



Front Desk Talking Points

Updated 10.2023

SEATTLE TOURISM IMPROVEMENT AREA – Assessment Conversion

1. Our hotel is part of the Seattle Tourism Improvement Area (STIA), a collection of 71 hotels in downtown Seattle.
2. On October 4th, our Mayor signed legislation into law that changed our assessment from \$4 per night to 2.3% of the guest room rate per night, effective January 1, 2024.
3. The new assessment model applies to all hotel rooms including those that were contracted before the conversion.
4. This City-mandated assessment is in addition to Seattle's Occupancy Tax of 15.7% and any other applicable fees as outlined in your contract.
5. These funds are used to promote tourism, meetings and conventions in Seattle.