

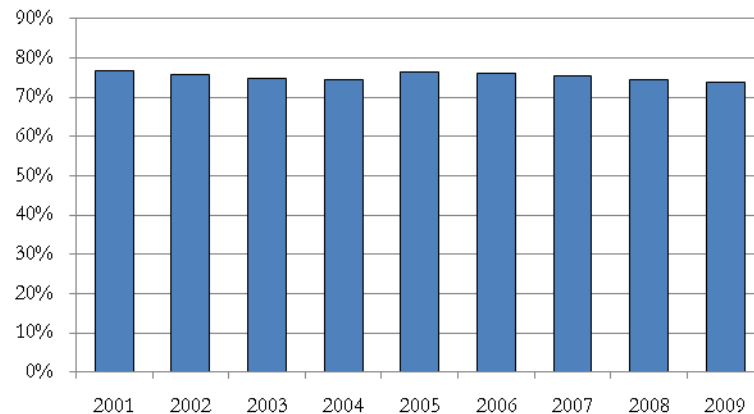
# Sea-Tac Enjoys a Strong Market with Geographic Advantages

## Limited Competition

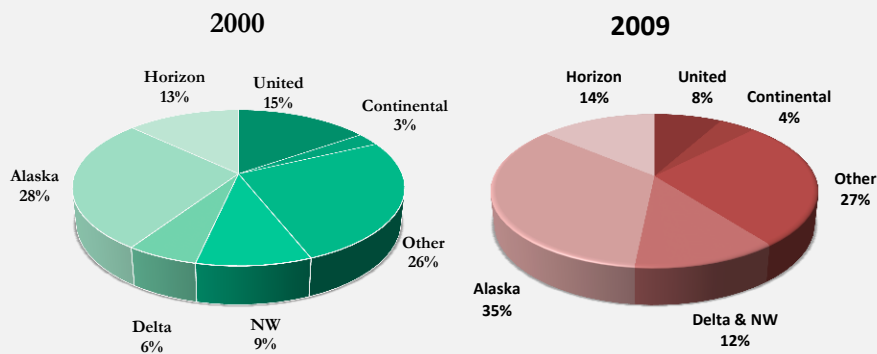


## Strong Natural Demand

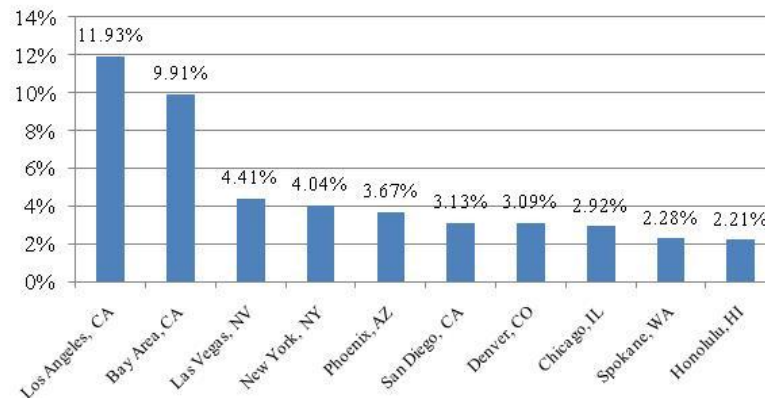
% of Origin and Destination Passengers at SeaTac Airport



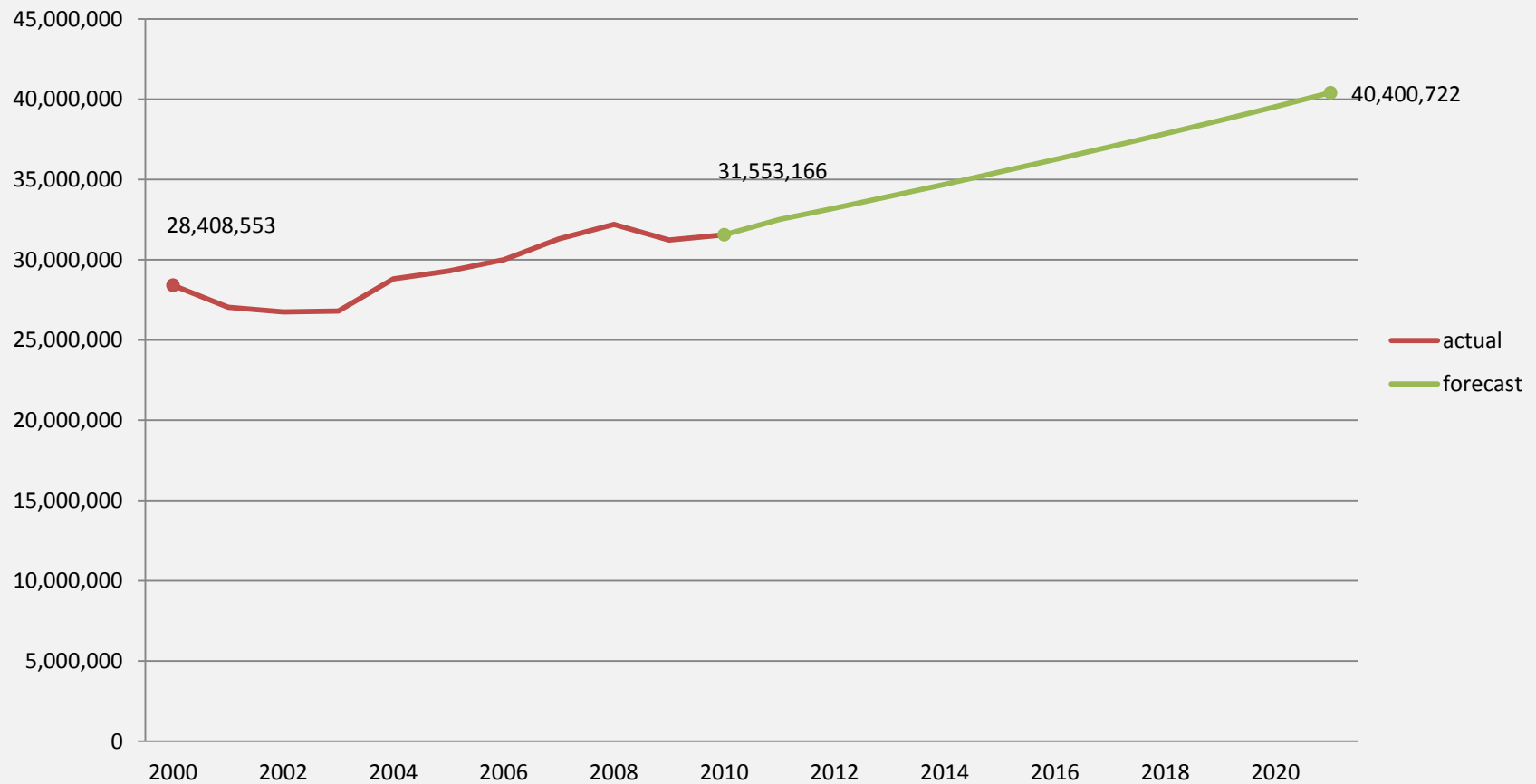
## Diverse Carrier Mix



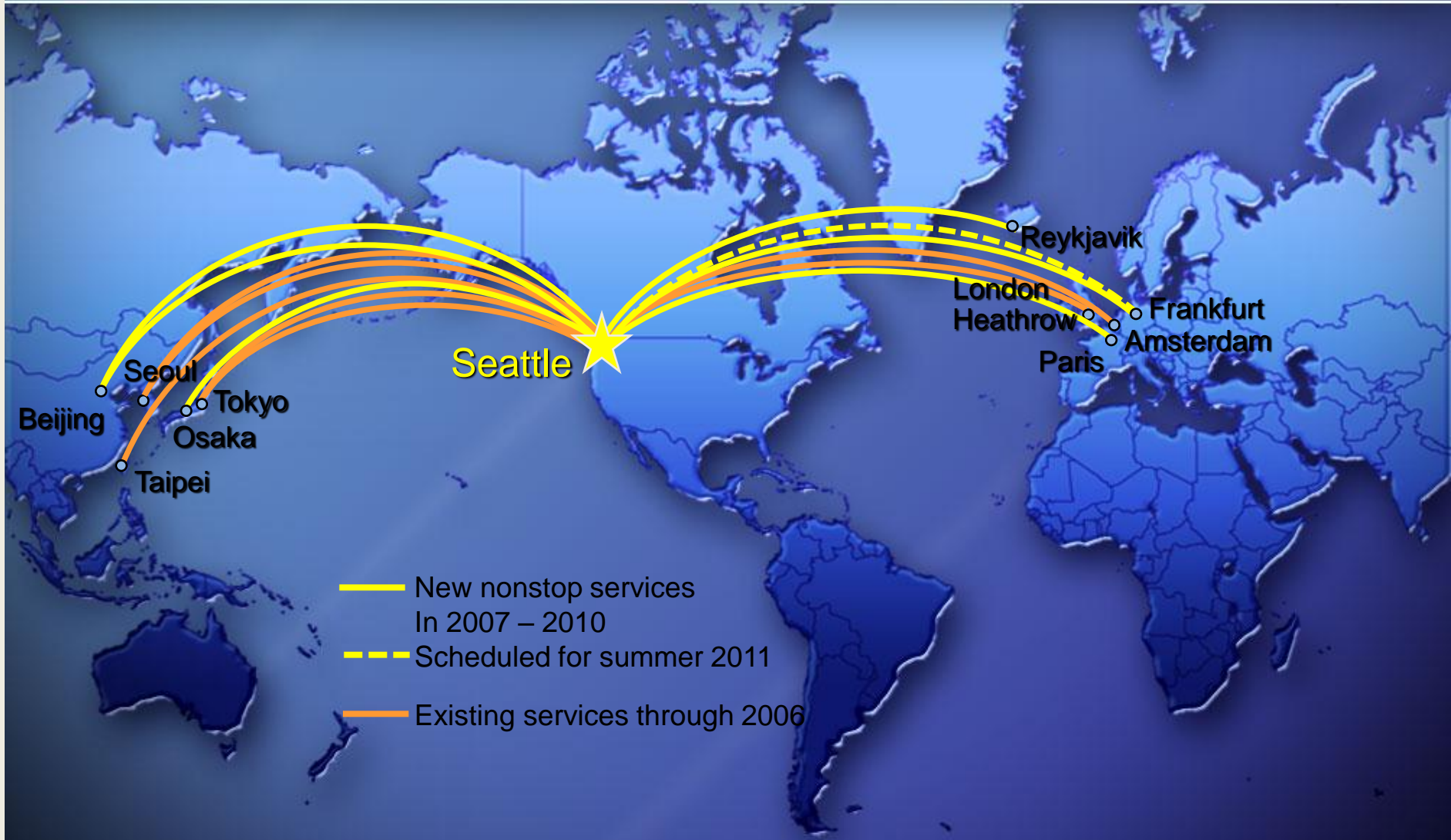
Sea-Tac Top 10 Origin-Destination Markets in 2009



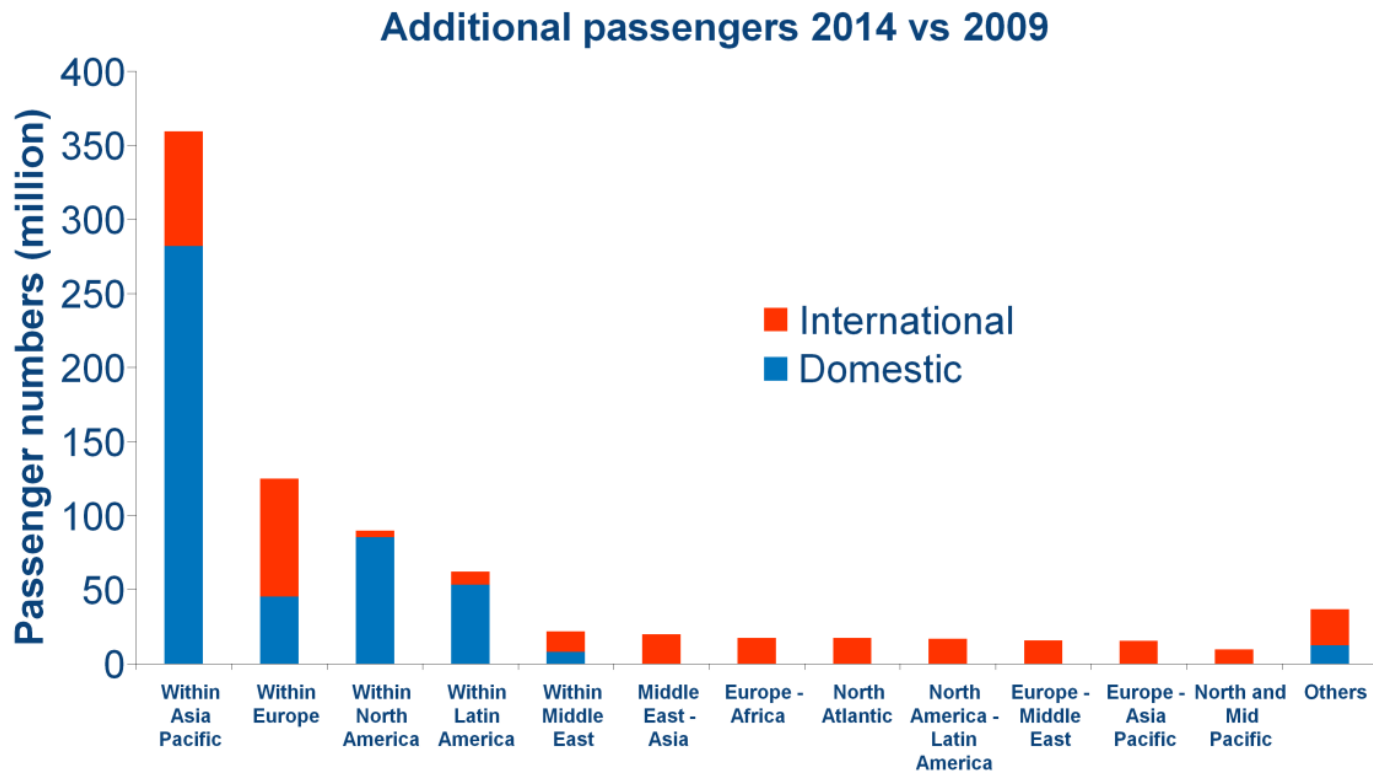
# Sea-Tac passengers: Actual & Forecast, 2000 - 2021



# Seattle's Nonstop International Services



## Adding 360 million passengers in Asia Pacific



Source: IATA

Majority of passenger and freight growth is forecast to be in the Asia-Pacific region, creating tremendous opportunity for airlines and airports with exposure to this region, such as Sea-Tac.



# Seattle's Two Cruise Terminals



Pier 66

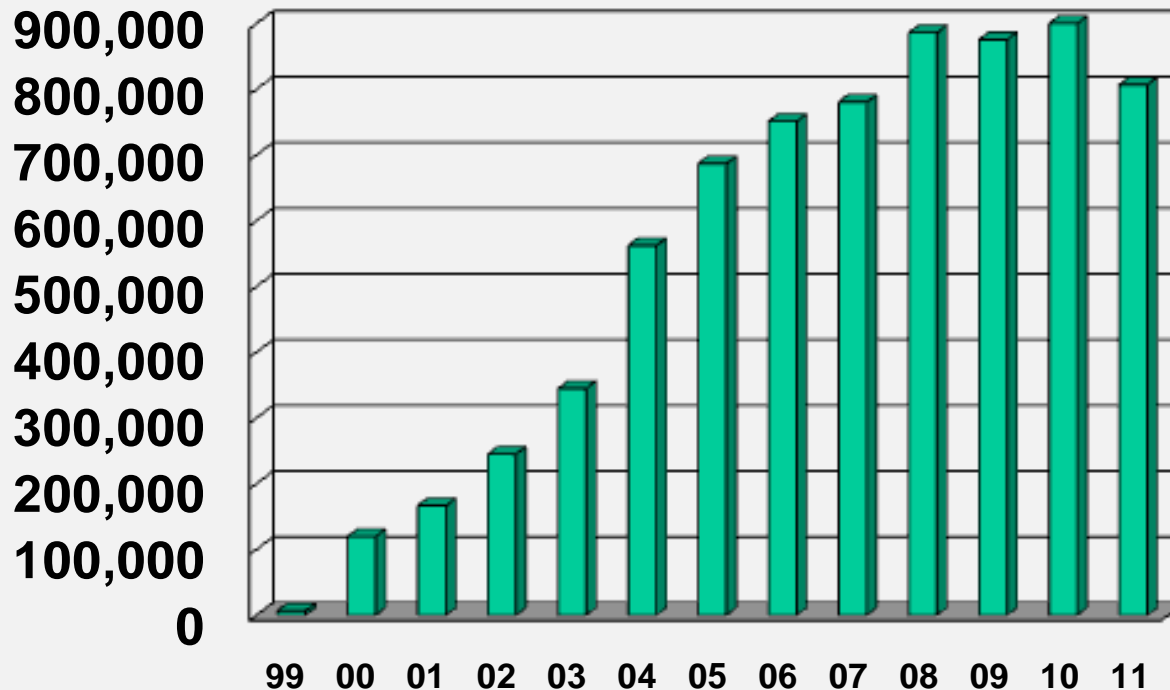
Pier 91

# Homeport Cruise Lines

	Service Launched	Vessels	Itinerary
Norwegian	2000	2	7 day Alaska
Royal Caribbean & Celebrity	2000	2	7 day Alaska
Holland America	2002	3	7 day and 14-day Alaska
Princess	2003	2	7 day
Carnival	2010	1	7 day Alaska
Disney	2012	1	7 day Alaska



# Seattle's Cruise Passenger Growth 1999 - 2011



2011: 195 vessels and 807,000 passengers (estimated)

# Cruise Benefits the Community



## Local Economic Impact (2011)

- 4,042 jobs
- \$393 million annual business revenue
- \$17 million annual state & local taxes
- \$1.9 million of economic benefit each time a homeport ship docks



# Tourism is Big Business

State economic impact, 2010:

- Travelers spent \$15.2 billion  
(half in King County)
- Tax Revenue: Nearly \$1 billion
- Direct jobs: 143,800
- Payroll: \$4.3 billion
- 85% small business
- GDP ranking is #4

# From crisis to opportunity

Washington State Tourism closing 6/30/2011

- New tourism organization formed:  
“Washington Tourism Alliance”

Port and Tourism

- Partnership with Seattle’s CVB
- Focus on international visitors:  
Japan, UK, France, Germany, China

Looking for Solutions

- New model for funding state-wide
- Unique opportunities for the Port