

# Tourism Development Report

Item No. 11a supp  
Meeting Date: January 4, 2022



January 4, 2022

# Port Tourism Development Briefing



Tourism/Hospitality Industry Context

Tourism Recovery Initiative with Washington Tourism Alliance

Port Tourism Grants

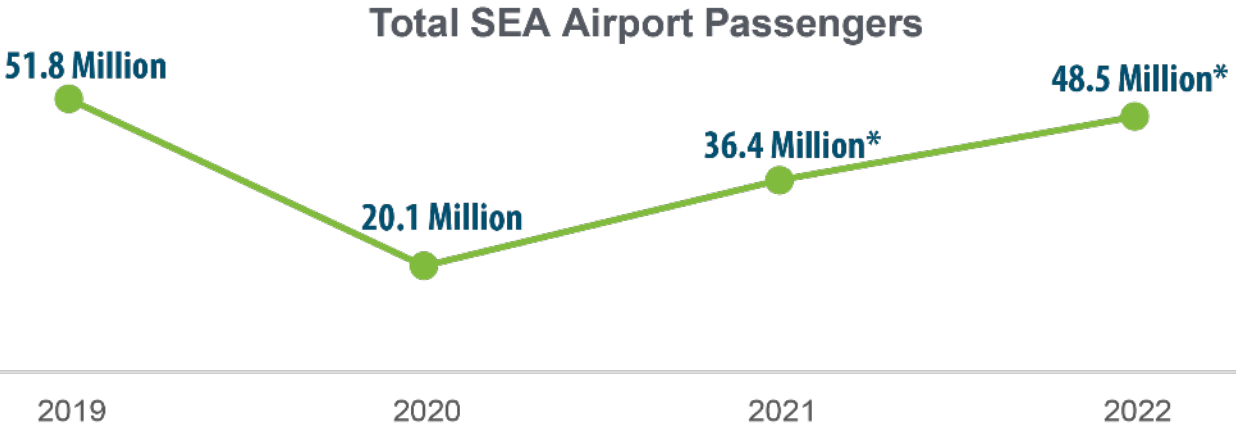
International Market Development

2022 Priorities

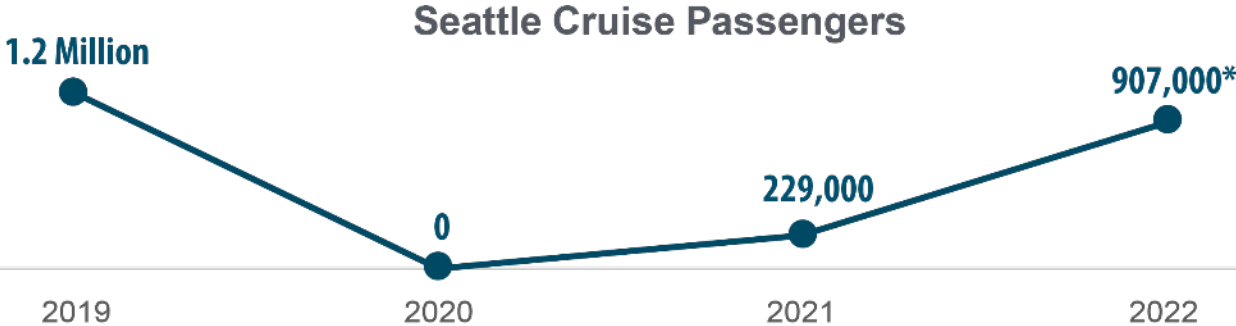


# 2021 Tourism/Travel Slowly Rebound

## SEA AIRPORT



## CRUISE SEATTLE



# 2022 Trade Show Schedule

Go West: Feb. 14-16 – Reno, NV

ITB: March 9-13 – Berlin, Germany

IPW: June 4-8 – Orlando, FL

WTM: TBD – London, UK

NTA TREX: Nov 13-16 – Reno, NV





# IPW 2021

Dates: Sept 20-22 Las Vegas, NV

Description: IPW is the largest travel tradeshow in the US. Offers an opportunity to meet with tour operators, receptives and media from around the world.

Meetings: The WTA represented Washington in 34 in-person meetings held over three days, and 19 virtual meetings held over 2 days. PR Rep met with 16 journalists and travel writers during the media marketplace.

Over 100 follow-up emails.

Themes:

- Participants seemed further along in developing product
- Pent up demand is tremendous
- Washington is well positioned



Must visit... Destination name



#### ► BOURBON COUNTRY

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# International Co-op Advertising

#### ▲ HORSE FARM TOURS

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#### ◀ CULINARY EXPERIENCES

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#### ◀ MAMMOTH CAVE NATIONAL PARK

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#### ► OUTDOOR ADVENTURE

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#### ▲ MUSIC ADVENTURES

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## 2022 Visit USA Travel Planner

Publication date: November 2021

Booking deadline: October 18<sup>th</sup>, 2021

Materials due date: November 3<sup>rd</sup>, 2021

Opportunity: Must Visit Feature. 6 destinations can be showcased on one page with a photo and description.

Cost per Partner: \$1,200

## Brand USA Multi-Channel

Digital advertising through a variety of digital channels including Facebook, Google Display and Expedia

Pricing tiers based on budget

WTA provides a 25% subsidy



# Tourism Development

## **UK Sales Mission**

### **WTA & Port of Seattle**

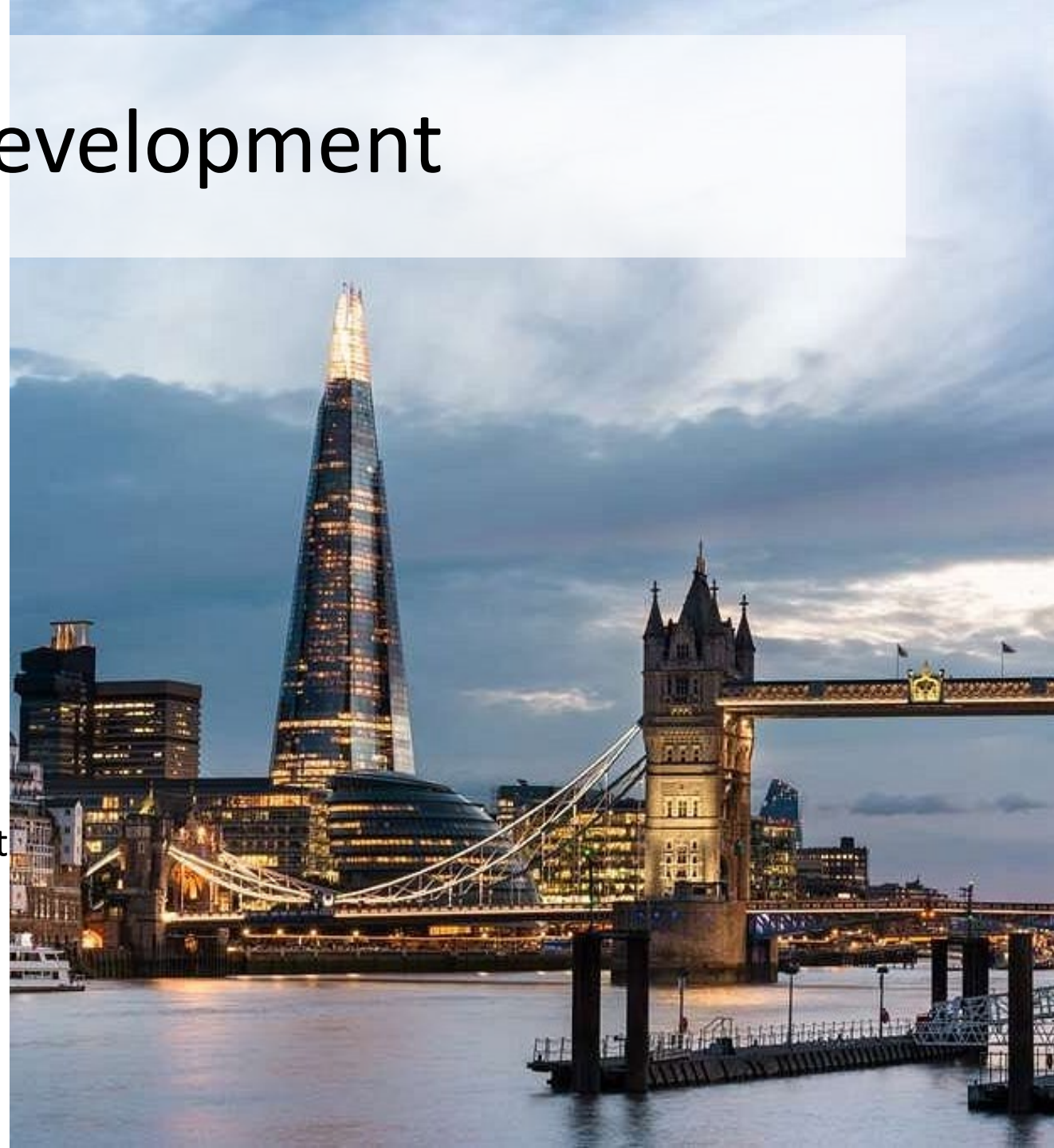
**March 28 – April 2, 2022**

- Hosted receptions for tour operators and media
- Sales calls and media interviews
- Strategic work session with UK travel experts to grow market share for Washington

## **California Sales Calls**

**LA and San Francisco, Q1 2022**

- The WTA will lead a delegation to California to meet with receptive tour operators







New State Destination Brand





TIME AND  
SPACE  
REMINDE  
US WE'RE  
ALL JUST  
**TRAVELERS HERE.**

#TRUE<sup>TO</sup>NATURE



- EXPERIENCEWA.COM -  
EXPLORE RESPONSIBLY





- EXPERIENCEWA.COM -





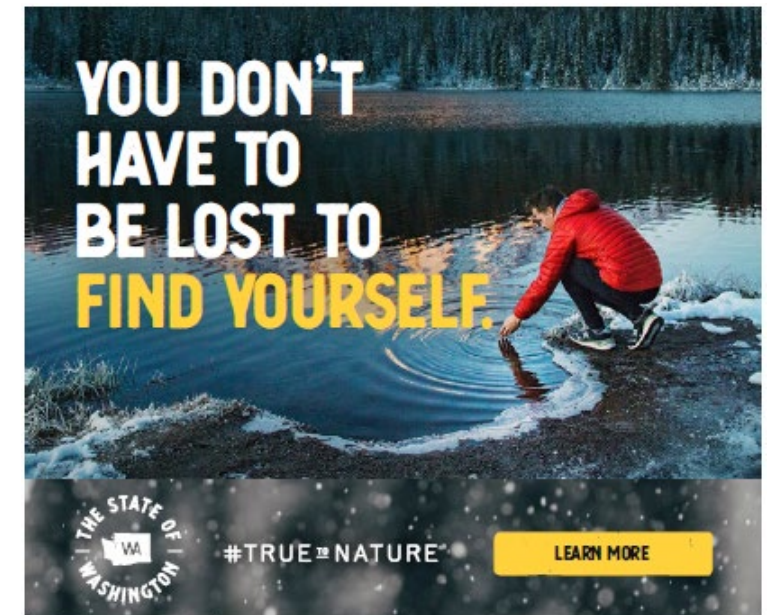
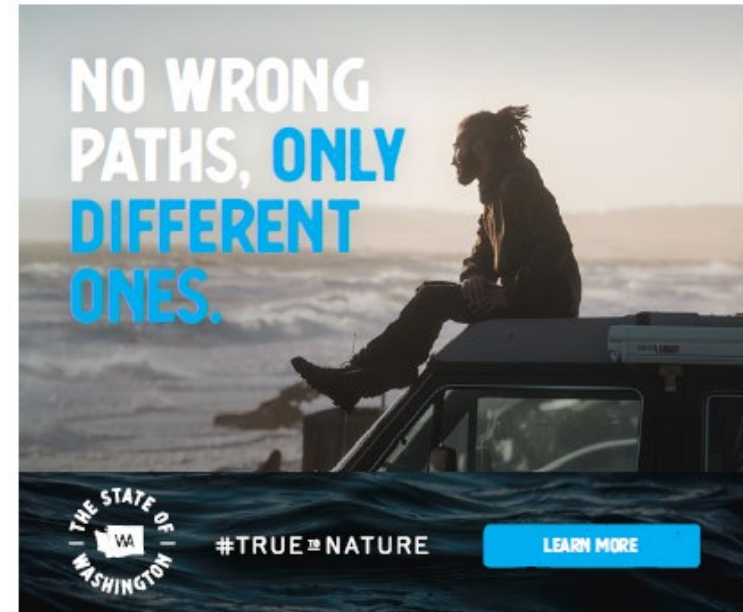


THE STATE OF  
WASHINGTON  
WA



# Advertising & Strategy

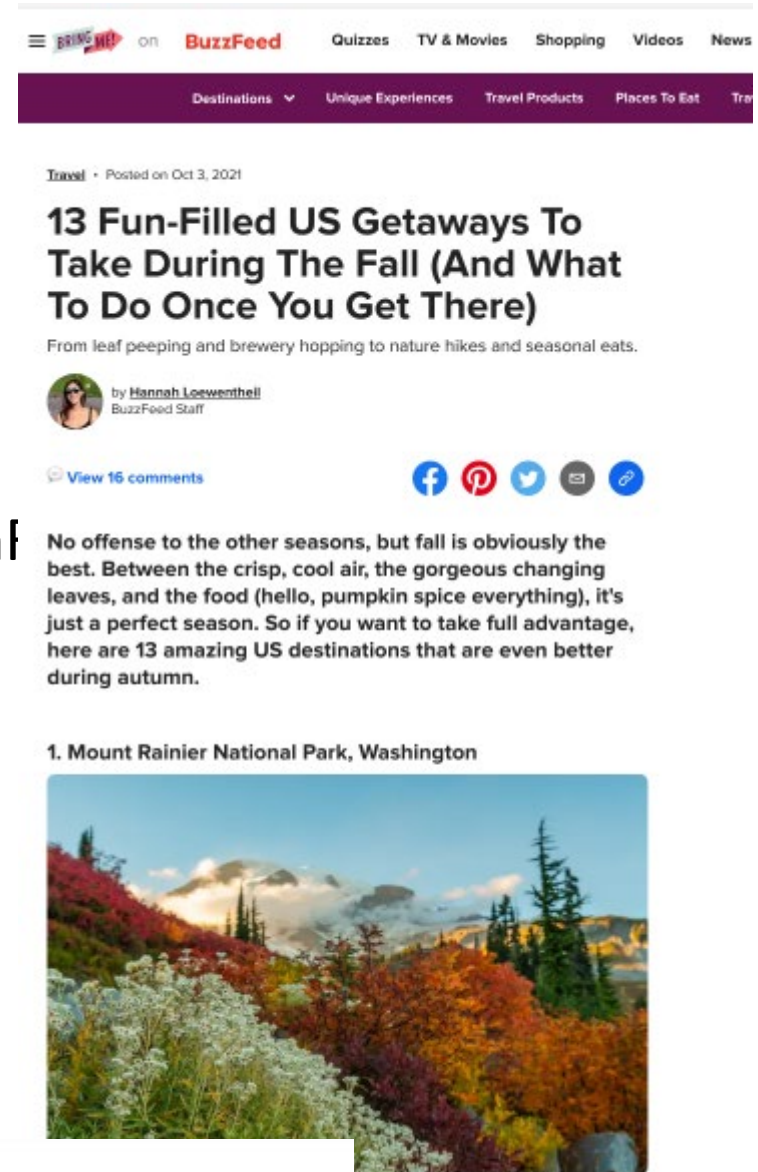
- Explore Washington campaign:
  - More than 12 million impressions
  - More than \$29 million in incremental gross bookings
- Branded consumer campaigns – January
  - Fully integrated campaign will include video, digital and social components + partner toolkit
- Destination web site re-development – Phase 1 launch December 2021
- Completed statewide tour and new photo and video assets are now available for partners





# Travel Publicity Program

- Goal: stimulate earned media coverage statewide
- Destination PR agency: GreenRubino
- More than 132 targeted media pitches since Greenf began
- Key market media missions
- In-state media hosting
- Year-around coverage tracking and reporting
- Media leads to state partners



The image is a screenshot of a BuzzFeed article. At the top, there is a navigation bar with the BuzzFeed logo and links for Quizzes, TV & Movies, Shopping, Videos, and News. Below this is a purple header with navigation links for Destinations, Unique Experiences, Travel Products, and Places To Eat. The article is dated Oct 3, 2021, and is written by Hannah Loewenthal, a BuzzFeed Staff member. The title is "13 Fun-Filled US Getaways To Take During The Fall (And What To Do Once You Get There)". The text describes the fall season as perfect for travel, mentioning crisp air, changing leaves, and pumpkin spice food. It lists 13 amazing US destinations, with the first being Mount Rainier National Park, Washington. A photograph of a mountain landscape with colorful autumn foliage and a snow-capped peak is shown. Social media sharing icons for Facebook, Pinterest, Twitter, Email, and a link icon are visible. A "View 16 comments" link is also present.

**BuzzFeed**

# Port of Seattle Tourism Grants Advance Economic Recovery

Port of Seattle has two tourism marketing grant programs that focus on:

- Promoting the region as a leading tourism destination
- Expanding utilization of Port facilities; SEA Airport, cruise terminals, or recreational marinas
- Supporting pandemic impacted tourism venues and organizations
- Increasing the number of out-of-state visitors and visitors' expenditures throughout Washington State





# Port Tourism Grants

	Spotlight SEA Advertising	Tourism Marketing Grants
Funding per year	Approx. \$466,320	\$200,000
# of awarded organizations	<b>Up to 26 per quarter</b>	<b>Trending up to 30 annually</b>
Award	Ad space at SEA Airport (selected organization is responsible for ad design, printing, installation, and tax)	Up to \$10,000/each
Grant cycle	Quarterly	Annual
Match requirement	None	50% of Port awarded funds
Emphasis	<b>Sustainable &amp; Equitable Tourism</b>	<b>Sustainable &amp; Equitable Tourism</b>
Partners	Destination Marketing Organizations, Chambers, Tribes, Non-profits, Cities, etc.	Destination Marketing Organizations, Chambers, Tribes, Non-profits, Cities, etc.
Metrics	For 2021, 32 organizations were selected	For 2021, \$193,432 awarded for 21 organizations

See Appendix for list of 2021 Tourism Marketing grant recipients

# Tourism Grant Examples

- Sustainable tourism
- Cultural tourism





# Key International Markets and Promotions



## International Travel

- United Kingdom, Germany and Australia are particularly important markets
- 712,500 overseas visitors in 2019 (2,475,200 including Mexico & Canada)
- \$525,500,000 overseas traveler spend. (\$972,100,000 including Mexico & Canada)
- 1.2m cruise passengers in 2019 – 10% were international visitors

## Key Messages @ Our Region

- **SEA is the preferred gateway** for the Pacific Northwest, Western USA & Western Canada
- **Cruise gateway of choice for Alaska** (45% of current market share)
- Seattle & Washington State offer **pre/post cruise and fly/drive destinations**

# Inspiration & Destination Publicity



## United Kingdom

Distribution: 42,291,331

Open Rate: 26%

Earned Media Value: \$1,558,596

## Germany

Distribution: 2,754,443

Open Rate: 23%

Earned Media Value: 312,256

## Australia

Open Rate: 30%

Distribution: 13,542,499

Earned Media Value: \$476,472

*Represents one in every two Australians!!*

Return on Investment: Efforts generated earned media worth \$2,347,324.



# Selling Seattle & Washington State

## Travel Marketing Process

Destinations/Hotels/Attractions »

**Receptive Tour Operator (RTO) »**

Tour Operator » Travel Agent » Consumers

Tourism leveraged key partners' effort to generate awareness and interest in WA State tourism

*ATI, ATP, Bonotel, InquisiTours, RMHT, and Travalco* showcase our itineraries in **70 different countries to 7,000 travel trade businesses worldwide.**

**NEW PACKAGED ITINERARIES FOR SEATTLE & WASHINGTON STATE**

**1 ULTIMATE PACIFIC NORTHWEST ROAD TRIP**  
Olympic and Mount Rainier National Parks highlight this fly-drive that includes stunning mountain vistas, a temperate rain forest, miles of unspoiled ocean beaches, charming seaside towns, and unique urban centers while offering numerous options to explore nature by land and water.  
*Rocky Mountain Holiday Tours* [chris@rmht.com](mailto:chris@rmht.com)

**2 NATURAL WONDERS OF WASHINGTON STATE**  
Experience the geographic diversity of Washington state: the grandeur of the Cascade Mountains, the high plateaus of Central Washington and the wide-open spaces in Eastern Washington. Learn about the unique events that formed this dramatic landscape while visiting cities and towns that showcase the best of Washington.  
*InquisiTours' group tour* [guy@inquisitours.com](mailto:guy@inquisitours.com)

**3 WANDERING WASHINGTON WATERWAYS**  
Use Washington's waterways to explore the diverse communities surrounding the Salish Sea. Seattle, coastal seaports, and incredible islands offer boutique shops, galleries, sea-to-table dining experiences and numerous opportunities for wildlife viewing and whale watching, hiking, biking, kayaking, ziplining and more.  
*American Tours International (ATI)* [FITSales@americantours.com](mailto:FITSales@americantours.com)

**4 WASHINGTON VINEYARDS & VOLCANOES**  
A gastronomic fly-drive of Washington and Oregon that highlights both states' wine country, the Columbia River Gorge National Scenic Area, Mount St. Helens National Volcanic Monument, Mount Rainier National Park, Portland and Seattle. See, sip, and savor the best of the Pacific Northwest.  
*Travalco sales@travalco.com*

**5 NATIVE AMERICAN HIGHLIGHTS OF WASHINGTON STATE**  
Native American culture is woven into the fabric of the Pacific Northwest. Discover the heritage, legends, traditions, and art throughout Western Washington as you explore cities, tribal lands, cultural centers, contemporary galleries, and Olympic National Park.  
*Rocky Mountain Holiday Tours* [chris@rmht.com](mailto:chris@rmht.com)

**6 A TASTE OF SEATTLE Pre/Post Alaska Cruise**  
The perfect introduction to Seattle, a vibrant hub where nature and technology meet, and the past and the future are present. One-of-a-kind attractions, culinary experiences, renowned coffee, and award-winning Washington state wines and more await.  
*Bonotel Sales@bonotel.com*

**7 FAMILY-FRIENDLY WASHINGTON**  
A three-city Hub-and-Spoke itinerary that allows more time in each destination. Attractions, tours, museums, history, nature, and wildlife viewing are combined to create a truly memorable, and educational, family holiday. Visits to Seattle, Bellingham and Olympia are followed by Mount Rainier National Park.  
*ATP* [gisa.hanson@atpravel.com](mailto:gisa.hanson@atpravel.com)

# INTERNATIONAL VISITATION TO SEATTLE

## 2019-2022 ('000s)

COUNTRY	2019	2019 v. 2018 Percent Change	2020	2020 v. 2019 Percent Change	2021 Projected	2021 v. 2020 Percent Change	2022 Projected	2022 v. 2021 Percent Change
Canada	1,740.0	1%	337.0	-81%	249.2	-26%	1,157.0	364%
China	166.0	-10%	24.2	-85%	11.8	-51%	45.2	283%
United Kingdom	75.5	-8%	12.6	-83%	10.9	-13%	37.4	243%
South Korea	76.4	3%	14.5	-81%	5.6	-61%	23.5	320%
Japan	53.2	11%	13.3	-75%	5.1	-62%	21.1	314%
India	48.7	4%	10.0	-80%	4.0	-60%	15.8	295%
Germany	47.2	1%	7.4	-84%	6.1	-18%	22.8	274%
Australia	36.8	-1%	6.2	-83%	4.2	-32%	15.5	269%
France	21.2	3%	3.1	-85%	2.8	-10%	9.5	239%
Mexico	18.6	-7%	8.3	-56%	8.2	-1%	15.6	90%
Total Overseas	721.4	0%	128.7	-82%	97.1	-25%	291.5	200%
Total International	2,480.0	1%	474.0	-81%	354.5	-25%	1,464.0	313%



# 2022 Tourism Priorities

- Continue implementation of statewide tourism recovery initiative in partnership with WTA
- Use Tourism grants to showcase our travel gateways and support key events/destinations across WA State
- Market the region's tourism opportunities and key travel gateways in select international markets
- Help organize and sponsor a Sustainable Tourism conference



# APPENDIX



# 2021 Tourism Marketing Support Program

## Grant Recipients

Organization Name	POS Awarded Amount	Summary of Proposed Project
Kittitas County Chamber of Commerce	\$6,000	County-wide social media marketing, targeting out-of-state markets, focusing on diversity and recreation.
Alliance for Pioneer Square	\$7,500	Creating a destination marketing piece (map & guide) for online and for visitors at SEA Airport
Forks Chamber of Commerce	\$10,000	Social media marketing for destination outdoor activities, Quileute Tribe and Makah Tribe attractions, and festival event
MOHAI	\$10,000	Digital marketing campaign including advertising to AR, CA, CO target markets and social media marketing efforts
Seattle Architectural Foundation	\$10,000	Online advertising campaign, including website redesign, social media, and banner ads. Target markets: NY, San Francisco, Chicago.

# Grant Recipients (continued)

<b>San Juan Islands Visitors Bureau</b>	\$10,000	Film production for media broadcast. Spanish speaking version included. Emphasis on environmental stewardship, activities, Native American heritage
<b>City of Renton</b>	\$10,000	Digital marketing and social media campaign. Graphics and website refresh will highlight minority-owned businesses, sample travel itineraries, and more. Target markets: TX, CA
<b>Visit Walla Walla</b>	\$10,000	Social media marketing campaign, including three media influencers from CA, TX, MO. Focus on BIPOC travelers.
<b>Skamania County Chamber of Commerce</b>	\$5,332	Create multi-day itineraries to include in the "Experience Skamania" visitor guide, focused on adventure/nature tourism and cruising from POS cruise terminals, for online, hotels, and mailed distribution
<b>Tacoma Regional Convention &amp; Visitor Bureau</b>	\$10,000	Eco-adventure itinerary marketing campaign to out-of-state audiences, social media influencer marketing, and geo-location digital marketing.
<b>Global to Local</b>	\$10,000	Develop website, social media campaign focused on BIPOC "foodie" community, targeting out-of-state markets in CA and TX.



# Grant Recipients (continued)

<b>Ballard Alliance</b>	\$10,000	Media familiarization and social media target marketing campaign. Focus on inclusion of diverse cultural experiences
<b>City of Westport</b>	\$10,000	Marketing advertising and social media campaign, target out-of-state fishers from CO, MT, WY
<b>Visit Bainbridge Island</b>	\$10,000	Marketing strategy includes print and digital advertising, social media, and website integration updates for target out-of-state promotional efforts
<b>Savor Central Washington</b>	\$8,600	Strategic social media, online and print advertising campaign, targeting several CA markets.
<b>Jefferson County Chamber of Commerce</b>	\$8,000	Target markets: NY, AR, CA, IL, FL for online and social media marketing campaign, including video production, advertising, and new website landing page
<b>Mt. Adams Chamber of Commerce</b>	\$10,000	Website development and online media campaign, focused on promotion of "foodie" loop extension through WA wine country, support to native-owned businesses and highlighting sustainable outdoor recreation. Market targets: CO, NM, CA, TX

# Grant Recipients (continued)

<b>Cascade Loop Association</b>	\$10,000	Develop a visual asset library for social media marketing and promotional efforts, targeting key air traffic markets
<b>Coupeville Chamber of Commerce</b>	\$10,000	Create online and print marketing, digital and social media campaigns, create website videos and itineraries for out-of-state travelers. Target markets: CO, AR, CA
<b>City of North Bend</b>	\$10,000	Online advertising and social media marketing campaign, highlighting adventure outdoor recreation, art, and culture.
<b>Acoustic Sound Wintergrass</b>	\$8,000	Strategic online, print, radio, TV, and social media marketing advertising for event promotion to target audiences from CA, TN, and other out-of-state cities. Focus on BIPOC outreach and inclusion