

An aerial photograph of the Seattle skyline at sunset. The sky is a clear, pale blue, and the sun is low on the horizon, casting a warm, golden glow over the city. The buildings are silhouetted against the sky, with some reflecting the low sun. The foreground shows a dense cluster of buildings, including a prominent white building with a pointed roof and a grid of windows. The overall scene is a vibrant and detailed view of the city's architecture.

MARCH 9, 2022

Seattle Tourism Improvement Area

COVID-19 Industry Impact

Visitation/Economic Impact: 2020 vs. 2019

- 10.6 MM overnight visitors (-52%); 21.7 MM total visitors (-48%)
- \$3.6 B in spending (-56%); \$321.9 MM in state/local taxes (-62%)
- 48,375 tourism supported jobs (-43.8%)

Meetings/Conventions

- 97 cancelled groups at Washington State Convention Center
- A loss of 648,051 room nights and \$705.6 MM in economic impact

Alaska Cruise Season(s) Cancelled

- 2020: a loss of 232 sailings with 1.3 million passengers and \$975 MM in lost economic impact (\$4.2 million per sailing)
- 2021: 82 sailings with just 229,000 passengers

Annual Hotel Occupancy – 2021, 2020 & 2019

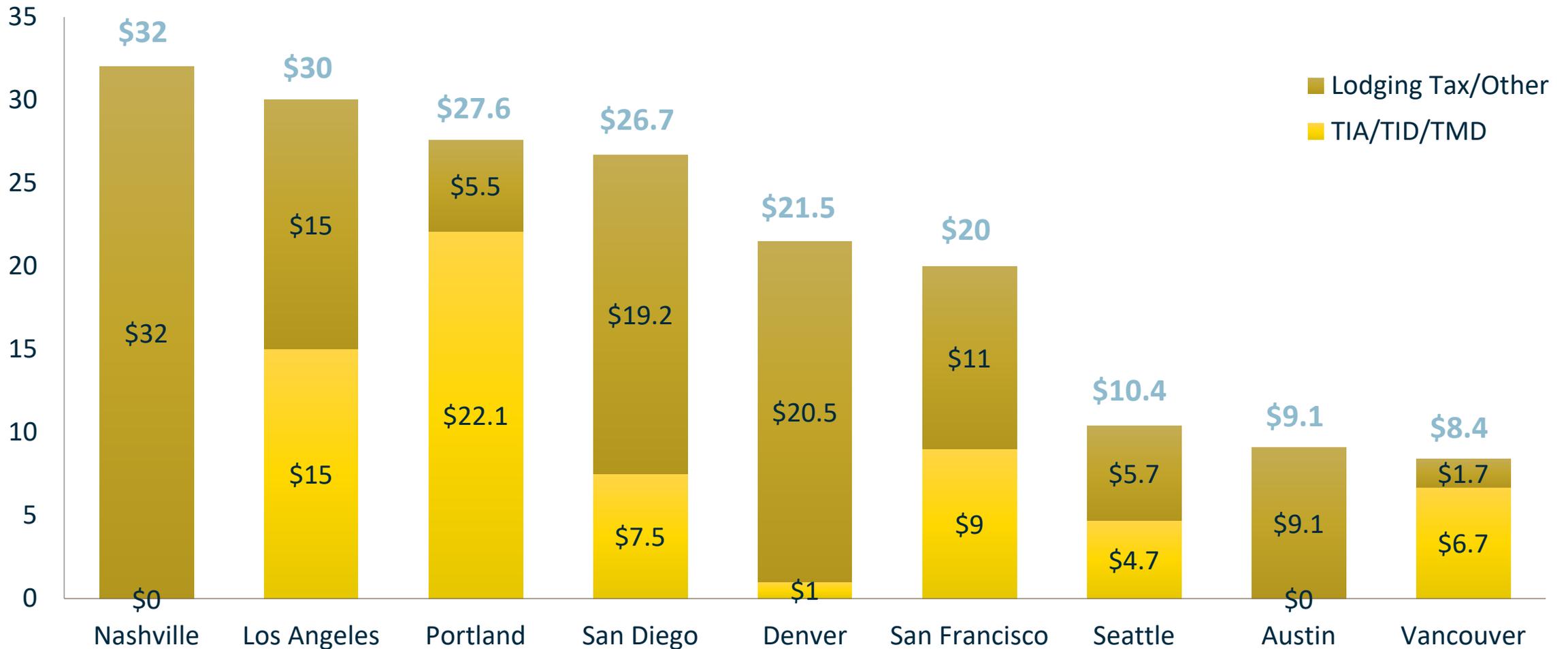
- Seattle: 43% (2020: 26%; 2019: 80%)
- San Francisco: 41% (2020: 38%; 2019: 82%)
- San Diego: 55% (2020: 40%; 2019: 80%)
- Denver: 54% (2020: 35%; 2019: 77%)

TOURISM
RECOVERY:
STIA IS THE
SOLUTION

The Seattle Tourism Improvement Area (STIA) is a Business Improvement Area (BIA) formed in 2011 through the Seattle City Council, in accordance with Washington state law to establish a new leisure tourism marketing fund for Seattle that enables Seattle hoteliers to compete and grow their market share. The STIA is overseen by a ratepayer advisory board and its day-to-day activities are managed by Visit Seattle. The ordinance for these funds dictates they will be spent solely on leisure tourism promotion, domestic and international, focused primarily on the off-season and shoulder months. The funds are used to support advertising, public relations, special events, international client events and sales missions that increase awareness of Seattle as a leisure destination.

2021 Competitive Destinations: *Total Marketing Budget Comparison*

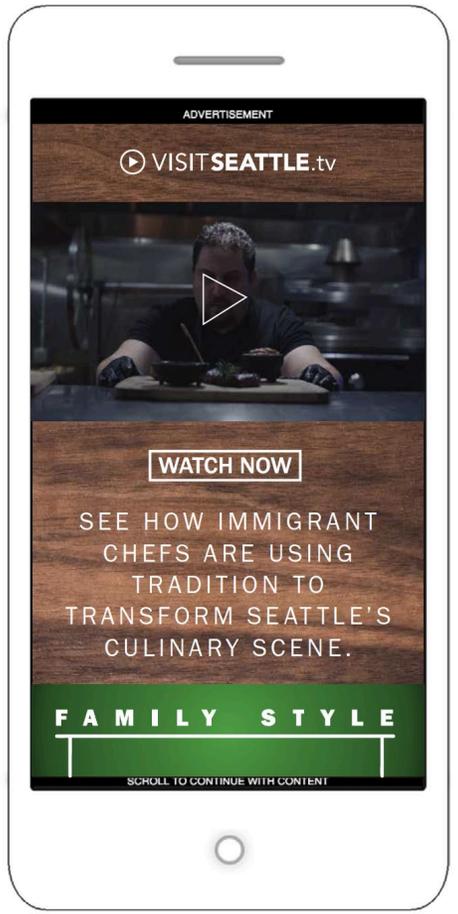
Destination Marketing Organization Budgets (in millions)





VISITSEATTLE.tv

FAMILY STYLE



David Orozco
Season 1 | Episode 1



Mutsuko Soma
Season 1 | Episode 2



Chera & Geo
Season 1 | Episode 3



David Nussbaum
Season 1 | Episode 4



Donna Moodie
Season 1 | Episode 5

I Know a Place

I KNOW A PLACE

INSIDER TIPS ON CAN'T-MISS SEATTLE

There is a Seattle beneath the surface that's just waiting to be discovered. It's the best kept secrets, insider tips, and local favorites that make people fall in love with this city. Follow me...I know a place.

VISIT **seattle**

IKNOWAPLACE.ORG



WHEN YOU FIND A PLACE YOU LOVE, YOU JUST HAVE TO SHARE IT WITH SOMEONE ELSE. THAT'S WHERE THE MAGIC HAPPENS.

We've bottled some of that magic by asking locals to share personal recommendations for their tried-and-true favorites. Now you know someone in Seattle—and they know a place you have to experience for yourself. Check out their itineraries and [browse the map](#) to start planning your Seattle adventure.

Beaches, Synths, Records, records, and more records.

Come along as Seattle musician SassyBlack shares her local faves with her friend, artist Tyrell Shaw. Let's get into it.

Boats, Beers, Big walls. It's Fitz's best day ever.

Join Seattle Kraken announcer Everett "Fitz" Fitzhugh as he shows his family around his favorite Seattle digs.

2 Friends, 6 Stops, 1 Dog, Lots and lots of food.

Join world class Seattle chef and TV star Shota Nakajima as he takes his friend and co-competitor Chef Sara to his favorite Seattle restaurants (and bars.)

MacBook

Seattle Museum Month

A vibrant, abstract background composed of thick, textured brushstrokes in various colors including yellow, orange, red, green, blue, and pink. In the center, a black silhouette of the Seattle skyline is overlaid, featuring the Space Needle and a Ferris wheel. The text 'SEATTLE MUSEUM MONTH' is written in white, bold, sans-serif capital letters across the silhouette.

SEATTLE
**MUSEUM
MONTH**

Seattle Good News

VISIT
seattle

GOOD NEWS

TIME

THE WORLD'S GREATEST PLACES OF 2021

100 extraordinary destinations to explore

Seattle

Visions of the future



TRAVEL+ LEISURE

The 50 Best Places to Travel in 2022

41. Seattle, Washington



CREDIT: GETTY IMAGES

TODAY

RESTAURANTS

3 Seattle chefs opened their restaurants in 2020 – and they banded together to survive

Melissa Miranda, Preeti Agarwal and Kristi Brown all opened their restaurants right before the pandemic hit.



HOW CHEFS STAYED OPEN FOR BUSINESS

TODAY

STIA

Budget Scenarios

	FY 2022 (forecast)	FY 2023 (forecast)	FY 2024 (forecast)
Number of STIA Hotels	72	72	72
Occupancy	62%	75%	78%
Projected Revenues (\$2/room)	\$6.8 million	\$9.2 million	\$9.6 million
Project Revenues (\$4/room)	\$10.2 million	\$18.4 million	\$19.2 million



Proposed Uses for Additional Funds:

- Additional Key Domestic Market Targeting
- Consistent and stronger promotion throughout 2022/23 (leisure continues to dominate)
- Increased Presence in Canada
- New Content Partnerships with Media Partners (similar to Rolling Stone, Vice, Vox)
- Additional Media Hosting, PR Support
- Further reach for Seasonal Campaigns: Holidays/Winter, Seattle Museum Month, Refract, etc.
- Create New Incentive Months (Seattle Museum Month, Seattle In Bloom)
- Greater consumer awareness in top overseas market(s); support new airline service
- Re-establish presence (agency representation) in growth markets (Europe, Asia, Oceania)

An aerial photograph of the Seattle city skyline, showing a dense cluster of skyscrapers and buildings. The image is overlaid with a dark blue, semi-transparent filter. The text 'STIA' is prominently displayed in the center in a large, white, serif font.

STIA

SEATTLE TOURISM IMPROVEMENT AREA