

Item No.	8a supp
Meeting Date:	7/28/2020

Tourism Recovery Initiative Authorization

Commission Authorization Request

Request Commission authorization for the Executive Director to execute a \$1.5 million joint marketing agreement with Washington Tourism Alliance (WTA), a non-profit agency, to promote tourism recovery.

- This agreement, funded by the Port property tax levy, will help regenerate travel to Seattle and Washington state in the U.S.A. and Canada for a period of up to 12 months.
- Staff is also requesting that the commission determine a competitive process is not appropriate or cost effective and exempt this contract from a competitive process consistent with RCW 53.19.020

Tourism Disrupted

National & Regional Impact

- Covid-19 will be nine times more impactful than 9/11
- Travel Industry losses will result in a GDP impact of \$1.2 trillion on US economy
- June 28 weekly SEA airport volume average 15,500, down 75%
- June 28 weekly King County hotel rev. down 78.3%, hotel occ. Average 31.9%



Sources: US Travel, Tourism Economics, Smith Travel Report, WTA, Port of Seattle

Travel Paradigm Shift

- Different type of recovery
- Major safety and health concerns
- Focus on “local drive markets”
- Domestic air traffic gradual return



Revitalize Statewide Tourism

Objectives

- Increase year-over-year travel volume to Washington by 50 percent
- Increase SEA year-over-year passenger volume by 60 percent
- Solidify consumer confidence in Washington as safe and accessible destination
- Create a compelling state brand image for the leisure travel marketplace
- Increase positive state travel media coverage by 40%
- Operate ongoing, robust destination development program for Washington's rural, small and sensitive communities

Travel and Tourism Recovery

Strategies

- ✓ Promote diversity, equity and inclusion
- ✓ Implement near-term in-state marketing campaigns
- ✓ Focus on North American air markets
- ✓ Bolster the state's travel and tourism industry
- ✓ Market the geographic diversity of Washington
- ✓ Effectively brand the destination

WTA *is* the state tourism industry

- Geographically Diverse, all regions of state represented
- Attractions, arts/culture
- Lodging, hospitality, resorts
- Retail and restaurants,
- Transportation, ports,
- Tribal
- Adventure/recreation

Washington
Tourism Alliance



Tourism Recovery Initiative Investments

	Port Funds	WTA Funds
Marketing/Advertising	\$1,030,000	\$660,000
Travel Publicity Campaign	\$ 150,000	\$ 50,000
Travel Trade Sales/Promotions	\$ 120,000	\$120,000
COVID 19 Industry Recovery	\$ 100,000	\$100,000
Destination Development	\$ 100,000	\$100,000
WTA Complimentary Investment	\$	\$1,040,000
SUBTOTAL	\$1,500,000	\$2,070,000

GRAND TOTAL = \$3.57 Million

Regenerating Travel and Tourism

WTA Existing Projects

- Show WA Love.com
- Destination Brand Development
- WTA In-State Marketing Consultant
- Marketing Collateral Development

Bringing back instate travel & brand development

WTA commitment \$540,000



Regenerate North American Air Markets

Consumer Marketing Advertising

- Destination Advertising Campaign
- Explore Washington's Backyard

Focus on North American air markets, geographic diversity and instate travel marketing

POS contribution \$1,030,000

WTA Contribution \$710,000



Public Relations

Impacting Travel Media

- Proactively reach travel media
- Host writers and influencers

Bolster tourism industry & impact North American air markets

POS Contribution \$150,000

WTA Contribution \$50,000



Helping Industry Recover

Business Industry Recovery

- Industry Recovery plan aiding businesses post Covid-19
- Destination Development plan assisting organizations in marketing their destination

**North American air markets,
promote health safety guidelines
and bolster state's tourism industry**

POS contribution \$200,000

WTA contribution \$200,000



Increasing Travel Programs

Tourism Development

- Travel Trade Sales and Promotion
- Participate in trade events
- Host travel trade

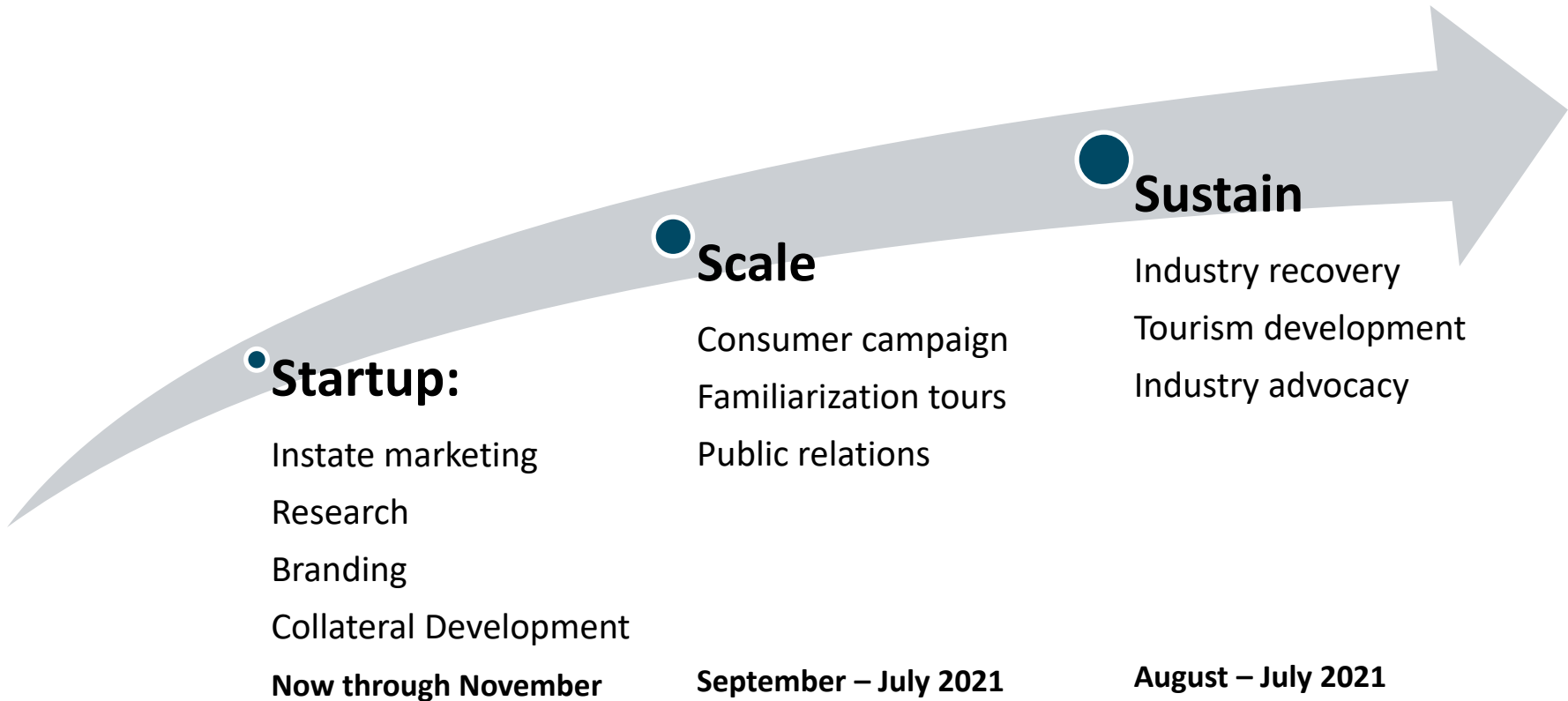
Bolster state travel and tourism industry

POS Contribution \$120,000

WTA Contribution \$120,000



Tourism Recovery Initiative Timing



Thank you

Questions / Comments



Goal: have agreement in place early August