Goals

Port of Seattle Century Agenda Goal #2: Advance this region as a leading tourism destination

• Increase the visitor-related economic impact of the Port's aviation and cruise businesses by promoting the region through the global tourism industry.

• Promote SEA Airport as a premier US gateway.

• Keep Seattle and Washington state top-of-mind as a premier travel destination throughout the tourism industry and with potential visitors.

• Promote responsible and inclusive tourism growth.

• Deliver value and support to Washington’s destination marketing organizations (DMOs) and other tourism-related businesses.
Who We Work With

**Partners**
*Our local community that helps us create and promote a premier destination*

- State of Washington Tourism
- Visit Seattle
- Brand USA
- Washington’s DMOs
- Hotels
- Attractions
- Other Tourism-related Businesses

**Customers**
*Industry contacts we engage with to generate itineraries, sell vacations, create publicity and drive visitation*

- Tour Operators
- Cruise & Aviation Businesses
- Receptive Tour Operators
- Travel Agents
- Travel Media
- Content Creators/Influencers
Global Tourism Marketing

The Port’s presence in international tourism allows it to do what its statewide partners cannot do for themselves – reach key markets that bring visitors who stay longer, spend more, visit urban and rural areas, explore the less-visited regions, and share Washington’s passion for responsible, inclusive travel.

Potential new markets are assessed for:

- Direct flights to SEA
- Population
- Interest in US
- Disposable income and travel spending
- Influence of B2B marketing and travel media
- Available time off
- Travel motivations
- Travel readiness and ability (e.g. visa wait times, travel restrictions)

**Current Markets**

**Fully Activated Markets:** USA, UK/Ireland, Germany, Australia

**Secondary Markets:** Japan, South Korea, France/Benelux, Nordics

**Prospective Markets:** China, India, Mexico
Marketing Methods

No matter how amazing a destination is, it won’t sell itself and there is a lot of competition out there for visitor dollars. Our team uses the following methods to help keep Seattle and Washington top-of-mind for visitors from all over the world.

- **Industry Communication** – Regular contact with industry contacts in all activated markets through newsletters, press releases, etc. to share the diverse tourism product of the region.

- **Co-ops and Advertising** – Including ads/advertorials on cruise, tour operator, and media websites.

- **Familiarization Tours & Press Trips** – Hosting clients on-the-ground here in Washington to provide firsthand experience that will help them sell and share the destination.

- **Sales Missions & In-market Activations** – Sharing our story with key industry partners in their offices and in their cities, building long-term relationships that will drive future visitation.
Marketing Methods

• **Trainings** – Educating the sales staffs of major tour operators and other sales channels to keep our region top-of-mind and help them sell.

• **Trade Shows & Industry Events** – Meeting face-to-face with clients that have powerful influence over traveler choices.

• **Destination Stewardship** – Thinking globally and acting regionally to protect our destination and Washington’s natural assets to maximize the positive effects of tourism while minimizing the negative impacts.

• **Local Partnerships** – Working with tourism partners throughout the state to help build a impactful global brand.
Tourism Grant Programs

SEA Spotlight Advertising Program
• Provides free ad space at SEA Airport
• Ads awarded quarterly
• 2023
  • 45 awarded organizations
  • Over $350k in ad space value

Tourism Marketing Support Program (TMSP)
• Provides 2:1 match grants up to $20,000 for tourism marketing projects
• Projects must drive out-of-state visitation
• All projects evaluated for diversity, inclusion and destination stewardship practices
Tourism Grant Project Examples
Responsible Travel

• The Port produced the Responsible Travel Handbook with global industry leaders The Travel Foundation and Tourism Cares
  – Created with statewide industry engagement
  – Promotes destination stewardship and DEI
  – Creates foundation for next steps

• The Port is engaged with the Global Sustainable Tourism Council on further projects for the region.