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Item No: 10d_order
Meeng Date: March 26, 2024

ORDER NO. 2024-05
AN ORDER OF THE PORT OF SEATTLE COMMISSION
...to establish the Responsible Tourism Committee as a Port
of Seattle Commission special committee.

PROPOSED

MARCH 26, 2024

INTRODUCTION

The second goal of the Century Agenda is to, "advance this region as a leading tourism destination and business gateway." While the three objectives identified to achieve that goal currently only pertain to improving airport capacity, the Port of Seattle is increasingly committed to advancing Responsible Tourism practices that expand the awareness and opportunities for travelers to experience destinations in Washington that benefit the economy while helping to minimize the negative impacts on communities and the environment.

Some of the initiatives the Port of Seattle has taken to advance sustainable/responsible tourism have included co-hosting the inaugural Responsible Outdoor Travel Summit with Washington State Tourism, Statewide tourism grants increasingly emphasizing such programs and the publication of the Responsible Tourism Handbook. The Port continues to seek opportunities to serve on external committees and collaborate with communities and marketing organizations to advance ideas that contribute to stewardship-driven tourism programs.

Establishing a Responsible Tourism special committee will create an opportunity for Commissioners to provide oversight and engagement with staff that advance the Port's growing commitment to support responsible tourism practices.

TEXT OF THE ORDER

The Port of Seattle Commission hereby establishes the Responsible Tourism special committee. The Committee shall provide oversight, information, advice, and recommendations to the full Commission and executive director regarding Port-driven efforts to support sustainable tourism programs as part of our mission to advance economic development in fulfillment of the Port's Century Agenda goals.

Upon passage of this Order, the Committee will exist until such time the Commission finds it no longer of value or is established as a permanent committee. The special committee membership shall consist of Commissioner Fred Felleman and Commission President Hamdi Mohamed.

The Committee shall afford opportunities for Commissioners to be kept informed and provide feedback on initiatives led by staff from the Economic Development Department and the Office of Equity, Diversity, and Inclusion and to seek feedback and review from Port staff regarding initiatives being undertaken in external committees on which Commissioners serve. The special committee will:

1. Monitor state level efforts to advance responsible tourism and contribute suggestions for inclusion in the Washington State Tourism Responsible Outdoor Travel Summit.
2. Oversee initiation and review progress of the Snoqualmie Responsible Tourism project and make recommendations for future programming based on lessons learned from using destination assessment and management tools.
3. Provide updates on the work of external committees, including the US Department of Commerce Travel and Tourism Advisory Council (TTAB), the Pacific NW Economic Region (PNWER) Tourism Committee, and Visit Seattle.
4. Monitor and provide input towards preparations for the significant increase in tourism for the FIFA World Cup in June/July of 2026.
5. Provide recommendations to the Seattle Port Commission on potential updates to the Century Agenda regarding tourism.
6. Provide recommendations to the Commission for the potential need to continue the work of the Committee.

The Tourism Director within the Port of Seattle's Economic Development Department, or designees, shall support the special committee as the primary executive staff contacts. The role of the executive staff contacts shall be to inform the Committee about progress on these topics, support the Committee with timely and responsive information, coordinate with other executive staff in support of the Committee's work, and serve as a resource for Committee deliberation.

STATEMENT IN SUPPORT OF THE ORDER

The Port of Seattle recognizes the rich but fragile natural and cultural resources within the region that draws visitors from around the world. Fostering sustainable, stewardship-driven responsible tourism practices is essential to preserving the environment and community support, while also driving future economic growth, engendering an environmental ethic and cultural exchange in the region.

Establishing a Responsible Tourism special committee will create the opportunity for Commissioners to collaborate in the development of strategies, policies, and initiatives that prioritize environmental conservation, community engagement, and the promotion of responsible travel practices that will help ensure the Port of Seattle addresses its Century Agenda goals and commitments to local communities and environment. There are currently no Commission-led committees that addresses tourism.