



TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: February 5, 2010

SUBJECT: Director's Report

Rooms at Par

Since September 2009, 423 room nights have been booked in the Lynnwood hotels' Rooms-at-Par program. This represents \$42,474 in revenue. These figures reflect a decline of 16.86% in bookings and 17.49% in revenue when compared to this time period last year. Lynnwood did not advertise the Rooms-at-Par campaign in the month of January. However, Lynnwood hotels were included in the Snohomish County advertising. We will track the impact of reduced media exposure on bookings.

Lynnwood Citywide Branding

The Lynnwood branding project continues on schedule. Since October 2009 North Star Destination Strategies has been focused on public outreach and community input that will be used to develop the brand platform upon which the City of Lynnwood brand identity will be developed. The Citizen Branding Survey is complete. Nearly 200 Lynnwood residents and people working in the City have participated in the survey. An Awareness/Perception Survey is underway in Seattle and Vancouver, B.C., as two "feeder" markets for visitors to Lynnwood. North Star Destination strategies will present the public outreach and community input results to City Council on March 1, 2010.

Snohomish County Strategic Tourism Plan.

Snohomish County is in the process of updating the countywide Strategic Tourism Plan, which was prepared in 2000. An audit of countywide tourism assets has been completed, and the identification of key tourism issues has begun. Several one-on-one and group discussions were conducted to begin the process. A summary report of these discussions was completed but has not yet been released. The County has decided to complete the Strategic Tourism Plan by using consultant services. A request for qualifications (RFQ) has been issued. Responses to the RFQ are due March 2, 2010. The RFQ specifies that all aspects of tourism will be addressed and that the plan will identify ways to maximize opportunities to expand local, national, and international tourism through collaboration and by leveraging resources. The Lynnwood TAC will receive updates as the project moves forward.

Go West Summit

The annual Go West Summit was held January 31 to Feb 4, 2010 in Sacramento, CA. This is a conference and trade show for group tour operators who bring visitors to the Western US. Go West provides the opportunity for group tour operators to learn more about different destinations, itineraries and attractions that are available. Tourism Manager Monroe attended Go West and had appointments scheduled with 28 group tour operators. Mary will provide a recap of Go West at the TAC meeting.

Hotel Update

The Holiday Inn Express is scheduled to hold their “soft” opening on February 4th. The 80 room hotel is the first addition to the Lynnwood’s lodging room inventory in 10 years. The addition of the Holiday Inn Express brings the total number of hotel rooms in Lynnwood to 1,375.

The Legacy Hospitality Group continues to move forward with their proposal to construct two Hilton brand hotels on Alderwood Mall Parkway, north of 184th Street. SW. On January 25, 2010, the City of Lynnwood approved the vacation of unused streets to accommodate project access and public infrastructure. Construction is anticipated to begin in Summer 2010.

State Tourism Marketing Plan

The Washington State Tourism Office is updating the State’s biennial tourism Marketing Plan. Administrative Assistant Hennig represented Lynnwood at the Northwest Washington Regional meeting on February 4th, and gave feedback on the State’s initial marketing efforts during FY2009/2010 and how the State will be most valuable to our tourism marketing efforts for FY2011/2012. We remain engaged in this process and will keep you informed as to its outcome.

NEXT MEETING: March 11, 2010