LATE 2021)
- Tenants returning to office space
- Outdoor events (festivals, Mariners)
- North Satellite Modernization at SEA
- Climate Pledge Arena – Kraken is Coming!

2022 & BEYOND
- Reimagined waterfront & Ocean Pavilion
- WSCC Summit building
- Link light rail expansion
1. CREATE CONFIDENCE AND EXCITEMENT IN SEATTLE BY PROMOTING A VIBRANT CITY:
   • Look for businesses reopening, what's new in your area, innovations you're seeing.
   • We’re building these up through national and local media. Email your success stories to pr@visitseattle.org.

2. GET ON BOARD WITH VISIT SEATTLE’S 2021 CAMPAIGNS, BUILD UPON AT YOUR ORGANIZATION.

3. THOUGHT LEADERSHIP:
   • Visit Seattle developing op-ed, desk side tour, ongoing media relations campaign.
   • Adapt to your organization: develop local op-eds and/or letters to the editor, meet the media covering your beat, share the wins.

4. COLLECTIVE, UNIFIED VOICE ➔ DRIVE THE NARRATIVE!