

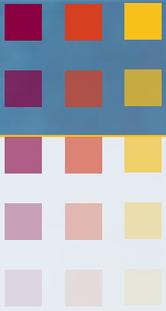


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Seattle Tourism Improvement Area Update

January 20, 2015





Introductions & Updates



Tom Norwalk
President & CEO



Janet Christopher
VP, Tourism



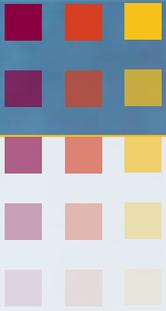
Ali Daniels
VP, Marketing



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2014 STIA Review





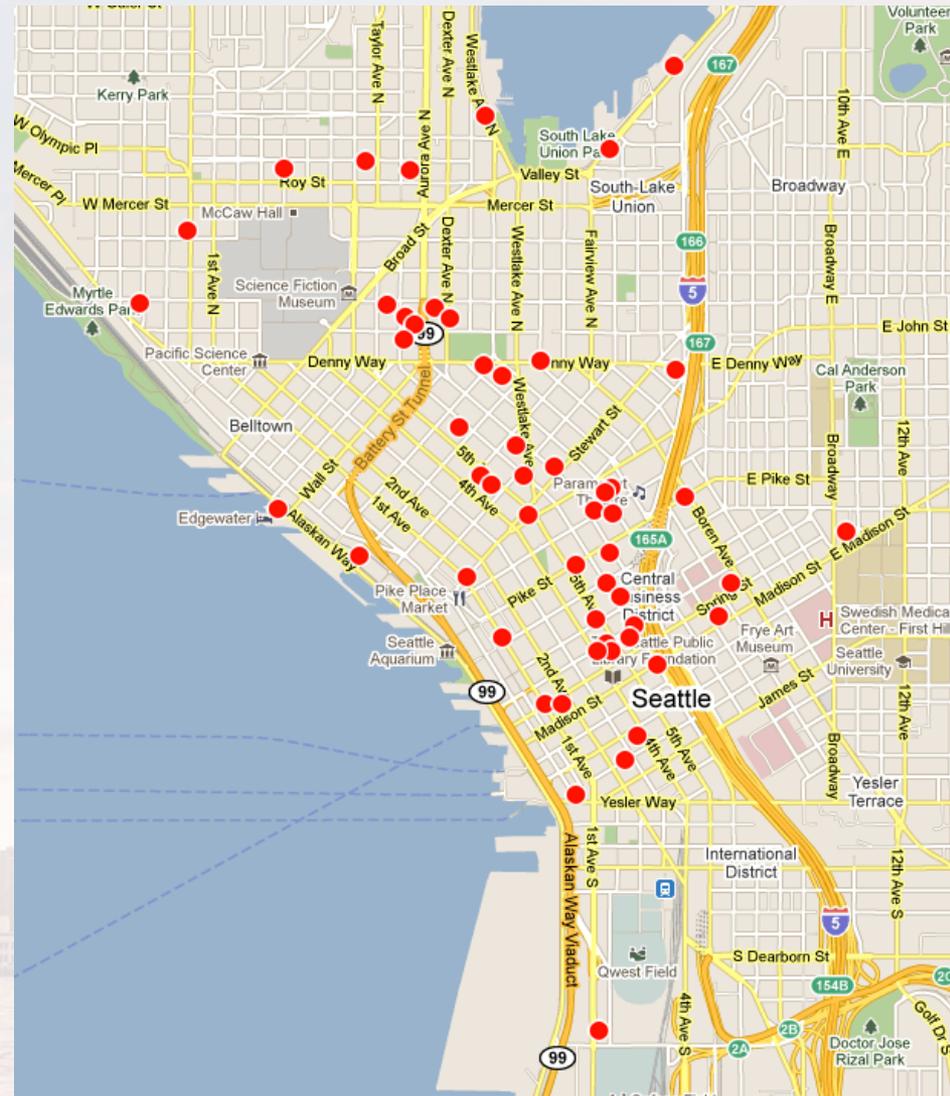
Mission

Establish a leisure tourism (destination) marketing fund for Seattle to enable our city to compete and grow tourism market share primarily in the off season and shoulder months.

The STIA not only provides a dedicated source of funding for the leisure and destination marketing; it ensures that Seattle remain competitive.

Boundaries

Beginning where Puget Sound meets Galer Street, continuing east as if Galer Street continued to 12th Avenue, south to South Royal Brougham Way, west as if South Royal Brougham Way continued to Puget Sound, continuing along the shore of Puget Sound to W. Galer Street.

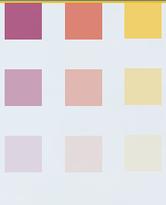




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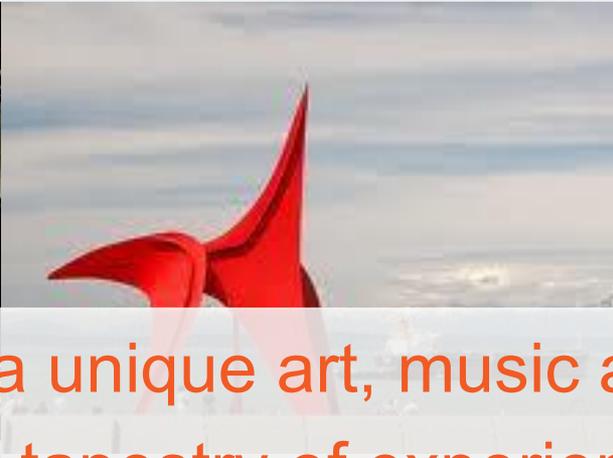
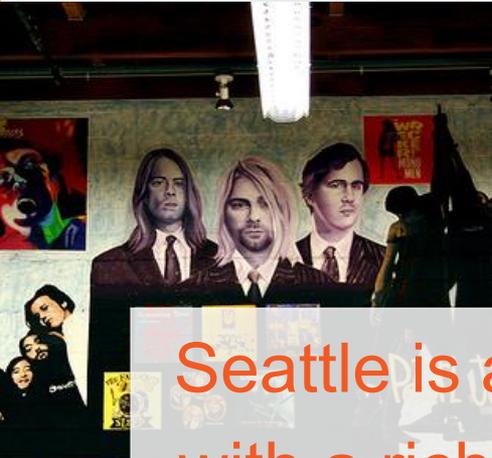
Leisure Campaign - 2 Days In Seattle



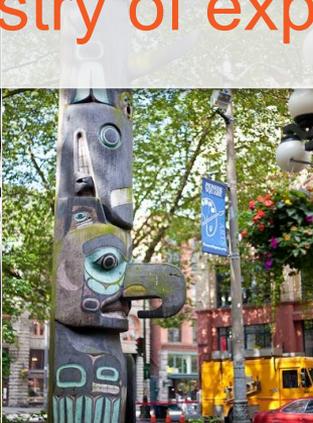


2014 Advertising Review

Strategy



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



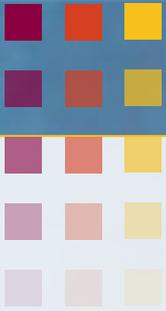


2014 Advertising Review

Strategy

The Sophisticated Traveler

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



2014 Advertising Review



Vancouver



Victoria



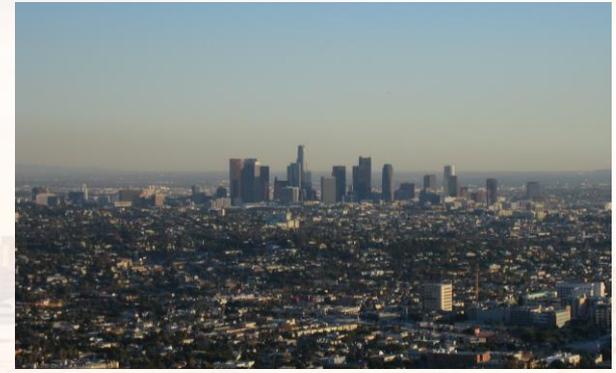
Portland



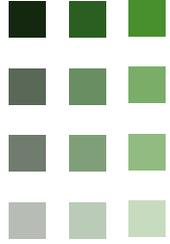
Denver



Salt Lake City



Los Angeles



2 Days in Seattle – Denver



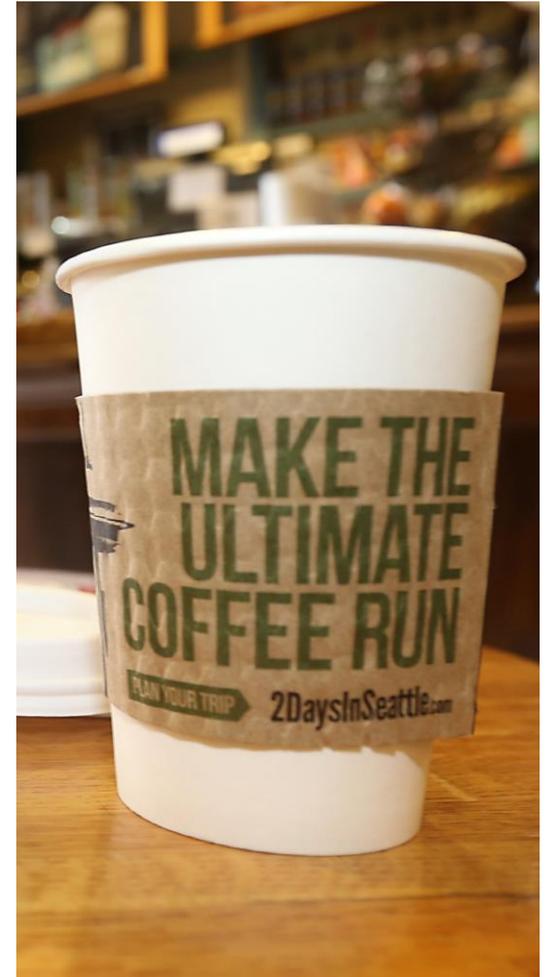
2 Days in Seattle – Vancouver



2 Days in Seattle – Los Angeles



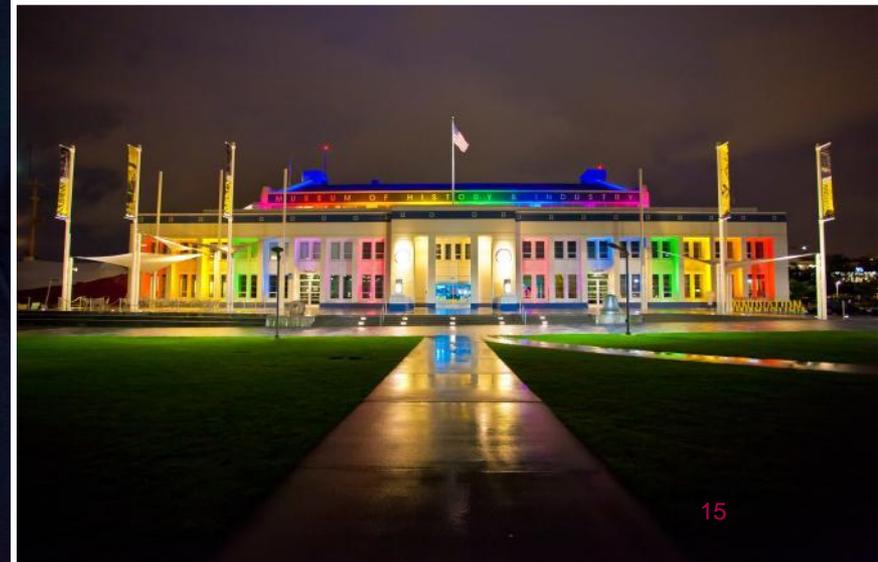
Non-Traditional – Coffee Giveaways



Non-Traditional - Pandora

The screenshot shows the Pandora website interface. At the top, the Pandora logo is on the left, and the user's profile 'abhummeis@gmail.com' and an 'Upgrade' link are on the right. Below the logo is a 'Create Station' button. The music player shows 'Summer Skin' by Death Cab For Cutie on the 'Plans' album, with a progress bar at 0:08. The main content area features a 'Now Playing' section with a 'Shuffle' button and a 'Visit Seattle*' playlist. The playlist includes 'Today's Hits Radio', 'Summer Hits of the 2...', 'Michael Buble (Holid...', 'Michael Jackson Radio', 'Running', and 'Bloc Party Radio'. A large promotional banner for 'Summer Skin' by Death Cab For Cutie is displayed, featuring the text 'Find the hottest shows in Seattle.' and a 'View calendar' button. Below the banner, the song title 'Summer Skin' and artist 'by Death Cab For Cutie on Plans' are shown, along with 'Publish', 'Share...', and 'Buy' buttons. The lyrics are displayed below: 'Squeaky swings and tall grass / The longest shadows ever cast / The waters warm and children swim / We frolicked about in our summer skin'. An 'About Death Cab For Cutie' section follows, mentioning their Grammy nomination and origin in Bellingham, Washington. A 'GIVE THE GIFT OF MUSIC' banner is visible at the bottom left. On the right side of the interface, a large promotional banner for '2 DAYS IN SEATTLE' by VISIT seattle is shown, with the text 'Don't just listen to it. See it.' and a 'Plan now' button. The background of the interface features a night view of the Seattle skyline with the Space Needle.

Non-Traditional – Marry Me

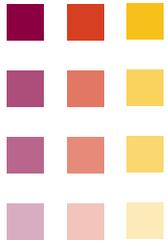




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International Overview





Inbound Activity



JATA BOARD OF DIRECTORS - JAPAN



NFL CHINA



MEDIA FAM - JAPAN



MEDIA FAM - CHINA

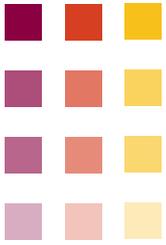


BRAND USA - GERMANY



MEDIA FAM - FRANCE





Outbound Activity



ITB, BERLIN



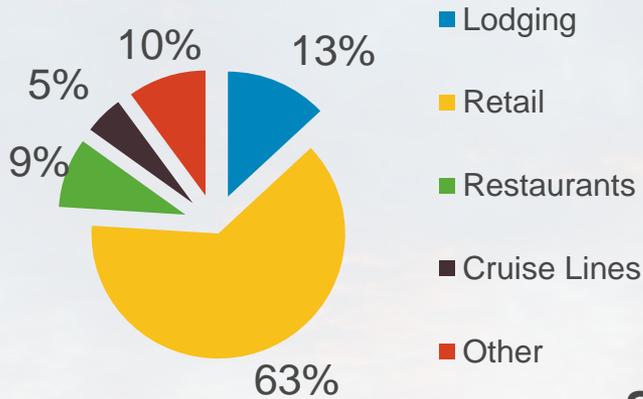
JATA TOURISM EXPO, JAPAN



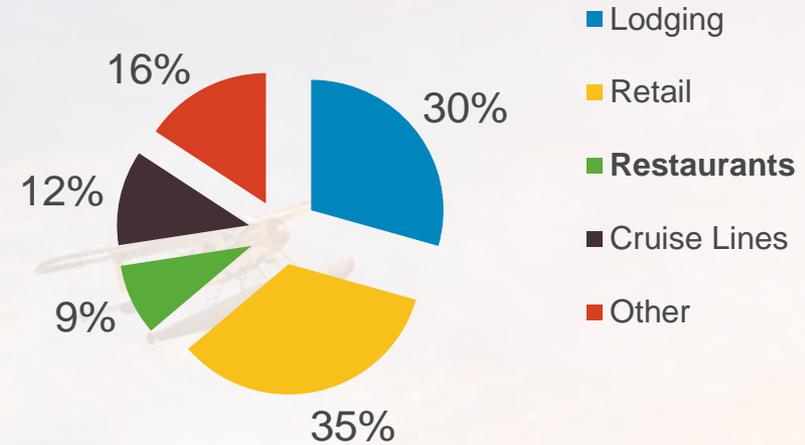
VISIT seattle 2014. 5. 21 Westin Chosun
MEDIA LUNCHEON

KOREA SALES TRIP

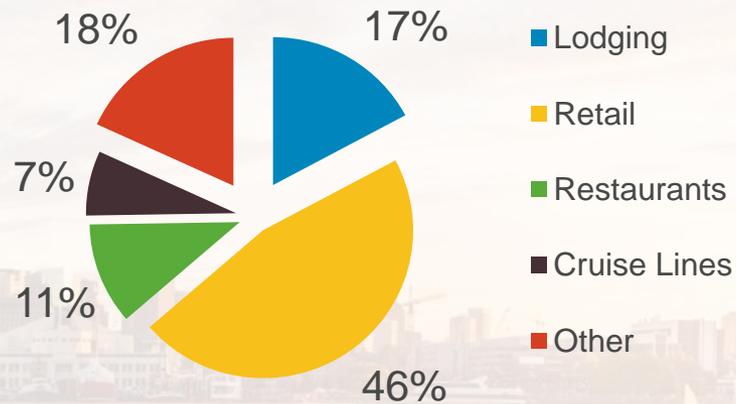
CHINA Total Spend:



JAPAN Total Spend:



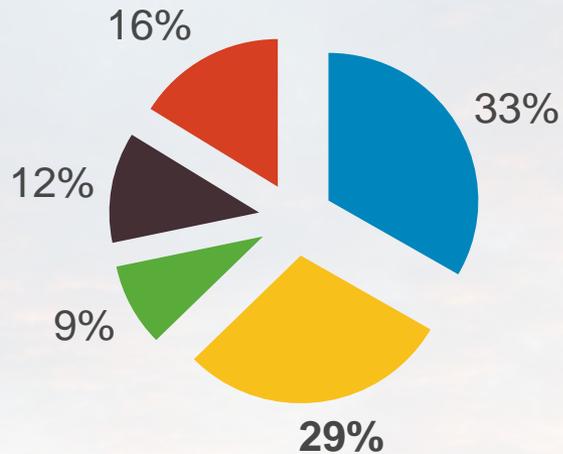
SOUTH KOREA Total Spend:



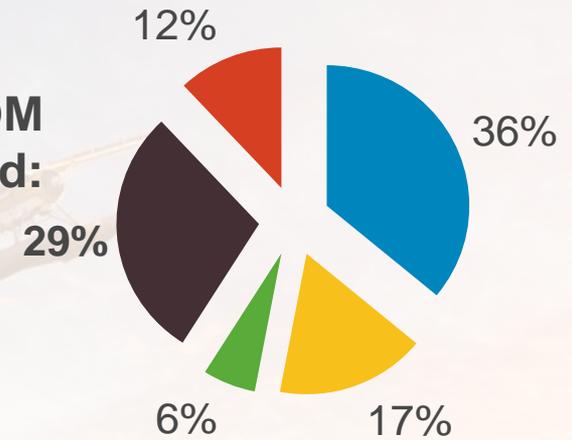
Source: VisaVue

VisaVue® King County | Spend by Segment | QTR 1 & 2 2014

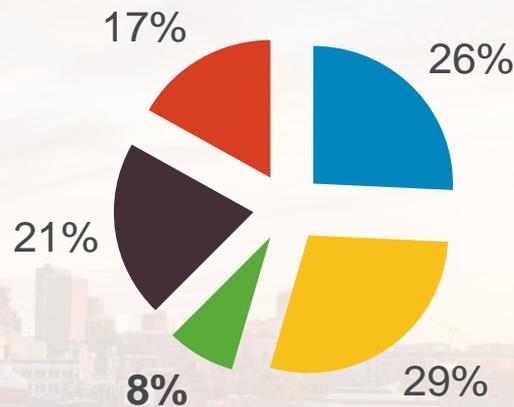
FRANCE
Total Spend:



UNITED KINGDOM
Total Spend:

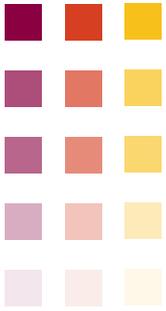


GERMANY
Total Spend:



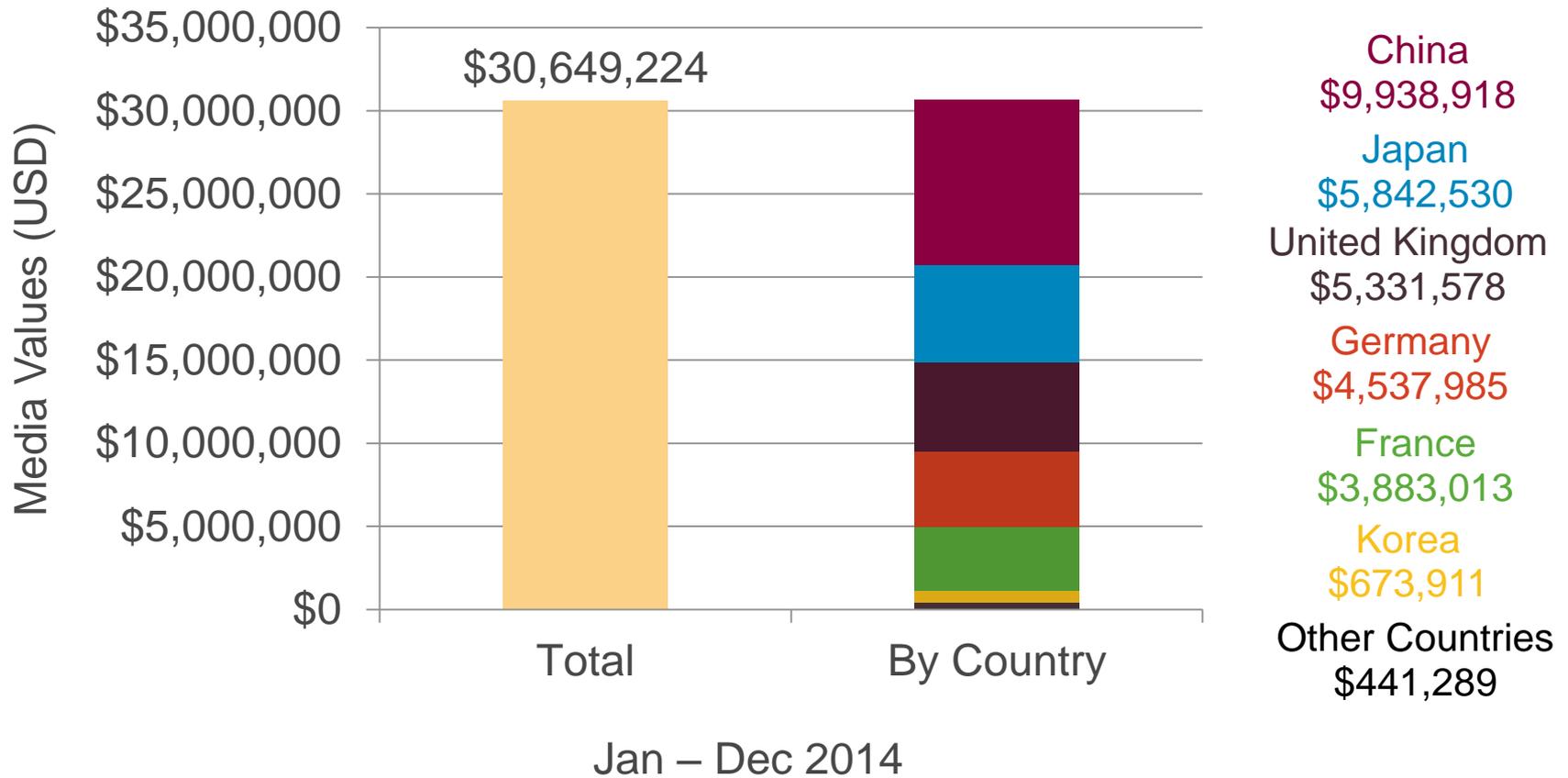
- Lodging
- Retail
- Restaurants
- Cruise Lines
- Other

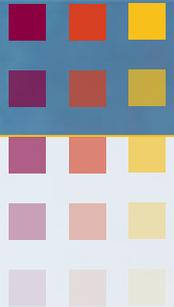
Source: VisaVue



Media Value Report

2014 International Advertising Equivalency





Taste Washington - March 26-29, 2015

TASTE WASHINGTON DRINK • EAT • LEARN

2014 Recap:

Attendance – 5,489

Wineries – 230

Restaurants – 74

tastewashington.org





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Thank You

