



Port  
of Seattle®



# Tourism Development

## Department Overview



# 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

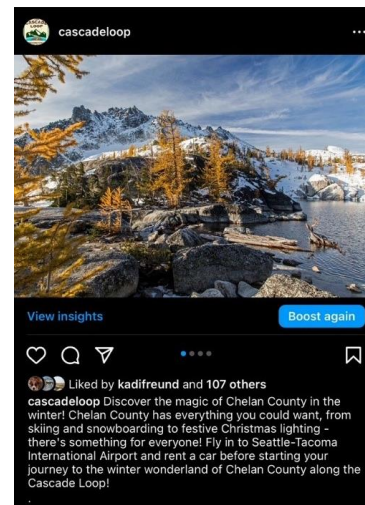
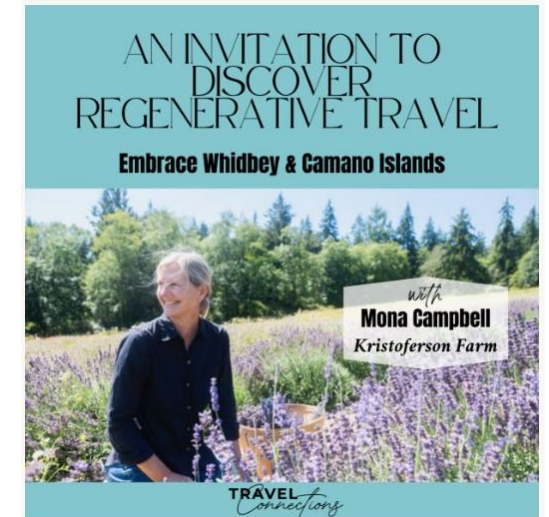
## Tourism Marketing Support Program (TMSP)

- 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



## A Coastal Destination For All Families

### LGBTQ Family Influencer Campaign with the Fontes Four Pack





# 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.