2009 DESTINATION MARKETING PLAN
AND ANNUAL REPORT
Mission

Seattle’s Convention and Visitors Bureau is a non-profit economic development agency responsible for competitively marketing the Seattle area as a destination for conventions, tour groups and individual travelers. The goal of these marketing efforts is to enhance the employment opportunities and economic prosperity of the region. Our members benefit from the Bureau’s marketing programs and gain direct access to the visitor market.

On the Cover: Photo by Don Wilson/Port of Seattle
This Page: Photo by George White

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Destination Objectives

Convention Center Expansion

In 2008, the Washington State Convention & Trade Center (WSCTC) celebrated its 20th anniversary and planned for a critical expansion to accommodate meeting and convention growth for the next two decades and beyond. For downtown Seattle and the communities which benefit from its health and vitality, no public project is more critical to economic growth.

The time is right to expand the convention center. We are tying away more business than we book due to the lack of space and available dates. The center has proven record of economic benefits and job creation and building the new facility would provide a much needed economic stimulus to help move us past the current downturn.

Frank K. Finneran
Chairman, Washington State Convention & Trade Center

Generating Economic Impact

CONVENTION CENTER IMPACT 1988–2008

Meetings, Conventions and Events Hosted: More than 7,000
Citywide Conventions Hosted: More than 750
Out-of-State Convention Delegate Spending: $3.2 billion
Direct Contributions to State General Fund: $374 million
Job Creation: 4,620 permanent jobs, 5,300 construction jobs directly attributable to the convention center.
Commitment to Affordable Housing: 1,328 new or renovated units since 1984
Historic Preservation: Eagles Building, John Winthrop and Oregon apartment buildings

We are fortunate to live in a city that cares about its future and has continually looked ahead to keep its downtown vibrant. Our convention center has long contributed to Seattle's economic health. An expansion of the center will help bring more visitors and create more jobs, ultimately contributing to our city's continued health.

Blake Nordstrom
President of Nordstrom, Inc.

Competing Head to Head

IN A COMPETITIVE INDUSTRY

The Washington State Convention & Trade Center (WSCTC) is nationally-known as a first-rate facility with outstanding service and is one of the highest-producing convention centers in the U.S. However, the WSCTC ranks 68th in size among major U.S. centers and is small relative to its key West Coast competitors.

The time is right to expand the convention center. We are turning away more business than we book due to the lack of space and available dates. The center has a proven record of economic benefits and job creation and building the new facility would provide a much needed economic stimulus to help move us past the current downturn.

Frank K. Finneran
Chairman, Washington State Convention & Trade Center

Convention Center Exhibition Square Footage

<table>
<thead>
<tr>
<th>City</th>
<th>Square Footage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anaheim</td>
<td>712,220</td>
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<tr>
<td>Los Angeles</td>
<td>594,000</td>
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<tr>
<td>San Diego</td>
<td>744,284</td>
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<tr>
<td>San Francisco</td>
<td>458,360</td>
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<tr>
<td>Phoenix</td>
<td>692,375</td>
</tr>
<tr>
<td>Denver</td>
<td>482,000</td>
</tr>
<tr>
<td>Vancouver, B.C.</td>
<td>710,520</td>
</tr>
<tr>
<td>Portland</td>
<td>387,930</td>
</tr>
<tr>
<td>Seattle</td>
<td>306,765</td>
</tr>
</tbody>
</table>

A proposed future convention center expansion would be located a block north of the existing center at the block bounded by Boren and 9th Avenue, Pine Street and Olive Way. Photo by: LMN Architects

From a Paramount arts and cultural perspective, expanding the convention center and the business district is a vital aspect of the strategic vision for our region's business ecology.

Josh LaBelle, Executive Director
Seattle Theatre Group

Investing in the Future

SUCCESS OF DOWNTOWN SEATTLE

We are fortunate to live in a city that cares about its future and has continually looked ahead to keep its downtown vibrant. Our convention center has long contributed to Seattle's economic health. An expansion of the center will help bring more visitors and create more jobs, ultimately contributing to our city's continued health.

Blake Nordstrom
President of Nordstrom, Inc.

The Washington State Convention & Trade Center is a cornerstone to downtown Seattle's economic vitality. Convention crowds touch every part of the downtown community, from hotels to retail to restaurants and beyond. By expanding the convention center, we provide new growth opportunities for all of downtown's industries.

Kate Joncas
President, Downtown Seattle Association

Building a Better Business, ENTERTAINMENT AND CULTURAL DISTRICT

A proposed future convention center expansion would be located a block north of the existing center at the block bounded by Boren and 9th Avenue, Pine Street and Olive Way. Photo by: LMN Architects

From a Paramount arts and cultural perspective, expanding the convention center and the business district is a vital aspect of the strategic vision for our region's business ecology.

Josh LaBelle, Executive Director
Seattle Theatre Group

Photo by: William P. Wright
In 2008, the Prosperity Partnership identified tourism as a primary Puget Sound "industrial cluster" worthy of analysis and strategy development. Noting the industry's significant growth potential, the coalition of more than 290 government, business, labor and community organizations from King, Kitsap, Pierce and Snohomish counties will incorporate tourism into a common strategy to achieve long-term economic prosperity and 100,000 new jobs for the central Puget Sound region.

While greater Seattle has become a destination for travelers from around the globe, tourism has become a solid economic foundation for our region, along with clean tech, aerospace and software. There’s no going back now — tourism is a growth industry that is helping shape our growing region.

Bob Drewel, Executive Director
Puget Sound Regional Council

Destination Objectives
Capacity & Connections

Partnering Locally
Washington State Tourism Commission
Puget Sound Convention & Trade Center
Port of Seattle
City of Seattle
King County
Convention and visitor bureaus
City of Bellevue
The Prosperity Partnership

Photograph by: Daniel Glaser

Marketing Globally
The nearly 1,000 SCVB member businesses throughout Western Washington are a critical component of the destination marketing team, running sustained individual and integrated marketing programs across national and international markets.

Downtown Seattle’s convention business has always generated compression that extends to — and greatly benefits — the entire region. With the remarkable growth over the past two years, downtown Bellevue is also becoming a powerful meeting and convention destination. As the Hyatt Regency Bellevue is nearing completion of a second guest room tower and 40,000 square feet of additional ballroom and meeting space, we anticipate further expansion of economic activity and prosperity.

Pell Osterwalder, General Manager
Hyatt Regency Bellevue

The Hyatt Regency Bellevue will feature 733 total guest rooms when it opens in mid-2009.

Getting Here
Visitors arriving by air: 45 percent
Visitors arriving by auto: 47 percent
Visitors arriving by other means: 4 percent

Getting Around
SOUND TRANSIT LIGHT RAIL
Visitors will have new, quick passage between downtown Seattle and the airport by late 2009. Voter-approved expansion in late 2008 set work in motion on future lines.

SOUTH LAKE UNION STREETCAR
Expanding connections between Seattle’s primary tourism core and developing neighborhoods via streetcar is worthy of exploration.

Regional Prosperity

Capacity & Connections

Getting Beyond
TERMINAL 91 CRUISE FACILITY
Opening in April 2009, the Port of Seattle has a 10-year agreement that will homeport Princess Cruises and Holland America Line vessels at the new, two-berth cruise facility.

REGIONAL RAIL
SCVB will work with Tourism Vancouver to promote additional Amtrak service between the two cities.

An Alaska Airlines 737-800 was the first commercial passenger jet to land on Sea-Tac’s new third runway in October 2008.

John Creighton, President
Seattle Port Commission

The Hyatt Regency Bellevue will feature 733 total guest rooms when it opens in mid-2009.

The Port of Seattle builds trade, travel and transportation infrastructure, creating jobs and economic growth for the Puget Sound region. Sea-Tac’s new runway reduces airline delays and fuel consumption, saves time for travelers and reduces airport-related greenhouse gases by more than 50,000 tons per year. In 2009, we will open our new Terminal 91 cruise facility, culminating a decade of dramatic cruise growth for Seattle.

Sea-Tac International Airport
Passenger Volumes

2003 2004 2005 2006 2007 2008 2009
26,799,913
28,804,554
29,289,026
29,979,097
31,296,628
32,000,000

Photo by: Sclater Partner Architects

Mobility is critical to Seattle’s position as a global travel destination, a gateway to Washington state, a growing cruise port and a portal for travelers attending the Vancouver 2010 Olympic Winter Games. Continued investment in transportation infrastructure and efficiency will remain a key priority of the region’s tourism industry.

Photograph by: Don Wilson/Port of Seattle
**Consortium Sales**

**Government Meetings**
Throughout Seattle’s competitive set and across the U.S., success in the government market segment is largely based on supply and demand. Recent increases in the government per diem for King and Pierce counties have enhanced the ability of hotels to appeal to this segment.

Recent visiting groups:
- Washington State Department of Social & Health Services (6,000 attendees)
- U.S. Department of Defense (500 attendees)
- United States Department of Justice (1,000 attendees)
- National Conference of State Legislatures (500 attendees)

**Legal**
Historically one of Seattle’s strongest association markets, Seattle provides an ideal environment for legal conferences on West Coast rotations.

Recent visiting groups:
- Asian-Pacific Islander Legal Professional Network (1,000 attendees)
- National Indian Education Association (500 attendees)
- National Conference of State Legislatures (350 attendees)

**Education**
Education association meetings report strong, often record-setting attendance when meeting in Seattle, thanks to the city’s strong academic community, the compact meetings package and civic accolades for education such as “America’s Most Educated City.” Seattle is also fortunate to have the cooperation of state and local educators, administrators and education associations when bidding on education-oriented groups.

Recent visiting groups:
- The College Board (3,000 attendees)
- National Association for College Admission Counseling (5,600 attendees)
- National School Boards Association (3,000 attendees)

**Sports**
In 2009, Seattle welcomes a new MLS soccer team, hosts the Rock ‘n’ Roll Marathon and prepares for the Vancouver 2010 Olympic Winter Games. Sports meetings and events will remain a critical meeting and convention market segment and SCVB and the Seattle Sports Commission will continue to cooperatively market the city in conjunction with regional sports venues.

**Multi-cultural Associations and Groups**
SCVB has a long-term commitment to this market segment, identifying and targeting organizations with the potential to meet in Seattle and, when possible, joining or otherwise engaging key associations within the segment.

Recent visiting groups:
- Asian-Pacific Islander Legal Professional Network (1,000 attendees)
- National Indian Education Association (500 attendees)

**Market Segments**

**MARKET SEGMENTS**
**All Meetings and Conventions**
2003 - 9/30/2008

- Medical/Health Organizations: 10%
- Educational: 15%
- Corporate: 20%
- Trade/Business Associations: 9%
- Cultural: 4%
- Total: 100%

**Scavenger**
17%

**Cultural**
19%

**Corporate**
20%

**Trade/Business Associations**
9%

**Mediical/Health Organizations**
10%

**Legal**
10%

**Government**
8%

**Miscellaneous**
2%

**Cultural**
4%

**Sports/Athletics**
3%

**Trade/Consumer Shows**
3%

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- National Indian Education Association (500 attendees)
Competition and Lost Business

**Lost Business Analysis, % of Top Cities**

<table>
<thead>
<tr>
<th>City</th>
<th>Room Nights Lost 2003-9/30/2008</th>
<th>Lost Business Analysis - % of Top Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>9.83</td>
<td>12</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>5.63</td>
<td>10</td>
</tr>
<tr>
<td>New Orleans</td>
<td>12.05</td>
<td>9</td>
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<tr>
<td>San Diego</td>
<td>9.83</td>
<td>12</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>6.07</td>
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<tr>
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<td>5</td>
</tr>
<tr>
<td>Orlando</td>
<td>9.83</td>
<td>12</td>
</tr>
</tbody>
</table>

**Lost Business - WSCTC (through 10/31/08)**

- **WSCTC Dates** 41 218,855 $191,864,150 Washington D.C., Indianapolis, Anaheim, Boston, Portland, Louisville, TBA
- **WSCTC Rate** 21 12,060 $5,701,500 Orlando, Portland
- **Other** 24 122,198 $141,461,900 Denver, Reno, Chicago, Houston, San Francisco, Tampa, Europe, Orlando,
- **Event Politics** 20 98,804 $104,069,050 Chicago, Las Vegas, Phoenix, San Diego, San Jose, San Francisco, Orlando,
- **Other Site Preferred** 11 78,480 $76,466,875 Denver, San Diego, Ft. Lauderdale, Las Vegas, New Orleans, Phoenix, TBA
- **WSCTC Size** 8 115,778 $112,618,100 Washington D.C., Nashville, Portland, Las Vegas, TBA
- **Hotel Rate** 11 81,760 $111,284,000 Denver, Minneapolis, Baltimore, Houston, Salt Lake City, TBA

**Competitive Landscape**

<table>
<thead>
<tr>
<th>FACILITY</th>
<th>EXHIBIT SPACE</th>
<th>MEETING &amp; MILLION SPACE</th>
<th>COMMITTABLE HOTEL ROOMS ON PEAK NIGHT</th>
<th>SALES PERSONNEL</th>
<th>TOTAL CVB BUDGET</th>
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</thead>
<tbody>
<tr>
<td>Oregon Convention Center &amp; Trade Show Center</td>
<td>300,296</td>
<td>125,620</td>
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<td>16,500</td>
<td>100</td>
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</table>

**Convention Sales**

**Trends Analysis Projections (TAP) Data: Seattle Dynamic Pace Report - WSCTC and other (as of 12/1/2008)**

**Definite Room Nights**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Room Nights Booked by Quarter (through 12/01/08)</th>
<th>WSCTC Room Night Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>455,738</td>
<td>184,096</td>
</tr>
<tr>
<td>2009</td>
<td>791,677</td>
<td>423,140</td>
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<td>2010</td>
<td>1,204,045</td>
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<td>2011</td>
<td>1,428,632</td>
<td>787,742</td>
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<tr>
<td>2012</td>
<td>1,709,997</td>
<td>985,177</td>
</tr>
<tr>
<td>2013</td>
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<td>1,128,235</td>
</tr>
<tr>
<td>2014</td>
<td>2,492,476</td>
<td>1,465,710</td>
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<tr>
<td>2015</td>
<td>3,080,624</td>
<td>1,909,741</td>
</tr>
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</table>

**Pending Board Approval**

- **Definite Room Nights**
- **TAP Report displays room night pace targets compared to definite room nights on the books for each year for the next eight years, beginning with the current year, along with an annual summary of these years. The pace target is the number of definite room nights that should be confirmed for each month and year at the time the report is published (updated every month).**

**Booking Goals vs. Actual - Historical Comparison**

<table>
<thead>
<tr>
<th>Year</th>
<th>2006 Actual</th>
<th>2007 Actual</th>
<th>2008 2010 Goals</th>
<th>2009 Goals</th>
</tr>
</thead>
</table>

**Consumed/Booked Group Room Nights - History/Forecast**

- **WSCTC Room Night Comparison**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Room Nights Booked by Quarter (through 12/31/08)</th>
<th>WSCTC Room Night Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>366,000</td>
<td>207,248</td>
</tr>
<tr>
<td>2009</td>
<td>565,000</td>
<td>299,719</td>
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<tr>
<td>2010</td>
<td>705,000</td>
<td>379,707</td>
</tr>
<tr>
<td>2011</td>
<td>815,000</td>
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</tr>
<tr>
<td>2012</td>
<td>990,000</td>
<td>686,326</td>
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<tr>
<td>2013</td>
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<td>859,326</td>
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<tr>
<td>2015</td>
<td>1,470,000</td>
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**Looking Ahead**

2009 pace continues to be strong but also misleading. SCVB is currently 5 percent ahead (on a year-over-year basis) with all of the strength coming in the January-July months. The second quarter of 2009 is so strong (record levels) that it overshadows the shortfalls later in the year. SCVB is currently developing need strategies for late 2009 and 2010 and is keeping an eye on 2012. Continued work on conversion strategies and sales opportunities will build on the base for 2012.
International visitors account for four percent of all travel to the U.S. However, they represent 14 percent of travel-related spending, employment, payroll and taxes, staying longer and spending more on average than domestic travelers.

Long-Haul Tourism Market Trends

Frequent independent travel (FIT) increase

Sources: ACI-NA

Annual Passenger Traffic Comparison

North American Ranking Market Total Passengers NA vs. NY % Growth Change from 2000
1 Los Angeles 71,404,760 -99.5%
2 San Francisco 25,871,878 20.5%
3 New York 25,300,866 20.5%
4 Denver 19,995,815 18.2%
5 Seattle 14,880,071 7.5%

South Korea Market Status: U.S. Visa Waiver program in October 2000; expected to dramatically increase visits. 73 percent have visited the U.S. and are expected to return. Large number of EUS and advance study students.

Destination Strategies: Seoul-based population of 120,000 in Washington state is a major draw.

Korean population of 100,000 in Western Canada — potential adjunct market.

Air Capacity: Air Koryo, Korean Air, Seoul, non-stop flights per week.

Airline’s Code Share: Air Koryo, Korean Air, Seoul, non-stop flights per week.

Mexico Market Status: Growing tourism market, new air connections.

Primary Source Markets: Mexico City and Guadalajara.

Destination Strategies: Mexico, Cancun, Acapulco, Tijuana.

Air Capacity: Virgin America, Continental, Mexicana, non-stop flights per week.

Airline’s Code Share: Virgin America, Continental, Mexicana, non-stop flights per week.

Long-Haul Tourism Development

Intuitive visitors account for four percent of all travel to the U.S. However, they represent 14 percent of travel-related spending, employment, payroll and taxes, staying longer and spending more on average than domestic travelers.

Intuitive visitors from “long haul” markets (with flying times of seven or more hours to the U.S.) represent an increasingly critical market segment for Seattle and Washington state, thanks in part to increased flight capacity. The U.S. Department of Commerce and the Office of Travel and Tourism Industries, reported 25 percent growth of long haul visits to Seattle in 2007. International air passenger arrivals at Seattle-Tacoma International Airport grew 8.9 percent in 2007 and 17.1 percent through May 2008.

Long-Haul Tourism Development

Increasing online travel purchases

Shorter decision-making/booking times

Frequent independent travel (FIT) increase

Growth of long haul tourism markets

Long-Haul Tourism Development

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2009 KEY INITIATIVES
- Develop and grow the adult and student tourism markets.
- Track and target top tour operators for business growth.
- Implement a communications plan that targets top travel agents, tour operators and other clients.
- Maintain a sales trip and conference schedule that maximizes exposure to top travel group clients.
- Cultivate destination news/messages for travel trade media in partnership with the SCVB PR team.
- Increase destination visibility among North American travel trade professionals.
- Work collaboratively with regional hotels to increase business in 2009 and beyond.
- Promote Seattle as a cruise port and Seattle and the Pacific Northwest as pre- and post-cruise destinations.

PACKAGED LEISURE TRAVEL

Packaged travel - for both individuals and groups - is a significant component of a destination’s tourism, as well as an efficient and cost-effective means of travel during slow economic times. Professional travel planners offer complete group or individual packages that may combine transportation, accommodations, meals, attractions and professional escorts, or any combination of the above, all for one price that often costs 30-40 percent less than self-planned travel.

2009 KEY INITIATIVES
- Increase destination presence in tour operator brochures and on-line offers.
- Increase positive destination media coverage that supports tourism, as well as an efficient and cost-effective means of travel during slow economic times.
- Effectively manage partnership programs with the Port of Seattle and Washington State Tourism.
- Stimulate new product with receptive tour operators.
- Develop a South Korea marketing plan to coincide with the K-POP music festival.
- Develop airline relationships to increase traffic to the destination.
- Increase destination visibility among North American travel trade professionals.
- Work collaboratively with regional hotels to increase business in 2009 and beyond.
- Promote Seattle as a cruise port and Seattle and the Pacific Northwest as pre- and post-cruise destinations.
A community’s culture is unique and intrinsic and offers a meaningful way in which to positively differentiate a destination. Seattle is known as culturally diverse, vibrant and creative, boasting internationally acclaimed cultural institutions and events that distinguish it as a popular destination for cultural travel. Regional arts and cultural organizations are big draws for travelers; nearly 45 percent (1.7 million people) of audiences at King County non-profit cultural organizations are non-local. Non-local audiences spend 50 percent more than local audiences in event-related spending. Cultural travelers stay longer and spend more, helping to increase the lodging tax receipts that in turn support more than 200 arts and heritage organizations throughout King County.

**On the 2009 Cultural Calendar**

**2009 Key Initiatives**
- Serve on local host and steering committees for the Americans for the Arts conference in Seattle, June 2009.
- Expand and report SCVB’s The Artist’s Guide to Seattle, a highly successful destination cultural guide featuring 16 renowned local artists and their recommendations for visitors.
- Launch the next two issues in the SCVB heritage guide series: Scandinavian and Latino/HISPANIC heritage. Update and report the first two editions, Native American and Asian American, to replenish depleted supplies.
- Enhance user interface and usability of SCVB cultural events calendar, establishing it as a primary SCVB homepage attraction.
- Expand the SCVB sponsorship role with key regional cultural events, creating advertising and promotional campaigns in key markets and selling cultural packages via the Seattle Super-Saver program and partner organizations.
- Create national client events that promote Seattle’s cultural product. Integrate supportive programs for the Seattle City of Music initiative.
- Partner with the National Trust for Historic Preservation’s new Heritage Travel initiative.
- Continue successful cultural marketing tools and programs: Seattle Hot Sheet, Fresh Sheet and the Cultural Cascades regional marketing initiative.

**SEATTLE OPERA RING CYCLE**
August 2009
Parsons Visitors expected from 49 states and 19 countries, averaging six-night hotel stays.

**SEATTLE INTERNATIONAL FILM FESTIVAL FILM CENTER Opening at Seattle Center in 2009**
SIFF is the largest film festival in the United States and Seattle is a growing city for film study, filmmaking and filming.

**ALASKA-YUKON PACIFIC EXPOSITION CENTENNIAL**
A century after the Alaska-Yukon Pacific Exposition put Seattle on the world cultural map, a year-long series of commemorative events for visitors and residents is planned.

**SEATTLE: CITY OF MUSIC**
The City of Seattle will continue to grow Seattle’s live music scene and strengthen its global image as a music mecca with new initiatives launched in 2009.

**Community that invests resources in art and culture benefit from a significant return on their investment. This is particularly obvious when you look at the link between SCVB and 4Culture, we support SCVB because they understand the reciprocal relationship between healthy cultural communities and a robust tourism economy.**

Jim Kelly, 4Culture

**CULTURAL TOURISM**
Left to right: Anna Pardi and Tracey Wickenham. Photo by Nancy Theler.
As the in-house advertising agency for Seattle’s Convention and Visitors Bureau, Marketing & Creative Services supports all divisions within the bureau in their marketing efforts through web development, advertising, collateral materials and brand strategy.

Initiatives communicate key SCVB messages to customers and clients in various market segments through innovative advertising campaigns, electronic marketing and consistent brand execution.

**Marketing Campaigns and Web Site Development**

**SCVB**

Launch the new visitseattle.org in conjunction with the bureau’s newly upgraded Customer Relationship Manager, Destination 3000. The new site will feature new tools for travelers and meeting planners as well as real-time member and calendar of events information. In addition, a new graphic layout will be introduced, providing easier navigation and enhanced functionality.

**WASHINGTON STATE CONVENTION & TRADE CENTER**

Re-design the WSCTC’s web site with a new look and feel, enhanced navigation and tools for meeting planners; unified site architecture will allow direct connectivity with SCVB’s site.

**NEW MEDIA**

Diversify Seattle’s presence in the digital world through participation in new media channels such as YouTube and Facebook.

**GREEN SEATTLE**

Develop a new green brochure, email marketing campaign to meeting planners and a new microsite for both SCVB and the WSCTC. SCVB’s collateral will be entirely reproduced in recycled material by the end of 2009.

**VOLUNTURISM**

Launch a new voluntourism web site targeted to meeting planners in need of new options for attendee programs. Serve as a resource and liaison between local charitable organizations and meeting planners.

**MEET YOU THERE CAMPAIGN**

SCVB will further distinguish Seattle as premier destination for leisure and convention travelers in 2009 with the continuation of its award-winning Meet You There advertising campaign. New ads in the series will be created for convention and travel trade audiences as well as leisure travelers. A diversified advertising schedule will have a more prolific online presence and include new, creative channels such as direct mail and targeted e-mail marketing.

**MARKETING SERVICES**

Left to Right: Lara Dickson, Elias Calderon, Sarah Lee, David Newman

Photo by: Michael Craft

On location at Sea-Tac’s International Arrivals Terminal, South Satellite.

In partnership with the Port of Seattle, SCVB collaborated on the improvement of the International Arrivals Terminal at the South Satellite of Seattle-Tacoma International Airport. Racing elements from the Seattle Metropolitan brand, a 205-feet wide mural was installed, with SCVB’s signature skyline shot. Additional joint initiatives are expected in 2009 and beyond.

**2009 KEY INITIATIVES**

- Develop a new destination advertising campaign to increase short-term room night revenue during traditional and newly identified need periods.
- Create new destination collateral, including a new Seattle promotional video, multilingual materials and other promotional materials.
- Position Seattle as a green leader among travel destinations around the country and around the world.
Public Relations

Communications

Destination media coverage generated approximately 425 million impressions of Seattle in 2008, as tabulated by a print media monitoring service. The equivalent advertising cost for these impressions would be $10 million. Competing year-around in a competitive marketplace, the SCVB destination publicity program strengthens Seattle and King County’s global image while specifically driving travelers to member web sites and reservation lines and stimulating economic impact throughout the region.

SCVB’s local and regional communications program will continue to grow, supporting convention center expansion, the Why Tourism Matters campaign and SCVB’s proactive advocacy and issues management initiatives.

Major 2009 Campaigns

- Convention Trade Publicity
- Travel Trade Publicity
- Seattle Super Saver Program
- LGBT Travel
- Culture
- Cruise
- Seattle Concierge & Visitor Services
- Green Seattle
- Seattle 2010
- Voluntourism

In August 2008, Seattle was the first city to be featured on Good Morning America’s “Weekend Window,” a series which highlights the country’s most spectacular places. Mimi Gates, Director, Seattle Art Museum, was interviewed at the Olympic Sculpture Park for the segment. Photo by: Lauren Curtin

Destination Publicity

SCVB publicity supports destination markets and initiatives by employing a wide range of strategies throughout the year:

- Media blitzes in key geographic markets
- Media hosting program that brings 200 qualified journalists to Seattle
- Aggressive news distribution to top travel, features, lifestyle and business media
- Leveraging new media channels
- Collaborative publicity initiatives with SCVB members and partners

2009 Key Initiatives

- Offset 2009 short-term business drop-off through all publicity campaigns.
- Position Seattle and Washington state to maximize destination media coverage before, during and after the Vancouver 2010 Olympic Winter Games.
- Further explore and exploit new and social media channels to expand destination publicity and engage key audiences with SCVB issues and initiatives.
- Build on the success of local communications, advocacy and public affairs.
- Increase the frequency, timeliness and value of SCVB member news; improve and expand distribution and develop new electronic message mediums.
- Update SCVB communications planning and synchronize with local and regional public and private sector organizations.

There is this vital cultural life that energizes the city at the same time you have this gorgeous setting.

— Mimi Gates, Director, Seattle Art Museum

2009 DESTINATION MARKETING PLAN

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SCVB is a member-driven marketing organization and its members are the second-largest contributors to its revenue stream. SCVB connects the products and services of more than 800 member businesses in Seattle and Western Washington with the $5 billion visitor market, which includes tourists, convention delegates, meeting planners, professional travel planners and travel media. The SCVB Membership team also offers professional development events, orientations and a variety of networking tools throughout the year.

2009 Key Initiatives

- Increase member value in a slowing economy.
- Plan relevant professional development and signature events based on membership surveys.
- Employ new Destination 3000 technology to track member opportunities and identify opportunities to enhance member business success.
- Inaugurate a new SCVB sponsorship program, offering a new platform for member promotion.
- Continue to add new member promotional opportunities on the SCVB web site.
- Continue to improve and enhance the membership content on the SCVB web site.

SCVB PUBLICATIONS

The Weaver Multimedia Group Seattle office, in partnership with SCVB, facilitates a growing range of advertising opportunities that reach directly to domestic and international leisure travelers, business travelers, travel trade professionals and meeting planners. Opened in 2007, the Weaver office is run by Seattle-based tourism industry professionals who work directly with SCVB members.

Member Promotional Opportunities

WEB SITE ADVERTISING

SCVB’s web site attracts 200,000 monthly visits and 2.4 million annual visits.

Targeted online advertising opportunities include:

- Button ads
- Formatted feature advertising
- Spotlight ads
- Text ads

To advertise, contact a Weaver Multimedia Group Seattle office professional:

Kimberly Ellertson
Senior Account Executive
(206) 461-5861
kime@weaver-group.com

Heather Stinson
Account Executive
(206) 461-5863
heathers@weaver-group.com