

Item No. 7a_Supp

Date of Meeting: January 8, 2013

Tourism Development Briefing

Port of Seattle Commission Meeting

January 8, 2013



Tourism Vision and Mission

- **Vision**

- The Port's actions will add jobs through economic growth in the tourism sector as well as related industries and businesses.

- **Mission**

- Our group extends the economic impact of the Port's cruise and airport businesses by attracting international leisure visitors, extending the stay of cruise passengers, and encouraging a welcoming environment for all visitors.

Strategy for 2013

Leverage tourism industry relationships to achieve increased economic impact to the region.

Key Strategic Issue Areas

- Economic impact
- Industry organization and leadership
- Collaboration and partnerships
- Promotion/media
- Public policy
- Funding

Key 2013 Initiatives

- Advance Seattle and Washington State as a desirable tourism destination in targeted international markets
- Increase the economic impact of the cruise business
- Maintain the Port's strong leadership role in the travel and tourism industry in the region

Introducing...

- Eve Gardiner Lane
Director,
First Public Relations
London, United Kingdom