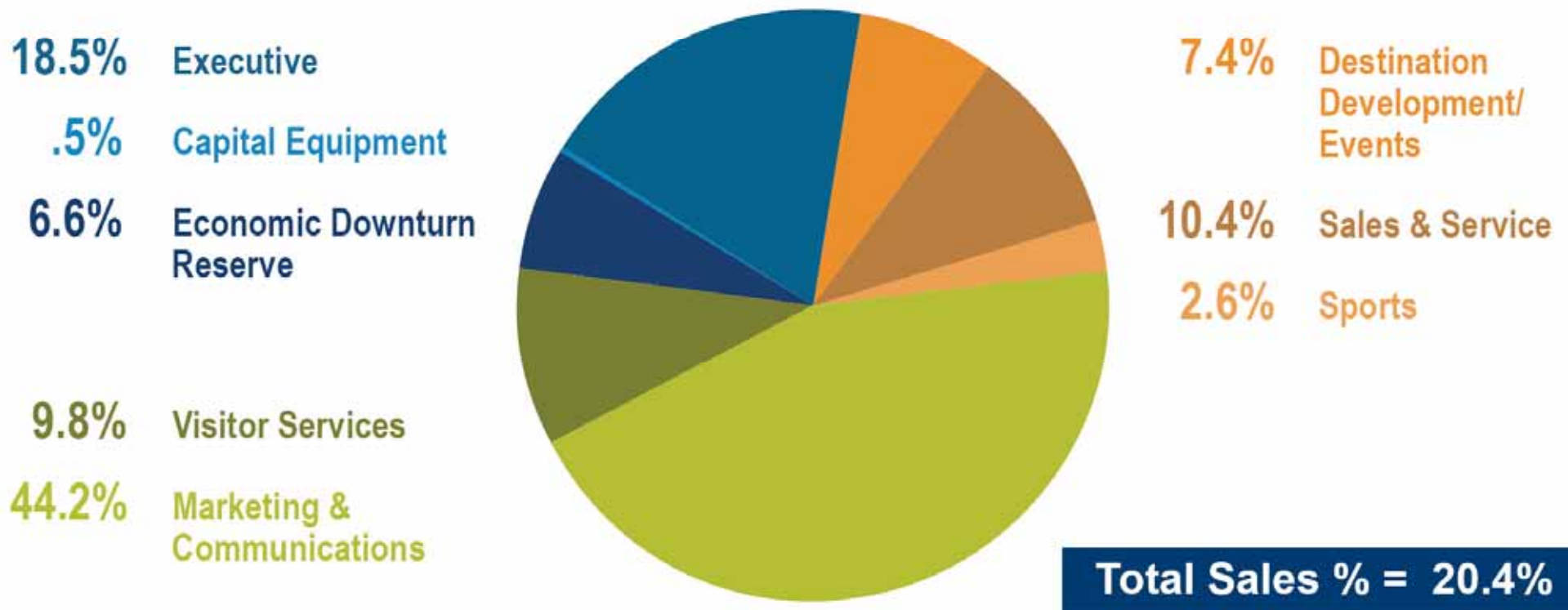




SEATTLE
SOUTHSIDE
Regional Tourism Authority

SEATTLE SOUTHSIDE RTA BUDGET ALLOCATION

2018 Budget by Division • \$5.3 Million



SEATTLE SOUTHSIDE RTA STAFF COMPOSITION



STAFF SIZE BY DMO BUDGET CATEGORY



SEATTLE SOUTHSIDE RTA ONLINE VS OFFLINE

Online/Digital Activities



70%

Offline/Traditional Activities



30%

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

SSRTA SPENDING GEOGRAPHIC MARKETS





SEATTLE SOUTHSIDE
Regional Tourism Authority

Home About Us Media Travel Tips Special Events Events Calendar 52° 5:45 PM

EXPLORE PLAY EAT STAY DEALS

EXPLORE IN SEATTLE'S BACKYARD

Perfectly situated between urban amenities and natural wilderness is a hidden gem: Seattle's Southside. Located between Seattle's Southside International Airport and Seattle's Southside, this area 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?