

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: November 8, 2012

SUBJECT: Director's Report

Smith Travel Report

YTD, Spetember 2012, Snohomish County is up 1.1% in occupancy, 8.1% in ADR and 9.3% in RevPar. For the month of September, Snohomish County was 2nd in occupancy, 8th in ADR and 3rd in RevPar.

Lynnwood Lodging Tax Revenue

Lodging tax revenues provide a metric to monitor the strength of the lodging industry. Annual Lynnwood lodging tax revenues through September 2012 total \$360,744, which is \$2,516 more than the same time last year.

The 2011-2012 biennium total lodging tax revenues collected through September equal \$872,487 or 90% of the estimated 2011-2012 revenue of \$966,041. If historical trends hold, we can expect to collect an additional \$125,000 to \$150,000 in revenue in the third quarter of 2012 for a total 2011-2012 revenue of \$997,487 to \$1,116,041.

Snohomish County Tourism Brand

The Snohomish County is well underway in the development of the countywide tourism brand. North Star Destination Strategies completed the research and presented the County with three written concepts and 8 possible logos for discussion. The Branding committee has provided feedback to North Star and hopes to see revisions soon.

Vancouver Sales Mission

Tourism Manager Monroe joined Seattle Premium Outlets and the SCTB on a sales/media mission to Vancouver BC. Meetings were held with tour operators, BCAA travel agents and with three travel writers. There is an increasing interest in our area, particurally as there is now a direct flight from Japan to Seattle. Operators are considering overnights in our area as they bring their groups from SeaTac on their way to Canada. Of particular interest are Boeing Tour and shopping, particurally the Seattle Premium Outlets. Operators lacked awareness of Alderwood mall prior to our visit. Several of the inbound tour operators were also interested in learing more about performance venues and activities for youth.

Committee Membership

All committee memberships will expire on December 31, 2012. We will be presenting the current members of TAC/LTAC to Council for reappointment in November. If you do not wish to continue as a member fo the Lynnwood TAC/LTAC, please let me know.

Next meeting: December 13, 2012.