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Item No. 8I supp
Meeting Date: March 14, 2023

International Tourism Marketing
CATIII Agreement with
State of Washington Tourism

Action Requested

- Approve \$800,000 CATIII agreement for 2-year agreement with State of Washington Tourism.
- All funds will be used for joint B2B international travel industry marketing of the State of Washington, Seattle and Port facilities.
- Seeking exemption from competitive process due to specific abilities of SWT

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Reestablishing the International Market

- Washington's tourism economy will not fully recover until international tourism fully recovers.
- International passengers still 24% below 2019 numbers.
- Increased competition from domestic and international destinations.
- Support builds foundation for long-term success by enhancing existing markets and activating new ones.

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The Importance of International Visitors

- Longer visits to more destinations statewide
- More spending compared to domestic
- Visit during off-peak times – and weekdays
- Visit urban and rural areas
- Support non-stop SEA routes

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Criteria for Priority Markets

- Direct flights to SEA
- ROI of B2B travel marketing
- Visitor profile (Time off, Disposable income, Responsible travel)
- Population
- Affinity for US travel
- Strength of cruise market
- Visa waiver status

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Strategy

Priority Markets Travel Trade Travel Media

- UK & Ireland • Sales Missions • Press Trip Hosting
- Germany • Fam Tours • Conferences
- Australia • Trainings • Outreach
- Asia • Trade Shows • Activations
- France/Benelux • Co-ops/Ads
- Activations

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Partnership Priorities

- Establish foundational B2B trade and media efforts in Asia, France/Benelux and the Nordics while elevating and enhancing efforts in the UK, Australia and Germany.
- Educate the travel trade on Washington destination experiences, itineraries and new content.
- Build relationships that create loyalty among travel trade, media and other tourism producers.
- Inspire consumers to choose Washington as their vacation destination.
- Reflect the diversity and inclusivity of Washington throughout the program of work.

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Scope of Work

- Strategy and communication
- Regular meetings, shared strategy, establish metrics
- Shared in-market representation
- Ongoing foundational trade & media efforts
- All partners have access in each market
- Travel Trade & Sales Promotion
- Fams, missions, trade shows
- In-market activations
- Trainings and education

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Budget Breakdown

2023

Without Approval With Approval

United Kingdom & Ireland \$125,000 \$180,000

Germany \$60,000 \$120,000

Australia \$50,000 \$110,000

Asia (Japan, Korea, China) \$0 \$75,000

France/Benelux \$0 \$75,000

Fams/Media/Trade Events \$55,000 \$130,000

TOTAL \$290,000 \$690,000

Note: The above totals will be further enhanced by Visit Seattle's projected \$1.175M international spend.

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Conclusion

This agreement elevates the scope and effectiveness of the Port/SWT partnership in the global tourism market by strengthening the brand, reaching more key markets, and driving vital international visitation that helps benefit the Port, SEA Airport, SWT, and all Washingtonians.

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