



2022

ANNUAL REPORT TO THE COMMUNITY

SEATTLE
SOUTHSIDE 
SeaTac | Tukwila | Des Moines

LETTER FROM MARK



As the new CEO of the Seattle Southside Regional Tourism Authority, I am finding that my arrival in the region and joining the RTA have come at an opportune time. Tourism and visitation in our region are finally showing positive signs of emerging from Covid.

The post-COVID travel environment is ever-changing and (despite its many downsides) holds many new possibilities, and Seattle Southside is well positioned to grow and thrive while meeting and exceeding visitor expectations and the increased demand to visit our beautiful Northwest region. The key for us will be to turn the spotlight on the varied opportunities in our region and welcome people who have not been here in the past.

We are going to be focused on re-introducing the Seattle Southside region to travelers, groups, and corporations in a new and very different post-pandemic environment. Raising awareness of the destination, highlighting the unique identity of each of our destination cities, and focusing on leveraging our sports facilities will support the foundation of our upcoming strategies.

Here's to our future and all its bright possibilities,

Mark Everton

MEETING AND EXCEEDING VISITOR EXPECTATIONS



2021

Travel & Tourism Impacts

2021 Travel & Tourism Impacts

Hotel
Occupancy

60.3%

⬆ up 26.7%*

Hotel
ADR

\$102.⁵³

⬆ up 15.6%*

Hotel
RevPAR

\$6,178

⬆ up 46.5%*

TPA
Revenue

139.6%

⬆ up *

TPA Hotels
Demand
(rooms sold)

73%

⬆ up *

*STR Report

Marketing & Communications

In 2021, the marketing and communications team continued to build awareness of Seattle Southside and increase travel consideration from local, regional and national travelers. The objective was to support our local community and partners by encouraging interested visitors to visit the website to plan their next trip. Campaign goals included increasing awareness of Seattle Southside and promote the destination using paid media (search, social, YouTube and native content) as a safe and desirable place to visit.

Last year we launched a social influencer and content creator campaign and brought sixteen creators into the destination to collaborate on content development and boost awareness on social media. These partnerships provided thorough and immersive itineraries for the creators' audiences.

2021

Accomplishments include:



Secured over
45 million media impressions



Partnered with 16 content creators
and reached over
750,000 Instagram users.



404,709
Total social media engagement
(Facebook, Twitter and Instagram)



Website generated
748,805 unique visits
(+16% over 2019)

Meeting, Group, & Sports Business Development

The RTA Business Development team focused on utilizing multiple channels to heighten awareness of the group, meetings, and sports opportunities in Seattle Southside. These channels included content marketing strategies, including content creation, social media promotions, and content-based ad buys, social selling strategies through newsletter and digital communications, and interpersonal communication through one-on-one informative meetings with planners as well as relationships-building practices.

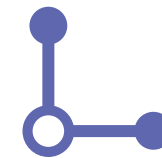
Like many organizations working in the meetings and group business development realm, the RTA Business Development team faced uncertainty in 2021. The team took the opportunity of the Covid-related meetings industry renaissance to reimagine what business development means to our partners and how we can focus our energies and resources on work that will make the biggest impact on their sales efforts. Major shifts in approaches, goals, and mindsets emerged and

These changes included;



2021

Accomplishments include:



Severing contract with outside meetings-focused marketing agency and bringing content creation, newsletter development, social media engagement, and marketing planning in house.



Shifting the mindset to focus on developing a partner-centric approach to sales and marketing efforts that bring business directly to our partners in lieu of requiring the RTA to be a middleman (Regional Business Development Scholarship to launch in 2022).



Focusing on creating programs whereby the RTA can easily share data, resources, and information that hotel partners do not have easy access to and could use to enhance their business development strategies (Impact Group to launch in 2022).



2021

Accomplishments include:

- Developed in-house business development marketing strategy with SWOT analysis, target audiences, and comprehensive content calendar with marketing, social content, microsite updates, newsletters, and sales missions.
- Held 90 one-on-one meetings with event planners and continued involvement with local industry associations, including Skal, Seattle Sports Commission, WSAE, PCMA, MPI, and others.
- Re-established relations with Starfire Sports and reinstated contractual agreement to manage housing for Starfire-managed soccer tournaments.
- Expanded use of RTA housing management program to additional tournaments, including Washington Premier League tournaments and the Gut Check Wrestling tournament.
- Increased number of LinkedIn followers by over 20% and engagement by 7.8%.
- Supported the City of Tukwila and Starfire Sports' Rugby 7s event with the mobile visitor center, root beer floats, and regional information.
- Executed community outreach regarding Seattle Southside Scenes program to engage community members in development, including presentations to 4culture board, SoCo Culture members, Auburn Museum, Show Brazil, Forterra, Visit Seattle, Destination Des Moines, all 3 city's arts commissions and lodging tax committees, published blogs on 4Culture's newsletter, SeaTac City Blog, South King Media newsletters, and Southside Alliance website, and a pop-up presentation at the Quarterdeck.



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