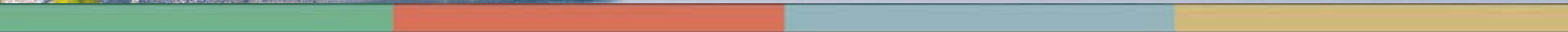


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Snohomish County Tourism
August 8, 2023



Welcome!

Agenda

- Introduction
- County Visitation overview for 2022
- County Visitation historical comparison
- Lodging historical YTD comparison
- Recovery campaign review





Tourism Industry Overview





Annual Visits
7.3 Million



Total Direct Sales
\$1.45 Billion



Direct Employment
9,812 jobs

Visitation Recovery - 2022 vs. 2019

Visits	Direct Sales	Direct Employment	Share of County Employment
2022 7.3 Million Visits	2022 \$1.45 Billion*	2022 9,812	2022 2.48%
2019 7.49 Million Visits	2019 \$1.23 Billion	2019 10,285	2019 2.49%



ARPA Recovery Marketing Campaign





ARPA Recovery Campaign

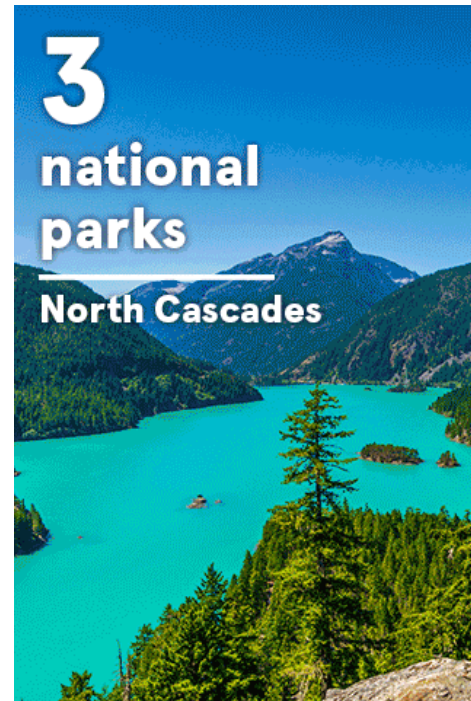
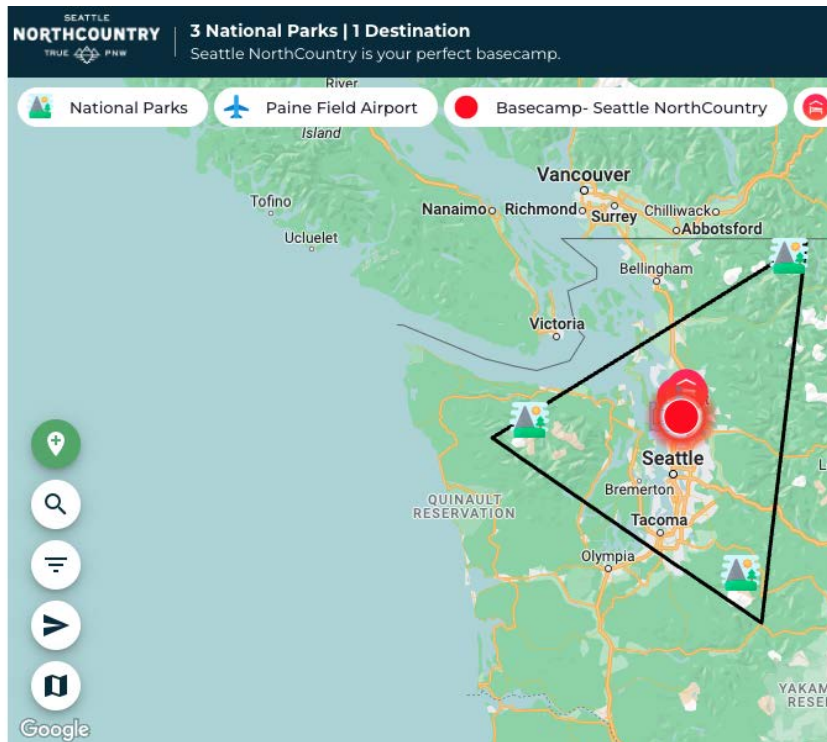
Leaning into what comes naturally in Snohomish County, the ARPA recovery campaign will ignite a sense of joy and meaning through connection. Connection not only with friends and family, but to feelings of exploration, new experiences, and community.





Numbers Campaign - Creative Examples

The Numbers Campaign ad and landing page shown, highlight the destination at a Regional-level, positioning Snohomish County as a key destination in the Pacific Northwest.





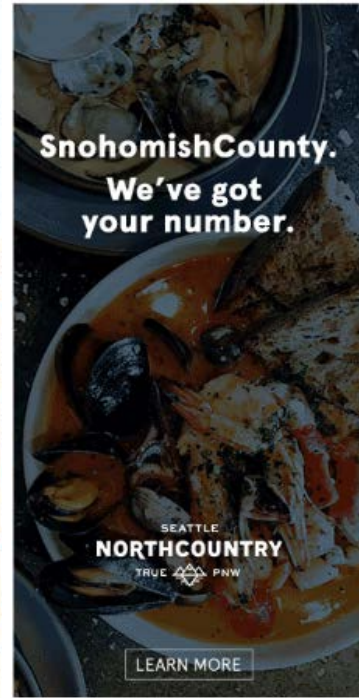
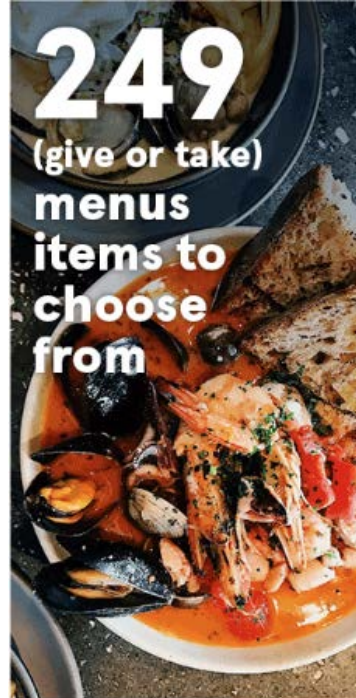
Numbers Campaign - Creative Examples



Here, the campaign aperture narrows to a County-level focus, highlighting the coastal communities and associated amenities.

Numbers Campaign - Creative Examples

Here we get closer to a product specific focus and the ad is supported by a landing page which calls out specific businesses and link to their websites.



1000s of experiences. 1 place to connect to them all.

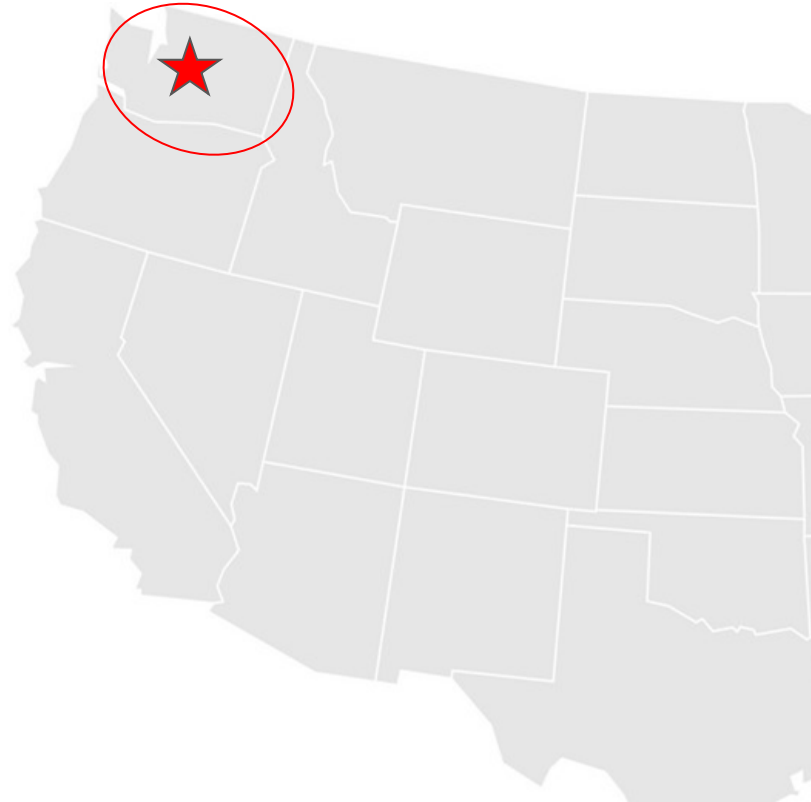
seattlenorthcountry.com

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Numbers Campaign - Channels + Target Markets

Traditional Markets

- Washington State (excluding Snohomish County)
- Boise, ID
- Portland, OR
- Vancouver, BC
- Limited direct PAE flight markets, with intermittent campaigns





Numbers Campaign - Channels + Target Markets

Key Paine Field Direct Flight Markets

Markets

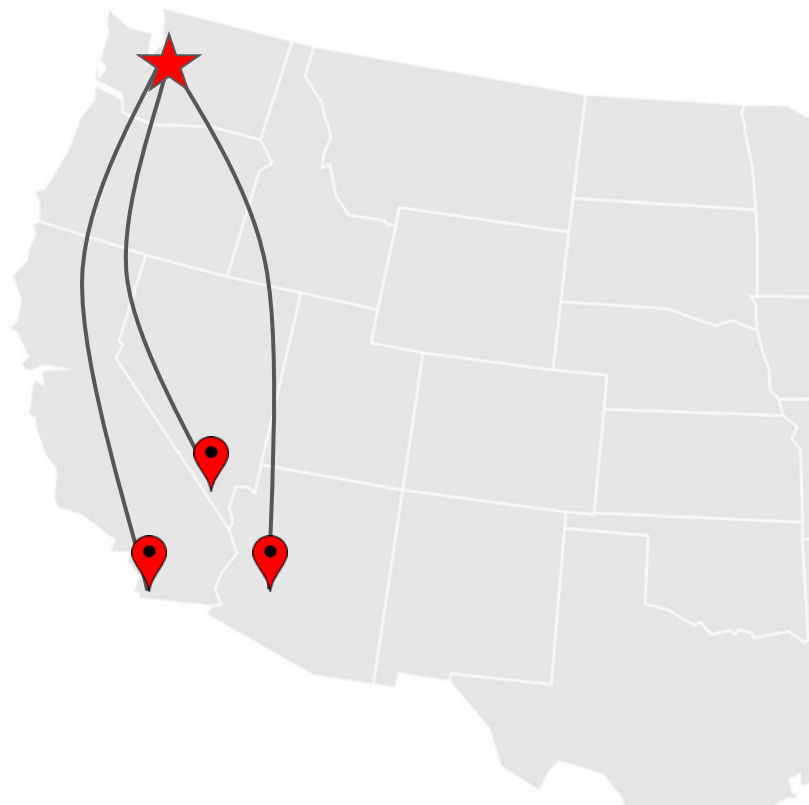
- San Diego
- Las Vegas
- Phoenix

Drive Markets

- Washington State (excluding Snohomish County)
- Boise, ID
- Portland, OR
- Vancouver, BC

Media Distribution Channels

- Digital- Facebook and Programmatic (Datafy)
- Airport Displays- San Francisco (SFO), Seattle (SEA), Phoenix (PHX), and San Diego (SAN)



Lodging Report - Thru Q2 County Comp Analysis

Snohomish County, Ahead of the Curve

Snohomish County is **2.8% above** King County's Hotel Occupancy percentage, with 72% occupancy for the YTD.

Snohomish County also leads Pierce, Whatcom, and Skagit Hotel Occupancy by an average of 5.6%





Campaign - Attribution 2023 thru Q2

HOTEL IMPACT



- 3,683 hotel nights generated
- Aggregate ADR during campaign \$115
- **Campaign attribution \$423,250**

ECONOMIC IMPACT



- Visitors who saw an ad, then were seen in the destination: 33,370
- Avg. Visitor Spend, \$213
- **Destination attribution: \$7,107,810**

**Combined Hotel &
Economic Impact for
Snohomish County
\$7,531,060**



DMO Update



This work is all made possible by APRA dollars.

Thank you to the Snohomish County Council for supporting the allocation of ARPA dollars to the Recovery Marketing campaign!!

Thank
You

