

The logo for Visit Seattle, featuring the word "VISIT" in a smaller, uppercase font above the word "seattle" in a larger, lowercase font, both in white text on an orange rectangular background.

VISIT
seattle

MONDAY, NOVEMBER 5, 2018

STIA Ratepayers Annual Meeting

A blue-tinted photograph of the Seattle skyline, showing various skyscrapers and buildings along the waterfront, with the water in the foreground reflecting the city.

Welcome

Introduction & Updates

TOM NORWALK | AMANDA PARSONS



AMANDA PARSONS | CHAIR
Thompson Seattle Hotel



BILL WEISE | VICE-CHAIR
Silver Cloud Hotel –
Seattle Stadium



RICHARD HILL | AT-LARGE
W Seattle



HOWARD COHEN
Clise Properites



FRANK FINNERAN III
Springhill Suites Seattle –
Downtown/South Lake Union



SHANNON SHERON
Hotel Sorrento



HAYDEN LINGERFELT
Kimpton Hotel Vintage Seattle



MARKUS TREPPENHAUER
Fairmont Olympic Hotel



SEAN O'ROURKE
Seattle Marriott Waterfront



JOHN POWER
Loews Hotel 1000

STIA Team

New Additions
from
Visit Seattle



Mellie Lutz
Director of Marketing



Justine Harris
Senior Coordinator, Sales & Marketing

Congrats!



Gerry Lamontagne

*Courtyard by Marriott – Pioneer
Square*

Board Governance

AMANDA PARSONS

Ratepayers Annual Meeting

Minutes 11/06/17

AMANDA PARSONS

Introductions

2019 Advisory Board Candidates

AMANDA PARSONS

2019

Advisory Board Members Candidates (3-year term)



Cristy Smith
Crowne Plaza



Sebastien Pfeiffer
The Charter Hotel Seattle



Steve Vissotzky
Grand Hyatt & Hyatt Olive 8

Vote

- Ratepayers Annual Meeting Minutes Approval 11/06/17
- 2019 Advisory Board Candidates

AMANDA PARSONS

2018 STIA Review

TOM NORWALK | JOHN BOESCHE | KAUILANI ROBINSON

International Tourism Overview

JOHN BOESCHE

International Tourism Team

Visit Seattle



John Boesche
VP, International Tourism



Natalie Jushinski
Director, International
Tourism



Marcus Carney
Tourism Manager

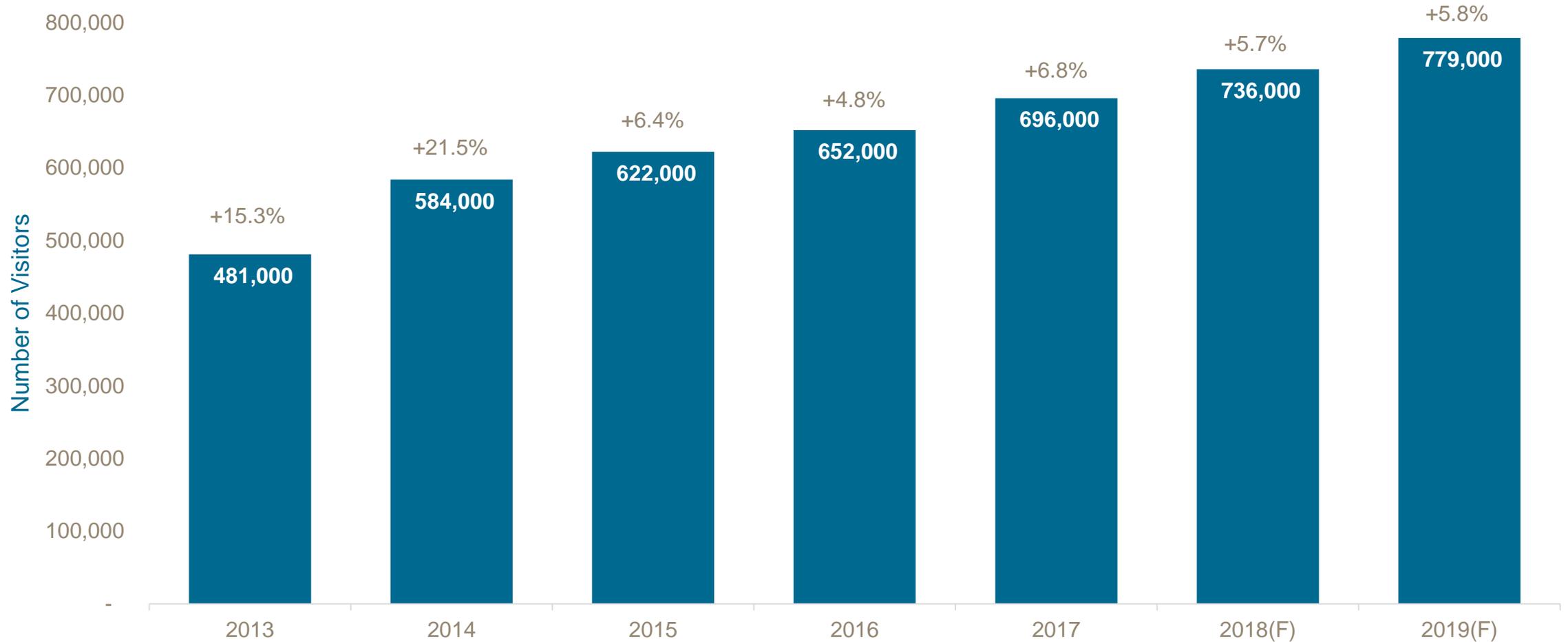


**Tamara
Thorhallsson**
Tourism Manager



Marlo Pettie
Senior Coordinator,
International Tourism

Total Overseas Visitors to Seattle



New International Air Service

2018

	<p>Aer Lingus SEA-DUB</p>
	<p>Air France SEA-CDG</p>
	<p>Thomas Cook Airlines SEA-MAN</p>

2019

	<p>Cathay Pacific SEA-HKG</p>
	<p>Delta Air Lines SEA-KIX</p>
	<p>Japan Airlines SEA-NRT</p>
	<p>Singapore Airlines SEA-SIN</p>



같이 감상해볼수록 우리경제의 미래가치가 얼마나 소중한지 느끼게 됩니다.
KOREANA HOTEL

기체포 명상 782-7720

SEATTLE FIRST TAKES – SEOUL ACTIVATION



150m先

Cafe de Bore

record shop
animega
アニメ専門店
5F
VIG+
B2F



INDIA ALTA

ALTA

SEATTLE FIRST TAKES – TOKYO ACTIVATION

シアトルへ行くの、
デルタ航空で。

USA GUSA.jp

visit **seattle**
www.visitseattle.jp

DELTA
delta.com

QRコード
FASTパス

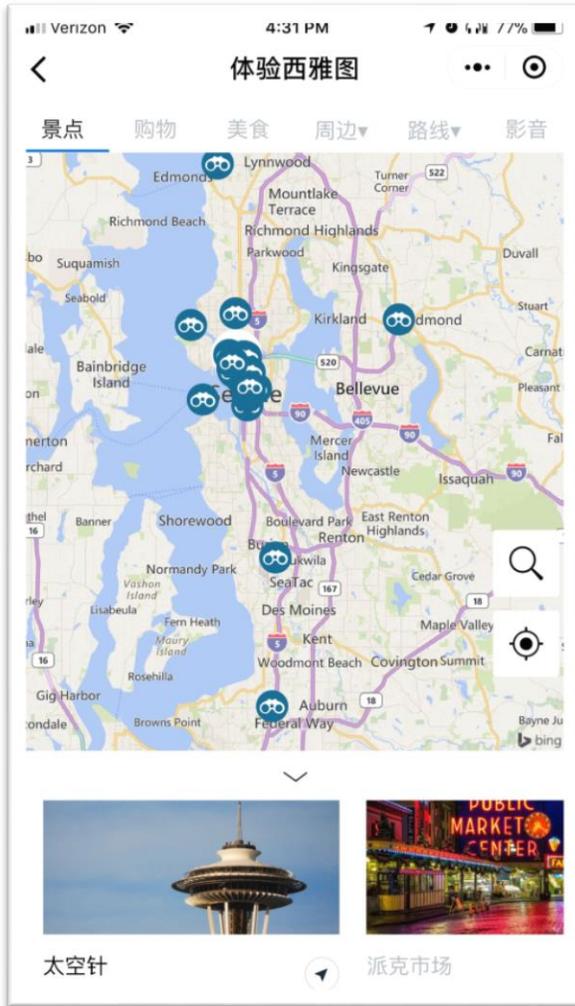
WECCEL PRESENTS

90分短縮ストップで乗入のワンストップ
-KODOKU, KALE, BAKERY, PHOTOGRAPHY, DANCE- フォトグラフ
PHOTOGRAPH 51
4月6日(土)~22日(日) 東京品川劇場 19:00開演

WOMAN-YEAR

SEATTLE FIRST TAKES – TOKYO ACTIVATION

WeChat CityExperience Mini Program



← 前往行李认领, 地面交通

探索
Explore

玩
Play

买
Shop

吃
Eat

旅行愉快

ENJOY
YOUR STAY

WECHAT CITYEXPERIENCE MINI PROGRAM

Hana Tour Integrated Campaign



FLIGHT OF DREAMS



SEATTLE TERRACE

FLIGHT OF DREAMS

VISIT
seattle

Port
of Seattle

USA
VisitTheUSA.com

VICE Australia Consumer Campaign



VICE





UK AGENCY INTERVIEWS AND LONDON CLIENT EVENT

Generated Media from Key Overseas Markets

Rolling Stone

InStyle

 NATIONAL
GEOGRAPHIC

TRAVELLER

lonely planet

I HEART

marie claire
Maison

 プライム★メディア
BSフジ

COSMOPOLITAN

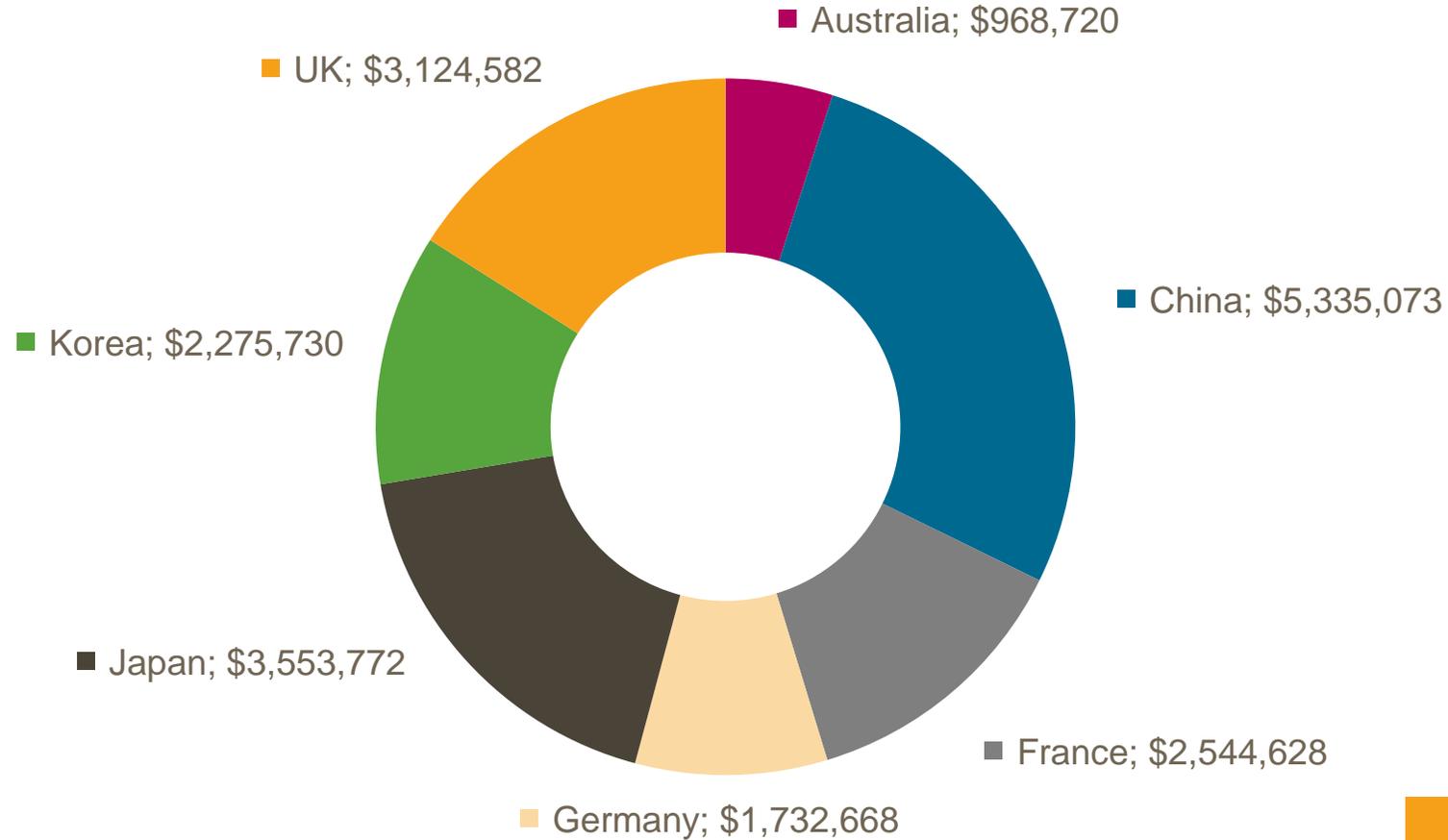
VISIT
seattle

Port
of Seattle

USA
VisitTheUSA.com

Generated Media from Key Overseas Markets

January - September 2018 Media Values | USD



Total Media Value: \$19,535,173

Public Relations Overview

KAUILANI ROBINSON

Public Relations Team

Visit Seattle



Kaulani Robinson
Director, Public Relations



Chantelle Lusebrink
Public Relations Manager



Addie Davis
Senior Coordinator, Public
Relations



SEATTLE MUSEUM MONTH

Stay+Play

CIRCULATION TOTAL:

161,683,292

AD VALUE:

\$798,838.04

TOTAL STORIES:

527

TRAVEL+
LEISURE

Free Things to Do in February Across the
U.S. and Around the World

AD ARCHITECTURAL DIGEST

TRAVEL

Art and Architecture Lovers Will Be Traveling to These 5 Hot
Spots in February

STIA

AFAR

How to Visit Seattle's Top Museums for
Half the Price This Month

Forbes ★★★
TRAVEL GUIDE

The Best Way To Spend Two Days In Seattle

TASTE WASHINGTON

CIRCULATION TOTAL:

76,121,121

AD VALUE:

\$818,348.65

TOTAL STORIES:

MORE THAN 75

CONDÉ NAST
Traveler

Forbes

AFAR



EATER
AUSTIN

**NAPA
SONOMA**
MAGAZINE

imbibe LIQUID CULTURE

TexasMonthly

SevenFiftyDaily



WINEENTHUSIAST

TEXAS
HIGHWAYS

AUSTIN WAY

VOGUE



The Daily Meal
All Things Food & Drink

Wine&Spirits



Forbes

5 Reasons Why Seattle's Upstream Is How All Music Festivals Should Be

via

Via > The Via Blog > VIP Weekend in Seattle for Music Lovers

The Via Blog travel news + notes + tasty tidbits



VIP Weekend in Seattle for Music Lovers

Posted by Pam Mandel on June 12, 2018

EAST BAY TIMES

[Community News](#)

Happy Wanderer: Seattle's music scene not slowing down anytime soon

STIA

Media Missions 2018

NEW YORK

APRIL 2018

The New York Times

CONDÉ NAST
Traveler

AFAR

DEPARTURES

VOGUE

Wallpaper*

TRAVEL+
LEISURE

Forbes

VIRTUOSO.
ARCHITECTURAL DIGEST

LOS ANGELES

JUNE 2018

Los Angeles Times

Fodor's Travel

LOS ANGELES
EATER

Forbes

TRAVELAGE
WEST
EXPLORING TRAVEL
FAVORITES AND FRONTIERS

lonely planet

THE
HUFFINGTON
POST

WASHINGTON DC & BOSTON

JULY 2018

The Boston Globe

NATIONAL
GEOGRAPHIC

EATER

metro

Global Traveler

U.S. News & WORLD REPORT

boston.com

THRILLIST

Top Media Coverage: YTD

CIRCULATION TOTAL:

\$32.6 BILLION

AD VALUE:

1.64 BILLION

TOTAL STORIES:

384

TRAVEL+
LEISURE

CONDÉ NAST

Traveler

San Francisco Chronicle

FOOD & WINE

lonely planet

THE WALL STREET JOURNAL.

The New York Times

USA TODAY

AFAR
WHERE TRAVEL CAN TAKE YOU

TIME

BUSINESS
INSIDER

Travel
CHANNEL

Rd
READER'S
DIGEST

NATIONAL
GEOGRAPHIC

2018 Media Coverage Highlights

THE WALL STREET JOURNAL. The New York Times

TRAVEL | OFF DUTY TRAVEL

The 10 Most Intriguing Travel Destinations for 2019

Here, our top destinations worth zeroing in on in 2019, from an Argentinian wine region to—wait for it—Missouri



The Seattle Space Needle, as seen in the city skyline from Amazon.com, Inc. offices. PHOTO: DANIEL BERMAN/BLOOMBERG NEWS

World's Fair—has reopened after an overhaul, complete with a wine bar on a revolving glass floor (spaceneedle.com).

2. Seattle

The so-called Emerald City is getting a buff and polish. Part of ongoing renovations of the waterfront, Pike Place Market's historic "marketfront" is already complete, marked by a modern plaza facing Puget Sound and panoramic views of the Olympic Mountains. After a \$45-million reinvention, the Nordic Museum now sits in the Ballard district, the Scandinavian quarter that's increasingly hip (nordicmuseum.org). And the observation tower of the Space Needle—built for the 1962

The New York Times



Seattle design takes a bold turn in 2018. Multiyear renovations at the **Space Needle** are underway, including a restaurant complete with a rotating glass floor scheduled to open this spring. Downtown, tours of the gigantic NBBJ-designed **Amazon Spheres** filled with hundreds of plant species begin in early 2018. Autumn will see the opening of the Pacific Northwest's largest hotel, the 45-story **Hyatt Regency Seattle**. Additionally, the **Nordic Museum** moves to a new **Mithun**-designed building featuring a sweeping, fjord-inspired hall in the historically Scandinavian Ballard neighborhood.

— Sarah Amandolare



What to do in Seattle

[Our reader suggestions on Facebook.](#)

[The 52 Places Traveler: Seattle, City of Glass](#)
May. 25, 2018

CONDÉ NAST Traveler

The Best Cities in the U.S.: 2018 Readers' Choice Awards



8. Seattle, WA

One of the most popular cities in the Pacific Northwest, **Seattle** draws crowds for its successful mix of innovative arts and technology, nature, craft beer and cocktails. (You thought we'd say **coffee**? Sure, there's that, too.) It was a big deal to see tiki bar **Navy Strength** take home the most coveted award in the U.S. drink industry, best new American cocktail bar, at this year's **Tales of the Cocktail awards**. It came only two months after **chef Edouardo Jordan** earned two **James Beard awards** (best new restaurant for **JuneBaby** and best chef: Northwest for **Salare**). That's a lotta love for Seattle in one year—and well deserved.



8. Seattle, USA

Smart, progressive and loaded with creative energy, **Seattle** is rarely out of the global spotlight. In a city that has a habit of turning homegrown ideas into international brands, Amazon is the current headline-grabber. The world's largest online retailer has radically transformed a vast tract of the Denny Triangle neighbourhood, creating a dense business district of sleek office towers anchored by a trio of innovative glass 'spheres' where workers share office space with 40,000 plants. Nearby, the emblematic Space Needle has received its biggest refurb in over 50 years while, down on the waterfront, a multi-billion-dollar tunnel has replaced an ugly concrete expressway.

Leisure Campaign Overview

ALI DANIELS

STIA

Welcome

Leo Wills Daniels



2019 Workplan & Budget

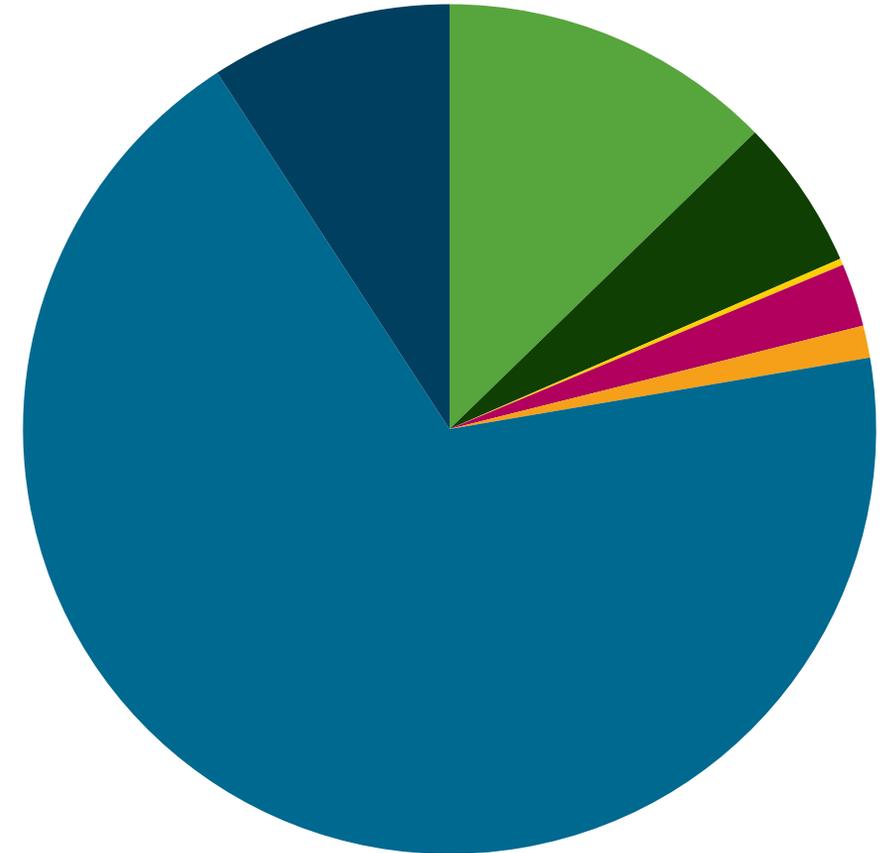
TOM NORWALK

STIA

2019 Budget

International FAMs, Site Inspections, Press Trips, Marketing Partnerships, Client Events & Missions	\$1,030,000
Special Events	\$465,000
Photography	\$20,000
Public Relations	\$195,000
Research	\$99,200
Advertising	\$5,557,342
Administrative Expenses	\$743,458

Total Expenses	\$8,110,000
Revenue	\$8,110,000
Fund Balance	\$2,689,058



2018 Forecast

Administrative Expenses	9%
Estimated \$696,586	
Marketing Expenses	91%
Advertising	
Public Relations	
Intl Fam, Site Inspect & Press Trips	
Intl Client Events & Sales Missions	
Intl Marketing Partnerships	
Special Events	
Photography & Videography	
Market Research	
Estimated \$6,890,948	

Total Expenses \$7,587,534

Revenue \$8,025,000

2019 Budget

Administrative Expenses	9%
Estimated \$743,458	
Marketing Expenses	91%
Advertising	
Public Relations	
Intl Fam, Site Inspect & Press Trips	
Intl Client Events & Sales Missions	
Intl Marketing Partnerships	
Special Events	
Photography & Videography	
Market Research	
Estimated \$7,366,542	

Total Expenses \$8,110,000

Revenue \$8,110,000

2019 Budget | Variances

International | ↑ \$230,000

Total 2019 spend: \$1,030,000 / 13% of Budget

CLIENT EVENTS AND MISSIONS | + \$80,000

- Japan/South Korea Mission with multiple VIP client events, including Mariners game in Tokyo
- Sales trips to Australia and Germany, both engaging 'Top 10' customers and complementing marketing programs
- Co-sponsorship (Port of Seattle and Alaska Airlines) of Icelandair Mid-Atlantic opening dinner
- Client events/activations at IPW and/or WTM

MARKETING PARTNERSHIPS | + \$150,000

- Introduction of UK market: retainer fees, monthly expenses, and B2B marketing
- Retainer fees and monthly expenses: UK, China, South Korea, Germany, and Australia/New Zealand
- Minimal travel trade marketing and promotions across all markets
- Focused direct-to-consumer campaign in select market(s); primary focus in 2019 is UK
- Maintenance of VS branded international assets and business suite

2019 Budget | Variances

Special Events | ↓ \$97,534

Total 2019 spend: \$465,000 / 6% of Budget

SPECIAL EVENTS | -\$97,534

- No Clipper Round the World (-\$150,000)
- Increase Upstream (+\$17,000)
- Add Refract, The Seattle Glass Experience (+\$50,000)

2019 Budget | Variances

Public Relations | ↑ \$70,000

Total 2019 spend: \$195,000 / 2% of Budget

PUBLIC RELATIONS | + \$70,000

- Increase hosting
- Additional media blitzes
- Additional campaign support

2019 Workplan & Budget

Discussion & Vote

AMANDA PARSONS | BILL WEISE

Thank You

2018 Outgoing Advisory Board Members

TOM NORWALK

2018

Outgoing
Advisory Board
Members



Markus Treppenhauer
Fairmont Olympic Hotel

2018

Outgoing
Advisory Board
Members



Amanda Parsons
Thompson Seattle Hotel

Certificate of Excellence for Tourism Leadership

presented to

AMANDA PARSONS

With sincere gratitude from Visit Seattle and the Seattle Tourism Improvement Area

NOVEMBER 5, 2018

*For your leadership as Chair of the Seattle Tourism Improvement Area in 2018
and for your many years of service on the STIA Advisory Board*



Tom Norwalk, President & CEO
Visit Seattle

VISIT
seattle



PIKE PLACE MARKET
FOUNDATION

AMANDA
PARSONS

Introduce New Board Officers

TOM NORWALK | AMANDA PARSONS

2019

Advisory Board Officers



Bill Weise | *Chair*
Silver Cloud Hotel –
Seattle Stadium



John Power | *Vice-Chair*
Loews Hotel 1000



Frank Finneran III | *At-Large*
Springhill Suites Seattle –
Downtown/South Lake Union

2019 Funding Outlook

TOM NORWALK | GREG DUFF | BILL WEISE

2018/2019 DMO Comp Set Budget Comparison

DMO BUDGETS (IN MILLIONS)



GOAL

At the encouragement of the STIA Advisory Board, we will explore ways to increase the assessment in 2019.

DRAFT A NEW STIA ORDINANCE AND LEGISLATION THAT WOULD:

- Not impact, change or risk the current ordinance
- Increase assessment
- Allow for future increases (with STIA approval) so we would not have to go back to council
- Consider a small “give back”, to the MID, or SPD (for example) if that is politically helpful
- If we can be successful – we would kill the original STIA legislation
- Take this to our current council in early 2019 and if forced, pull it out if opposition is strong

TIMELINE

DEC - 2018

- STIA Funding Task Force meeting (Carla Murray, Richard Hill, Bill Weise, Shannon Sheron, Steve Vissoztky)
- Determine overall strategy options

Q1 - 2019

- Communicate and receive feedback from STIA Ratepayers on concept and timing
- Message to ownership groups as needed, to enlist support
- Create legislation and ordinance in consultation with OED, City Attorney and council
- Outline and plan for petition process

Q2 - 2019

- New legislation introduced into council

Upcoming Events

JOHN BOESCHE

VISIT SEATTLE'S

holiday breakfast

When | Wednesday, December 5, 2018

7:30AM

Networking & Pike Place Market Holiday Pop-Up

8:15AM

Program Begins

9:00AM

Program Ends, Networking & Pike Place Market Holiday Pop-Up Continues

9:45AM

Event Concludes

Where | The Westin Seattle, 1900 Fifth Avenue

\$60

Individual Ticket

\$800*

Reserved Table

*TABLE OF TEN INCLUDES YOUR COMPANY NAME ON THE TABLE SIGN AND RECOGNITION IN THE PRESENTATION

Table sales close at 5:00pm on November 20, 2018

THANK YOU TO OUR SPONSORS

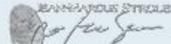
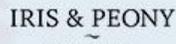
Signature Sponsor



Official Music Sponsor



Event Sponsors



Sports Star of the Year

Sheraton Grand Seattle

Thursday, February 7, 2019

6:00pm – 9:00pm

Visit Seattle Annual Meeting

Benaroya Hall

Monday, March 4, 2019

Thank You & Reception

TOM NORWALK

VISIT seattle

THE OFFICIAL DESTINATION MARKETING ORGANIZATION

visitseattle.org

One Convention Place | 701 Pike Street, Suite 800 | Seattle, WA 98101
(206) 461.5800 | fax (206) 461.5855



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