

Presented: 01/28/25
Adopted: 01/28/25
Sponsor: Commissioner Mohamed

ORDER NO. 2025-03
AN ORDER OF THE PORT OF SEATTLE COMMISSION

... to set conditions on the Port's joint marketing agreement
with and funding of State of Washington Tourism.

ADOPTED
JANUARY 28, 2025

INTRODUCTION

Staff have requested Commission authorization for the Executive Director to execute a joint marketing agreement with State of Washington Tourism (SWT), a state government agency, to promote international tourism to Seattle and Washington state in selected international markets for three years (one year followed by two optional years) at the rate of \$500,000 per year for a total not to exceed \$1,500,000. Part of the agreement with SWT is related to the funding and support of Washington State's Destination Marketing Organizations (DMOs), organizations that provide information to travelers and promote travel to a specific location. In approving the spending listed above, the Commission is also recommitting to the Port's responsible tourism strategy by setting the following conditions on this spending.

TEXT OF THE ORDER

The Port Commission hereby directs the Executive Director to include language in the joint marketing agreement with SWT that ensures SWT will promote responsible tourism in accordance with the Port's responsible tourism efforts. This promotion of responsible tourism shall include educating potential travelers about responsible tourism in Washington State in advance of their travel to WA. The agreement shall also include language promoting less-resourced Destination Marketing Organizations. Similarly, Port staff shall highlight less-visited and -resourced attractions in their interactions with SWT and make every effort to ensure this marketing aligns with the Port's responsible tourism strategy.