

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA
STAFF BRIEFING

Item No.	<u>7a</u>
Date of Meeting	<u>January 8, 2013</u>

DATE: December 27, 2012
TO: Tay Yoshitani, Chief Executive Officer
FROM: Jane Kilburn, Director of Tourism Development
SUBJECT: Tourism program briefing

SYNOPSIS:

This briefing will outline major focus areas for the 2013 tourism development program at the Port of Seattle, and will include an introduction of the Port's tourism representative in the United Kingdom.

BACKGROUND:

The Port of Seattle owns and operates the 16th busiest airport in the nation and owns the busiest embarkation cruise port on the West Coast. In addition, the Port owns and operates a new rental car facility at the Airport, first-class marinas and its oldest facility, Fishermen's Terminal, which is a major tourist attraction in the area. The Port has the statutory authority to "expend moneys and conduct promotion of resources and facilities in the district or general area by advertising, publicizing, or otherwise distributing information to attract visitors and encourage tourist expansion," per RCW 53.08.255.

The overarching goal of the Port's Century Agenda is to generate 100,000 new jobs in the region in 25 years. One of the Century Agenda's initiatives is to "Make Washington a preferred destination for international tourists from countries with which we have direct flights." Details of the Century Agenda include doubling the economic value of cruise traffic to Washington state.

For 2011, visitors to this state spent \$16.4 billion and contributed nearly \$1 billion in state and local taxes. The tourism industry supported more than 150,000 jobs and generated earnings (salaries) of \$4.5 million. For every 35 international visitors to our country, one job is created.

The Port's tourism development group, a part of the Public Affairs Department, has a mission to "extend the economic impact of the Port's cruise and airport businesses by attracting international leisure visitors to Seattle and the region, extending the stay of cruise passengers, and encouraging a welcoming environment for all visitors." The group plans to achieve this goal by deepening and forming new partnerships throughout the

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state's tourism industry and in five selected international markets (U.K., France, Germany, Japan, and China) which have direct air routes to and from Seattle.

OTHER DOCUMENTS ASSOCIATED WITH THIS BRIEFING:

- Computer slide presentation.

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS:

- May 8, 2012, tourism briefing and Commission Motion Honoring National Travel and Tourism Week.