Tourism Recovery Initiative Authorization

<table>
<thead>
<tr>
<th>Item No.</th>
<th>8a supp</th>
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<tbody>
<tr>
<td>Meeting Date</td>
<td>7/28/2020</td>
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</tbody>
</table>
Commission Authorization Request

Request Commission authorization for the Executive Director to execute a $1.5 million joint marketing agreement with Washington Tourism Alliance (WTA), a non-profit agency, to promote tourism recovery.

• This agreement, funded by the Port property tax levy, will help regenerate travel to Seattle and Washington state in the U.S.A. and Canada for a period of up to 12 months.

• Staff is also requesting that the commission determine a competitive process is not appropriate or cost effective and exempt this contract from a competitive process consistent with RCW 53.19.020
Tourism Disrupted

National & Regional Impact

• Covid-19 will be nine times more impactful than 9/11
• Travel Industry losses will result in a GDP impact of $1.2 trillion on US economy
• June 28 weekly SEA airport volume average 15,500, down 75%
• June 28 weekly King County hotel rev. down 78.3%, hotel occ. Average 31.9%

Sources: US Travel, Tourism Economics, Smith Travel Report, WTA, Port of Seattle
Travel Paradigm Shift

• Different type of recovery
• Major safety and health concerns
• Focus on “local drive markets”
• Domestic air traffic gradual return
Revitalize Statewide Tourism

Objectives

• Increase year-over-year travel volume to Washington by 50 percent
• Increase SEA year-over-year passenger volume by 60 percent
• Solidify consumer confidence in Washington as safe and accessible destination
• Create a compelling state brand image for the leisure travel marketplace
• Increase positive state travel media coverage by 40%
• Operate ongoing, robust destination development program for Washington’s rural, small and sensitive communities
Travel and Tourism Recovery

Strategies

☑ Promote diversity, equity and inclusion
☑ Implement near-term in-state marketing campaigns
☑ Focus on North American air markets
☑ Bolster the state’s travel and tourism industry
☑ Market the geographic diversity of Washington
☑ Effectively brand the destination
WTA is the state tourism industry

- Geographically Diverse, all regions of state represented
- Attractions, arts/culture
- Lodging, hospitality, resorts
- Retail and restaurants,
- Transportation, ports,
- Tribal
- Adventure/recreation
# Tourism Recovery Initiative Investments

<table>
<thead>
<tr>
<th>Category</th>
<th>Port Funds</th>
<th>WTA Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing/Advertising</td>
<td>$1,030,000</td>
<td>$660,000</td>
</tr>
<tr>
<td>Travel Publicity Campaign</td>
<td>$  150,000</td>
<td>$  50,000</td>
</tr>
<tr>
<td>Travel Trade Sales/Promotions</td>
<td>$  120,000</td>
<td>$120,000</td>
</tr>
<tr>
<td>COVID 19 Industry Recovery</td>
<td>$  100,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>Destination Development</td>
<td>$  100,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>WTA Complimentary Investment</td>
<td>$</td>
<td>$1,040,000</td>
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<tr>
<td><strong>SUBTOTAL</strong></td>
<td><strong>$1,500,000</strong></td>
<td><strong>$2,070,000</strong></td>
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</table>

**GRAND TOTAL = $3.57 Million**
Regenerating Travel and Tourism

WTA Existing Projects

• Show WALove.com
• Destination Brand Development
• WTA In-State Marketing Consultant
• Marketing Collateral Development

Bringing back instate travel & brand development

WTA commitment $540,000
Regenerate North American Air Markets

Consumer Marketing Advertising
• Destination Advertising Campaign
• Explore Washington’s Backyard

Focus on North American air markets, geographic diversity and instate travel marketing

POS contribution $1,030,000
WTA Contribution $710,000
Public Relations

Impacting Travel Media
• Proactively reach travel media
• Host writers and influencers

Bolster tourism industry & impact North American air markets

POS Contribution $150,000
WTA Contribution $50,000
Helping Industry Recover

**Business Industry Recovery**

- Industry Recovery plan aiding businesses post Covid-19
- Destination Development plan assisting organizations in marketing their destination

**North American air markets, promote health safety guidelines and bolster state’s tourism industry**

POS contribution $200,000
WTA contribution $200,000
Increasing Travel Programs

Tourism Development

- Travel Trade Sales and Promotion
- Participate in trade events
- Host travel trade

Bolster state travel and tourism industry

POS Contribution $120,000
WTA Contribution $120,000
Tourism Recovery Initiative Timing

**Startup:**
- Instate marketing
- Research
- Branding
- Collateral Development
  
  *Now through November*

**Scale:**
- Consumer campaign
- Familiarization tours
- Public relations
  
  *September – July 2021*

**Sustain:**
- Industry recovery
- Tourism development
- Industry advocacy
  
  *August – July 2021*
Thank you
Questions / Comments

Goal: have agreement in place early August