



Aug. 28, 2024

Visit Seattle
overview for the
King County Council
Budget and Financial
Management Committee



Who We Are

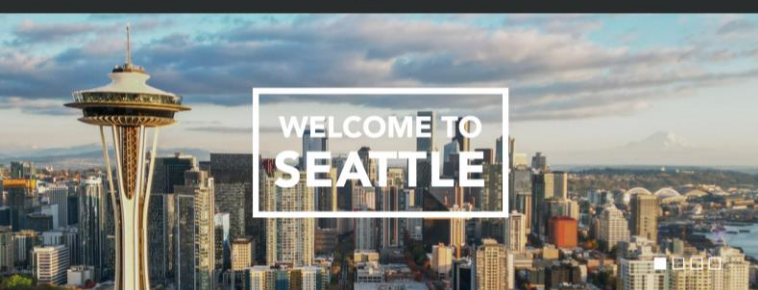
Vision

We are bold, innovative leaders who serve as stewards to broaden perspectives and create ambassadors for our spectacular destination.

Mission

Responsibly grow the visitor economy for the benefit of our community.

What We Do



Your next great Pacific Northwest adventure awaits.



SEATTLE MUSEUM MONTH

How We're Funded

- Hotel assessment via Seattle Tourism Improvement Area (STIA)
- Lodging tax via the Seattle Convention Center
- Membership and sponsorship
- Last biennium from King County



Economic Impact

2023

38 MILLION VISITORS

\$8.2B

TOTAL VISITOR SPENDING IN KING COUNTY

\$21.5M

AVERAGE DAILY SPEND BY VISITORS



\$2.4B

LODGING



\$1.9B

FOOD & BEVERAGE



\$1.9B

TRANSPORTATION



\$1.0B

RETAIL



\$860M

RECREATION



\$3.8 billion
in labor income

The equivalent of an additional \$4,141 for every household in King County



64,932
Employed friends
& neighbors

3.4% of all jobs in King County,
enough to nearly fill Lumen Field



\$790.4 million
in state & local taxes

Each household in King County would need to be taxed an additional \$863 to replace the visitor taxes received by the state and local governments.

Tax impact



King County lodging tax generated \$38.3 million in 2023

- 37.5% to arts
- 37.5% to affordable housing

Sales tax contributed to King County's

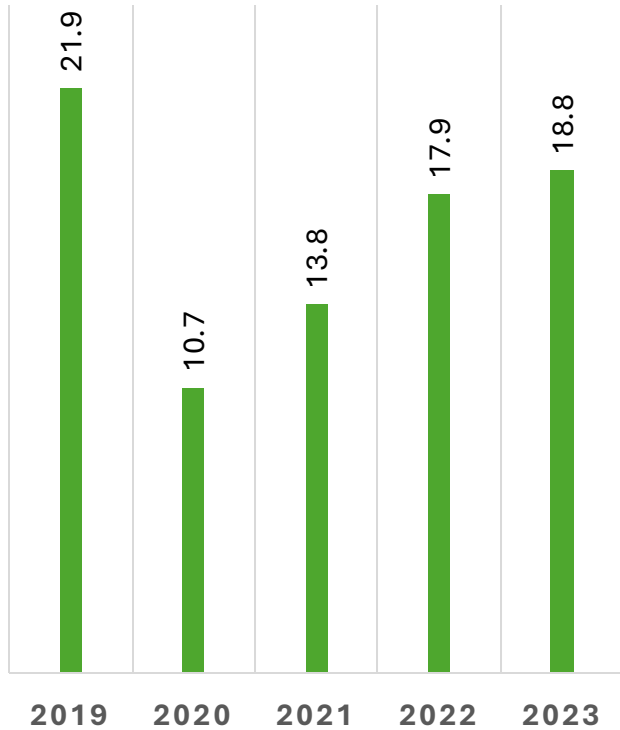
- Metro Sales Tax
- Mental Health Sales Tax
- Cultural Access Program Sales Tax
- Health Through Housing Sales Tax



Still Working on Recovery

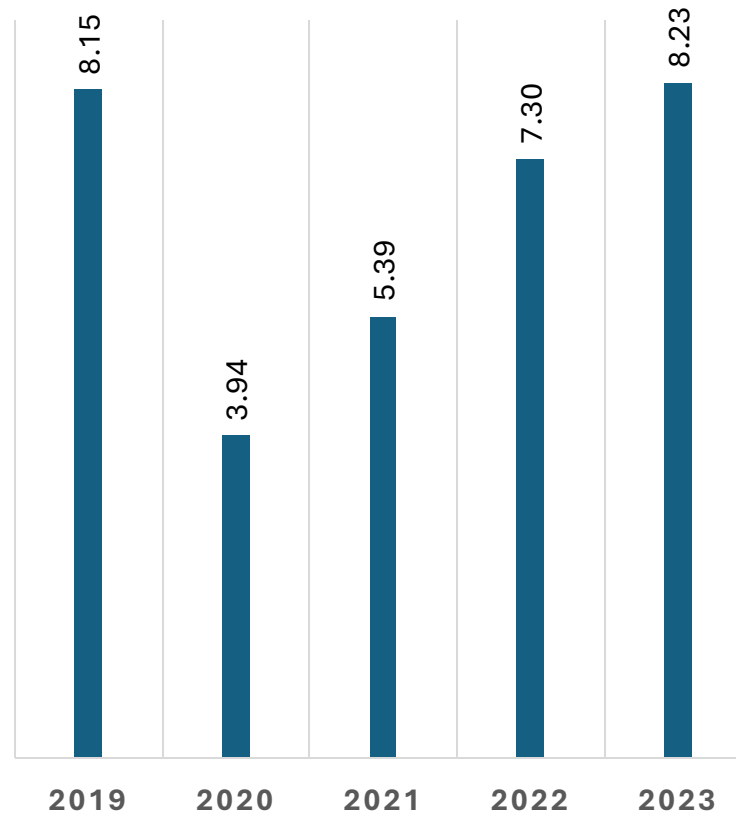
OVERNIGHT VISITORS

■ Millions of visitors



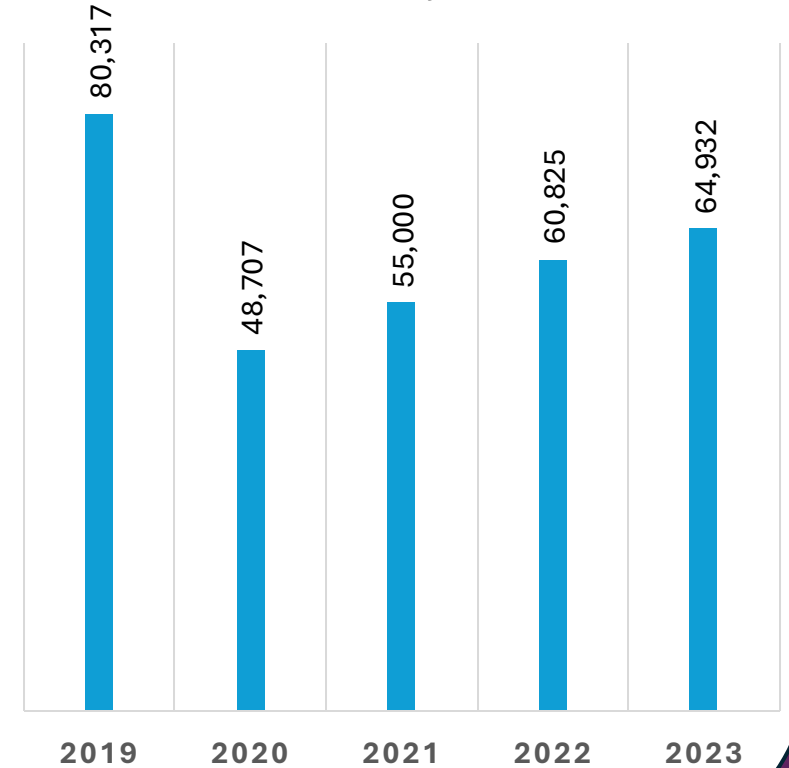
VISITOR SPENDING

■ Billions of dollars



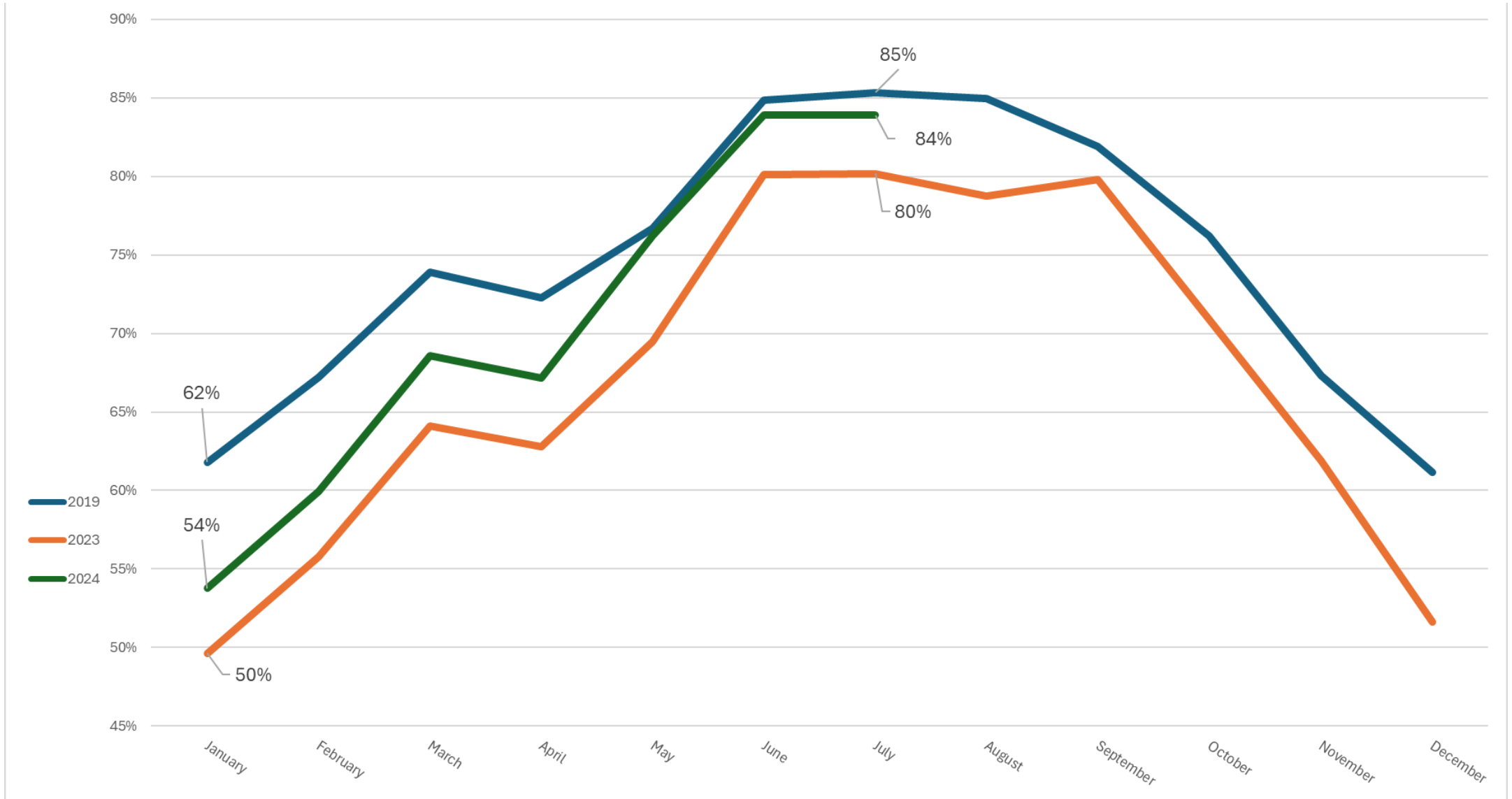
TOURISM EMPLOYMENT

■ Total jobs



King County Hotel Occupancy

2019 vs. 2023 vs. 2024

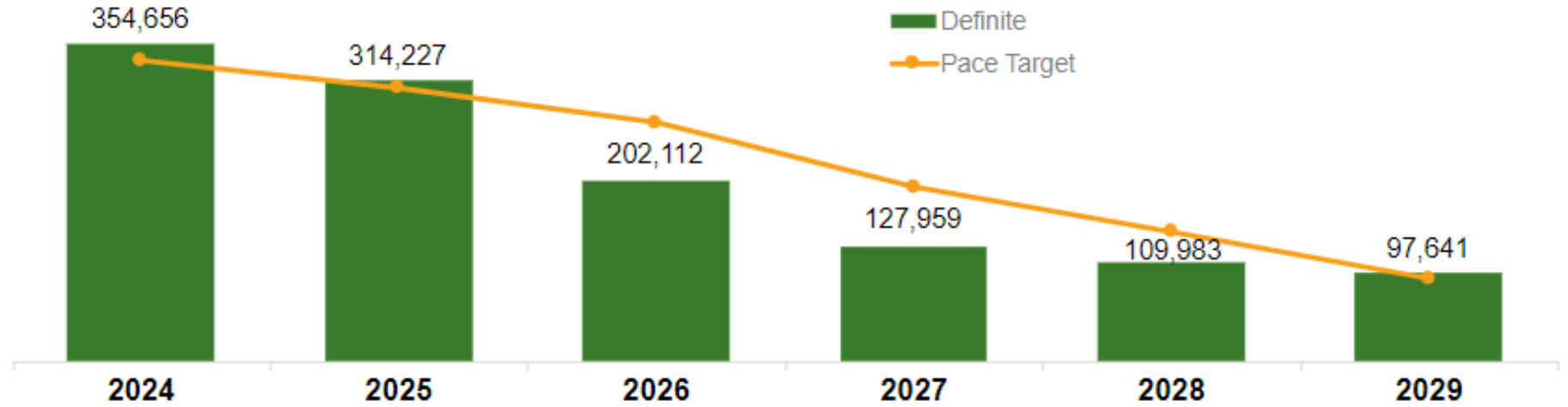


King County Hotels

2024 and 2025 Forecast

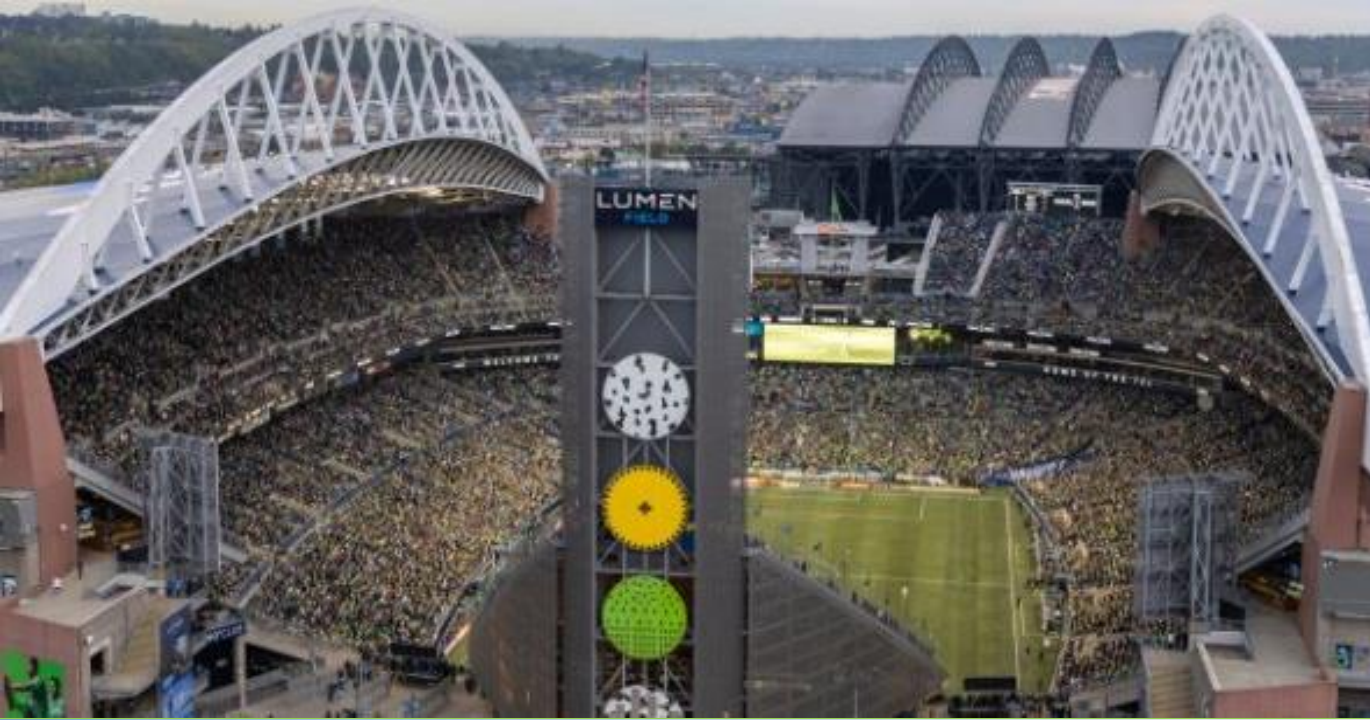
	2024	Growth %	2025	Growth %
Occupancy	69.60%	3.70%	69.20%	-0.60%
Average Daily Rate	\$190.61	2.00%	\$192.67	1.10%
Revenue	\$2.10 billion	7.10%	\$2.17 billion	2.90%

Seattle Convention Center Room Nights



Definite room nights	354,656	314,227	202,112	127,959	109,983	97,641
Year End Goal	338,000	338,000	385,333	432,667	482,160	482,160

All information is privileged and confidential. Group metrics and information should be protected for destination competitiveness.







Seizing the opportunity:

The 2026 FIFA Mens World Cup

- Est. 750,000 visitors
- Est. 2 billion viewers
 - Minimum of 200 million per match
- Statewide footprint

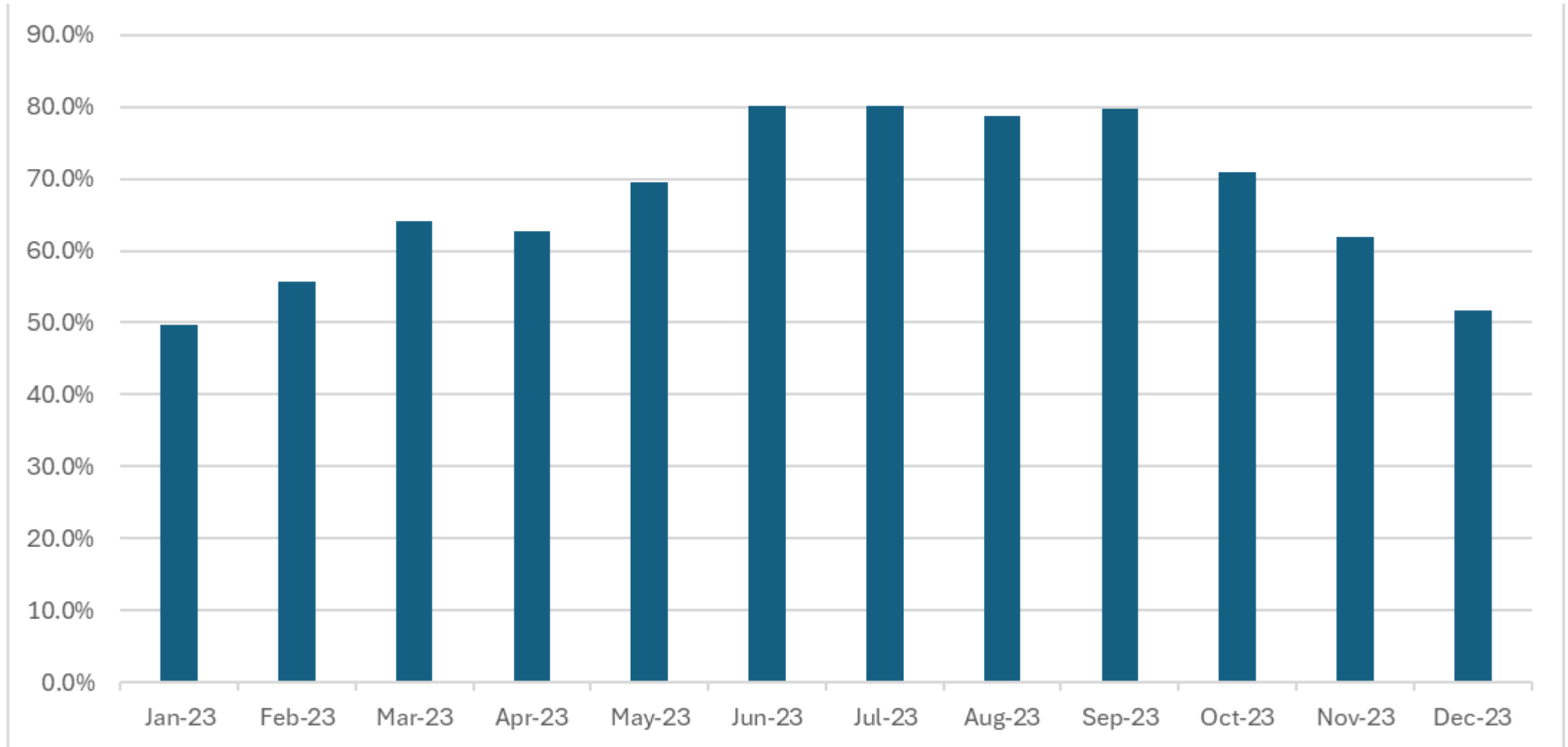


-  Game venues
-  Potential practice fields
-  Potential team base camps
-  Fan activations



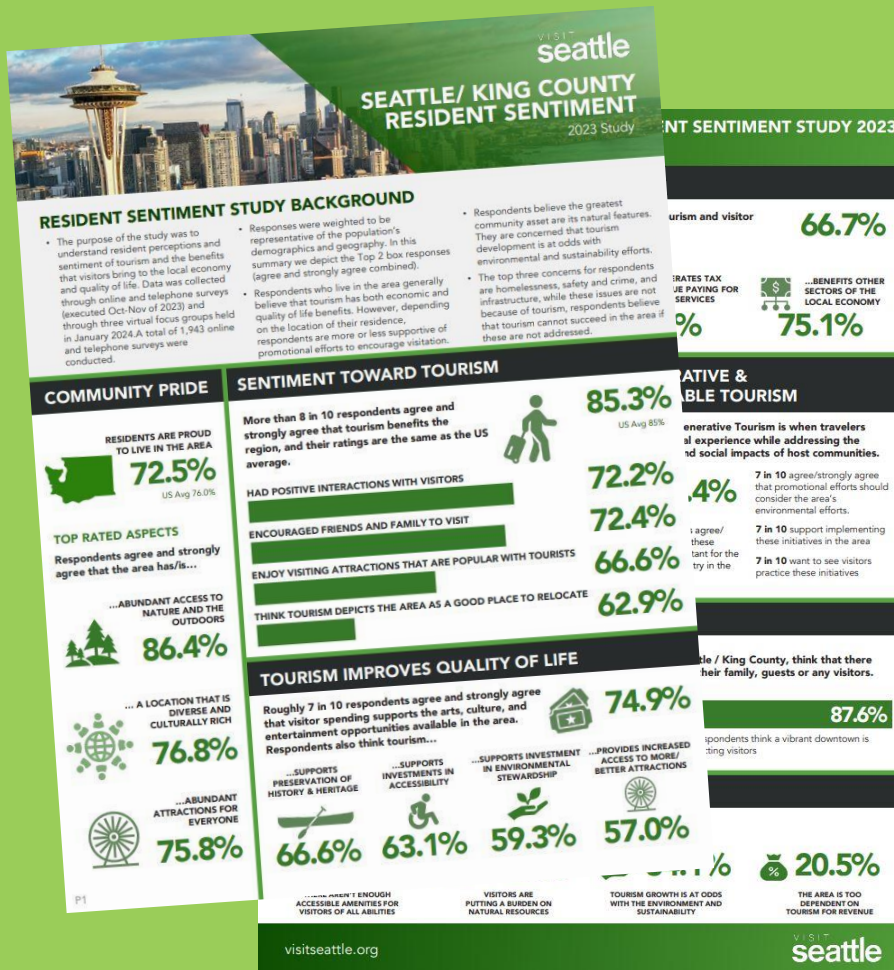
King County Hotel Occupancy

2023 by Month



King County Resident Sentiment Study

October-November 2023



Highlights:

- 85.3% of King County residents believe tourism benefits the region
- 74.9% believe tourism improves quality of life
- 80.9% believe tourism helps businesses in the community thrive
- 66.1% know tourism generates tax revenue paying for public services

**Thank you.
Questions?**

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VISIT
seattle