

Honorable Sitterly and Council Members

This evening I am encouraging the SeaTac Council to continue your support of the Southside tourism organization.

Although I have not recently attended the Hotel/Motel Advisory Committee meetings, I do have a rather large file of information gathered by attending in the past. It was always a delight for me to attend these meetings and see the graphs providing information year over year and the increases in both occupancy and rate for the various Southside Hotel/Motels. You knew it had to be true as the head managers of the hotel/motels were in attendance and acknowledged the information with smiles. Their approval of the work of Southside was obvious.

This increase not only put heads in beds but put dollars in the bank for the City of SeaTac. The City of SeaTac benefitted enormously, one of the reasons the City has not felt the results of Covid19 as devastating as other cities, along with your good management of course.

When companies come together and unite to sign a document to tax themselves for the betterment of all is an incredible feat. It was not forced upon them. It was pursued. I applaud the industry. Even though the tourism industry I am a part was not a part of the direct advertisement, I am sure we benefitted. Some hotels have car rental operations in their lobby. But I say if one wins, we all benefit.

AS you know Covid19 has hit the tourism industry big time. Picture yourself with a hundred or a thousand room hotel/motel, say you have 70% occupancy, maybe more or maybe less, but using these numbers you go from 70 rooms rented to zero or 700 rooms rented to zero. Not a good picture. As we are all hoping in the next few months travel will assume to some degree now is the time to be proactive in attracting heads in beds. Personally, I feel the airport area will be a wise choice for the traveler instead of the chaos in downtown Seattle. Southside should be proactive in their promotions. Now is not the time to defund. SeaTac will benefit greatly with the tax dollars generated by the hotels/motels.

Again I say, SeaTac Council, continue to support one of your cash flow industries located in your back yard.

Thank you.

*Doris Cassan*

