

Curiously

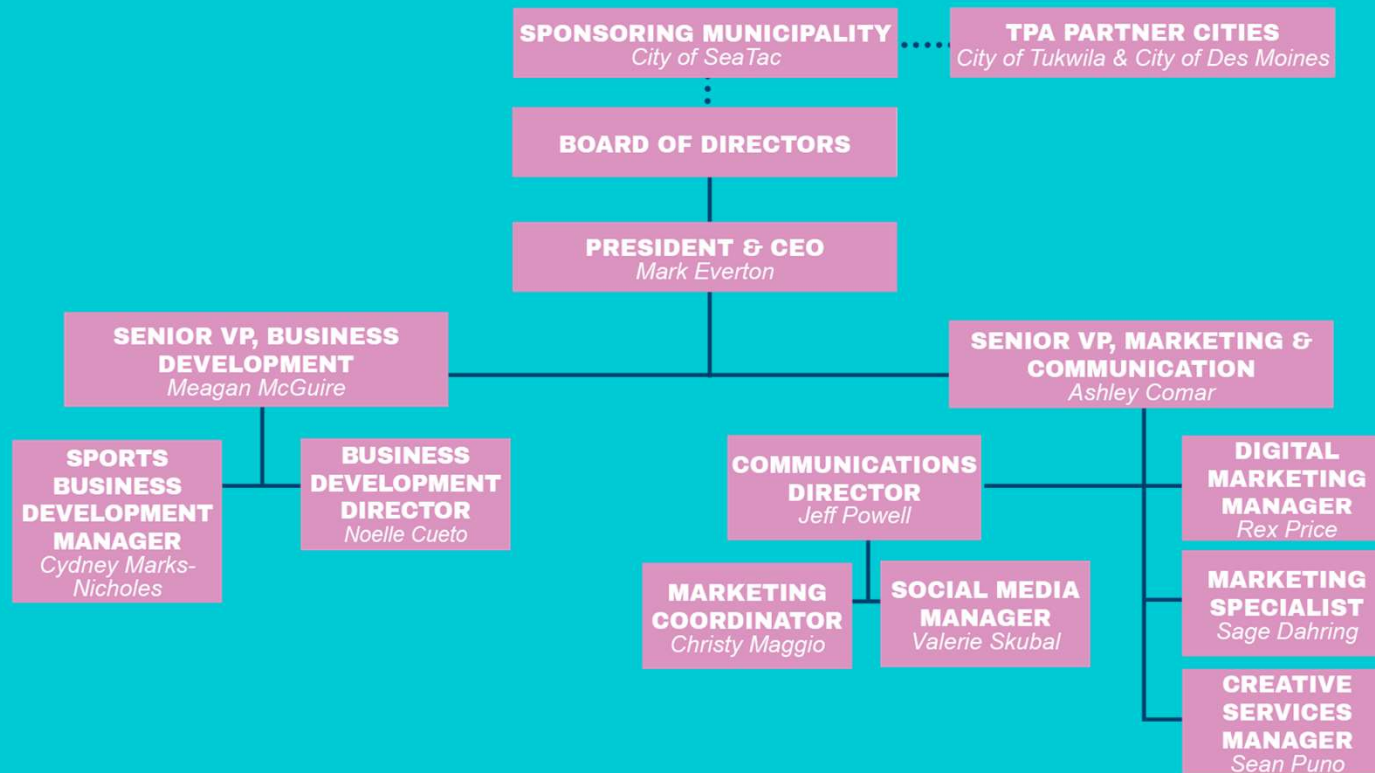


Wonderful

Seattle Southside Regional Tourism Authority

- **Tourism Promotion Area (TPA), formed in 2015, promotes the cities of SeaTac, Tukwila, and Des Moines**
- **The City of SeaTac is the legislative authority**
- **\$4.5 Million annual operating budget**
TPA assessment: \$2/room night from hotels > 90 rooms
- **Recent RCW change authorizes local ordinance to take precedence over state TPA RCW**

Seattle Southside Regional Tourism Authority Organizational Chart



Regional Hotel Supply

46 Hotels with > 90 Hotel Rooms = 8,752 hotel rooms

SeaTac:	6,004 hotel rooms
Tukwila:	2,523
Des Moines:	225

20 Hotels < 90 Hotel Rooms = 647 hotel rooms

Seattle CBD: 87 hotels / 17,392 rooms

Bellevue: 26 / 5,240

Renton: 12 / 1,517



Regional Hotel Performance

Seattle Southside running 12 months through Feb '24, compared to '23:

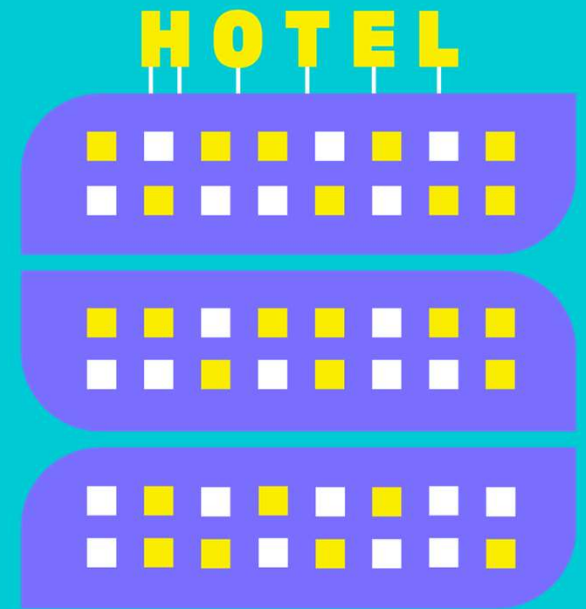
Hotel Occupancy -0.5%, Avg. Rate +2.1%, RevPAR +1.6%

FY2023 compared to 2019:

	Occ	ADR	RevPar
Seattle Southside	-4.6%	+10%	+4.9%
Seattle CBD	-13.9%	+9.7%	-0.5%
Renton/Kent	-1.6%	+21.9%	+19.9%

Hotel Inventory Changes

- *SeaTac - 157 Room Zone Hotel renovation and re-brand as a Courtyard by Marriott*
- *SeaTac – 144 room Red Lion renovation and re-brand as Spark by Hilton*
- *SeaTac – 260 room Crowne Plaza will undergo an extensive renovation and re-brand as the AC Hotel by Marriott*
- *SeaTac – New build Hyatt Hotel (Hyatt House or Hyatt Place) beginning construction*

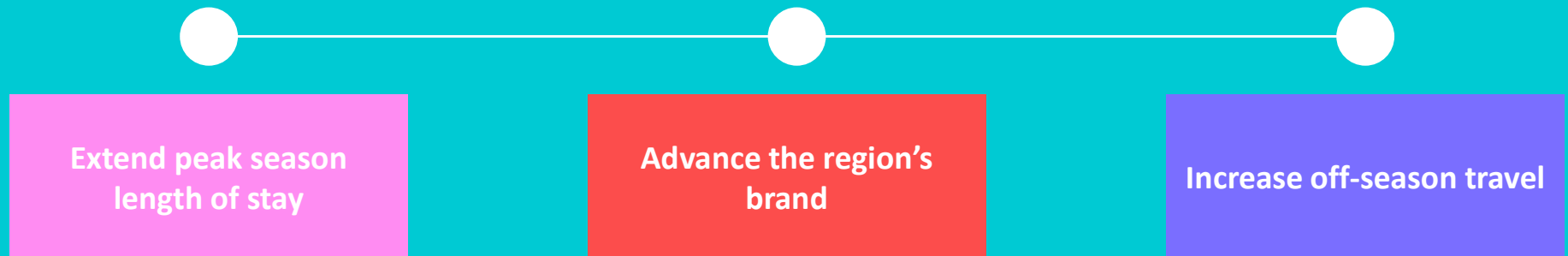


Explore Seattle Southside Mission

Explore Seattle Southside optimizes opportunities for its region to significantly benefit from tourism to improve both quality of life and economic impact.

Position Seattle Southside as a destination of choice for travelers to the Pacific Northwest to enhance the image and economic strength of the region.

Strategies



Extend Peak Season Length of Stay

Where the curious stay.

You may have heard of a little place called Seattle. We're pretty close to it: like 25 minutes South of downtown Seattle close. We've made up of Tukwila, SeaTac and Des Moines, a nice trio of cities if we say so ourselves. Seattle may have powder attractions like The Space Needle and Pike Place, and that's cool, but here in Seattle Southside we're all about the curiously wonderful. Whether you have a thing for meg-fish tattoos, UFOs, or the marvel of flight, you're sure to discover things you can't see anywhere else.



Start planning your Seattle Southside trip.

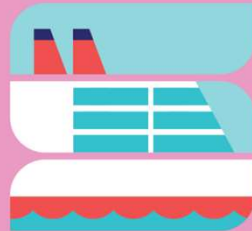
If you're looking to find culture and history the Seattle Southside Savings Pass is your guide to historic landmarks and public art. While yours at it best advantage of the Seattle Southside savings pass for discounts and savings. Use the QR code for details.



Get a deal with it.

Download your Seattle Southside Savings Pass and get onboard with discounts on restaurants, stays, activities and more.

Let Seattle Southside float your boat.



Explore Seattle Southside

A curiously wonderful invitation

You deserve an extended vacation, don't you think? Keep it stress-free when you travel a day or two before your cruise, or stay a few days after in our curiously wonderful Seattle Southside. Explore your curious side with a micro-adventure or two (or three), and make a great trip even better.

The easy choice for smooth sailing

Seattle Southside is a place like no other with tons of unique experiences, but if an amazing good time is a hard sell for you, it's also:

- Doubly convenient and accessible.
 - 18 minutes south of Seattle and 20 minutes north of Tacoma.
 - Easy access to Seattle International Airport, Light Rail, and Tacoma Amtrak station.
 - Offers lots of affordable stays with free parking and complimentary airport shuttles.
- Seattle Southside is the perfect place to rest your anchor as you explore Western Washington.



A guide to good days.

Here's a sample of what fun-filled days in Seattle Southside could look like. Looking to kick back, kick it into high gear, or just kick it with friends and family, we have it all. We and match activities and create your own pre- or post-cruise adventure or visit seattlesouthside.com for even more ideas.

Pre-cruise



Book a tour: whether you're looking to shop, discover new food at a local restaurant or have an appetite for outdoor adventures, there's something for you here. Whatever your interests, there's an exciting tour option ready to point in the direction of a good time.



Sightsee the Space Needle and Pike Place Market, or check out the firing locations of Team Peakas, or the majesty of Mount Rainier National Park. Be sure to take the light rail into the city for a uniquely Seattle Southside ride.



Smell the roses at the highline SeaTac Rosewood Garden or take a stroll through the beautiful sensory gardens and find your inner Zen in the historic Sebe Japanese Garden.



Taste and see how chocolate bars are made at the Seattle Chocolate Experience Chocolate Factory tour. Get a bird's-eye view of the chocolate making process, learn about Seattle Chocolate's sustainable sourcing of cacao beans, and of course, sample a variety of delicious flavors. Take some along for your cruise.



Wine & dine when you check out sharp Southside for some delicious R&C, an over-the-top drink selection in the bar, and friendly servers. The savory prime rib and ice cold raspberry balsamic cocktail will send you off to Alaska with a smile on your face.



Pick it up before you head out: Stop by Westfield Southcenter mall for last minute travel needs and see what the big deal is all about at the largest mall in Washington. Find the best of everything you're looking for and take home lovably made goodies too.

Post-cruise



Your ship has come in so take advantage of the Port of Seattle's Port Visit program to do more sightseeing. They'll take your bags and bring them directly to your plane, so you don't have to haul them around the city streets.



Be in no rush to leave; spend a night or two by the airport and relax before your travels.



Dine luxuriously when you share a meal at Cooperport restaurant & bar. This award-winning fresh farm-to-table experience specializes in Pacific Northwest cuisine daily. You're here to leave satisfied and a little stuffed.



Stay in high spirits and enjoy the wonder of aviation with a visit to The Museum of Flight. The 35-acre campus features over 22 air and spacecraft, 30 aviation and space movies, and dozens of fun, interactive exhibits and family activities.



Make a drama out of it. Enjoy a musical theater experience at 5th Avenue Theater. If you're looking for a moving experience before you move on, look no further. Soak in extraordinary theatrical experiences that entertain and inspire.



Hungry for more? Uncover Burien, a paradise of international cuisine and culture. Try Burien Fish House, offering delicious fish & chips, fish tacos and more. Or grab a bite at Marjorie's Mediterranean Kitchen serving up tasty Mediterranean classics. Take your taste buds on a world tour.



See the sights of Seattle,

Explore Seattle Southside



before you cruise out of it.

Explore Seattle Southside



And book a hotel in Seattle Southside.

Explore Seattle Southside

BOOK HOTEL

HIGHLIGHTED MICROADVENTURES





PLAN YOUR TRIP

PLAN YOUR EVENT



Things To Do

LET'S GO



Hi, let's chat. How can I guide you?



Welcome to Seattle



Advance the Region's Brand



 Explore
Seattle
Southside

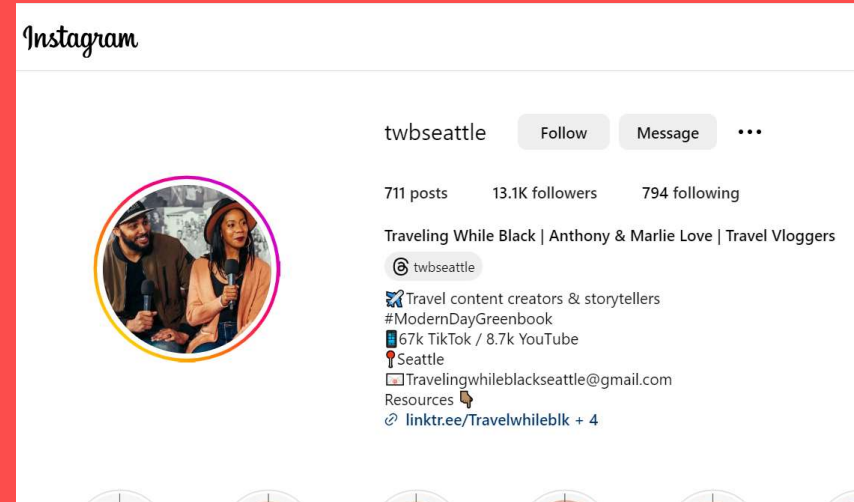
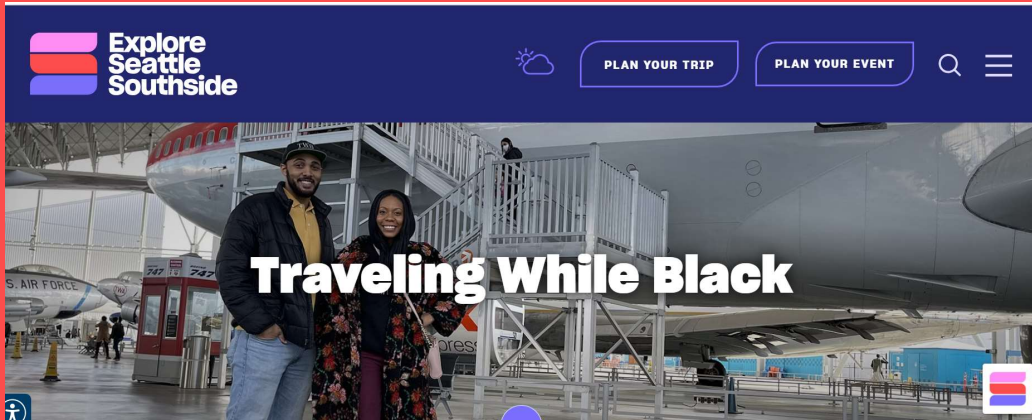
Find
curiously
wonderful
microadventures.



Blogs, Influencers & Content Creators

Traveling While Black Seattle

Anthony & Marlie Love, Travel Vloggers



Traveling While Black Team Visits Seattle Southside

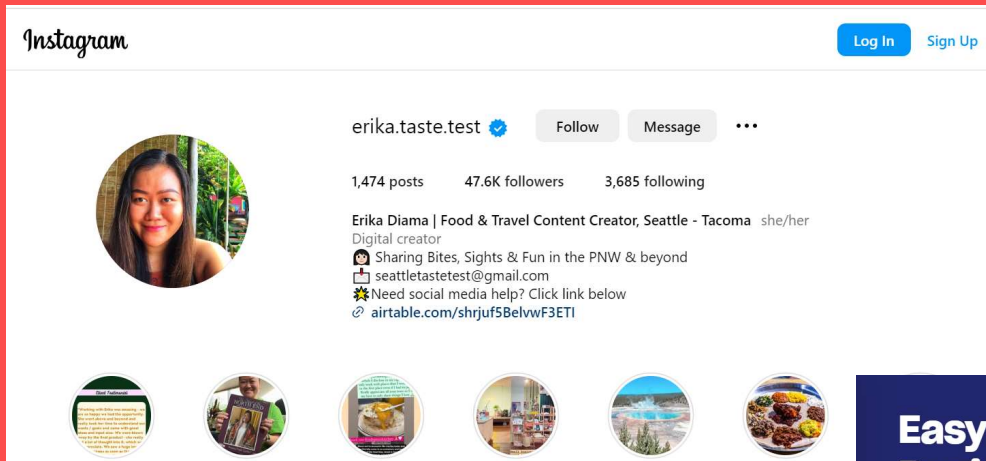
Anthony and Marlie explore Seattle Southside and share their experience visiting the destination.

Anthony and Marlie's show, Traveling While Black, is based on their experiences while traveling. Their grading scale is based on how good of a drive it was (from their Seattle home), how much fun it was, and, most importantly, how comfortable they feel as black people traveling for the first time.



Easy Filipino Spaghetti

Erika Diama, Food & Travel Content Creator



Easy Filipino Spaghetti Recipe with Erika Diama

This kid-friendly twist on a classic combines sweet, savory, and cheesy(!) elements to make this dish a beloved staple in the Philippines and to all those who know it. Perfect for home cooks eager to explore Filipino cuisine or bring home a taste of their experience at Jollibee.

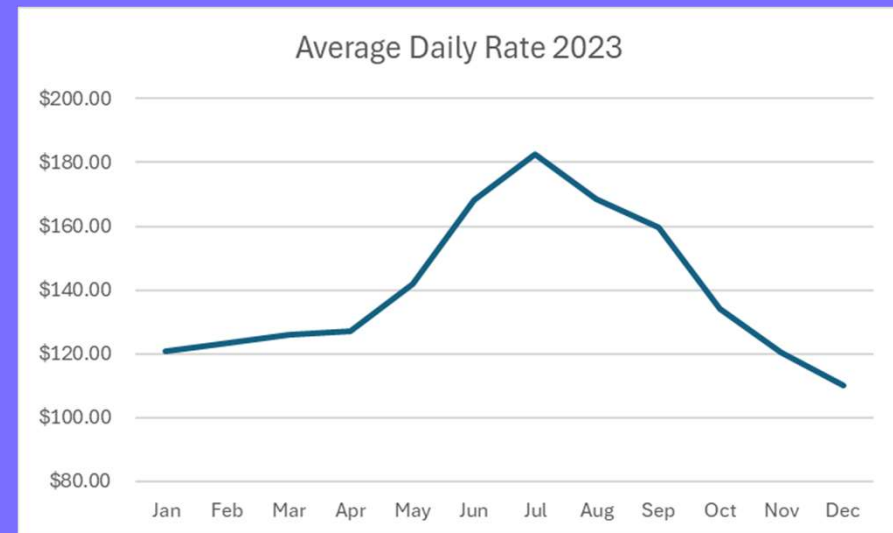
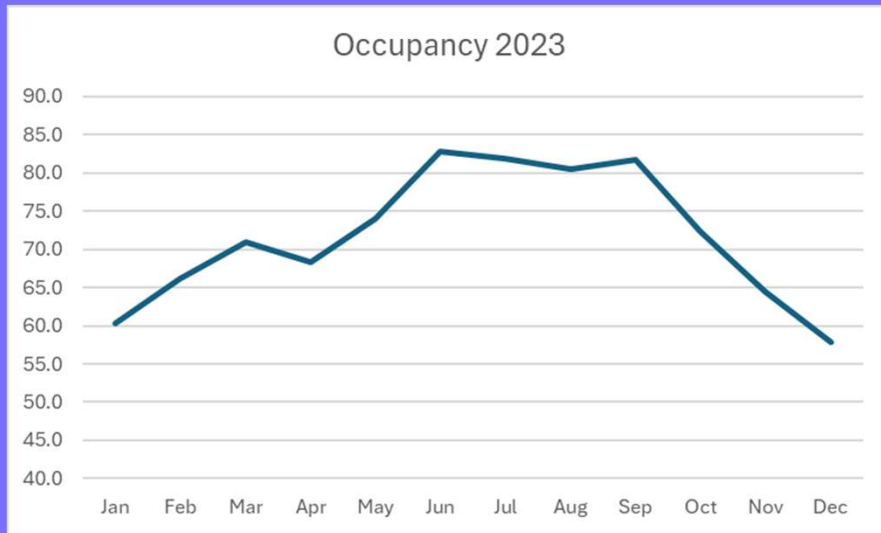
Self-taught home cook and food-obsessed digital content creator, Erika Diama of [Erika Taste Test on Instagram](#) shares her recipe for Filipino Spaghetti, inspired by her recent trip to [Jollibee](#) at Westfield Southcenter Mall.



Increase Off-Season Travel

Seattle Southside Seasonal Hotel Occupancy & Rate - 2023


December vs July
57.9% vs 82.9%
\$110.13 vs \$168.14



Winter Campaign




You pack your swimsuit.




We'll help take the stress out of getting to the airport.



Book a Seattle Southside hotel before your next flight.



Parking and free shuttles, minutes from the airport.

[BOOK HOTEL](#)

Primary Audience:
Local and regional people flying out of SEA.



You handle the holiday shopping.



We'll handle the in-laws.



Book a Seattle Southside hotel for your guests this holiday season.



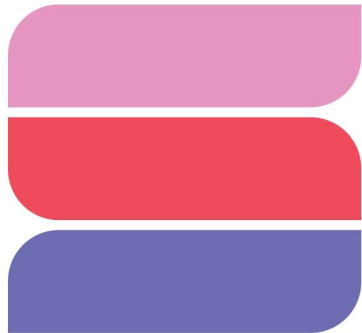
Explore Seattle Southside

Secondary Audience:
Locals inviting guests.

Business Development

Business Development Scholarship

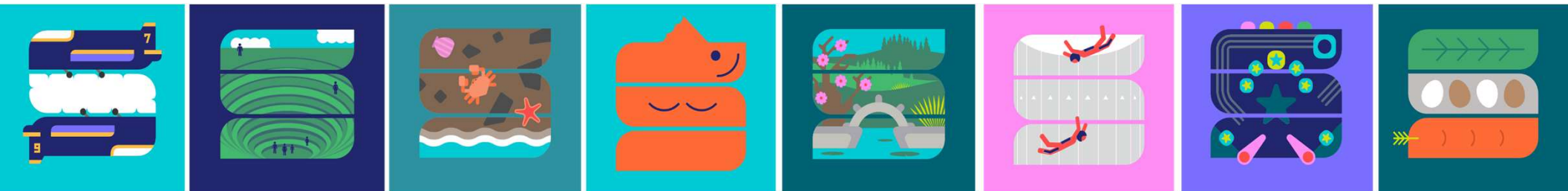




28 Sales Cons & Events

120 BizDev Scholarships

Markets Covered: Association, Corporate, Diversity/Specialty, Tour & Travel, Business/Corporate Travel, Government, SMERF



Housing and Event Promotion

PAC NW Winter Classic– Starfire Sports

Jan 5-7 & Jan 12-15, 2024

Prior to the cancellation of the 2nd weekend (1/12-15), due to ice and snow, Tukwila bookings were exceptional:

Total room nights reserved: 4,640 vs 3,759 +23% inc

Tukwila: 2,213 room nights vs. 1,291 +71% inc

Tukwila hotels overall share: 48% vs. 34% share in 2023

SeaTac to Westfield Southcenter Shuttle

In 2023, the Shuttle stopped at **33 SeaTac Hotels**

5,548 hotel stops (15.2 stops/day)

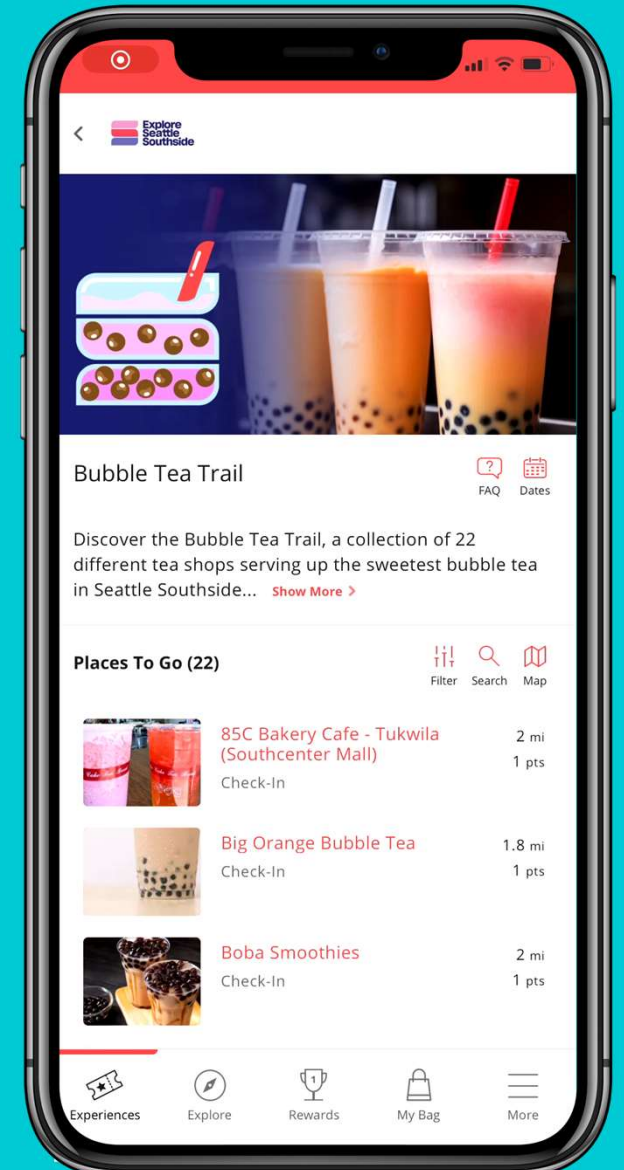
24,878 people picked up (68.2 people/day) from SeaTac hotels and dropped off at Southcenter

Exploring additional shuttles to neighboring cities and attractions



Supporting Small Business

Seattle Southside Bubble Tea Trail



Supporting Small Business

Bubble Tea Trail

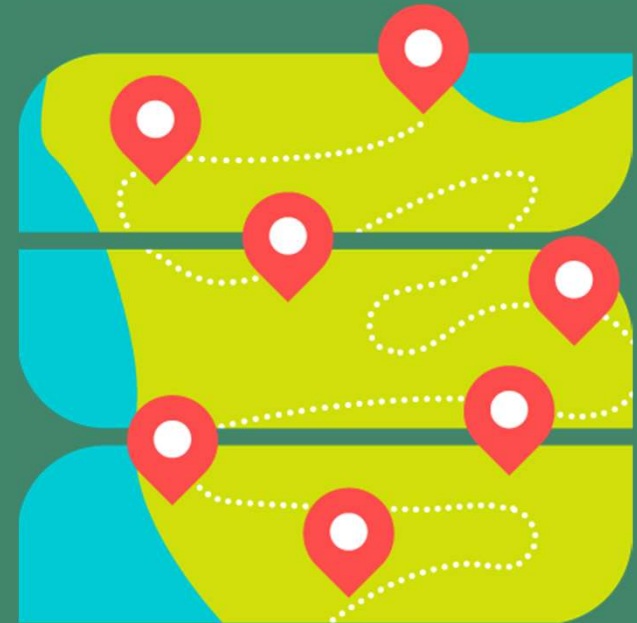
22 Bubble Tea Shops within 3 miles of SEA

- Culturally Diverse
- Flourishing Economy
- Influx of daily visitors – 85,000 residents + 100,000 additional daily visitors



Community Collaboration

- Seattle Southside Chamber of Commerce
- Seattle Chamber of Commerce
- Seattle Sports Commission
- WA State DMO organization
- Washington Hospitality Assn
- SoCo Culture, 4Culture
- Port of Seattle, SEA Airport, Cruise Terminals
- Cities of SeaTac, Tukwila, Des Moines, Burien



Explore Seattle Southside

- “Best Use of Design” Award Winner
2023 global award, City Nation Place
- 2024 Addie Award Winner
American Advertising Awards – Seattle
- 100 Best Workplaces in Washington – 2023
Puget Sound Business Journal

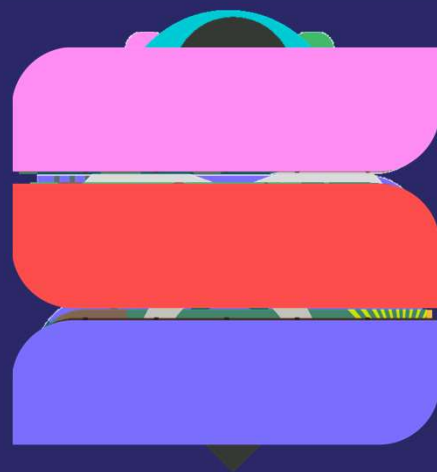


**CITY
NATION
PLACE**





Curiously



Wonderful