

SEATTLE NORTH COUNTRY



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





Visitation - 2022



**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

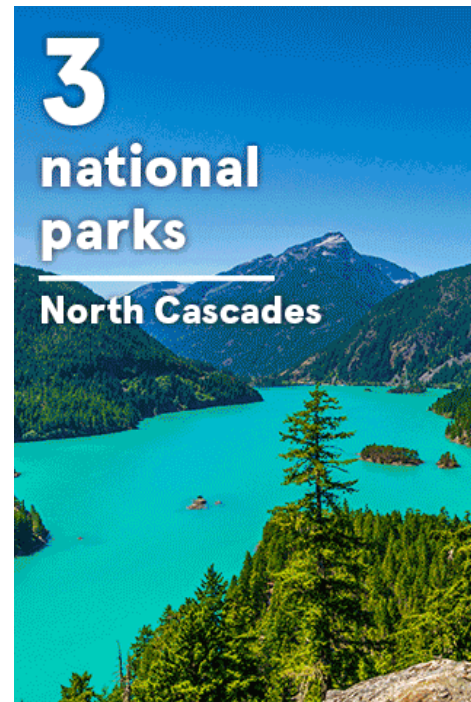
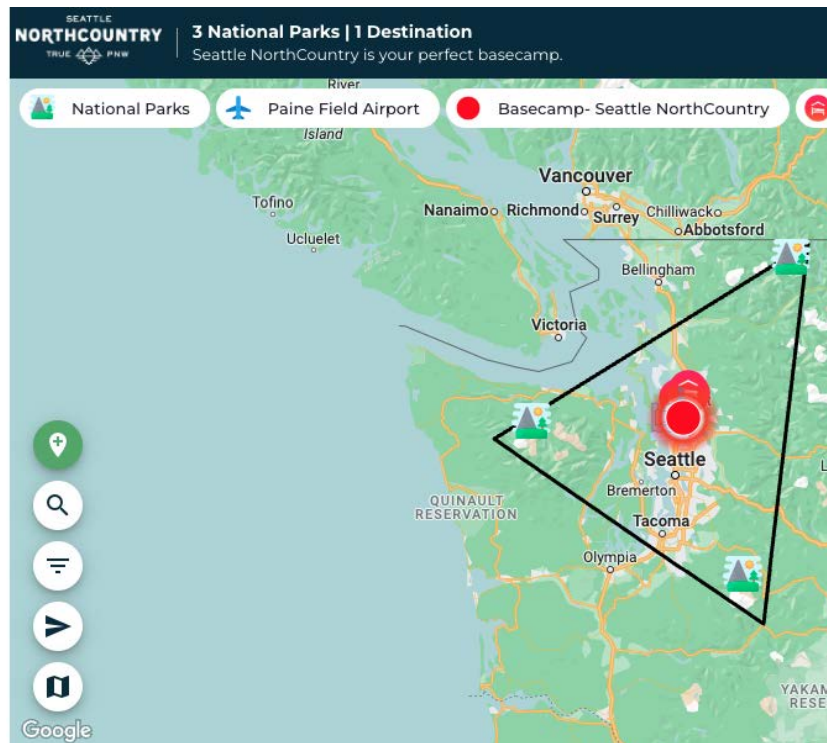
Leaning into what comes naturally in Snohomish County, the ARPA recovery campaign will ignite a sense of joy and meaning through connection. Connection not only with friends and family, but to feelings of exploration, new experiences, and community.





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.





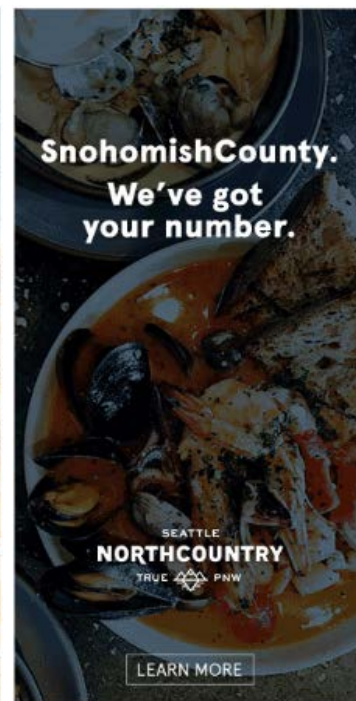
Numbers Campaign - Creative Examples



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.

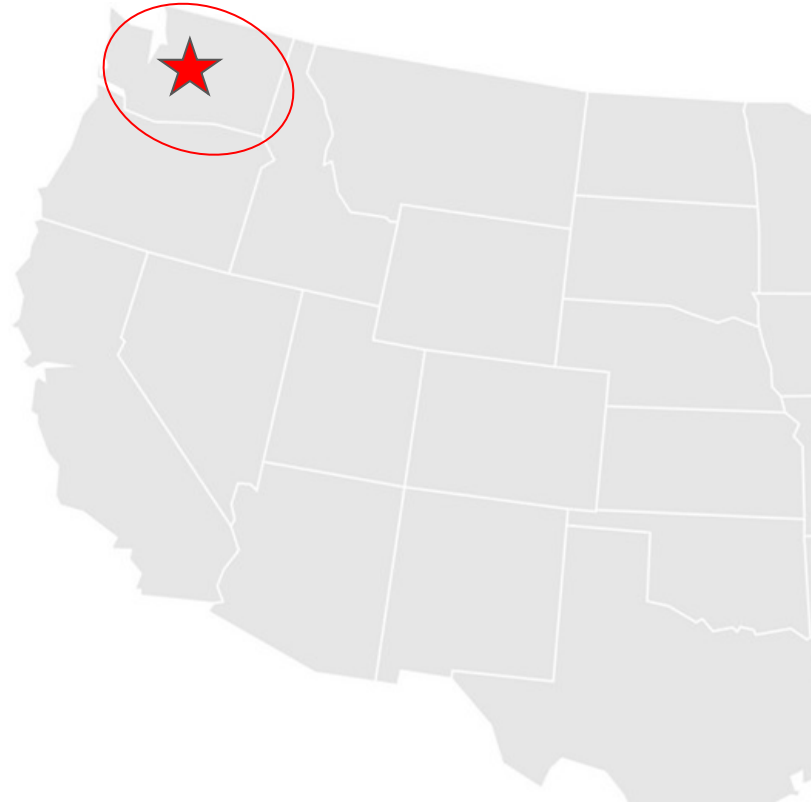
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Numbers Campaign - Channels + Target Markets

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

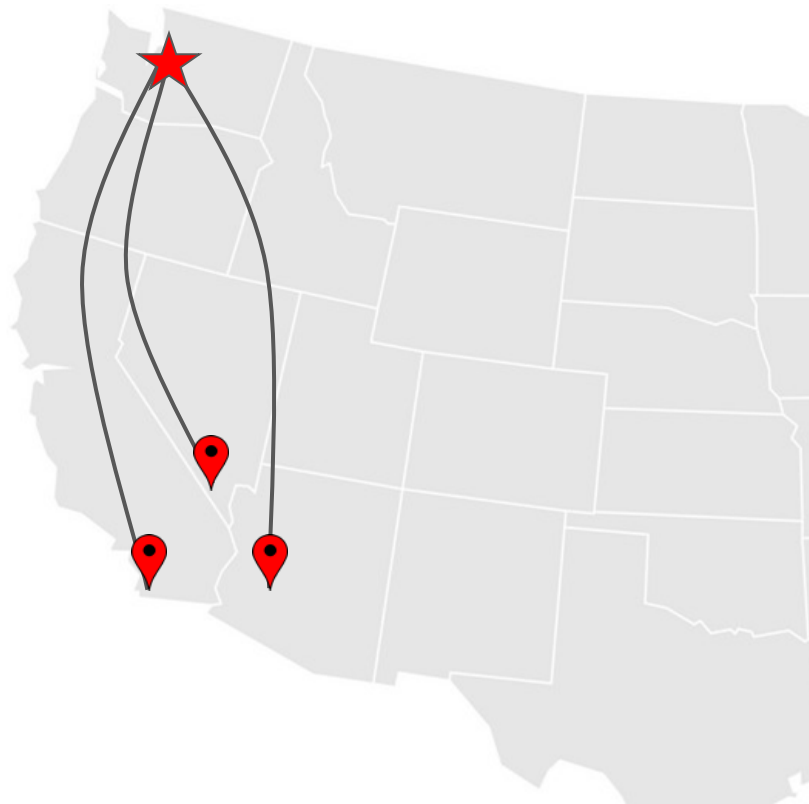
- San Diego
- Las Vegas
- Phoenix

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



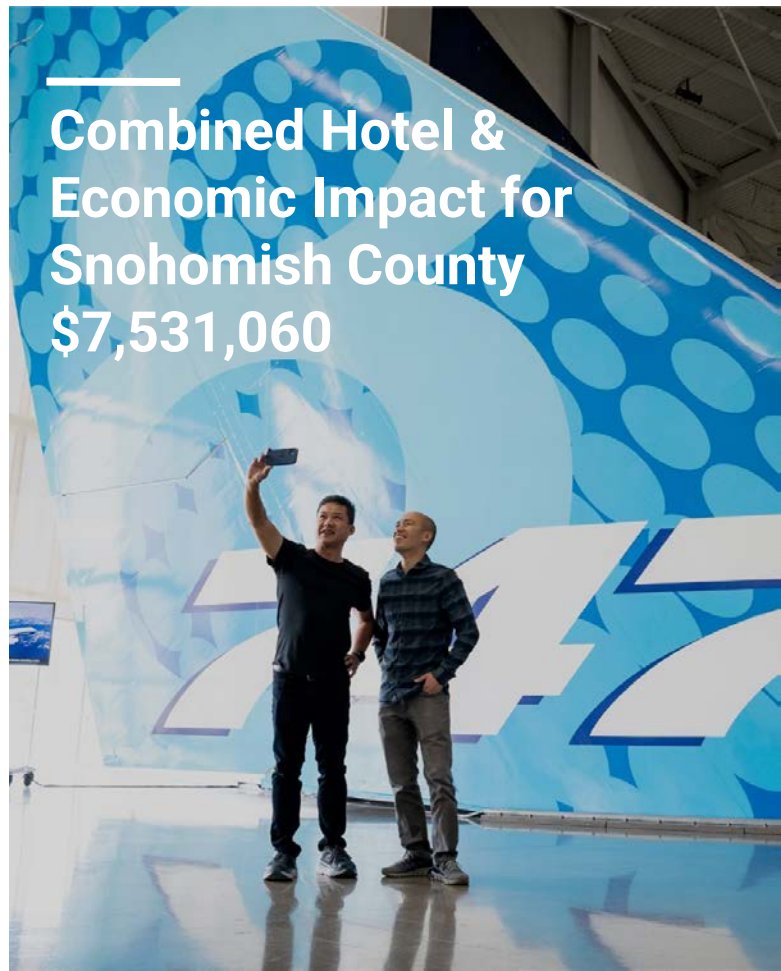
- 3,683 hotel nights generated
- Aggregate ADR during campaign \$115
- **Campaign attribution \$423,250**

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**





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

