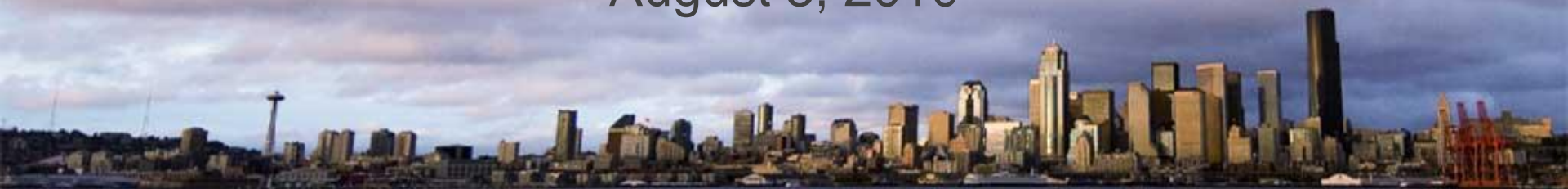


ITEM NO. 9 Supp

DATE OF
MEETING: August 3, 2010

Tourism Roundtable

August 3, 2010



“Tourism Matters”

- State economic impact, 2009:
 - Travelers spent \$14.2 billion (half in King County)
 - Generated nearly \$1 billion in taxes
 - Direct jobs: 147,600
 - \$4.2 billion in payroll
 - 85% small business
 - GDP ranking is #4

Tourism in Washington

- Department of Commerce
 - Tourism Department
 - Tourism Commission
- Convention & Visitors Bureaus/Destination Marketing Organizations
- Hotels, restaurants, attractions

Funding crisis

- State tourism budget is \$1.8 million
- Ranked #48 of the 50 states
- Comparison:
 - California \$58m
 - Colorado \$22.6m
 - Oregon \$11.1m

The Port and Tourism

- Tourism is an export
- Focus on international visitors: Japan, UK, France, Germany, China
- Partnership with state tourism department and Seattle CVB
- Jointly fund and manage programs

Looking for Solutions

- Tourism Funding Task Force
- Port of Seattle Commission:
 - “What role should the Port of Seattle play in advancing tourism in King County and Washington State?”