



VISIT  
**seattle**

# Seattle Tourism Improvement Area Update

December 15, 2014





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# Introductions & Updates

Tom Norwalk | Visit Seattle  
President & CEO

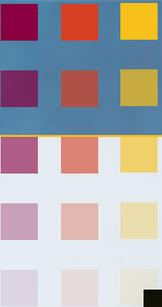




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# Introduce 2014 Advisory Board





# 2014 Advisory Board



Steve Vissotzky  
Grand Hyatt Seattle  
Chair



Shannon Sheron  
Motif Seattle  
Vice Chair



Rene Neidhart  
Renaissance Seattle  
Member-At-Large



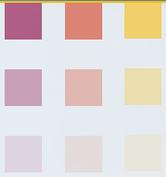
Jenne Neptune  
Alexis Hotel



Lars Pederson  
Hotel Andra



Scott Snofsky  
Homewood Suites  
Seattle Convention Center



# 2014 Advisory Board



Howard Cohen  
Clise Properties



Kyle Asher  
Paramount Hotel Seattle



Chauncey DeVitis  
Silver Cloud - Broadway



Ilse Harley  
Four Season Seattle



Diane Holliday Germain  
The Westin Seattle





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# 2014 STIA Review



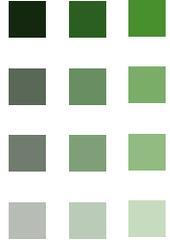


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# 2 Days In Seattle

Ali Daniels | Visit Seattle  
VP, Marketing





# 2 Days in Seattle - Award



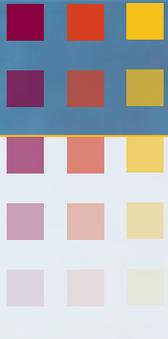


# 2014 Advertising Review

## Strategy



Seattle is a unique art, music and culinary destination with a rich tapestry of experiences waiting for you.



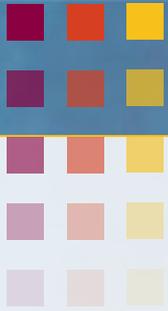
# 2014 Advertising Review

Strategy

## The Sophisticated Traveler

- 
- A25+
  - Well educated
  - Higher income
  - Active online
  - Very mobile
  - Drive or Fly





# 2014 Advertising Review



Vancouver



Victoria



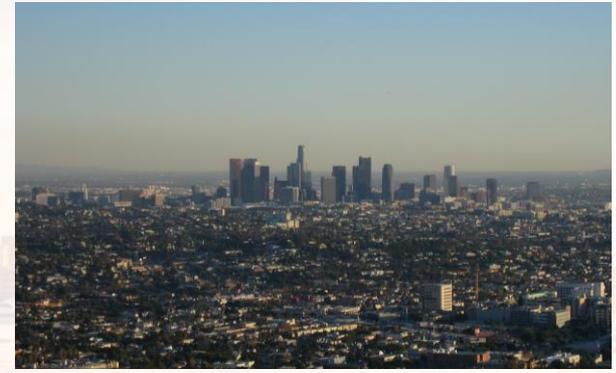
Portland



Denver

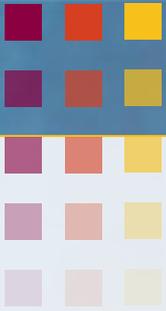


Salt Lake City



Los Angeles





# DAYS IN **SEATTLE**



# 2 Days in Seattle – Denver



# 2 Days in Seattle – Victoria



# 2 Days in Seattle – Vancouver

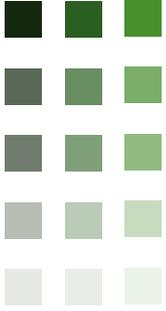


# 2 Days in Seattle – Los Angeles



# Non-Traditional – Super Bowl





# Non-Traditional - AFAR

MAGAZINE | MOBILE | HOTELS

+ POST A HIGHLIGHT

TAIWAN TOURISM BUREAU

## AFAR THE EXPERIENTIAL TRAVEL GUIDE



GET A FREE TRIAL ISSUE  
GIVE THE GIFT OF AFAR  
VOTED #1 TRAVEL MAGAZINE IN AMERICA!

Wander NORTH AMERICA EUROPE SOUTH AMERICA ASIA OCEANIA AFRICA

Find places



The Center for Wooden Boats  
Seattle, Washington

Photo by Tessa Roche

Overview Where to Stay Where to Eat Where to Drink What to Do Where to Shop All Guides All Highlights Know Before You Go

Home > North America > United States > Seattle

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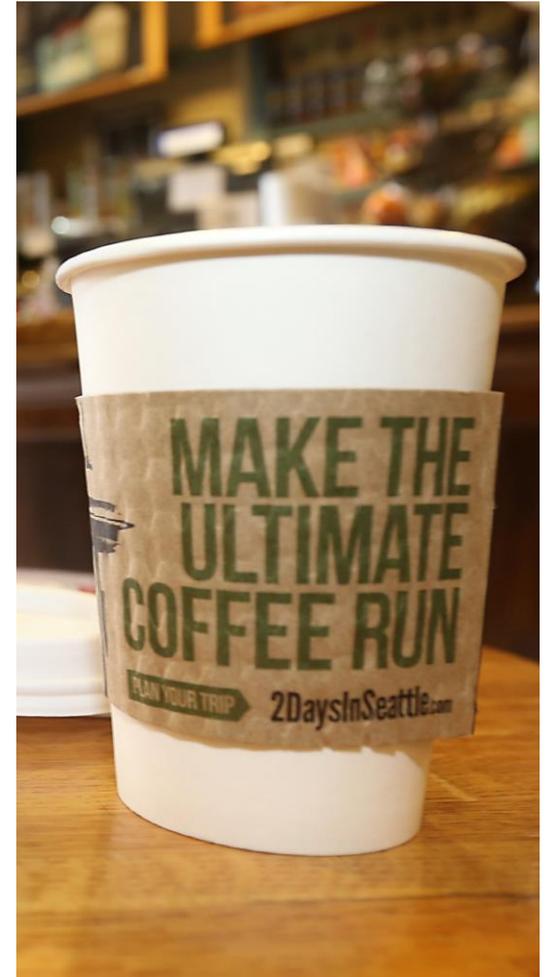
Emerald City (for our lush greenery), Jet City (for Boeing), or Rain City (self-explanatory)—whatever you call Seattle, it's a rich destination. Visitors love the Space Needle, Pike Place Market, and the Seattle Underground Tour. But travelers will be rewarded by getting to know the city's lauded restaurants, local distilleries and breweries, and museums with themes ranging from art to aviation. On rainy days, relax in a quirky café, enjoy some neighborhood boutique shopping, or browse at an independent bookstore on Capitol Hill. Want to get out of the city? Take a day trip to Bainbridge Island, Tacoma, Leavenworth, or Mount Rainier.



PLANNING A TRIP



# Non-Traditional – Coffee Giveaways



# Non-Traditional - Pandora

**PANDORA** Visit Seattle\* abhummeis@gmail.com | Upgrade

+ Create Station 0:08 -3:06 Summer Skin by Death Cab For Cutie on Plans

Now Playing Music Feed My Profile

Shuffle

Visit Seattle\* options +

- Visit Seattle\*
- Today's Hits Radio
- Summer Hits of the 2...
- Michael Buble (Holid...
- Michael Jackson Radio
- Running
- Bloc Party Radio

Find the hottest shows in Seattle. View calendar

PLANS death cab for cutie

Summer Skin by Death Cab For Cutie on Plans

Publish Share... Buy

**Lyrics**  
Squeaky swings and tall grass  
The longest shadows ever cast  
The waters warm and children swim  
We frolicked about in our summer skin  
show more -

**About Death Cab For Cutie**  
Death Cab for Cutie's rise from small-time solo project to Grammy-nominated rock band is one of indie rock's greatest success stories. Launched in the bayside college town of Bellingham, Washington, the full bio

GIVE THE GIFT OF MUSIC learn more >

Don't just listen to it. See it.

Start planning your trip now. Visit 2DaysInSeattle.com to create your own custom itinerary.

Plan now

2 DAYS IN SEATTLE VISIT seattle



# Taste Washington



# Non-Traditional - eCookbook

*fresh from* **SEATTLE**

— Recipes from the city's top chefs —

featuring  
**TOM DOUGLAS**  
**THIERRY RAUTUREAU**  
**MARIA HINES**



*fresh from* **SEATTLE**

— Recipes from the city's top chefs —

**Fresh From Seattle** includes recipes from 7 of the city's finest chefs. Our three featured chefs, Tom Douglas, Maria Hines and Thierry Rautureau (aka The Chef in The Hat™) have received numerous industry awards and appeared on national cooking shows. The 4 additional star chefs were selected by local culinary experts.

All the recipes have a decidedly Pacific Northwest flair. You'll also find information on the fresh local ingredients that make up each dish. Just tap the circle  where it appears to view a pop-up with more details.

Each chef section includes information about his or her restaurant or restaurants, and you can make a reservation directly from the recipe book at any time by clicking on the Reservations buttons. If you'd like to plan a trip to Seattle, click on the 3 Days In Seattle logo anywhere you see it to be taken to the booking site.

You can also share your finished dishes and search for Seattle food photos on Twitter, Facebook and Instagram using the hashtag #DaysInSeattle

Enjoy, and happy cooking!

**Maria Hines Restaurants**



**Talk description**





Make a reservation at **Talk**

Make a reservation at **Swain Seattle**

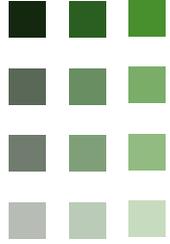
Make a reservation at **Agave & Co**

**Maria Hines' Seattle Favorites**



Tip to view Maria's faves at [a.DaysInSeattle.com](http://a.DaysInSeattle.com)

- PAI TONKI**  
Homestyle Thai food and a unique cocktail selection 
- MIDDLE AND TONGUE**  
Pickled oysters, iPhone apps, foodie fugiat disrupt magna park belly 
- PEVEL**  
Lemon spoon rights deep 2 new letters kale chips dreamcatcher 
- SAVOI TON KIM**  
Culpa veniam yi, four loko Bunko forage proident theadverts et 
- LITTLE UNCLE**  
Pug laborum chikilum, tiggeriter art party forgo sustainable ipsum 



# Non-Traditional – Marry Me



# Non-Traditional – Marry Me



# Marry Me in Seattle PR Campaign

**OUT**  
**Traveler**  
THE STANDARD OF GAY TRAVEL



## Meet the Lucky Couple Getting Married By Seattle's Out Mayor

8.28.2014

BY OUTTRAVELER EDITORS

These fellas have a glamorous wedding in front of them, all on Seattle's dime.

The "Marry Me in Seattle" contest, sponsored by Visit Seattle and *Our Traveler*, announced the first winners of a free wedding in the Emerald City: fiancées Zachary Baker and Samuel Busch.

The couple, who live in St. Paul, Minn. and have been together two years and seven months, will get a free trip to Seattle courtesy of Alaska Airlines and be put up at the Renaissance Seattle Hotel. The guys won a lavish wedding and



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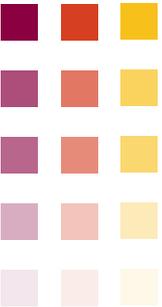
# International Overview

Tom Norwalk



# International/Overseas Service





# International Arrivals

Arrivals with Port of Entry: Seattle  
August 2014 YTD

China

68,042 (+45% YOY)

Japan

41,138 (-26% YOY)

United Kingdom

31,949 (+33% YOY)

Korea

26,622 (+16% YOY)

India

19,809 (+24% YOY)

Germany

21,012 (+1% YOY)

France

11,966 (+13% YOY)

Australia

3,464 (-22% YOY)

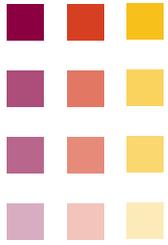
Mexico\*

955 (+51% YOY)

Hong Kong

2,904 (+47% YOY)

\*Excludes entry by land



# Inbound Activity



JATA BOARD OF DIRECTORS - JAPAN



NFL CHINA



MEDIA FAM - JAPAN



MEDIA FAM - CHINA

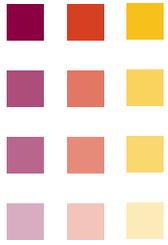


BRAND USA - GERMANY



MEDIA FAM - FRANCE





# Outbound Activity



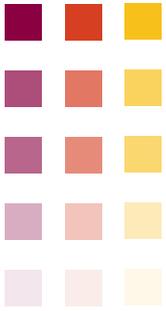
ITB, BERLIN



JATA TOURISM EXPO, JAPAN

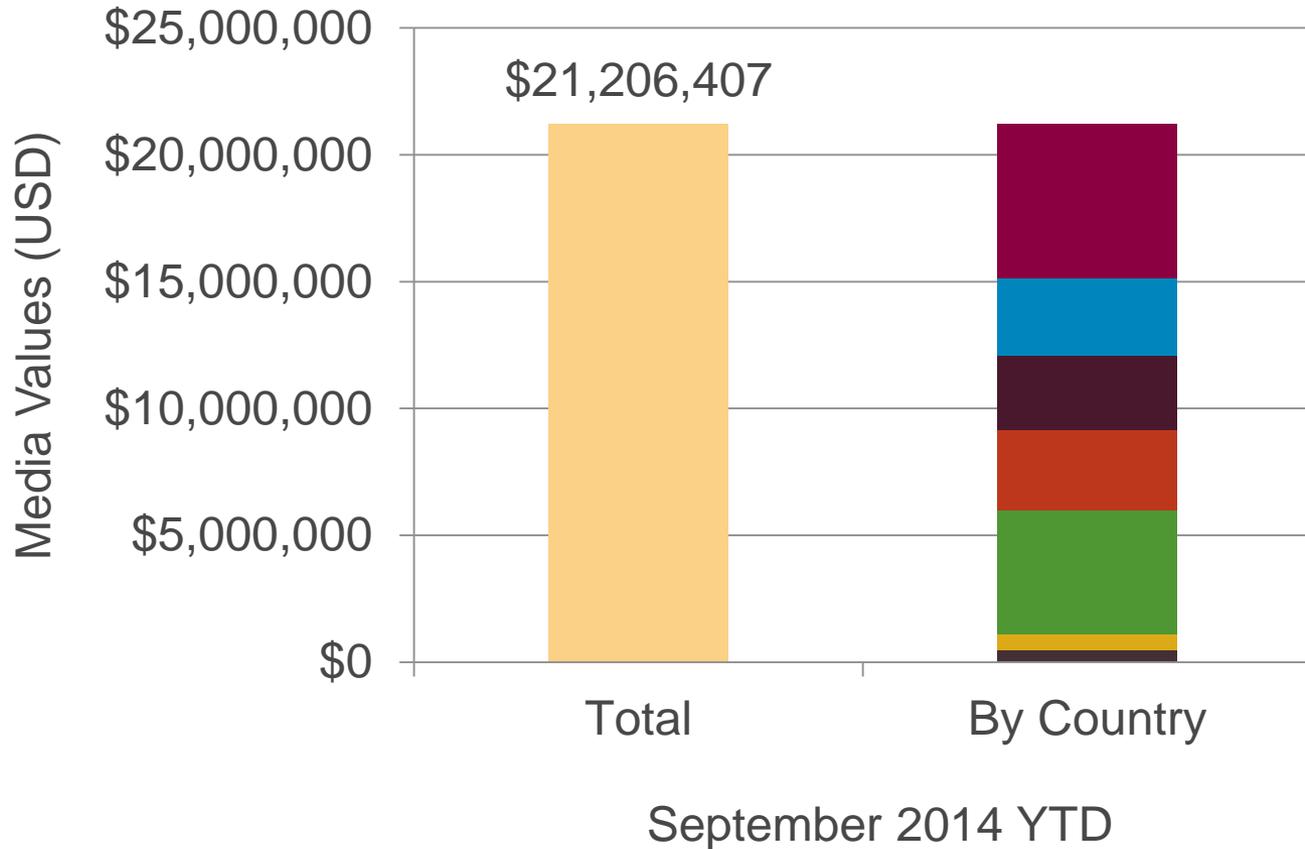


KOREA SALES TRIP



# Media Value Report

2014 International Advertising Equivalency



China  
\$6,074,251

United Kingdom  
\$3,053,736

Germany  
\$2,912,020

France  
\$3,175,037

Japan  
\$4,898,619

Korea  
\$624,505

Other Countries  
\$468,239





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Thank You

