

United Kingdom/Europe Tourism Marketing Contracts

Tourism Development
Department



UK/Europe In-Market Representation

Requesting Commission authorization for the Executive Director to execute a contract to promote Port gateways and Washington state tourism opportunities in the UK and Europe as a one-year contract for \$185,000 with two additional one-year options at the rate of \$185,000 per year for a total not to exceed \$555,000.



International Travel Marketing – Who Does What

Washington State, Visit Seattle and the Port are the primary partners that have had **foreign representatives/offices** promoting international travel to Seattle and Washington State

Washington State:

- Tourism representation/office in Germany **closed years ago**
- Just now relaunching efforts – **no foreign representation**

Visit Seattle:

- Tourism representation/offices in Japan, Korea, China, Australia, France, Germany and United Kingdom
- **Curtailed representation during pandemic – slowly rebuilding international representation**

Port of Seattle:

- Tourism representation/offices in UK/Ireland, Germany and Australia/New Zealand
- **Maintained representation** – scaled back somewhat in 20/21 due to pandemic



United Kingdom: USA's biggest Overseas Market

- UK is the USA's biggest overseas market representing 8% of all inbound travel – 4.87M in 2019
- **SEA largest long-haul market** with direct air service via American Airlines, British Airways, Virgin Atlantic, Delta Airlines and Aer Lingus
- **SEA inbound/outbound UK traffic is 50:50 split.** (SEA maintains a stronger outbound traffic in all other markets even by foreign flag carriers.)
- **2M Brits cruised in 2019 making it the largest overseas source of cruise outside USA**



German Market Potential

- **Germany is the largest and wealthiest source market in Continental Europe** - ranked 3rd in the world in 2019 for international tourism expenditures – USA \$93.2B
- **Direct air service into SEA via Lufthansa and Condor** (Alaska Airlines partner) plus easy connections via Delta from Amsterdam and Icelandair via Reykjavik
- **2.4M German cruise passengers worldwide in 2019**. It is a rapidly growing source market for pre/post cruise vacations. Port maintains a strong partnership in Europe with NCL.
- Tour operator demand for authentic experiences, outdoor activities and wide-open spaces **align with fly/drive opportunities in Washington** supporting SEA long-haul travel.



Tourism Marketing Efforts

- Port of Seattle implements Business to Business (B2B) marketing initiatives through travel agents
 - International consumers still purchase their holiday and international travel primarily through local travel offices
 - Travel agents are affiliated with tour operators that offer travel packages and itineraries. Some the travel agents work for the tour operators, and some are independent.
- We showcase itineraries that utilize this **B2B** distribution network:
 - Destinations/Hotels/Attractions »
 - **Receptive Tour Operator (RTO)** »
 - Tour Operator » Travel Agent » Consumers
- Our B2B approach supports and compliments the marketing efforts of **Visit Seattle** and the **State of Washington Tourism**

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
- 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
- 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
- 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
- 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@atptravel.com

Tourism Marketing - Trade Shows

Strategy: Market Seattle and Washington State travel itineraries at key travel industry trade shows:

- U.S. Travel Association's IPW
- ITB-Berlin
- World Travel Mart

Port staff set up appointments (ex. 60+ at IPW) with tour operators, airlines, cruise lines and media. Booth visitors present additional contacts.

A key Port emphasis at trade shows/meetings is to provide bookable itinerary products. We highlight itineraries crafted with key business partners such *ATI, ATP, Bonotel, InquisiTours, RMHT, and Travalco* who, in turn, showcase our tours in **70 different countries** to **7,000 travel trade businesses** worldwide.



Tour Operator Marketing Campaign – Barrhead Travel



Window Display

USA tour operator in Scotland/Northern England.

33% of their turnover is cruise - \$420M annually.

Traditionally sold more Vancouver departures.

2022 POS campaign with Princess Cruises and Royal Caribbean to promote Seattle includes:

- Dedicated Seattle landing page on website:

<https://www.barrheadtravel.co.uk/worldwide/usa/seattle>

- 100,000 database e-shots linking to landing page
- **Window poster displays in 180 retail High Street shops**
- Digital screen ads inside High Street shops
- Social media outreach via Instagram and Facebook
- Seattle banners and tiles on Barrhead website

2022 Tour Op Campaign – Gold Medal Travel

Gold Medal Travel is a leading British B2B tour operator with a network of 3,500 travel agents. Their cruise arm, **Cruise Plus**, provides agents with tailor-made worldwide cruising options in combination with ground packages

April 2022 campaign elements:

- Highlight in Gold Medal's Cruise Plus mini-brochure
- Mini-brochure distribution via 4 UK Travel Trade Road Shows
- Dedicated website landing-page during campaign
- Dedicated E-shot
- 2 Posters with tactical offer, key USPs and hero image
- Social media outreach

Facebook: 12,500 Followers

Messaging for above tools to include:

Holland America brand overview

Port of Seattle key selling points

6 Handpicked Seattle/Washington itineraries

**Cruise Plus/Holland America Line/Port of Seattle
create joint marketing campaign
to promote cruising from Seattle**



Promoting Alaska Cruise With Norwegian Cruise Lines

NCL'S CRUISE TALK TOURNEE
A L A S K A

ZU GAST

PORT OF SEATTLE

JETZT ANMELDEN!

NCL
NORWEGIAN
CRUISE LINE®

NEWS | UPDATES | TALK | DINE

Port
of Seattle®

Road Show targeting 12 cities in Germany, Switzerland & Austria - March 29 – April 8, 2022

Road Show to educate travel agents/media on:

- NCL fleet and Alaska packages
- Seattle as the preferred gateway for Alaska
- Pre/Post tours to Seattle and Washington state

Audience: 400 travel agencies & local media

Format:

PowerPoint, videos, and talks presented by POS German representative



Cruise Lines of America UK Partnership



Multiple engagements with 8,000 UK CLIA members

- Keep current, POS profile on CLIA UK website
- Provide POS features for E-Newsletters targeting some 16,000 cruise influencers
- Participate in Media & Trade Cruise Workshops
- Promote POS Cruise & Stay Training Webinar
- Provide full-page ad for annual CLIA 2021 Yearbook

The Port of Seattle - More for you to sell

The Port of Seattle, on the beautiful Pacific Northwest USA coast, is the port for cruising to Alaska. In 2014, 45% of cruises to Alaska sailed from Seattle, with 7 international cruise lines carrying 1.2 million passengers.

Why not encourage your clients to stay longer and enjoy pre or post-cruise touring packages combining Seattle's unique urban attractions with Washington State national parks (Mt. Rainier/North Cascades/Olympic), expansive wild Pacific Ocean beaches, rainforests, volcanic mountains, historic seaport towns and award-winning vineyards.

Our brand new [travel trade webpage](#) has lots of information to help you sell:

New itineraries bookable direct from Receptives:

- An ultimate open spaces road trip
- Boats, waterways and whale-watching
- Native American culture
- Wine-tasting, Volcanoes... and more

- Images and videos - free to use and help you promote this stunning region
- Port of Seattle Cruise & Stay Guide - everything you need to know about cruising and touring the Port of Seattle.

CLICK HERE FOR THE TRAVEL TRADE & MEDIA TOOLKIT
PORT OF SEATTLE

Prime Time To Market: International Travel Recovery

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%

VISIT
seattle

- **U.S. Travel Association projects major 2022 recovery for international visitation**
- **Optimism for Cruise:** 2022 bringing 296 sailings with strong global sales in-play
- **Seattle/Washington provides compelling/unique enticements:**
 - IAF Opening -- Waterfront Development -- 3 National Parks



Questions?