



2026 Annual Report to the Community



Highlights

01

Happy Hour Tail & UFO Trail Mysteries
Launched

02

Support for SeaTac BMX's Gold Cup Finals Event

03

Best of Seattle Southside and Microadventure
Maximizer Tool launched

04

Local partnerships:
Served by Sara long-distance walking, Seawolves
calendar, MIBBB events: Saucers & Sass + Scavenger
Hunt, FIFA Preparations with various partners

05

PSBJ's Best Places to Work event sponsorship
and Hospitality Heroes Celebrated

06

Cat Café at Connect Spring

Awards

01

Stella Award

02

Cydney Marks-Nicholes Selected as BizBash's 40 Under 40 Class

03

Noelle Cueto Selected as Smart Women in Meetings, Smart Meetings Magazine

04

Puget Sound Business Journal: Best Place to Work

05

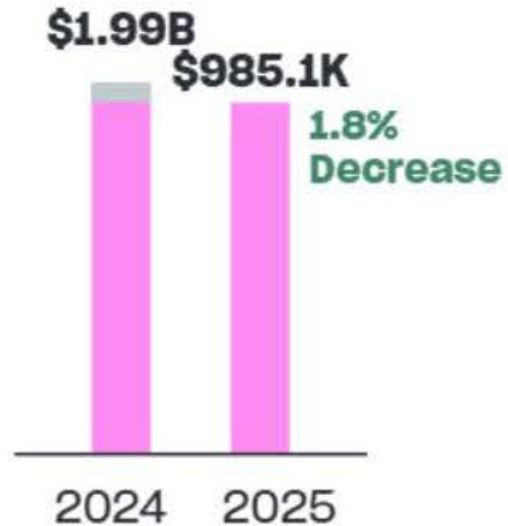
City Nation Place – Highly commended for Best Communication Strategy: Tourism for Welcome back, Aliens campaign

Our Team

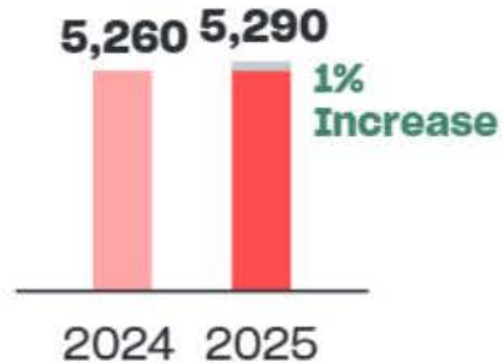


Tourism Economic Impact

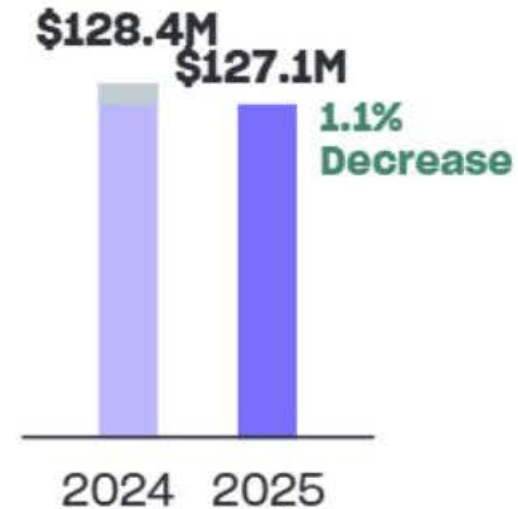
Travel spending



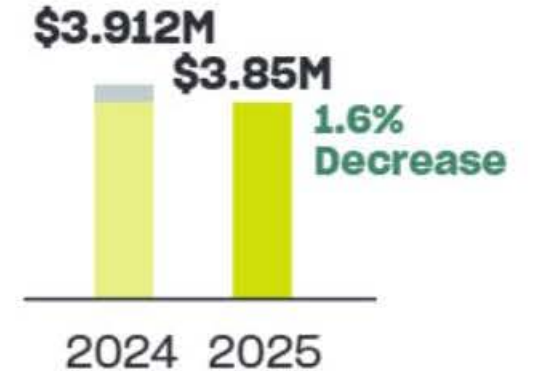
Direct travel-generated employment

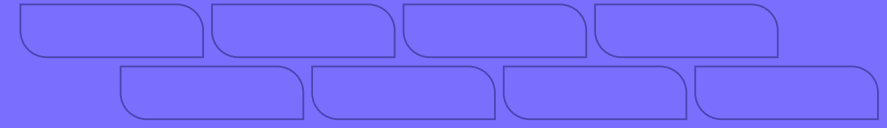


Taxes generated



Tourism Promotion Area Revenue





01 Website

YTD Metrics

2025

- Total Sessions: 1,425,400
- Organic Engaged Sessions: 260,100
- New Website Visitors from Organic Search: 323,000
- Bounce Rate: 36.18%
- Dwell Time (time on site): 39 secs
- Engagement Rate: 63.82%

Top 3 Landing Pages

2025



Seattle Webcams

Average Position: Google #1

- Sessions: 68,000
- Engagement Rate: 62%

Newest Webcam

MaST Underwater Webcam
Des Moines, WA



Seattle's Top 10 Attractions

Average Position: Google #1

- Sessions: 25,800
- Engagement Rate: 53%



Cherry Blossoms in Seattle

Average Position: Google #1

- Sessions: 24,700
- Engagement Rate: 53%

Call-to-Action Metrics 2025

- Newsletter Sign Ups : 460 new subscribers
- Hotel Booking Engine: 6,370 Sessions, 2,067 Searches
- Savings Pass: 4,630 Sessions
- Microadventure Tool: 1,420 Sessions

AI Search Referrals 2025

- ChatGPT
- Microsoft Copilot
- Perplexity
- Total Views: 4,600
- Total Sessions: 2,900

SnapSea Gallery Stats 2025

- Total Galleries: 268
- Total Interactions: 106,700
- Total Clicks: 4,800
- Total CTA Clicks: 157



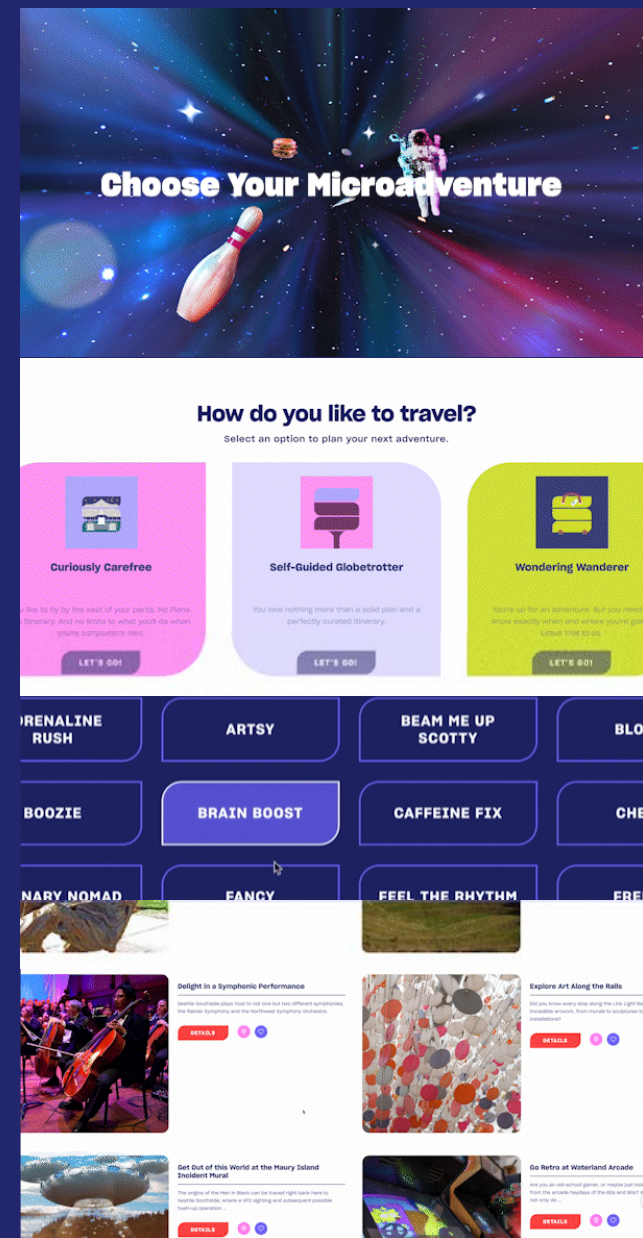
Microadventure Maximizer Tool 2025 Results

Page Performance

- Total Sessions: 7,060
- Engagement Rate: 50.7%
- Average Session Time: 25 seconds

Top 3 Microadventures

1. Explore the Mall of Africa
2. Get Sweet on Seattle Chocolate
3. Tour a Haunted Chocolate Factory



Blog - Leisure

24 NEW leisure blogs created, highlighting Seattle Southside as....



An Outdoor Paradise

Urban Hike / Long Distance Walking

What Marine Life You Can See in Puget Sound

Guide to Fishing

Guide to Tide Pooling

Biking the Green River Trail / Interurban Trail Loop

Connor Fields BMX Feature



A Global Dining Destination

Noodles Across Cultures

Dumplings Across Cultures

Beverage Flights

Halal Food Guide

Best Tacos

Best Bubble Tea

Coffee From Around the World

Mocktails

Creole Soul Feature



Creative & Curious

A Public Art Walk at the Des Moines Marina

MiG-21 Exhibit at Museum of Flight

Craft Stores & Creative Activities

What to Do Near Seattle Southside Light Rail Stops

Blog - Leisure



Leveraging Local Subject Matter Experts for Authority & Insights

Exploring the Tide Pools in Seattle Southside

Last Updated: June 12, 2025

What to know and where to go

When the tide is low, a world of miniature marine life is revealed. Searching for tiny critters on the beach is a classic local tradition. And as far as free, family-friendly activities go, it's hard to beat. You might see bright, colorful sea stars, crawling crabs, jittery little fish, or even a small octopus. Here's what to know before going tide pooling in Seattle Southside.

Apply Donate Al

MaST Center Aquarium

The Best Halal Food in the Seattle Area

Last Updated: December 12, 2025

You don't have to go far to find delicious halal food in Seattle Southside.

Below is a guest post from **Seattle Halal**, a digital platform dedicated to uncovering the best Halal food across Seattle and the Pacific Northwest.



[JAFRA] [MALL OF AFRICA RESTAURANT] [KARIBU ZANZIBAR] [SUPREME WINGS] [INDIAN CURRY PALACE]




Guide to Fishing Near Seattle

Last Updated: July 18, 2025

Hooked on adventure? You will be when you cast a line in Seattle Southside!

Whether you're angling for trout at Angle Lake or catching coveted salmon at the Des Moines Marina pier, you're guaranteed to have a great time. You don't need a boat, either. Reel in good times on the shore, a pier, or even out on a kayak.



Read on for the basics to fishing in Seattle Southside, created with help from Mark K. Yuasa, the Communications Manager at the Washington Department of Fish & Wildlife (WDFW) and a former fishing and hunting writer for *The Seattle Times*.



Washington Department of FISH & WILDLIFE

Blog - Leisure

Top New blog posts:

- Best Dumplings (28,000 views)
- Wine Tastings, Coffee Flights, and More Flavorful Experiences (11,000 views)
- Tide Pooling (~9,000 views)



A Flight Before Your Flight

< BACK

Wine Tastings, Coffee Flights, and More Flavorful Experiences in Seattle Southside

Last Updated: April 10, 2025

Why choose one drink when you can sample four?



A wine tasting is always nice, but you needn't stop there. In Seattle Southside, you'll find all kinds of flights to fit your



Hi, let's chat. How can I guide you?



Blog – Biz Dev

9 New Biz Dev Blogs Created: With a focus on highlighting original quotes and testimonials & streamlining information.

Sports

- United Adaptive Soccer Association (UASA) Testimonial
- SeaTac BMX Gold Cup Testimonial
- New Pickleball Courts in the Region

Meetings / Events

- Where to Host a Corporate Holiday Party
- Crypticon Testimonial
- Event Sponsorships That Stand Out
- New Team-Building Games
- Negotiation Tips from an Event Broker
- New Team-Building Page




[← BACK](#)

How Explore Seattle Southside Helped Elevate Adaptive Soccer on a National Stage

Last Updated: December 19, 2025

Soccer brings joy to millions of people, and thanks to advocates in the field of adaptive soccer, a growing number of athletes of all abilities can share in the world's most popular sport.

The United Adaptive Soccer Association (UASA), an organization committed to connecting and elevating disability soccer across



Partner Listings

45 new Partner Listings created

Sample of new businesses we visited and added to the directory:

- Chayen Coffee
- CHICHA San Chen
- Second Love Coffee Roasters
- PortoVino Italian
- SuperChix
- Great Big Game Show
- The Escape Game

• BACK

CHICHA San Chen



SHARE

A Taste of Taiwan's Tea Culture

CHICHA San Chen brings an internationally acclaimed tea brand to Seattle Southside. The Tukwila location, which opened in 2025, is an extension of a Taiwanese brand known for its fresh, made-to-order milk teas and dedication to brewing mastery. Founded more than 20 years ago, it's now a global sensation. The Tukwila location stands out for its spacious, stylish space and tea tasting station, where you can discover new flavors.

Highlights
Precision-Brewed Teas: Each drink is freshly brewed using a patented Taiwanese tea machine guaranteeing optimal flavor extraction every time. Fans say it's stronger and more flavorful than your average tea.

Award-Winning Tea Leaves: The shop sources its leaves directly from tea farms in Taiwan. Signature offerings include Dong Ding (oolong), Greenishun (green), and Red Jade (black).

12420 Southcenter Pkwy
Tukwila, Washington 98168

PRICE RANGE
\$



• BACK

Chayen Coffee

SHARE

Tucked into Tukwila's Rendition hotel, Chayen Coffee brings a bold Thai twist to Seattle Southside's café scene. This sleek, modern café specializes in both traditional Thai coffees and teas and unique, creative drinks. Run by a pair of siblings who started it as a coffee truck before opening the Tukwila location in 2025, it has the heart and soul of a small, family-run business.

HIGHLIGHTS:
Thai-Inspired Drink Menu: Chayen's signature drinks are Thai tea and Thai iced coffee—a rich, refreshing pick-me-up made with bold brewed coffee, sweetened condensed milk, and cream. If you want to try a modern twist, you can also order a version of this drink made with espresso shots.

223 Andover Park E,
Tukwila, Washington

PRICE RANGE
\$

• BACK



PortoVino

SHARE

PortoVino Italian Restaurant offers authentic Italian cuisine in a warm, intimate setting. Since opening in April 2025, it's quickly become a favorite of locals, who rave about the quality of the dishes, attentive service, and thoughtfully renovated space, complete with a full bar, fireplace lounge, and outdoor patio for sunny days. Whether you're craving a romantic night out or a cozy gathering with friends, PortoVino invites you to savor, and stay awhile.

Need to Know:

- **Authentic Italian Dishes:** Find comforting Italian classics like pollo al marsala, linguini de mare piccata, and carbonara, as well as a melt-in-your-mouth feta mignon. Guests also can't get enough of the perfectly balanced spinach salad and the tiramisu that "melts like velvet" in your mouth.
- **Cozy, Sultry Atmosphere:** The ambience leans toward dark and intimate. Soft lighting, a crackling fireplace, and tasteful décor create a moody, romantic setting ideal for special moments.

727 223rd S
Des Moines, Washington

PRICE RANGE
\$\$



• BACK

Second Love Coffee Roasters

SHARE

Second Love Coffee is a small-batch coffee roastery with an inviting café in downtown Des Moines. With its stylish interior, great music, locally-sourced pastries, and outdoor seating, this café is a must-visit. Founded in 2023 by two friends, Philip Mendoza and Scott Braaten, the brand is centered on ethical sourcing from small farms across the globe. They're also deeply invested in the community, which is their "first love" (hence the business name), donating 2% of each sale to charitable causes.

Highlights:

22331 Marine View Dr S
Des Moines, Washington
98198

PRICE RANGE
\$

02 Public Relations

Public Relations

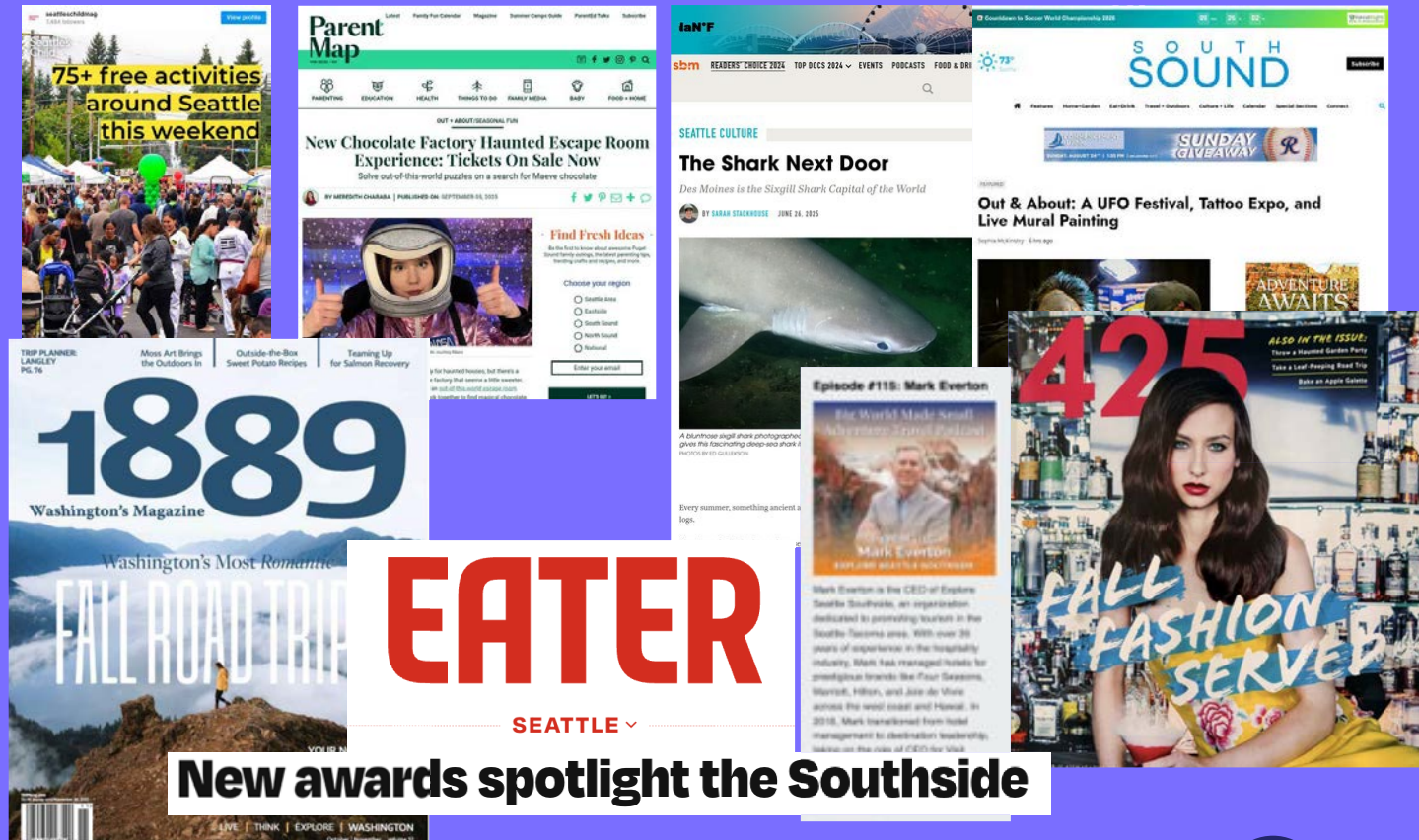
Audience Size
4.57 Billion

Placements
105

Estimated Views
5.98 Million

2025 Overview

- Earned media efforts strengthened regional visibility, generating in coverage that appeared in 425 Magazine, Seattle Met, Seattle Magazine, Seattle Refined, KOMO ARC Seattle, Studio 13 Live, Eater Seattle, 1889 Magazine, South Sound Magazine, Sip Magazine, MSN, and more.
- Seasonal storytelling highlighted themes and topics such as microadventures, family-run businesses, the UFO Trail, local artists, and more. Collaboration with journalists and broadcast outlets amplified reach across all channels.



Public Relations

Media Visits

- We collaborated with four writers and journalists to support stories and content shared in key channels.
- We support many stories throughout the year through content and asset support, but these visits are just one way we influence meaningful destination stories.
 - Nicky Omohundro, Little Family Adventure / MSN
 - Heide Brandes, National Geographic, AFAR, Smithsonian
 - Lauren Kramer, 1889 Magazine
 - Emily Molina, South Sound Magazine, 425 and Northwest Travel

Broadcast Appearances

- Throughout the year, we collaborated with two broadcast media partners that resulted in four segments.
- We worked with businesses and organizations to develop interview-ready spokespeople for a variety of key storylines:
 - March 24: Studio 13 Live, Happy Hour Trail
 - June 9: Studio 13 Live, Tandoori Slice (Global Eats)
 - September 15: Studio 13 Live, SeaTango (Mother-Child Teams)
 - October 1: KOMO Arc Seattle, Sloth Festival

KOMONEWS

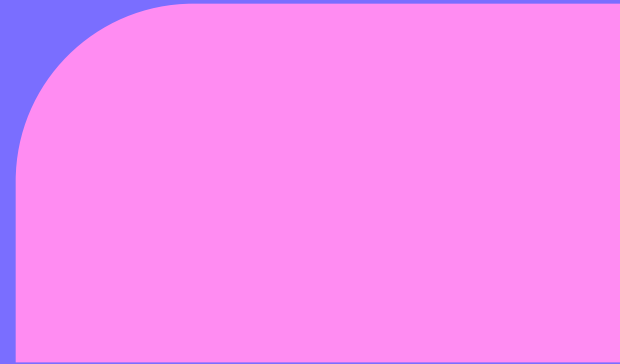


STUDIO 13 LIVE





03 Social Media



Social Media Performance

Top Posts

Overall Follower Growth

68K total followers

+10.9K new followers
+20.7% vs 2024

Overall Impressions

38.4M total impressions

14% increase vs 2024

In-feed content, including boosted/ads posts

Overall Engagement

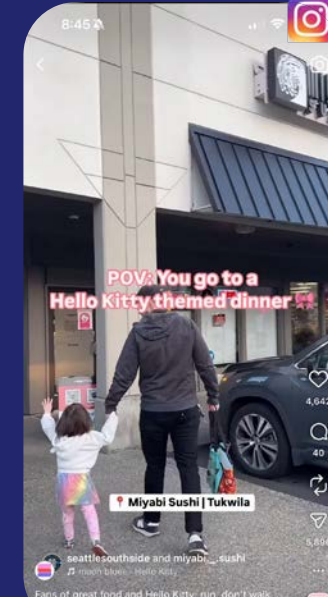
181,856 total engagements

+77.2% vs 2024

38.4K Shares
13.2K Saves
3.5K clicks to site



572K views
52.2K engagements
23K shares & saves



174.2K views
7.6K engagements
345 shares & saves
108.5K views
11.6K engagements
6.9K shares & saves



106K views
8.4K engagements
3.8K shares

LinkedIn Highlights

- 989 Total Followers
- 183 new followers
- 4,807 Engagements

Top Posts

The top posts section displays four LinkedIn posts from the Explore Seattle Southside profile:

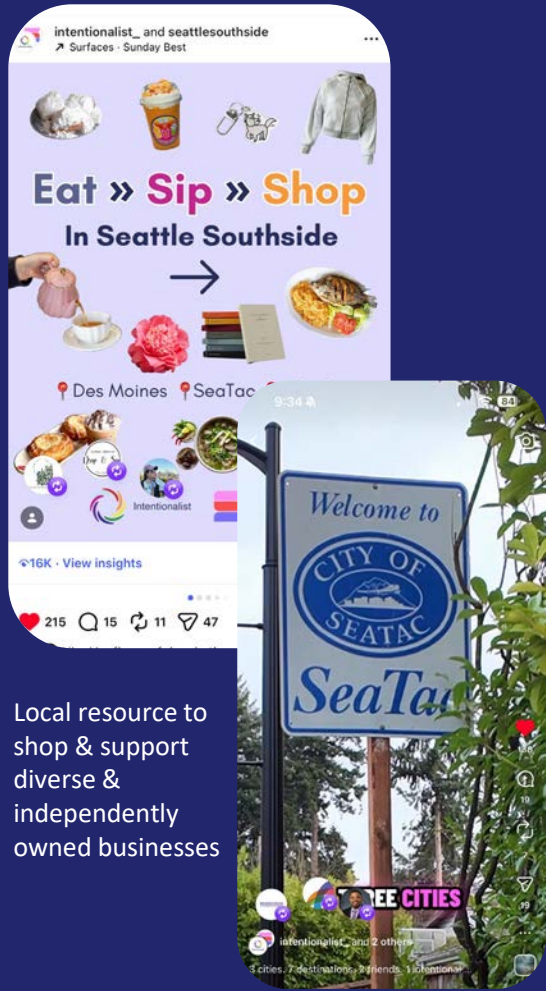
- Post 1:** Announces the team's move to Miami for Connect Marketplace August 25-27. The text says: "The team is headed to Miami for Connect Marketplace August 25-27! Stop by the Meet in Seattle Southside booth to discover why Seattle Southside is the perfect event destination and learn about the region's mysterious links to UFO history...". It includes the hashtags #MeetInSeattleSouthside and #ConnectMarketplace. The image shows a group of people in front of a large UFO-themed display.
- Post 2:** Celebrates the Seattle Southside Chamber of Commerce's new headquarters. Text: "Congratulations to the Seattle Southside Chamber of Commerce on the brand-new headquarters! We're so excited to have you as our neighbors!". The image shows a group of people cutting a red ribbon.
- Post 3:** Welcomes Farheen S. as the General Manager at Courtyard by Marriott Southcenter in Tukwila. Text: "Join us in welcoming Farheen S. (, to Seattle Southside as the General Manager at Courtyard by Marriott Southcenter in Tukwila! Farheen has managed Marriott properties across the U.S. and brings a breadth of knowledge and curiosity to the role." The image is a portrait of Farheen S.
- Post 4:** Introduces Marcus Taualo as the Director of Sales & Marketing at DoubleTree Suites by Hilton Seattle Airport/Southcenter. Text: "Meet Marcus Taualo, Director of Sales and Marketing at DoubleTree Suites by Hilton Seattle Airport/Southcenter. Marcus is a Seattle Southside Ambassador with 19 years in hospitality. Swipe to get to know him and his #1 tip for meeting planners planning events." The image is a promotional graphic for Marcus Taualo with the text "MEET AN AMBASSADOR Marcus Taualo" and "Director of Sales & Marketing DoubleTree Suites by Hilton Seattle Airport".

Ambassador Social Media Highlights

The Ambassador Social Media Highlights section shows three posts from ambassadors:

- Alix Mendonca:** A post from Connect Marketplace in the Miami Beach Convention Center. Text: "Last week at Connect Marketplace in the Miami Beach Convention Center, the Team at Explore Seattle Southside did an amazing job (again!) of representing the Pacific NW. The CVB and their hotel partners attend all the shows like this, as one giant united force, promoting the airport properties and hotels south of downtown Seattle. Their daily posts on LinkedIn were 🔥. I see your social media game, and I applaud you! Thanks again for letting be in your group photo!". It includes hashtags #engageprestige, #ConnectMP, #relationshipsmatter, and #meetinseattlesouthside. The image shows a group of people at the event.
- Linda Penner:** A post from a group sales manager at the Castlebrook Lodge. Text: "Excited to be back in Seattle Southside after a productive week in Miami meeting new business partners. Looking forward to showcasing all the amazing opportunities our region has to offer. Grateful for the connections made!". The image shows a bar/lounge area.
- Neelle Cueto:** A post from a group sales manager at the Hilton Seattle Airport Complex. Text: "What a fun welcome reception in Buffalo for Small Market Meetings Conference #SMMS21, the invited to represent Explore Seattle Southside this week and share what PNW has to offer!". The image shows a group of people at a reception.

Community Partnerships



Local resource to shop & support diverse & independently owned businesses

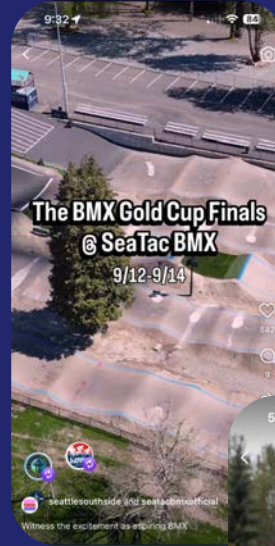
The Intentionalist



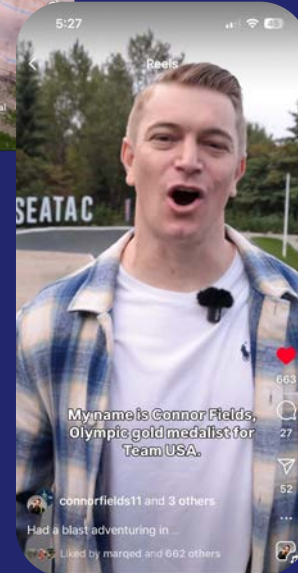
Shared tips & highlights from tide pooling with MaST Center's team



MaST Center/Tidepooling



Promoted the regional BMX finals through content & by partnering with influential pro-BMXer



SeaTac BMX Gold Cup Finals



Partner valued social media content & continues to use as Meta advertisement

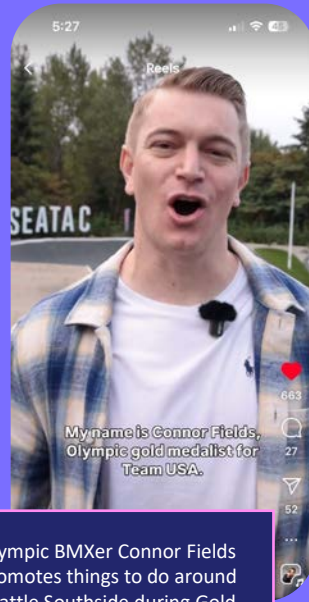
Great Big Game Show

04 Paid Media

Owned Creator Campaigns



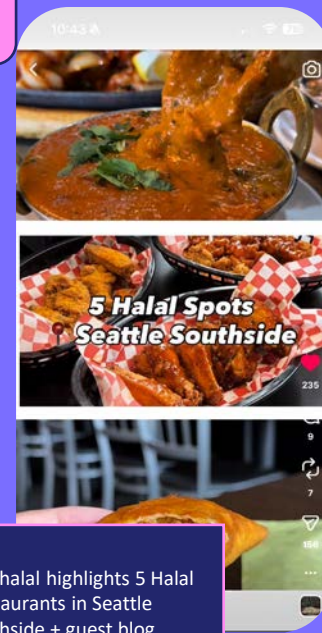
@shewillbewandering date day + happy hour



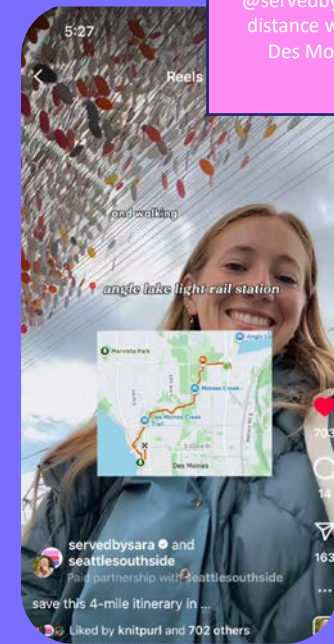
Olympic BMXer Connor Fields promotes things to do around Seattle Southside during Gold Cup Finals



@prettygrittytours promotes the MIBBB Events



@seattlehalal highlights 5 Halal Restaurants in Seattle Southside + guest blog



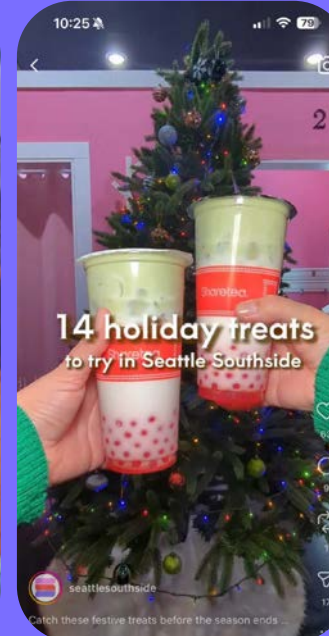
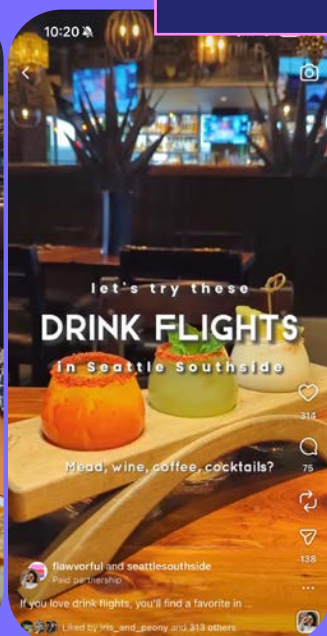
@servedbysara goes on a long distance walk from SeaTac to Des Moines + guest blog

Owned Creator Campaigns Cont.

@vineyardsandvoyages highlights early fall in Seattle Southside.
*Part of SWT Co-Op program



@flawvorful covers flights, HH trail launch, brunch (best of SS), and onboard as our first monthly UGC creator



@espressoandmartini makes a Bubble Tea round up (Best of SS), and a cozy winter itenaryary



Spring 2025

- 3 influencers
- target audience focused
- larger followings
- 322K followers combined on IG
- 575K impressions (including ads)
- 3,801 engagements



180K views
1,323 engagements
437 shares & saves



170K views
341 engagements
74 shares & saves

Fall 2025

3 influencers
 - target audience focused
 - larger followings

1.9M followers combined

835.5K impressions (including ads)

23,862 engagements



203K views
 13.5K engagements
 595 shares & saves



290K views
 466 engagements
 88 shares & saves

Influencers Cont

Evergreen 2025

Candace Molatore (@hey.candace 57.1K followers) + Laura Arbo (@laura_elizabeth 101K followers)

- friends' road trip and fall things to do

Jane + Ed (@thekoreanmama 662K followers)

Best of Seattle Southside support:

- Gurneha Naggi (@espressoandmartini 33.2K followers)– Bubble Tea Round Up + Cozy
- Rubi Estrada (@flawvorful 8.6k followers)– Brunch Round Up
- Seattle Halal (@seattlehalal 16.5k followers)– – Halal Round Up + guest blog

SWT Partnership

- Katherine McMahon (@vineyardsandvoyages 688K followers)



Paid Media

2025 Campaign: Meta, Pinterest, Google Search, LinkedIn, TikTok

Impressions: 40,023,518

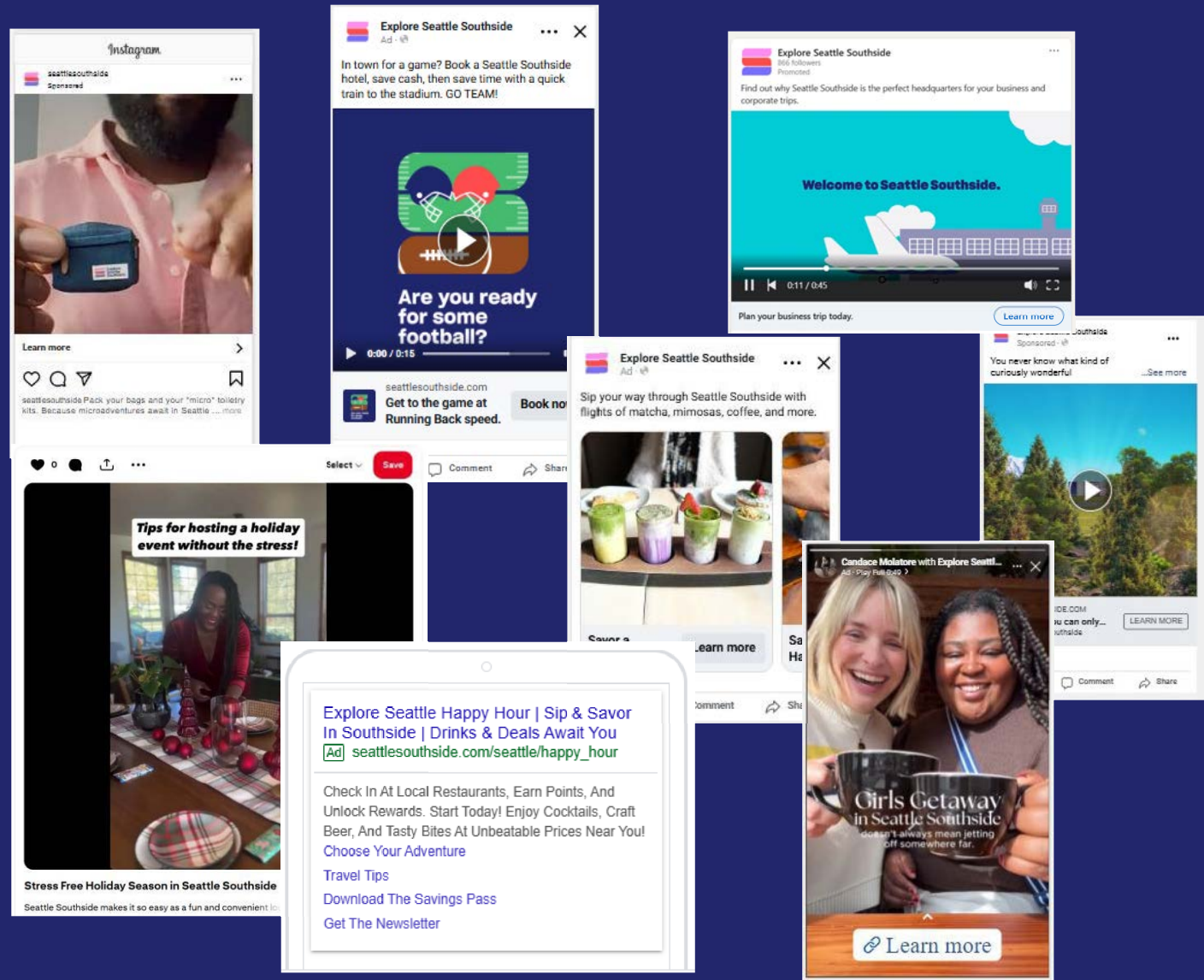
Clicks: 707,845

Landing Page Views: 769,247

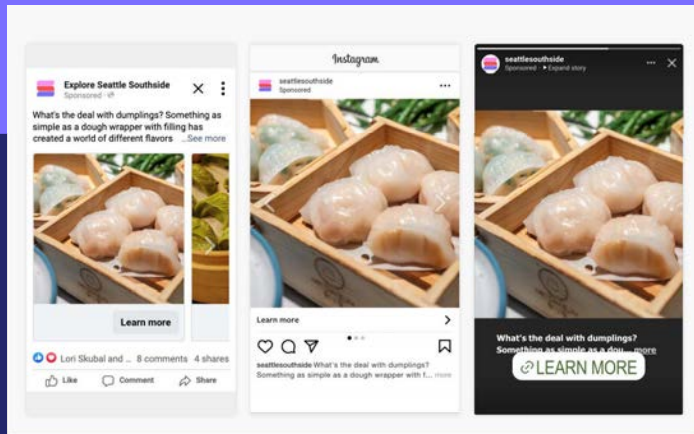
Despite a **changed channel mix and year-over-year budget shifts**, paid media drove improvements in both scale and efficiency across **several key areas**.

The Evergreen campaign served **more than 16.34M impressions** and captured **over 584k clicks**.

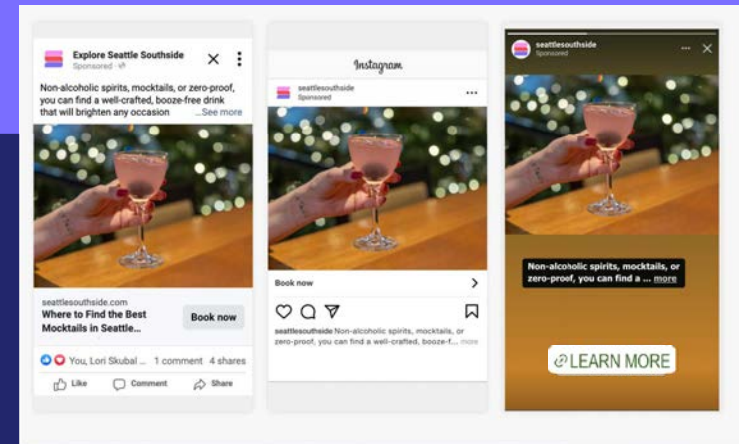
60 Completed Bookings were driven in the Evergreen campaign, a **5% YoY increase**.



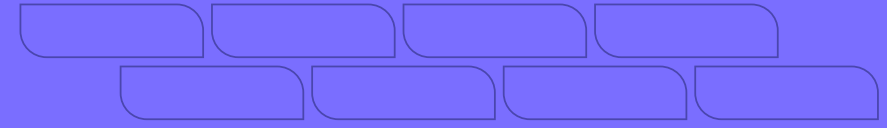
Blog Social Paid Promotion (Owned)



LPVs: 2328
 Reach: 41K
 CP LPV: \$ 0.24



LPVs: 233
 Reach: 20.8K
 CP LPV: \$ 0.45



05 Campaigns

Campaigns

Best of Seattle Southside

Launched the first Best of campaign with 10 categories including photo shoots, toolkits, and social promotions.



All Things Aliens

Continued the Alienvitation campaign, launched the UFO Mysteries Trail and Supported MIBBBFest with Saucers & Sass event.




Happy Hour Trail

Launched the Happy Hour Trail.



Trails & Passes


2025




125 Passholders
191 Check-ins
19 Prizes
38 New Sign Ups




551 Passholders
698 Check-ins
40 Prizes
147 New Sign Ups



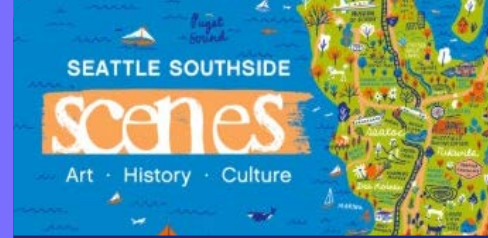
343 Passholders
36 Check-ins
0 Prizes
109 New Sign Ups



561 Passholders
52 Redemptions
150 New Sign Ups



72 Passholders
49 Check-ins
5 Prizes
20 New Sign Ups



153 Passholders
61 Check-ins
6 Prizes
55 New Sign Ups

Newsletters

OVERVIEW:

Open Rate: 35% (9% above industry average (according to Constant Contact))

Total Emails Sent: 224,961 (96k more than previous year)

Travel Newsletters Sent: 12

Meetings Newsletters Sent: 11

Sports Newsletters Sent: 3



There's always something
curiously wonderful happening
in Seattle Southside



Tour the World Through Dumplings

Dumplings are the ultimate comfort food, which is probably why so many cultures have their own take on them. From the delicate wrappers of Chinese xiao long bao to the doughy pierogi of Eastern Europe to the flaky samosas of South Asia, there are countless variations on the theme. In Seattle Southside, an exceptionally diverse region, you can tour the world's culinary traditions by sampling dumplings across cultures. Read the story to learn [where to find many different kinds of dumplings in Seattle Southside](#).

Most Successful Email Sent:

Subject: Dumplings Across Cultures

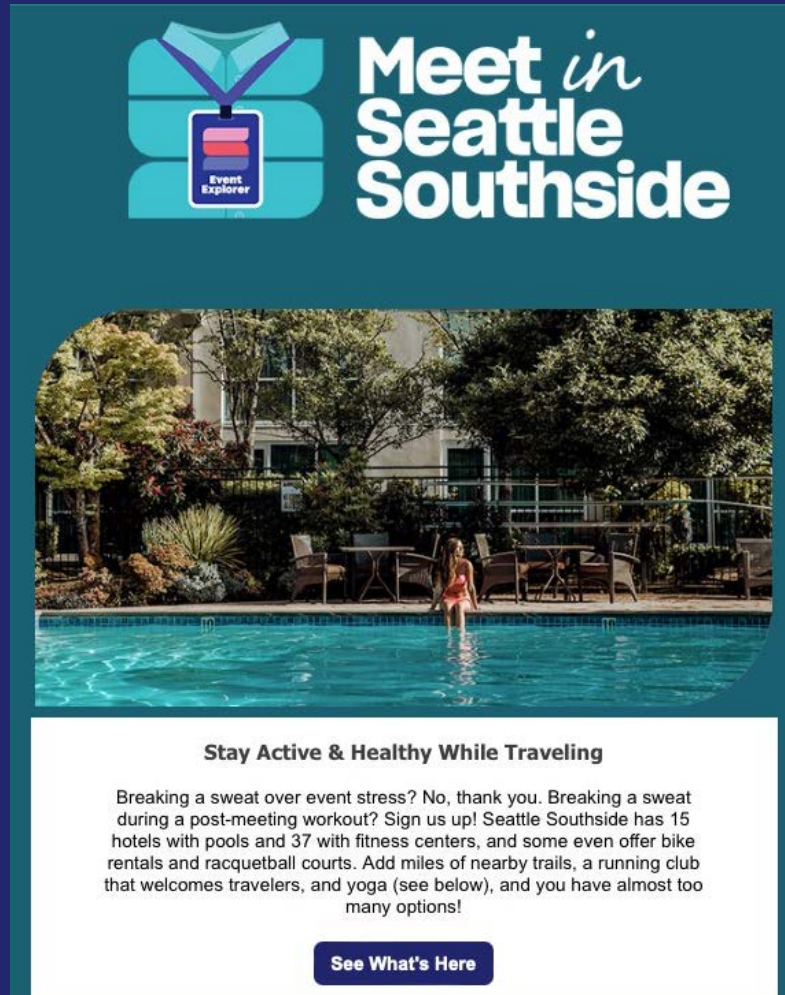
Opens: 4,180 (39%)

Clicks: 135

Meetings eNews

Meetings Newsletters focused on:

- Venue Highlights
- Ambassador of the Month
- Event Planning Tips



The graphic features a teal background. At the top left is a stylized blue and purple icon of a person with a smartphone labeled 'Event Explorer'. To the right, the text 'Meet in Seattle Southside' is displayed in white. Below this is a photograph of a woman in a red swimsuit standing in a swimming pool at a resort. Underneath the photo, the headline 'Stay Active & Healthy While Traveling' is centered. The main body text describes the amenities of Seattle Southside hotels, including pools, fitness centers, bike rentals, racquetball courts, trails, a running club, and yoga. A dark blue button with white text 'See What's Here' is positioned at the bottom center.

**Meet in
Seattle
Southside**

Stay Active & Healthy While Traveling

Breaking a sweat over event stress? No, thank you. Breaking a sweat during a post-meeting workout? Sign us up! Seattle Southside has 15 hotels with pools and 37 with fitness centers, and some even offer bike rentals and racquetball courts. Add miles of nearby trails, a running club that welcomes travelers, and yoga (see below), and you have almost too many options!

[See What's Here](#)

Most Successful Meetings eNews:

Subject: Break a Sweat (for the right reasons)!

Subhead: Dozens of ways to stay active while traveling

Opens: 1,047 (37%)

Clicks: 167

06 Multimedia

Photo & Video

67 content shoots across restaurants, attractions, & events



Partner Headshots

21 headshots taken for hotel and business partners



Business Development



Seavovles calendar



Northwest Athletic Conference Soccer at Starfire Stadium



United Adaptive Soccer Association at Starfire Stadium

Unique Video Content



TIDE POOLING

From sea stars to sea cucumbers, a day on the beach at low tide offers a rare opportunity to see animals that are usually many feet underwater and out of plain sight.



APIARIES

Live bees next to Cedarbrook Lodge serves fresh honey



FOOD IN VIEW

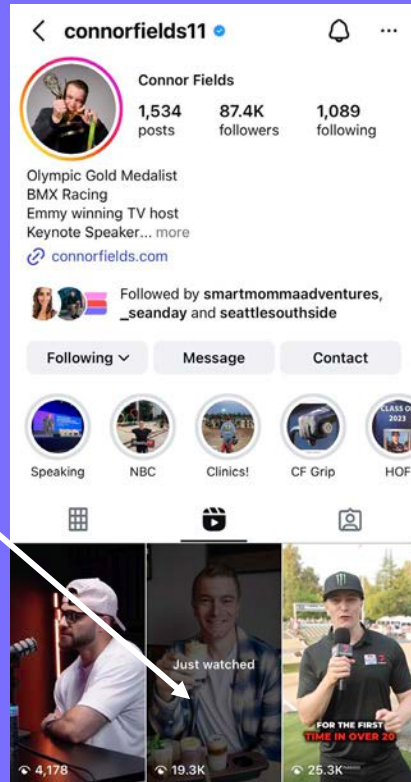
DoubleTree Suites dines at nearby restaurant

Examples of Multimedia Use Cases

Social Partnering

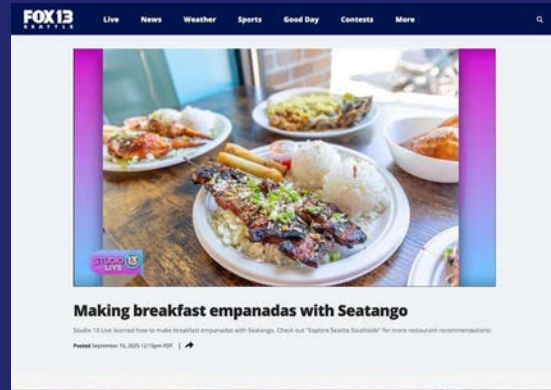
Partnered with BMX Olympic gold champion, Connor Fields, to create a social post video that had over 19K views.

This also created more awareness for SeaTac, BMX's Gold Cup competition.



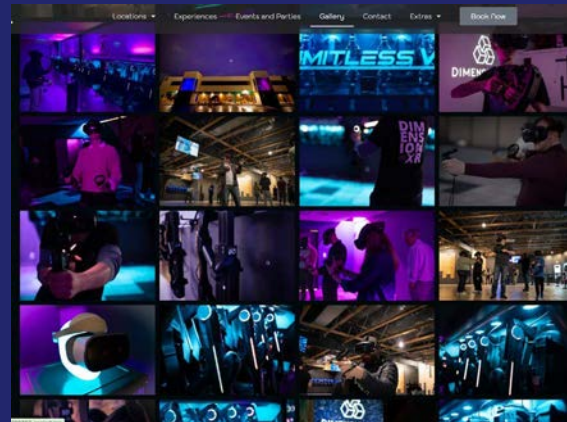
TV presence

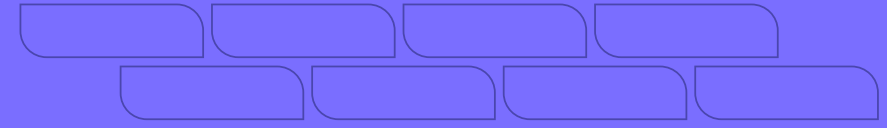
Fox 13 Seattle showed photos from Seatango and Copperleaf taken during a content shoot



From web to tv

Dimension XR used photos on their website as well as video for a Comcast tv spot





07

Partnership Community Engagement



Partner 1:1s/Onboarding

NEW Partners: 45
1:1/Check ins: 52

Community Outreach

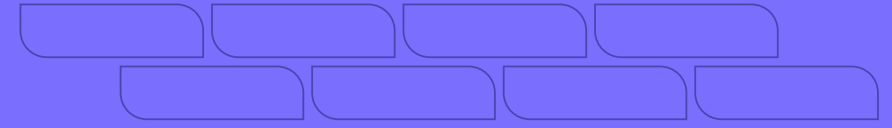
43 events and meetings

Communications

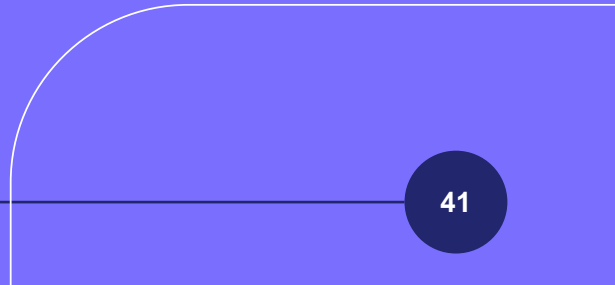
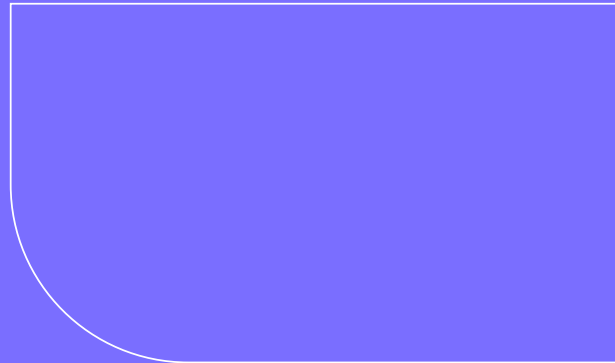
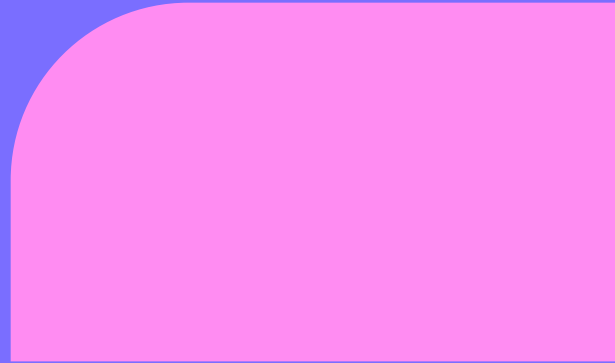
Calendar – avg 112 received/avg 49% open
Insider – avg 540 received/avg 47% open

Special Projects/Outreach

- Waterland Pride Market Outreach
- SoCoCulture Marketing Info Session
- Rhododendron Garden Story @HSBG
- Scavenger Hunt at Westfield Southcenter
- Volunteer projects at Highline SeaTac Botanical Garden, Des Moines Food Bank, Seawolves Gift Wrapping
- USO office at SEA airport development
- Crypticon Collaborative Marketing Sponsorship planning
- World Table District outreach for photo content/light rail ads and website listing



08 Sports Development





Sales Efforts
 11 Sales Conventions
 166 Appointments
 18 RFPs
 2 Show Sponsorships

FIFA PREP
 Partner Information Page
 Visitor Information Page
 4 Partner Newsletters
 7 Partner Webinars
 2 FIFA Presentations
 16 Partners to Region Ready
 Study Mission in Vancouver



USA BMX GOLD CUP FINALS



UNITED
ADAPTIVE
SOCCER
ASSOCIATION





09

Business Development Programs

BUSINESS DEVELOPMENT SCHOLARSHIP

- Since its inception in 2023 to 2025, the Scholarship has resulted in **\$2,423,931.20 in revenue** at participating hotels/venues (self-reported)
- Introduced Ambassador Stipend

STATS:

- Scholarships Granted: 89
- Participating Sales Staff (aka. Ambassadors): 27 representing 14 properties
- Shows Attended: 19
- Planners Met With: 828
- Property Recommendations During Apts: 2,366
- RFPs Received: 102





Cat Café @ Connect Spring

2025 Recruit & Retain Program

SeaTac Hotels

\$150,000 allocated to this program

Groups Incentivized: 2

Funds Used: \$14,394.00

Economic Impact: \$572,336

2026: \$250,000 Allocated

Tukwila Hotels

\$8,000 allocated to this program

Groups Incentivized: 1

Funds Used: \$1,153.70

Economic Impact: \$47,3820

2026: \$30,000 Allocated

Des Moines Hotels

\$0 allocated to this program

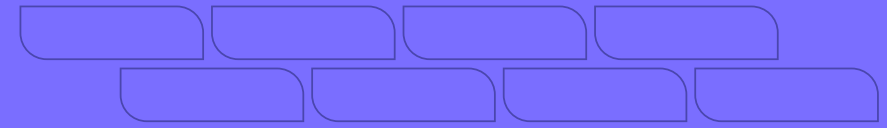
2026: \$5,000 Allocated



- 1 Microadventure Meetup – Rugby 101 with Seattle Seawolves
- Impact Group Open House: 16 Impact Group Members attended to review CRM, Media, Listings, Benefits, Opportunities

Data Sharing

STR Reports (weekly and monthly)
Monthly Tourism Report
CBRE Hotel Horizons Report
Hotelscape STR Forecast Report
Local Sports Events Calendar
Major Regional Events Calendar
Seattle Convention Center Calendar
Seattle Southside Hotel Profiles
Neighboring Hotel Profiles
Forecasted Hotel Development Report
Custom Foot Traffic & Demographics
Regional Submarket Reports



Thank you