

# **PROTECTED: TOURISM QUARTERLY NEWSLETTER**



DEAR PARTNERS,

I'm pleased to present our quarterly Tourism Development newsletter in a more user-friendly format moving forward. Via the links below you can access detailed reports on all our Q1 activity, information on upcoming missions and tradeshow, and updated international visitor data.

Our Tourism Development team is proud to announce the completion of its international rebrand. This year-long project results in consistent use of the Visit Seattle brand globally and also the creation of new marketing assets. Fully translated websites, Professional Travel Planners' Guides, International Consumer Guides, and much more are now a part our promotional efforts around the world. Check out the new sites at [visitseattle.cn](http://visitseattle.cn), [visitseattle.jp](http://visitseattle.jp), [visitseattle.kr](http://visitseattle.kr), [visitseattle.de](http://visitseattle.de), and [visitseattle.fr](http://visitseattle.fr)!

Registration for the 2017 China Mission is now open. I hope you'll join us as we promote Seattle and Washington State in our largest overseas inbound market. We will call on customers in Beijing, Shenzhen, and Shanghai from October 30 – November 3. Featuring a more sales-focused itinerary, this year our partners will meet with buyers in travel trade seminars, during in-office OTA sales calls, and during VIP trade and media functions. For more information and to register, email Marcus Carney at [mcarney@visitseattle.org](mailto:mcarney@visitseattle.org).

Thanks for your ongoing support.

Regards,

A handwritten signature in black ink that reads "John Boesche". The signature is written in a cursive, flowing style.

John Boesche  
Director, Tourism Development

Please use the links below to navigate to the desired section:

**[INBOUND FAM TRIPS HOSTED](#)**

OUTBOUND SALES TRIPS & TRADESHOWS

INTERNATIONAL MEDIA

SALES MISSION OPPORTUNITIES

INDUSTRY DATA

[RETURN TO TOP](#)

# Q1 2017 INBOUND FAMILIARIZATION TRIP HIGHLIGHTS:

The Tourism Development team, in partnership with the Port of Seattle, hosted 15 FAMs with 146 clients from Australia, China, France, Germany, Japan, Korea, the UK and the US. These Q1 efforts have been instrumental in product development and have also helped generate \$4.8 million in unpaid media value for the destination.

*Please click on any of the images below to expand.*



Brad Jones and Marcus Carney host a Delta Air Lines-sponsored FAM out of Korea. Attendees spent just one night in Seattle prior to the Go West Summit.



Chef Josh Henderson explains the inspiration behind a dish to a Japanese journalist at Vestal.





Marcus Carney of Visit Seattle hosts Korean influencers at the Starbucks Reserve Roastery and Tasting Room.



French journalist Valerie Bougault was treated to a private tour and interview with Joseph Rosa and Ingrid Langston of the Frye Art Museum.



Journalist Mirei Sato interviews Chef Tom Douglas at the Grand Tasting during Taste Washington.





The Fran's Chocolates family with Marcus Carney of Visit Seattle and Chinese clients from Sanlian Life Weekly.



Natalie Omer with Visit Seattle and French journalist Lorine Guiot enjoy Taste Washington's Red & White Party!

[RETURN TO TOP](#)

## **Q1 2017 OUTBOUND SALES TRIPS & TRADESHOW HIGHLIGHTS:**

Visit Seattle traveled outbound on six occasions during Q1, connecting with 1135 media and travel trade professionals at tradeshows or on sales trips. The Tourism Development team attended the Icelandair Mid-Atlantic Tradeshhow, NAJ's Receptive Tour Operator Summit West, Go West Summit, Visit USA's Australia Week, and conducted sales trips to Japan and Germany.



Seattle was well represented at the Icelandair Mid-Atlantic Tradeshhow. Attendees included Liz Johnson (Icelandair), Amy Wallsmith (Argosy Cruises), Natalie Omer (Visit Seattle), Ian Sharma (Sea-Tac Airport), Kelly Norwalk (SLS Seattle), Joy Tevis (Northwest Trek), Elisa Levinson (Hyatt Regency Lake Washington), and Megan Thorpe (Seattle Center Monorail).

## **Icelandair Mid-Atlantic Tradeshhow**

Location: Reykjavik, Iceland

Dates: January 26-28, 2017



The Icelandair Mid-Atlantic Tradeshow offers an ideal setting for industry professionals from around the globe to meet, work together and exchange ideas. Located in Iceland, midway between Europe and North America, buyers have the opportunity to work with premium suppliers from Iceland, Europe, the USA and Canada with close to 900 buyers and suppliers conducting pre-scheduled one-on-one appointments. Visit Seattle's presence at the show supports the growing partnership with Icelandair and of this route, as Seattle is the largest gateway into North America for Icelandair.



North American Journey's RTO Summit West attendees in action on appointment day.

## **NAJ's Receptive Tour Operator Summit West**

**Location:** Marina del Ray, CA

**Dates:** February 8-9, 2017

NAJ's Receptive Tour Operator Summit West was founded in 2003 to help suppliers and destinations meet Los Angeles-based receptive tour operators (RTOs). It is now NAJ's largest RTO event, attracting 102 receptive operators this year. Since LAX serves as a primary gateway from Asia, nearly all Japanese and Chinese operators are headquartered there, as well as European-based RTOs who service and operate National Park and Western USA programs. Visit Seattle conducted 21 appointments – as compared to a show average of around 15 appointments.





Marcus Carney of Visit Seattle meets with Mr. Yung Kim of Travel USA (Korea) during an appointment session.

## Go West Summit

Location: Reno, NV

Dates: February 20-23, 2017

Go West Summit is the premier business-oriented travel tradeshow selling the American West. This summit brings together the world's top receptive, international and domestic tour operators with specialty suppliers who offer year-round products in a 15 state region of the Western United States. During two days of appointments, Visit Seattle met with 74 buyers and receptive operators from our target markets of China, Japan, Korea, Australia, and Germany. In addition, Visit Seattle hosted the Delta Air Lines-sponsored Korean delegation for a pre-conference FAM in Seattle.



John Boesche of Visit Seattle meets with a member of the Australian travel trade during the Visit USA Week in Australia.

## Visit USA – Australia

**Location:** Melbourne, Brisbane, and Sydney, Australia

**Dates:** February 20-24, 2017

Visit Seattle participated in Visit USA Australia's annual "Visit USA Week" February 20-24 in Melbourne, Brisbane, and Sydney. Visit USA, in partnership with Brand USA, hosted travel agent seminars in the three cities, a full day of travel trade appointments, and also a full day of travel media appointments for participating destinations.

Visit Seattle has been absent from the Australian market for many years and used the week of organized activity to research the opportunity for Seattle and Washington state. In addition to the group itinerary, Visit Seattle conducted interviews with five in-market representation firms in Sydney. Visit Seattle aims to have in-market representation on board by July 1, 2017.



John Boesche and Tamara Thorhallsson of Visit Seattle were thrilled to host the President of MTV Japan at their VIP media lunch in Tokyo. MTV Japan will be in Seattle to feature Upstream Music Fest + Summit.

## Japan Sales Trip

Location: Tokyo and Nagoya, Japan

Dates: March 11-17, 2017

Visit Seattle hosted a series of events with target audiences in Tokyo and Nagoya from March 11-17, 2017.

In Tokyo, Visit Seattle hosted an exclusive media lunch with 14 VIP media clients, promoting Upstream Music Fest + Summit, among other destination assets. Visit Seattle also organized a travel trade seminar and reception for over 70 executives and travel agents. The reception featured Pike Place Market-themed foods and products from Kukuza, Theo Chocolate, and Fonte Coffee.

In Nagoya, Visit Seattle met with executives from Chubu Centrair International Airport to learn more about a new Seattle-focused pavilion called "Flight of Dreams." Visit Seattle also co-hosted a media dinner in Nagoya with our partners at the Port of Seattle and Seattle-Tacoma International Airport.





Natalie Omer of Visit Seattle and travel agents with tour operator DER Touristik during a training session on Seattle.

## German Mission

Location: Hamburg, Hannover, Frankfurt, Munich, and Zurich (Switzerland)

Dates: March 27-31, 2017

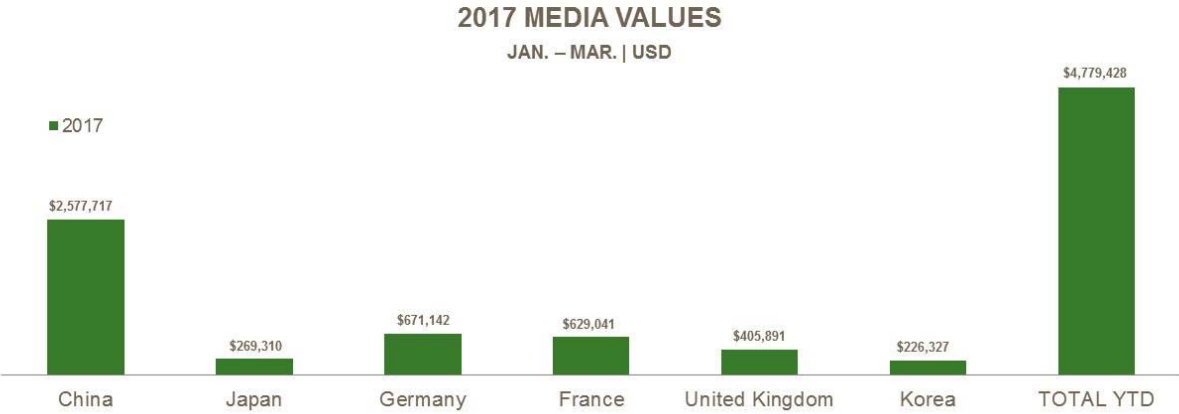
Germany continues to be one of Seattle and Washington state's top producing European markets. In lieu of ITB, one of the world's largest travel trade shows, Natalie Omer traveled to Germany and conducted sales trainings for several top producing tour operators, educating front-line sales staff who are most commonly influencing German consumers in their travel plans. The trainings were attended by over 100 sales agents and product managers in Hamburg, Hannover, Frankfurt, Zurich, and Munich. Visit Seattle also hosted two VIP media events in Hamburg and Munich at high end coffee shops tying in Seattle coffee culture with the rising popularity of coffee in Germany. Visit Seattle invited 30 journalists and bloggers and had full attendance at each event.



[RETURN TO TOP](#)

# 2017 INTERNATIONAL MEDIA:

## Media Value Report



[RETURN TO TOP](#)

# 2017 OPPORTUNITIES:

The Tourism Development team at Visit Seattle will be busy promoting our destination around the world and we invite you to join us. The below Visit Seattle-organized programs provide our partners incredibly targeted opportunities to promote your product to key international travel trade and media in conjunction with our team.

*\*Dates and events subject to change*



## JATA Tourism EXPO

September 21-24, 2017 | Tokyo, Japan

As one of the largest travel trade shows in the world, the JATA Tourism EXPO provides partners the opportunity to conduct pre-scheduled appointments with top Japanese buyers. The trade show also features a two-day B2C component. For more information and to RSVP, please contact [Tamara Thorhallsson](#) (Tourism Manager) at 206.461.5841.

[t-expo.jp/en](http://t-expo.jp/en)



## China Mission

October 30 – November 3, 2017 | Beijing, Shenzhen, and Shanghai

The China Mission allows partners to promote their product face-to-face to decision makers from top Chinese tour operators, travel agencies, and high profile media. Partners will personally interact with over 350 buyers during this popular, three-city, sales mission. For more information and to RSVP, please contact **Marcus Carney** (Tourism Manager) at 206.461.5815.



## Australia Mission

December 4-8, 2017 | Cities TBD

Visit Seattle is thrilled to be hiring in-market representation in Australia in mid-2017. Please join us as we introduce our destination to the Australian market with a collection of client events, sales calls, and media appointments. For more information, please contact **Tamara Thorhallsson** (Tourism Manager) at 206.461.5841.

## 2017 Independent Opportunities\*

The Tourism Development team at Visit Seattle will attend the following tradeshows and we encourage you to consider attending as well. Please note these opportunities require independent registration, but partners are welcome to consult Visit Seattle for any needs.

*\*Dates and events subject to change*

### Active America China

**April 23-25, 2017 | Portland, Oregon**

China is the fastest growing inbound tourism market to North America and Active America China is the only trade show in North America 100% dedicated to building inbound Chinese tourism. Tour operators who attended Active America China were from companies that were responsible for over 40% of all tourism to North America.

Click [here](#) for more information.

### World Travel Market

**November 6-8, 2017 | London, England**

World Travel Market – the leading global event for the travel industry – is a vibrant B2B event presenting a diverse range of destinations and industry sectors to the UK and International travel professionals. It provides a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business.

Click [here](#) for more information.



RETURN TO TOP

# OFFICE OF TRAVEL AND TOURISM INDUSTRY DATA:

## Arrivals with Port of Entry Seattle

August 2016 YTD &amp; YOY Data

COUNTRY	2016	2015	2016 v. 2015 (YOY comparison)	2014	2015 v. 2014 (YOY comparison)	2013	2014 v. 2013 (YOY comparison)
China	101,879	92,215	10%	68,042	36%	51,033	33%
Korea	42,396	49,506	-14%	26,622	86%	22,866	16%
United Kingdom	41,318	48,277	-14%	31,949	51%	23,980	33%
Japan	37,798	56,472	-33%	41,138	37%	55,603	-26%
India	31,730	25,703	23%	19,809	30%	16,022	24%
Germany	28,672	34,402	-17%	21,012	64%	20,816	1%
France	13,281	16,808	-21%	11,966	40%	10,546	13%
Australia	8,194	8,922	-8%	3,785	136%	4,413	-14%
Mexico**	4,129	1,828	126%	995	84%	661	51%
Hong Kong	3,801	3,997	-5%	2,904	38%	1,977	47%

\*\*Excludes entry by land

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seattlePort  
of SeattleUSA  
DiscoverAmerica.com

visitseattle.org

Source: Office of Travel and Tourism, August 2016 | rev. 03/07/2017

## Arrivals with First Intended Address of Washington State

August 2016 YTD & YOY Data

COUNTRY	2016	2015	2016 v. 2015 (YOY comparison)	2014	2015 v. 2014 (YOY comparison)	2013	2014 v. 2013 (YOY comparison)
China	93,558	78,416	19%	72,506	8%	No data	No data
United Kingdom	54,957	60,657	-9%	50,096	21%	57,407	-13%
Korea	41,537	41,075	1%	36,198	13%	45,697	-21%
Japan	39,032	44,914	-13%	38,836	16%	44,283	-12%
India	36,779	32,101	15%	32,222	0%	No data	No data
Germany	35,532	39,849	-11%	30,686	30%	35,918	-15%
Australia	21,484	22,551	-5%	18,960	19%	21,146	-10%
Mexico**	20,675	19,958	4%	17,965	11%	16,055	12%
France	16,543	18,756	-12%	14,518	29%	17,313	-16%
Hong Kong	5,475	5,078	8%	5,519	-8%	No data	No data

\*\*Excludes entry by land

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Source: Office of Travel and Tourism, August 2016 | rev. 03/07/2017

## Top Tourist Generating Countries to the USA

August 2016 YTD Volume and 2016/2015 YOY Data

1	CANADA 13,428,347 (-10.2%)
2	MEXICO* 12,255,948 (4.9%)
3	UNITED KINGDOM 3,019,111 (-3.9%)
4	JAPAN 2,352,919 (-4.3%)
5	CHINA 2,098,333 (14.5%)

6	GERMANY 1,322,882 (-10.8%)
7	KOREA 1,282,097 (10.8%)
8	FRANCE 1,127,868 (-7.7%)
9	BRAZIL 1,109,066 (-25.7%)
10	INDIA 874,016 (5.9%)

\*Includes entry by land

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Source: Office of Travel and Tourism, August 2016 | rev. 03/07/2017

RETURN TO TOP

Visit Seattle's Tourism Development team works in partnership with:

