Welcome
2021 Advisory Board

Bill Weise, Chair
Silver Cloud Hotel – Seattle Stadium

Steve Sasso, At-Large
Motif Seattle

Cristy Smith
Crowne Plaza Seattle - Downtown

Lacey King
The Maxwell Hotel

Rob Nichols
The State Hotel

Juriana Spierenburg
CitizenM Seattle South Lake Union

Victor Caguindagan
Lotte Hotel Seattle

Whitney Brown
Thompson Seattle

Wade Hashimoto
W Seattle

Lars Pedersen
Hotel Ändra
2022 Budget

DISCUSSION & APPROVAL
<table>
<thead>
<tr>
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<th>2021 FORECAST</th>
<th>2022 BUDGET</th>
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<tbody>
<tr>
<td>Administrative Expenses</td>
<td>13%</td>
<td>14%</td>
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<tr>
<td>Estimated………………$724,088</td>
<td>Estimated………………$917,476</td>
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<tr>
<td>Marketing Expenses………………86%</td>
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<td>Advertising</td>
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<td>Public Relations &amp; Press Trips</td>
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<td>Intl FAM, Site Inspection</td>
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<td>Intl Client Events &amp; Sales Missions</td>
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<td>Intl Marketing Partnerships</td>
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<td>Special Events</td>
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<td>Photography</td>
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<td>Marketing Research</td>
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<tr>
<td>ESTIMATED……………………$4,602,855</td>
<td>ESTIMATED……………………$5,897,656</td>
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|                      | Total Expenses………………$5,326,943 | Total Expenses………………$6,815,132 |
|                      | Revenue………………………$4,380,000 | Revenue………………………$6,815,132 |
|                      | NET……………………….($946,943)  | NET……………………….($0)    |
2022 Budget

- Administration (Salaries & Operating Exp.) $917,476
- International FAMS, Site Inspections, Marketing Partnerships, Client Events & Missions $425,000
- Special Events $105,000
- Photography $10,000
- Market Research $103,900
- Public Relations & Press Trips $250,000
- Advertising $5,003,756

Total Expenses $6,815,132
Total Revenue $6,815,132
Fund Balance $1,981,084
2022 Budget Variances

**ADMINISTRATION (SALARIES & OPERATING EXP.)**

<table>
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<tr>
<th>Increase</th>
<th>$96,694 from 2021 budget</th>
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Total 2022 Spend: $458,738 / 13% of Budget

**ADMINISTRATION | $458,738**

- Planned legal guidance for ordinance modification
- Additional voter meeting for mid-year budget approval
- Staffing back to full-time
2022 Budget Variances

**SPECIAL EVENTS** $5,000 from 2021 budget
Total 2022 Spend: $105,000 / 1% of Budget

**SPECIAL EVENTS | $105,000**
- Taste Washington | $50,000
- Rock ‘n’ Roll | $15,000
- Refract | $30,000
- Enchant Christmas | $10,000
2022 Budget Variances

INTERNATIONAL  $350,000 from 2021 budget
Total 2022 Spend: $425,000 / 6% of Budget

FAMS | $75,000
• Inbound hosting of international media and travel trade with an emphasis on qualified journalists from top returning markets

MARKETING PARTNERSHIPS | $350,000
• In-market agency support in the UK and ad hoc representation in other targeted international markets
• Trade & Consumer marketing programs, international airline partnerships, participation with Brand USA

CLIENT EVENTS & MISSIONS | $0
• None for 2022
2022 Budget Variances

PUBLIC RELATIONS $75,000 from 2021 budget
Total 2022 Spend: $250,000 / 4% of Budget

PUBLIC RELATIONS | $250,000
• Public Relations agency (C+C)
• Inbound hosting of media from top markets
• IMM NY – media marketplace in NYC – January 2022
• NYC media event – fall 2022
2022 Budget Variances

**ADVERTISING**  $866,451  from 2021 budget

Total 2022 Spend: $5,003,756 / 73% of Budget

**ADVERTISING**  $5,003,756

- Traditional media in key domestic markets
- Paid social media support affinity/geotargeted individuals
- Seattle Museum Month and other incentive month considerations
Questions & Vote Approval
Board Governance
Minutes 11/09/20

Ratepayers Annual Meeting

Questions & Vote for Approval
Resolution to Extend Terms for:

Steve Sasso – through 2022
Lars Pedersen – through 2023

Questions & Vote for Approval
2022 Advisory Board Member Candidates (3-year term)

Heather McCurdy
Hilton Seattle

Juergen Oswald
Renaissance Seattle Hotel

Tom Waithe
The Alexis Royal Sonesta Hotel Seattle
Questions & Vote for Approval

2022 Advisory Board Candidates
Public Relations Overview

KAU'ILANI ROBINSON
Public Relations Team
Visit Seattle

Kau’ilani Robinson
DIRECTOR, PUBLIC RELATIONS

Kelly Hatfield
PUBLIC RELATIONS MANAGER
CIRCULATION TOTAL: 713,418,190
TOTAL STORIES: 65+
Cultural Celebrations + Observances

forefront of the vibrant foodie community of the Pacific Northwest, and for good reason. He’s managed to find a masterful balance between culture and technique, Seattle and Japan, and it plays a huge role in his style and use of ingredients. “Seattle’s Asian American and Pacific Islander culture has really influenced the food scene here,” Chef Shota explained. “So I still get to take that Japanese respect for ingredients, but then put my own spin on it. I get to work with a lot of new ingredients, different chefs, and styles.”

It’s Hispanic Heritage Month; here’s what to do with kids around Seattle

Thanks to the folks at Visit Seattle for putting together this events list and other suggestions.

“Hispanic Heritage Month should be a reminder to all of us about the positive contributions Latino communities, including Latino immigrants, have made in communities across the U.S.,” said Osvaldo Hernandez, co-owner of Pisco Tacos. “Latinos tell a crucial part of American fabric who have helped write the history and the story of the United States.”

Additionally, here’s a real introduction to select businesses: Visit Seattle and International blu! support from Seattle’s Noemí R.R are hosting Visit Seattle-sponsored tours offering freshies to people who show up and ask. Here’s how it works and what being freshie.
I Know a Place
AN INSIDERS' LOOK AT SEATTLE'S HIDDEN GEMS

Leveraging guest hosts to reach new national media for Visit Seattle. Secured four-part series with popular “foodie” publication, Mashed, for Chef Shota’s tour with Chef Sarah. Will continue to offer media exclusives for future guests in 2021/2022.

According to Nakajima, life post-show has come with a number of new business opportunities. “It’s different and the same,” he said. “Same in the sense that I’m working nonstop still, with my team, trying to create.” Nakajima is still at the helm of his karaage-focused restaurant, Taku (via Eater). One of his latest projects is a campaign with Visit Seattle. Nakajima has had the opportunity to share some of his favorite hometown Seattle highlights such as restaurants or markets through the “I Know a Place” campaign.
CIRCULATION TOTAL TO-DATE: 30,247,464
TOTAL STORIES TO-DATE: 8
Refractions Media Coverage

2021 TO DATE

CIRCULATION TOTAL: 14,244,378
TOTAL STORIES: 16
Built excitement for Seattle among national media during a time of low travel. Partnered with Savor Seattle, Bite Society and Cone & Steiner to curate 14 media mailers for prestige media. Reporters received personalized itineraries with their mailers—helping them discover (or rediscover) the city for future coverage. The mailers were a hit! Several journalists who received their package are now planning their trips out to Seattle this winter/spring.

SEATTLE IS READY TO WELCOME YOU.

Dear Amy:

Discover a place where unmatched natural beauty meets the world-class accommodations of a big city.

A place that is home to a renowned arts and culture community and is a hub for dining and drinking.

A place that counts pristine waters and mountain ranges as its neighbors.

Our shining Emerald City is worth discovering (or rediscovering), and we can’t wait for your Seattle explorations to begin!

Until then, Visit Seattle has partnered with Bite Society, an LGBTQ+-and women-owned modern gift basket company, to curate an artisan box just for you. This taste of our city includes goodies from Seattle snacking legends.

Ready to learn more? Scan the QR code to access your custom virtual travel guide, and contact me at pr@visitsseattle.org with any questions.

Cheers,

Katherine Robinson
Director, Public Relations
Visit Seattle
Upcoming Media Visits

WELCOME TO SEATTLE!

We’ve got a deep bench of national media on scheduled to great city in Q4/Q1; with more in the works – including reporters across parenting, travel, lifestyle and BIPOC publications.
Thought Leadership –
The Voice of Recovery
2021 Leisure Coverage Highlights

**CONDE NAST TRAVELER**

The Weekend Guide: Sculpture Gardens, Kayak Rides, and Shellfish in Seattle

**LUXURY TRAVEL ADVISOR**

Seattle's Fairmont Olympic Unveils New Lobby, Bar

**US NEWS**

The Best Whale Watching in Seattle
Experience the whales and other wildlife of the Pacific Northwest on these tours.

**THE NEW YORK TIMES**

Canlis Hires Its First Female Executive Chef
Aisha Ibrahim will lead the kitchen of the celebrated 70-year-old restaurant in Seattle.
2021 Leisure Coverage Highlights Continued
2021 Leisure Coverage Highlights

Continued

The New York Times
Exploring Seattle’s Booming Beer Scene
This mecca in the city makes brewing some of the most creative craft beers around. The best place to try them is in the Ballard Brewery District.

mashed
Top Chef Finalist Shota Nakajima
Dishes On The Competition - Exclusive Interview

The Seattle Times
How the Emerald City welcomed this tourist and his family

The Boston Globe
Vegas’s latest attraction, Seattle’s glass festival comeback, and restaurant week in New Haven
Travel news you can use
Seattle’s glass festival returns
Enjoy works by some of the top-emerging and master glassmakers during Blown.

2021 Leisure Coverage Highlights

Continued
2021 Leisure Coverage Highlights
Continued
CIRCULATION TOTAL: 8,191,003,919

TOTAL STORIES: 724

2021 Leisure Media Coverage To-Date

FOOD & WINE
DEPARTURES
GOOD MORNING AMERICA
bon appétit
AFAR
TIME
CONDÉ NAST TRAVELER
travel CHANNEL
NIGHTLY NEWS WITH LESTER HOLT
lonely planet
Los Angeles Times
Forbes
TRAVEL + LEISURE
ARCHITECTURAL DIGEST
Looking Forward

• Leveraging thought leadership to put Visit Seattle at forefront of timely happenings like Kraken, return of international travel, Summit building and more
• Inviting media to experience signature events like Seattle Museum Month and Taste Washington
• Gaining meaningful destination coverage year-round. Includes “always on” pitching; and “seasonal outreach” like holiday gifting, winter getaways, Valentines Day and more
• Expanding Visit Seattle’s visibility with national media by setting up meaningful, in-person opportunities for reporters to learn more about the organization through tours and regional media events
• Up leveling our data and resources through quarterly media briefings and ongoing desk sides
• Leading with the GOOD! Spreading positive messages on city’s “wins” and path to recovery
Leisure Overview
Newman to create slide:

• SMM (postponed)
SEATTLE IN BLOOM

Pike Place Market
August 1 at 10:30 AM

We invite you to join us as we celebrate the beauty of Seattle's summer blooms and enjoy a complimentary bouquet from Pike Place Market.

The Inn at the Market
August 3 at 10:30 AM

The Inn at the Market is offering a special promotion for August, where guests will receive a complimentary bouquet from Pike Place Market.

Emerald City Introduces "Seattle in Bloom" Hotel Promotion for August | Visit Seattle
Online & In-Person
Demonstrations
Exhibitions
Gallery Shows
Open Studios
Art Parties & More

THE SEATTLE GLASS EXPERIENCE
OCTOBER 14-17, 2021
I KNOW A PLACE
I Know A Place
I Know A Place – San Francisco
I Know A Place – Spokane Airport
I Know A Place – Portland
The Influentials
International Tourism
Where is Liz Johnson?
Where is John Boesche?
2021 – Maintaining the Market

2021 TO DATE

• Participation with Brand USA on co-op marketing and training opportunities in Canada, UK, France and India

• Promotion in the UK with travel trade training around the launch of the American Airlines LHR service in March 2021

• Limited spend on FAM hosting due to continued travel restrictions
Looking Forward

Q4 NEWS & ACTIVITY

- International borders reopen to vaccinated travelers on November 8
- Reengaged Black Diamond in the UK to support with media and trade
- Visit Seattle is attending Brand USA Travel Week in London – first business trip in 19 months.

2022 – ROAD TO RECOVERY

- Ramped-up agency support in the UK with smaller project work in Canada
- Airline support surrounding the grand opening of the IAF at SEA
- Return to FAM hosting with a focus on qualified media and trade from key markets
- Ad hoc agency support and events in key markets with a slower projected recovery
Funding Update
2020 PLANNED BUDGET
Budget Total: $8,660,000

2022 SAMPLE $4 ASSESSMENT BUDGET
(~68% Occupancy; Sample Revenue $14,600,000)
Proposed Uses for Additional Funds:

**LEISURE**
- Additional key domestic market targeting
- Consistent and stronger promotion throughout 2022/23 (including summer; leisure continues to dominate)
- New content partnerships with media partners (similar to Rolling Stone, Vice, Vox from past campaigns)
- Create new incentive months (Seattle Museum Month, Seattle In Bloom)

**PUBLIC RELATIONS**
- Additional Media Hosting, PR Support
  - Increase inbound media hosting—our most powerful tool to sell the destination
  - Travel to key markets (NYC, SF, LA, etc.) to meet with journalists at key target publications/outlets; participate in media marketplace activities like IPW and IMMNYC
- Further reach for Seasonal Campaigns: Holidays/Winter, Seattle Museum Month, Refract etc.

**INT’L TOURISM**
- Increased consumer presence in western Canada and trade/PR presence in eastern Canada
- Greater consumer awareness in top overseas market(s); support new airline service
- Re-establish Seattle’s in-market presence through contracted agencies in high growth markets in Europe, Asia, Oceania; primary 2022 focus in UK and mainland Europe
New Board Officers
2022 Advisory Board Officers

Steve Sasso, Chair
MOTIF SEATTLE

Juriana Spierenburg, Vice Chair
CITIZENM SEATTLE
SOUTH LAKE UNION

Wade Hashimoto, At-Large
W SEATTLE
2021 Outgoing Advisory Board Members

Bill Weise
SILVER CLOUD HOTEL – SEATTLE STADIUM

Cristy Smith
CROWNE PLAZA SEATTLE - DOWNTOWN
QUESTIONS?
Thank you
SEATTLE TOURISM IMPROVEMENT AREA