



SEATTLE
SOUTHSIDE
Regional Tourism Authority



VISION

To position
Seattle Southside as
a destination of choice
for practical travelers to
Seattle while enhancing
the image and economic
strength of the region.



MISSION

As a brand-driven and entrepreneurial destination marketing organization, Seattle Southside Regional Tourism Authority provides advocacy and innovative services to competitively market the destination. This function helps create jobs, grow tax revenues, and improve quality of life for our businesses and residents.



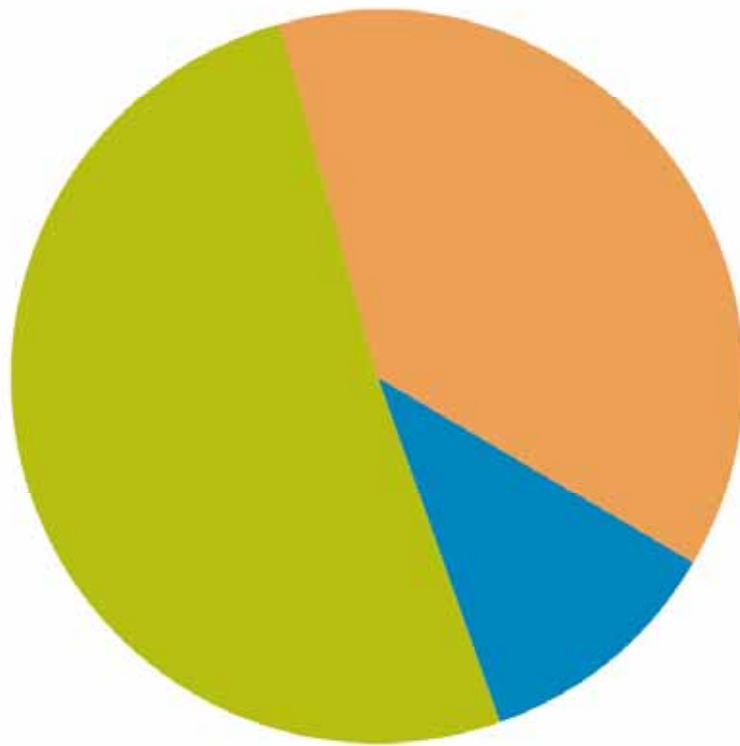
PROMISE

Do more. You can do more when you visit Seattle Southside because its location, transportation, affordability and unique attractions stretch your time, money and opportunities further.

BRAND PROMISE TO MARKETING MESSAGE



DI BUDGET ALLOCATION



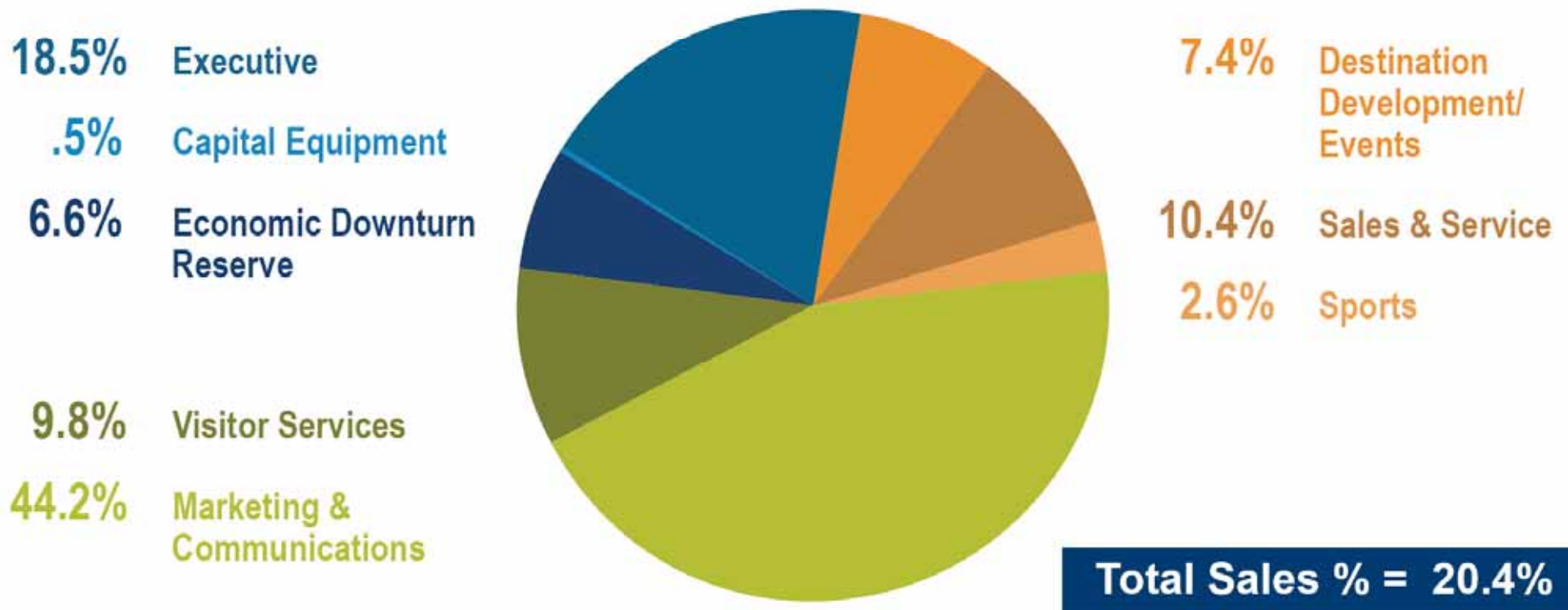
38% Personnel Costs

51% Program Expenses

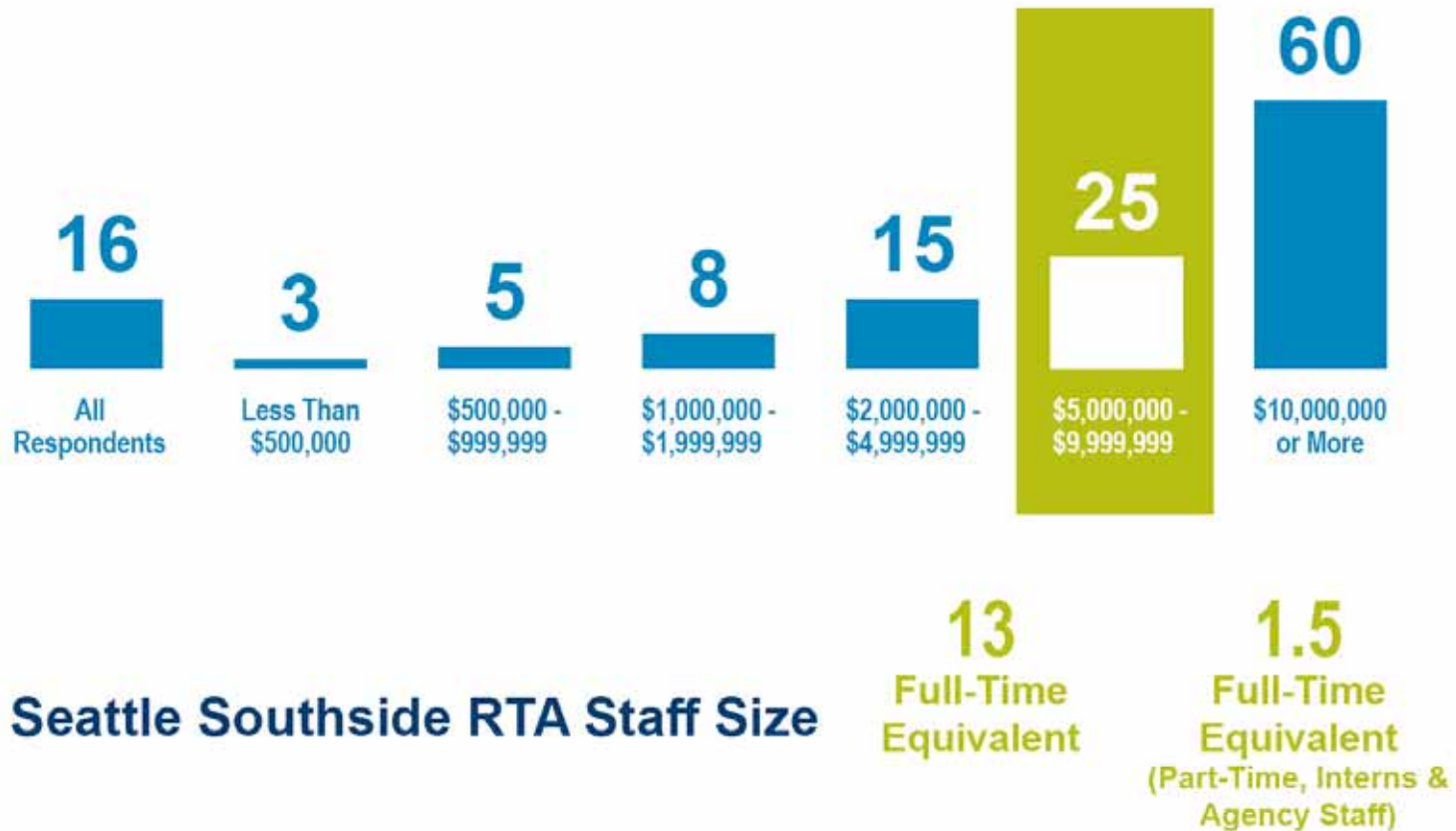
11% Administrative/
General Expenses

SEATTLE SOUTHSIDE RTA BUDGET ALLOCATION

2018 Budget by Division • \$5.3 Million



STAFF SIZE BY DMO BUDGET CATEGORY



DI STAFF COMPOSITION



25%

Marketing &
Communications



18%

Convention
Sales



13%

Visitor
Services



7%

Sport/Event
Market



5%

Travel
Trade



5%

Convention
Services & Housing



4%

Membership
Services



23%

General
Administration

SEATTLE SOUTHSIDE RTA STAFF COMPOSITION



DI ONLINE VS OFFLINE

2013



31%

2014



35%

2015



39%

Online/Digital
Activities



69%



65%



61%

Offline/
Traditional
Activities

SEATTLE SOUTHSIDE RTA ONLINE VS OFFLINE

Online/Digital Activities



70%

Offline/Traditional Activities



30%

DI MARKET SECTOR SPENDING



25%
Leisure
Market



23%
Meetings &
Conventions



12%
Sport/Event
Market



8%
Travel
Trade



6%
Other
Market Sectors

SEATTLE SOUTHSIDE RTA MARKET SECTOR SPENDING



49%
Leisure
Market



13%
Meetings &
Conventions



11%
Sport/Event
(w/out opportunity fund)



6%
Travel
Trade



21%
Other/Local/
Visitor Centers

DI SPENDING GEOGRAPHIC MARKETS



SSRTA SPENDING GEOGRAPHIC MARKETS





SEATTLE
SOUTHSIDE
Regional Tourism Authority

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EXPLORE PLAY EAT STAY DEALS

EXPLORE IN SEATTLE'S BACKYARD

Perfectly situated between urban amenities and natural wilderness is Seattle's Southside International Airport. Seattle Southside is a convenient, affordable and fun place to visit. Sport, shopping, hanging out at the beach—whatever you're into, you can find it.

RESEARCH

AFFILIATIONS



TECHNOLOGY



For every \$1 spent by the RTA, \$42.86 is generated for the Seattle Southside region in visitor spending.



Each King County household would pay \$916 more in taxes without the revenue generated by tourism.

- Tourism Economics



QUESTIONS?