



Monday | September 11, 2023

# STIA

SEATTLE  
TOURISM  
IMPROVEMENT  
AREA



# STIA OVERVIEW

- **Formed in 2011**
- **Fee is \$4/ paid occupied room night (not a tax)**
- **Funds are used to support advertising, media relations, special events, international client events and sales missions that increase awareness of Seattle as a leisure destination**
- **Hotels included are based on geographical boundaries set, and minimum of 60 rooms**
- **Advisory board of 11 ratepayers work with program manager to determine investment of funds**
- **Final budget must be approved by ratepayers**

# STIA OBJECTIVES

- **Build brand awareness**
- **Build demand focusing on off-peak periods**
- **Deliver regional messages**
- **Promote new product**
- **Increase visitor spend**
- **Drive hotel room nights**
- **Leverage STIA funds with other funds**



# STIA CHALLENGES

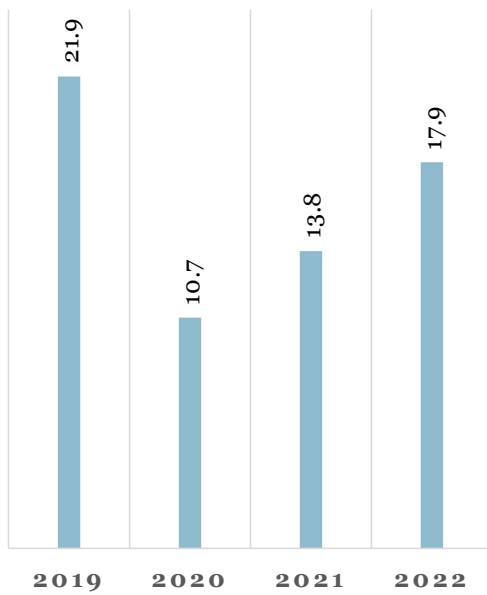
- STIA funds can only be used for leisure market development
- 5-year shortfall in Seattle Convention Center funding: **\$30 million**
- **Limited growth of investment resources**
- Lagging behind competing destination budgets



# STILL WORKING ON RECOVERY

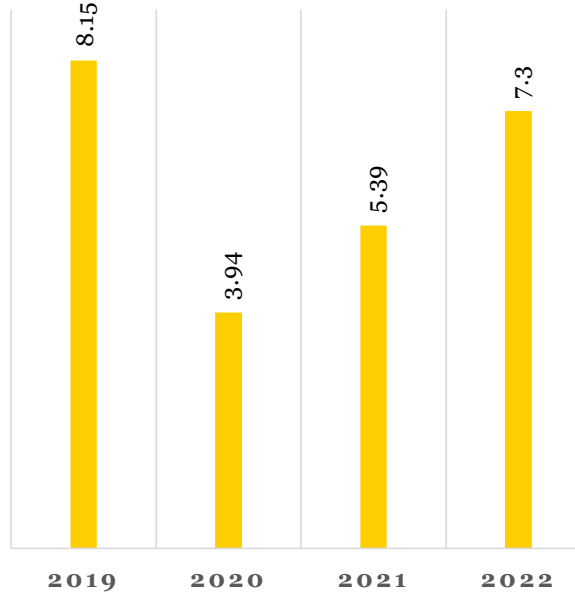
## OVERNIGHT VISITORS

■ Millions of visitors



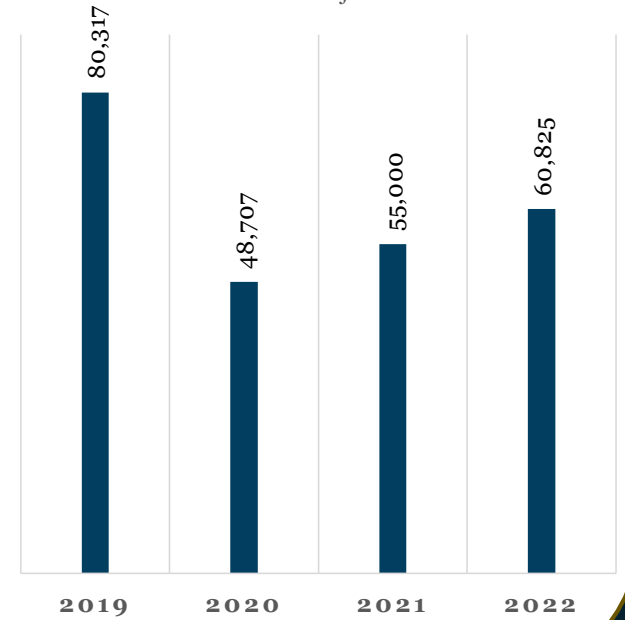
## VISITOR SPENDING

■ Billions of dollars



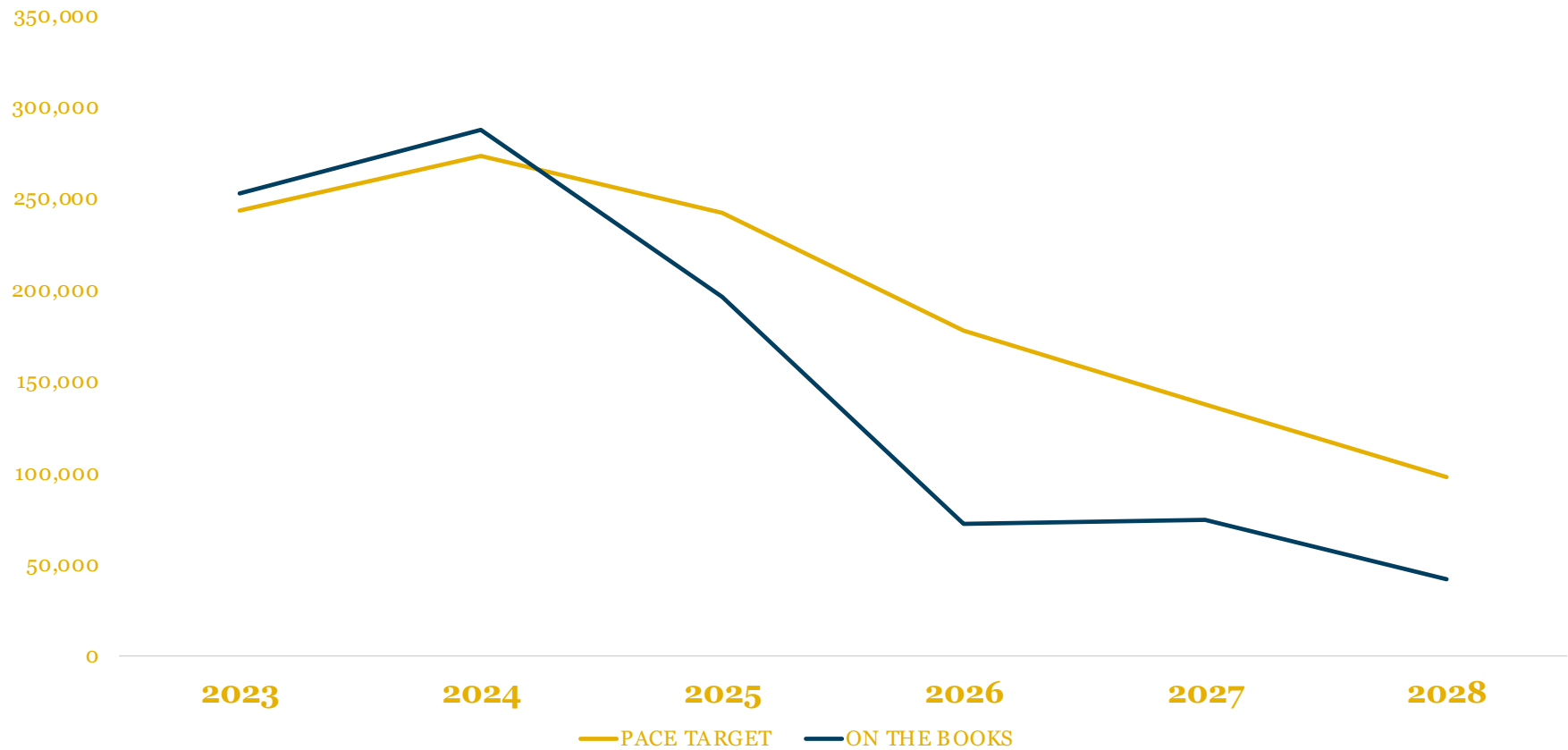
## TOURISM EMPLOYMENT

■ Total jobs



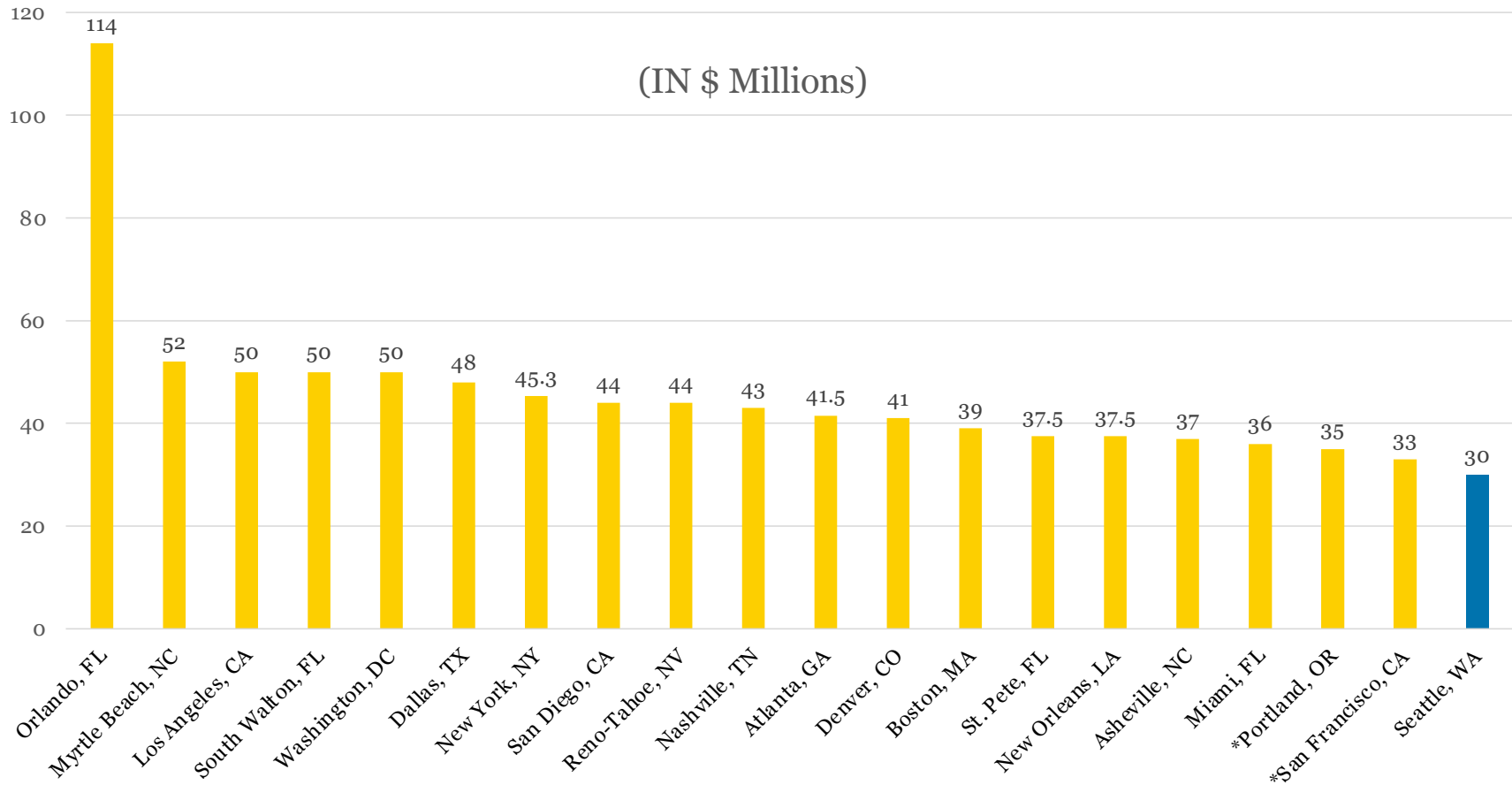


# SEATTLE CONVENTION CENTER BOOKINGS





# 2023 COMPETITIVE CITY BUDGETS



\*Projecting large increases in 2024



# PERFORMANCE-BASED FUNDING

**\$4 PER OCCUPIED ROOM NIGHT → 2.3% PER OCCUPIED ROOM NIGHT**

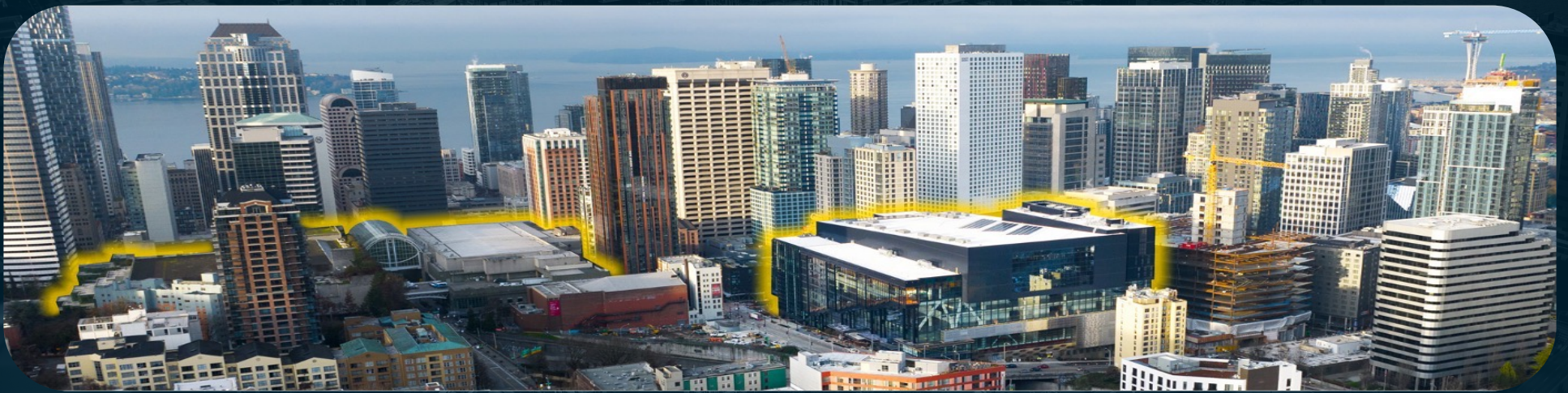
- **More equitable distribution of ratepayer collections**
- **Establishes stable funding for optimized market development investment**
- **Keeps pace with inflation**
- **Benefits all districts of Seattle**



## **MODIFIED USE:**

# **LEISURE + MEETINGS & CONVENTIONS**

**Enables Seattle to make the best investments possible to grow the tourism economy.**



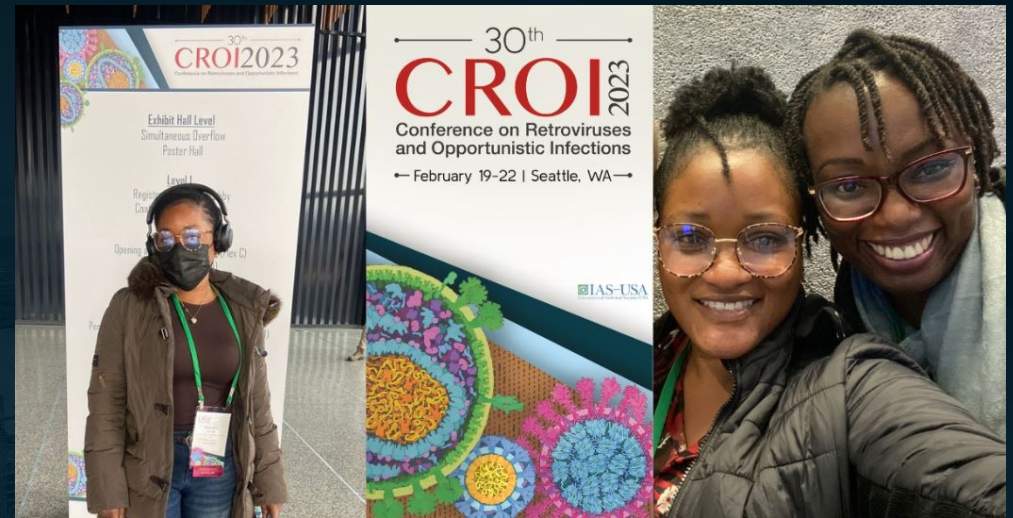
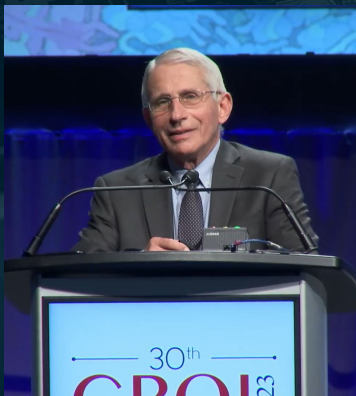


# CASE STUDY 1:

## International Antiviral Society USA

### February 2023

- Economic impact: \$11,368,435
- Total jobs supported: 1,178
- Total local taxes: \$406,006
- Hotel room nights sold: 14,273
- Local products in welcome bags





## CASE STUDY 2: American Booksellers Association February 2023

- Economic impact: \$3,204,968
  - Total jobs supported: 673
  - Total local taxes: \$105,477
  - Hotel room nights sold: 3,930
- 
- Advance reader book copies donated to teachers through friends of Seattle public library, other local non-profits
  - Local products in welcome gifts



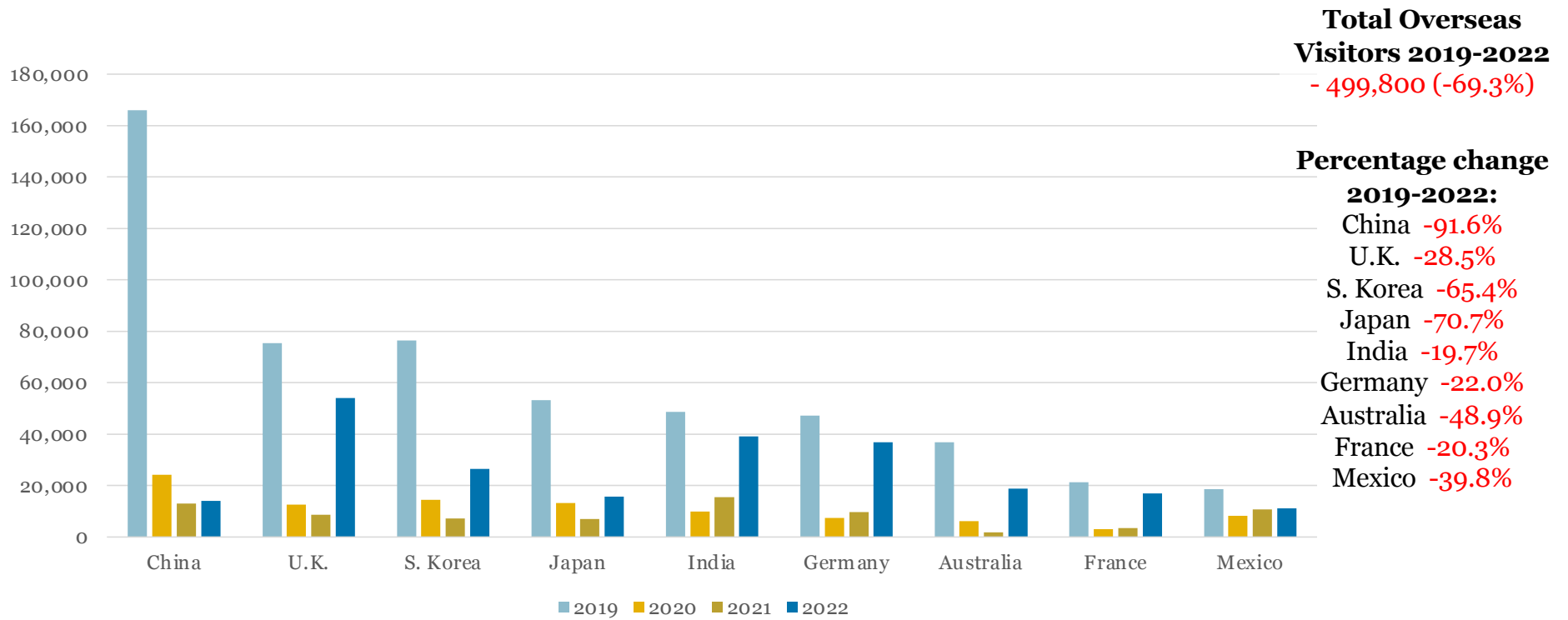


# THE OPTIMUM BUSINESS MIX

- Taylor Swift x2
- Mariners v. Blue Jays x3
- 6 cruise dockings
- 2 Conventions
- Multiple festivals



# INTERNATIONAL VISITATION







# STIA INITIATIVES & PROGRAMS

Commitment to shining a light on arts, culture, music,  
historically under-represented communities and BIPOC-  
owned businesses and business-owners

# Seattle Museum Month



## SEATTLE MUSEUM MONTH

### Featured Museums:

Bainbridge Island Museum of Art  
Bill & Melinda Gates Foundation Discovery Center  
Burke Museum  
The Center For Wooden Boats  
Chihuly Garden and Glass  
Frye Art Museum  
Henry Art Gallery  
Kids Discovery Museum (KIDIMU)  
Klondike Gold Rush National Historical Park  
Lemay America's Car Museum  
Museum of Glass  
Museum of History & Industry  
Museum of Pop Culture  
National Nordic Museum  
Olympic Sculpture Park  
Pacific Bonsai Museum  
Pacific Science Center  
Seattle Aquarium  
Seattle Art Museum  
Seattle Asian Art Museum  
Seattle Children's Museum  
Seattle Pinball Museum  
The Museum of Flight  
USS Turner Joy  
Wing Luke Museum  
Woodland Park Zoo

STIA



VISITSEATTLE.tv

OPEN | STUDIO

PROJECT FIVE

A SHORT FILM

SEATTLE



CULTURE TRIPPERS

EXPLORE SEATTLE'S TAKE ON DANCE, STREET FOOD AND MORE THROUGH THE EYES OF A LOCAL AND A VISITOR WHO SHARE THE SAME PASSION.

MUSIC GENESIS

SO  
SO  
HEAR THE



BEEN THERE,  
MADE THAT.

FOLLOW MAKERS AS THEY VISIT SEATTLE TO FIND INSPIRATION FOR THEIR NEXT CREATION

CROWD

QODOMotive

STATE OF GLASS

FAMILY STYLE

Seattle

WATCH R



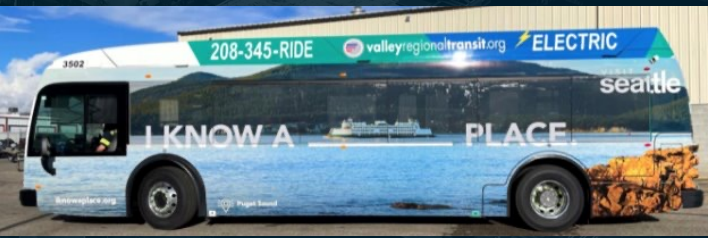
# I Know a Place



**I KNOW A PLACE**  
where coffee goes great with mountains and water.

VISIT **seattle**

i know a place.org





# I Know a Place



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

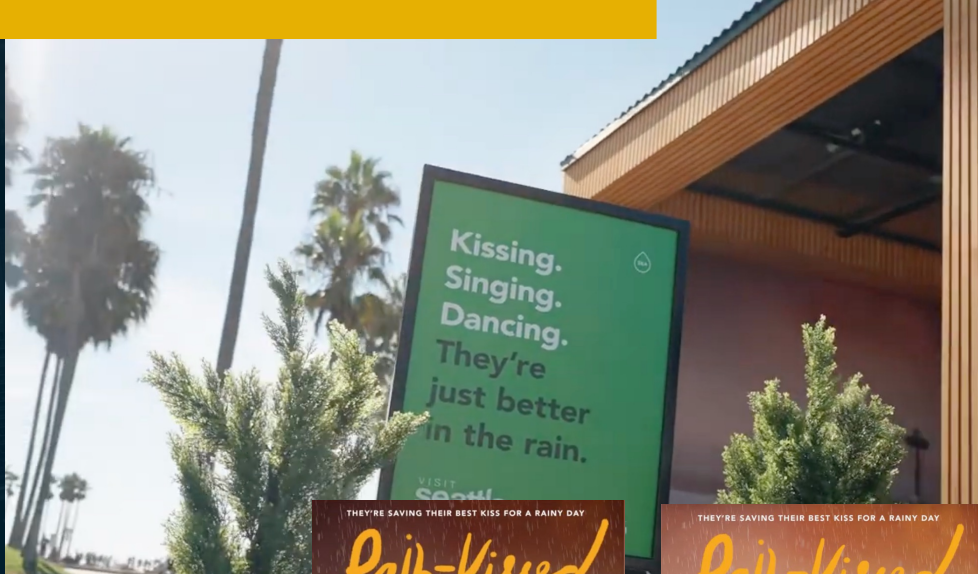
We've bottled some of that magic by asking locals to share personal recommendations for their tried-and-true favorites. Now you know someone in Seattle—and they know a place you have to experience for yourself. Check out their itineraries and [browse the map](#) to start planning your Seattle adventure.

<b>Beaches, Synths, Records, records, and more records.</b>	<b>Boats, Beers, Big walls. It's Fitz's best day ever.</b>	<b>2 Friends, 6 Stops, 1 Dog, Lots and lots of food.</b>
Come along as Seattle musician SassyBlack shares her local faves with her friend, artist Tyrell Shaw. Let's get into it.	Join Seattle Kraken announcer Everett "Fitz" Fitzhugh as he shows his family around his favorite Seattle digs.	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.)





# Rainbooth





Cloudbreak



**CLOUDBREAK**

*Seattle's ReviveLive Music Fest*

**NOVEMBER 3-23, 2022**  
**SEATTLE, WASHINGTON**

Featured Music Venues:

Belltown Yacht Club  
Clock-Out Lounge  
Crocodile  
Conor Byrne  
El Corazon  
Fremont Abbey  
Funhouse  
Here-After  
High-Dive  
Madame Lou's  
Nectar Lounge  
Red Lounge  
The Rabbit Box  
Royal Room  
Salmon Bay  
St. Mark's Cathedral  
Sunset Tavern  
Tractor Tavern  
Trinity Nightclub  
Vera Project

STIA

# Refract

## Featured Venues:

Art by Fire  
Avalon Glassworks  
Bainbridge Arts & Crafts Gallery  
BARN (Bainbridge Artisan Resource Network)  
Bazaz Glass  
Blowing Sands Glass Studio  
Bridget Culligan  
Carol Milne  
Chihuly Garden and Glass  
Chihuly Studio  
City of Shoreline  
Color.Glass.Light  
Friedman Glassworks  
Gallery Mack  
Glassybaby  
Glasshouse Studio  
Hilltop Artists  
Illuminata Art Glass Design  
Kait Rhoads  
KCJ Szwedzinski + Dave Walters  
Lino Tagliapietra  
Method Gallery



## REFRACT 5TH ANNIVERSARY

THE SEATTLE GLASS EXPERIENCE  
**OCTOBER 12-15, 2023**

Method Gallery  
Morgan Madison Studio  
Milo Snyder Studio  
Misoda Glass  
Museum of Glass  
Nathie Katzoff Fine Art Gallery  
National Nordic Museum  
Northwest Designer Craftartists (NWDC)  
Pacific Northwest Glass Guild  
Pike Place Market  
Pilchuck Glass School  
Port of Seattle / Seattle-Tacoma International Airport  
Pratt Fine Arts Center  
Press Reign  
Radiant Neon  
Richard Royal Studio  
Schack Art Center  
Sean Hennessey Studio + Weston Lambert  
Seattle Architecture Foundation  
Seattle Glassblowing Studio  
Seymour Stained Glass  
Stonington Gallery  
Tacoma Art Museum  
Travel Gallery  
Vetri

STIA



# MLB All-Star Week





# Seattle Good News

VISIT  
seattle

# GOOD NEWS

Condé Nast  
**Traveler**

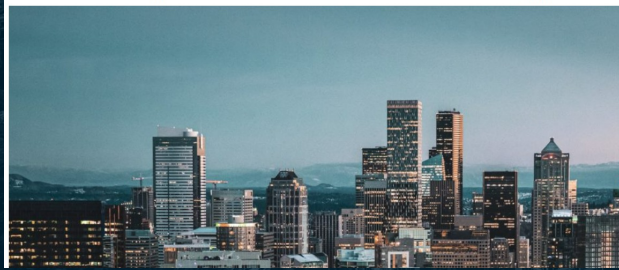
The 25 Best Places to Go in the U.S. in 2025

Seattle



Skift  
**MEETINGS**

\$2 Billion Expansion Boosts Seattle's Event Appeal



The Washington Post  
*Democracy Dies in Darkness*

Seattle is ready for its sports moment with women at the helm



TRAVEL+  
**LEISURE**

This Online Tool Helps Travelers Find Small Businesses in Diverse Communities Across 35 States

The directory aims to guide travelers toward conscious consumerism.

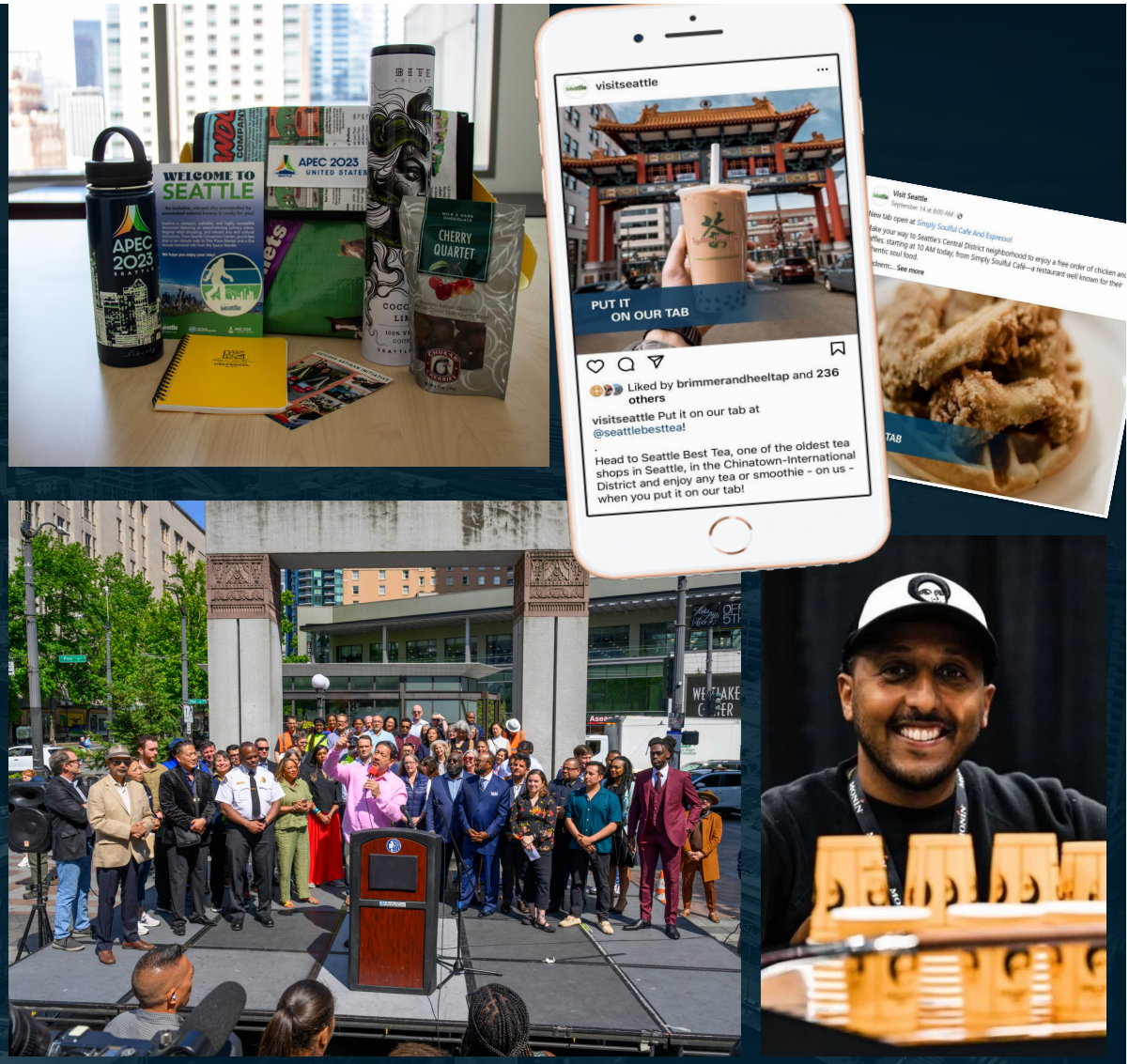


STIA



# SUPPORTING SEATTLE

- Outreach to BIPOC/LGBTQ+ businesses in the Seattle Bank/Intentionalist program
- Key role in fulfilling Downtown Activation Plan
- Aligned with all 5 strategic pillars in the new Future of Seattle Economy agenda
- Local goods used for promotions, activations





# ECONOMIC IMPACT 2022



**\$7.3B  
VISITOR  
SPENDING**

The \$7.3 billion in visitor spending mean that more than \$20 million was spent EVERY DAY on average by visitors in King County.



**\$3.4B  
LABOR  
INCOME**

The \$3.4 billion in total income generated by tourism is the equivalent of \$3,807 for every household in Seattle.



**60,825  
TOTAL  
JOBS**

The total number of jobs sustained by tourism (60,825), including indirect and induced benefits, accounts for 3.4% of all jobs in King County, enough to nearly fill Lumen Field.



**\$699M  
STATE & LOCAL  
TAXES**

Each household in Seattle would need to be taxed an additional \$775 to replace the visitor taxes received by the state and local governments in 2022.



An aerial, high-angle photograph of a city skyline, likely New York City, viewed from a high vantage point. The image is dark and monochromatic, with a blue-grey tint. The city buildings are densely packed, and a large body of water, possibly the Hudson River, is visible in the background. The word "QUESTIONS?" is overlaid in the center in a bright yellow, serif font.

QUESTIONS?

STIA

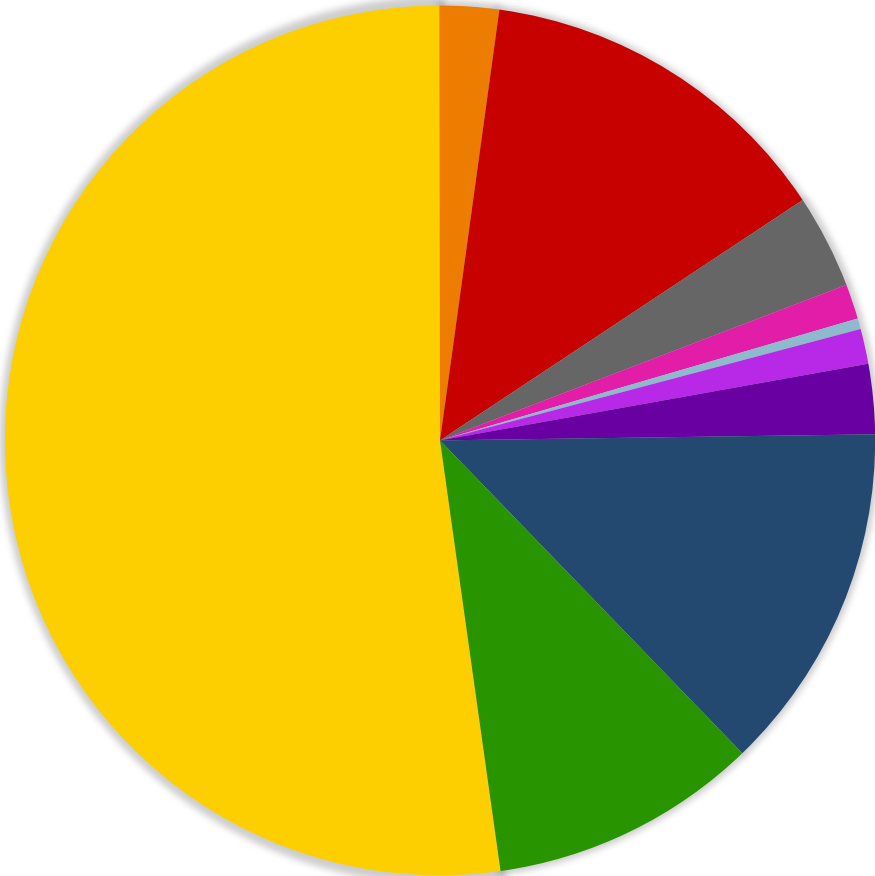
An aerial, high-angle photograph of a city skyline, likely New York City, viewed from a high vantage point. The image is dark and monochromatic, with a blue-grey tint. The city buildings are densely packed, and a large body of water, possibly a harbor or bay, is visible in the background. The text "THANK YOU" is overlaid in the center in a bright yellow, serif font.

THANK YOU

STIA



# PROPOSED BUDGET



- Advertising
- International Tourism Development
- Convention Sales & Marketing
- Marketing Partnerships
- Special Events
- Visual Assets
- Market Research
- Public Relations
- Personnel