



2019



SEATTLE
SOUTHSIDE
Regional Tourism Authority



OFFICIAL MEDIA KIT





Welcome to Seattle Southside!

You can do more when you visit Seattle Southside because its location, transportation, affordability and unique attractions stretch your time, money and opportunities further.

Situated just 13 miles south of downtown Seattle, Seattle Southside (which includes the towns of SeaTac, Des Moines and Tukwila) is known for its convenient location – and family-friendly vibe – make it the perfect home base for urban explorers. Experience the authentic Pacific Northwest here, where beaches, green spaces and attractions ease you into Seattle-area culture. Referred to affectionately as Seattle’s backyard, Seattle Southside and its communities are diverse, friendly and relaxed—the kind of place you’ll want to return to after an eventful day exploring the city’s most popular sites.

With three light rail stations, more than 8,000 hotels rooms, over 100 full service restaurants and tons of family friendly attractions as well as miles of shoreline, this is a destination worth exploring.

The Seattle Southside Regional Tourism Authority is here to help with media requests. We can coordinate tours, provide story ideas, arrange interviews, deliver statistics, send photos and videos and more.

Please let us know how we can help.

Thank you! Your Seattle Southside Communications Team



Ashley Comar
Vice President,
Marketing &
Communications



Nick Tolley
Communications
Manager

SEATTLE SOUTHSIDE COMMUNITIES

Beach Community

If beaches, parks and seafood are on your list, point yourself in the direction of the beach community of Des Moines. With stunning views of the Olympic Mountains to sunsets on the Des Moines pier to paddleboarding, trail walking, beach combing and scuba diving, this beach community is great for seeing some breathtaking outdoor sites during your stay.

This quaint community also has a variety of unique eateries and boutique shopping.



Retail and Entertainment Community

In need of some retail therapy? This community features more than 5 million square feet of shopping, ranging from high-end buys to discount steals, household goods to boutique finds and beauty trends to outdoor gear.

If adventure and entertainment are more your style, there are plenty of activities in this community to keep you busy. From high-speed thrill seeking to fun, exciting games, to a nice spot to catch the latest flick and even a tap room, you are sure to stay busy here!

Hospitality Community

If you land at Sea-Tac International Airport you are in the heart of Seattle Southside's hospitality community. A diverse area, this community contains the majority of the hotels in Seattle Southside as well as the largest grouping of rental cars in the state.

Aside from a cozy place to lay your head, this community is also home to several parks and the Seattle Southside Visitor Center. What is more hospitable than that?





GET TO KNOW SEATTLE'S BACKYARD

Seattle Southside Regional Tourism Authority (RTA) is the regional destination marketing organization that partners with Des Moines, SeaTac and Tukwila to promote tourism to the Greater Seattle region. In 2018, Seattle Southside visitors generated over \$771 Million in travel spending. Seattle Southside RTA reaches those visitors with a robust marketing campaign that leads visitors to our new website. Visitors can research the destination through specialized content and create custom itineraries. They can also request a printed or digital travel planner, dining guide and map free of charge.

While guests come here for many reasons, the vast majority of our visitors come for a leisure travel visit or as part of a group. They choose to stay in the Seattle Southside region because it allows them to **DO MORE** in what we fondly refer to as ***Seattle's Backyard***.

A backyard is a great place to relax – to play – and to discover. When you're in the *backyard* you can smell the flowers in the Highline SeaTac Botanical Garden, or find your inner pilot at the world-renowned Museum of Flight. You can play soccer with your team at Starfire Sports, then enjoy a great burger or try out authentic international flavors at one of many awesome dining venues.

The good news is it's so easy to get from the *backyard* to the city. Well-situated between downtown Seattle and Tacoma, there is so much to explore. Getting to the "big game" is a breeze jumping on light rail—and easy access to buses, rental or shared cars are quick and effortless. With the average visitor spending 3.8 nights per visit, our visitors have a big bucket list of things to do and they want to see it all!

SEATTLE SOUTHSIDE OVERVIEW

Located just 15 minutes south of downtown Seattle and near the Seattle-Tacoma International Airport, Seattle Southside is your home base to the Puget Sound region. Including the cities of SeaTac, Tukwila and Des Moines, Seattle Southside is a vibrant destination featuring world-class shopping, an array of annual events, easy access to lush parks and trails, award-winning restaurants and first-rate, affordable hotels. Situated near two interstates and the Link Light Rail system, Seattle Southside's unique communities are easy to explore.



LODGING

Seattle Southside boasts 8,000 hotel rooms that are value priced and family friendly. Accommodations typically cost 20-30 percent less than comparable rooms in downtown Seattle, and offer easy access to Sea-Tac Airport, restaurants, major retailers and outdoor recreation. Guests will also enjoy services such as free shuttles to and from the airport, Sounder Train or Light Rail.

SHOPPING

With more than 5 million square feet of shopping, Seattle Southside has everything you need from unique finds at locally owned shops to designer brands at the Pacific Northwest's largest shopping center.

Explore the largest shopping center in the Pacific Northwest. Featuring more than 225 retailers, full-service dining, an AMC IMAX theater, bowling and much more, Westfield Southcenter is a complete shopping destination.

Stretching across six miles of shoreline and waterfront views, the downtown Des Moines Marina District offers visitors a variety of local shops, specialty jewelry and artisan wares and gifts.

Sea-Tac Airport features an expansive amount of shops. Travelers can pick up last minute gifts and Pacific Northwest souvenirs or pamper themselves with a massage or at a nail salon.



SEATTLE SOUTHSIDE OVERVIEW



DINING & NIGHTLIFE

From casual to upscale, family-friendly to intimate, Seattle Southside offers dining options for everyone with more than 100 full-service restaurants. The area's cultural diversity is reflected in the vast variety of dining selections. Dishes from Africa, Asia, South America, Mexico and beyond will fill your cravings.

Farm-to-table freshness and a world-renowned menu are just a couple of features at Cedarbrook Lodge's Copperleaf Restaurant.

Seafood is a Pacific Northwest favorite. Enjoy waterfront views and some of the freshest catches at Salty's at Redondo and Anthony's HomePort Des Moines.

ARTS & CULTURE

Seattle Southside is home to one of the largest air space museums in the world. The Museum of Flight showcases over 100 years of history with interactive exhibits. Visitors will learn about the history of Boeing Company, World War I and World War II in a whole new way. This area is also home to theaters and a large selection of public art displays.



OUTDOOR RECREATION

Public parks, botanical gardens, beaches and miles of nature trails throughout Seattle Southside offer an easy escape to nature.

- Take in the beautiful scenery and learn about the unique histories of the Highline SeaTac Botanical Garden and Seike Japanese Garden.
- Angle Lake Park, Redondo Beach Boardwalk and Des Moines Marina and Beach Park are all perfect for spending a breezy summer day fishing, boating, swimming, paddleboarding and more.
- Take a peaceful stroll along Des Moines Creek Park Trail or cruise the 19-mile Duwamish-Green River Trail on a mountain bike.

SEATTLE SOUTHSIDE OVERVIEW



MEETING AND EVENTS

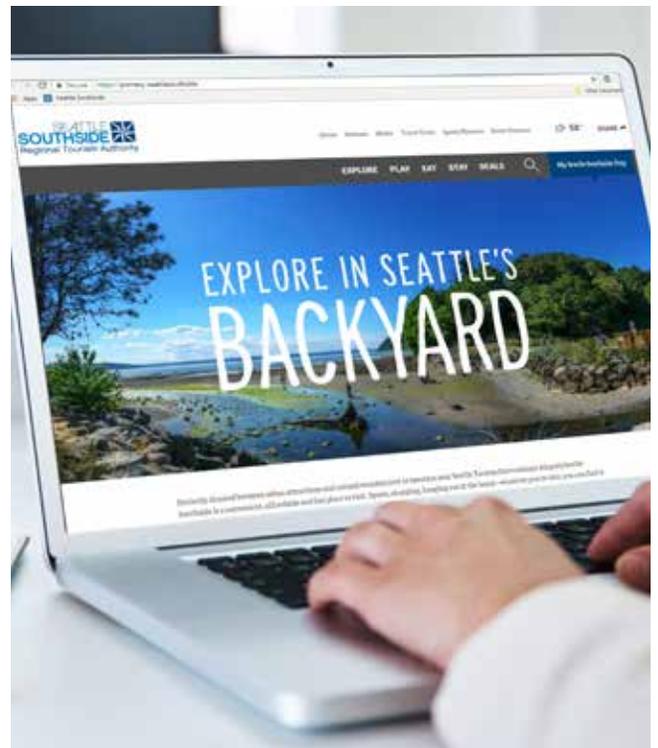
Boasting more than 650,000 square feet of meeting and event space and 8,000 hotel rooms, Seattle Southside encompasses the second largest grouping of hotels in Washington State. The location is ideal for meetings because of its location between Seattle and Tacoma, at the crossroads of I-5 and I-405, and near the airport. Attendees will enjoy amenities such as complimentary airport shuttles and free breakfasts, lessening their overall costs. Seattle Southside features both traditional and non-traditional meeting facilities and can customize an experience including site visits and teambuilding activities for any group.

MEDIA SERVICES

The online pressroom is a resource for journalists in need of Seattle Southside destination information and materials. Here you'll find the latest tourism news, as well as a searchable archive of press releases, story ideas, visitor statistics, tourism resources and more.

We're committed to providing quick and accurate information, fact-checking services, photography and video for editorial use, coordination of media visits and arrangements for interviews with Seattle Southside tourism industry representatives.

Please visit [SeattleSouthside.com/media](https://seattlesouthside.com/media) to learn more.



SEATTLE SOUTHSIDE OVERVIEW



MEDIA TOURS

Heading to town? Please let us know! We coordinate group and individual media visits throughout the year. Requests are handled on an individual basis. The level of support provided depends on your story, the advance notice, the time of year, your length of stay and the ability of partners to assist. If you are a journalist planning a trip and need assistance, the following steps will help us help you:

- Provide as much lead time as possible with your request. At least 30 days' notice is much appreciated.
- Include a letter of assignment from the media organization you represent and a description of your assigned story, including what you intend to cover, story length (word count or running time) and the date the story will be published or aired.
- Specify circulation and other relevant demographic information about the media organization you represent.
- Provide samples of previously published stories. If you are a freelance journalist, this will be extremely helpful in coordinating your visit.
- Depending on the nature of the assignment, we can assist you with accommodations, suggested itineraries, passes to attractions and more. Please note that complimentary arrangements are provided through the direction of host businesses and are subject to the availability and interest of each property. Blackout periods may be experienced during the year (such as during the summer months), which may necessitate a press rate, especially for hotel accommodations and meals. Also, please note that complimentary accommodations include only room rate and tax, not incidentals such as phone charges or room service.
- While complimentary meals can be requested, they are provided at the discretion of the host restaurant; we cannot provide meals in the instance of complimentary meals not being available. Complimentary meals exclude gratuity and alcohol and will only be for one person, unless the host wishes to extend the invitation to additional patrons.
- We cannot provide airfare for your trip, nor can we pay for ground transportation.

Form available on [SeattleSouthside.com/media-tours](https://seattlesouthside.com/media-tours)

SEATTLE SOUTHSIDE VISITORS ARE:

27%
Male



73%
Female



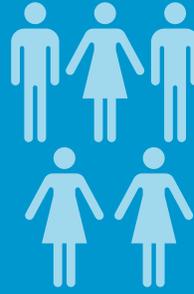
50.7
Median
Age



3.1
Average
Party Size



35%
Party
Composition,
Adults



65%
Party
Composition,
Families



\$82,200
Average
Household
Income



64%
College
Degree
or Higher



58%
Came for
Vacation



65% by Plane



24% by Car



4% by Train



3% by Cruise Ship



Traveled
more than
1,600
miles



74%
Would visit
again



Demographics of visitors who utilized SeattleSouthside.com, and visited the destination, 2018-2019 Seattle Southside Digital Media Conversion Study by H2R Market Research.

RESEARCH



Our work makes a measurable difference.

FACTS AND FIGURES FROM 2018

- 2018 was the 9th year of strong consecutive growth
- The RTA sales team met with 394 planners around the country generating 11,329 booked rooms.
- 901,720 room nights can be directly attributed to the RTA's tourism promotion efforts
- \$79.2 Million was generated in state and local taxes
- \$771 Million in travel spending
- \$230.2 Million in earnings
- 5,130 hospitality employees are employed in Seattle Southside
- Over 4 Million overnight visitors stayed in Seattle Southside
- In King County, tourism saves the average household \$916 in taxes annually

For more data please see the **Seattle Southside Travel Impacts study**, prepared for Seattle Southside, that documents the economic significance of the travel industry in the Seattle Southside area of King County from 2003 through last year. The **Annual Report** also contains more valuable tourism data for Seattle Southside. **These documents are available at SeatteSouthside.com/about.**

STATISTICS AND INTERESTING FACTS



TUKWILA

The earliest people in Tukwila were the Duwamish who made their homes along the Black and Duwamish River. They named it Tukwila, a Salish word for the lush forests of hazelnut trees which grew around them. In 1853 Joseph Foster, the “Father of Tukwila,” and a Canadian pioneer traveled to the Northwest from Wisconsin. The city was originally known as Foster and commercially began as an agriculture and trading center. Soon highways and heavy and light rail connected Tukwila to Seattle and Tacoma population centers and to their ports.

Incorporated in 1908, the city is a significant center of commerce with 45,000 people working there every day even though its population is half that number. Widely known for its Westfield Southcenter mall, visited by 100,000 daily, it is also home to over 2,000 businesses including METRO, Red Dot Corporation, Group Health and is the computer sales capital of Washington.

One of the most diverse regions in the USA, the students of the Tukwila School District speak over 80 languages.

STATISTICS AND INTERESTING FACTS



SEATAC

The SeaTac region is centered on the Highline ridge separating Puget Sound and the valley of the Duwamish and Green Rivers. The Muckleshoot and Duwamish Indians who resided along those rivers were frequent travelers through the area for hundreds of years before the arrival of the first white settlers in the mid-1850s.

As settlers arrived, the building of transportation corridors between their communities became important. The successive construction of Military Road, Des Moines Memorial Way and Highway 99 (now International Boulevard) fueled the area's gradual development up to the eve of World War II. Following the war, Sea-Tac Airport quickly became the region's primary aviation gateway and the area around it blossomed. Residents adjacent to the airport and in the nearby unincorporated areas voted to incorporate the City of SeaTac on February 28, 1990 and named it after the airport.

The city limits embrace 10.5 square miles, including the airport and more than 25,000 residents, and swells with more than 80,000 workers and travelers on an average weekday. The city is home to approximately 950 business, about 70 of which are "Fortune 1000" companies. Companies such as Alaska Air and Horizon have their headquarters in SeaTac.

STATISTICS AND INTERESTING FACTS



DES MOINES

Des Moines is on the eastern shore of scenic Puget Sound, midway between Seattle and Tacoma. The area was homesteaded by a group from Des Moines, Iowa. The beautiful vistas, quiet hillsides and low bank to Puget Sound made it a prime recreation area in the early 1900's. While recreation and food were the main attractions in the 1920's and 1930's, during and after World War II the population grew, and business boomed. This led to formal incorporation as a city in 1959 and the eventual construction of a marina and pier.

Today, Des Moines is often called the "Boating Capital of the Pacific Northwest" and is considered among the best places in the Pacific Northwest metro to retire or raise a family. It blends the benefits of waterfront living with the convenience of metropolitan access. The city's six miles of shoreline offer public beaches, waterfront parks, top-notch restaurants, fishing piers and a well-used boardwalk. It also has a 900 slip, full service marina with 1,500 feet of transit moorage and fuel services.

RTA HISTORY



HERE'S HOW WE GOT OUR START

The road to Seattle Southside began in 1999 when Katherine Kertzman was hired as the Tukwila Tourism and Marketing Director. In 2002, after the successful “Think Tukwila” branding campaign, SeaTac created an agreement with Tukwila to jointly market the two cities as a region known as Seattle Southside. Des Moines came on board in 2006. Under the name of Seattle Southside Visitor Services, the organization marketed the region as a traveler’s ideal home base to explore the Pacific Northwest.

Funding for the program came from a portion of the cities’ lodging tax funds. The Lodging Tax Advisory Committee in each city directs the spending by making recommendations to the city councils regarding its use. This body was formed to implement legislation passed by the state legislature in 1997, which directs that one percent of city taxes collected on lodging be used to promote tourism. The committee, comprised of elected officials, half hoteliers and half other tourism venues, gives the local business community a great voice.

In 2014, Seattle Southside hoteliers petitioned the cities to create a self-assessed tourism promotion area fund to increase funding for tourism marketing and promotion. Seattle Southside Regional Tourism Authority was established in 2015.



3100 S. 176th St. • Seattle, Washington 98188

206.575.2489 • SeattleSouthside.com