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
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:

<table>
<thead>
<tr>
<th></th>
<th>Occ</th>
<th>ADR</th>
<th>RevPar</th>
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</thead>
<tbody>
<tr>
<td>Seattle Southside</td>
<td>-4.6%</td>
<td>+10%</td>
<td>+4.9%</td>
</tr>
<tr>
<td>Seattle CBD</td>
<td>-13.9%</td>
<td>+9.7%</td>
<td>-0.5%</td>
</tr>
<tr>
<td>Renton/Kent</td>
<td>-1.6%</td>
<td>+21.9%</td>
<td>+19.9%</td>
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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
- Advance the region’s brand
- Increase off-season travel
Extend Peak Season Length of Stay
HIGHLIGHTED MICROADVENTURES

- microadventure after microadventure
- The Micro Travel Kit
- microadventures in microseconds
Welcome to Seattle
Advance the Region’s Brand
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](https://www.instagram.com/erikatastetest/) 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

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

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 2\textsuperscript{nd} 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
Curiously Wonderful