

**TO: Tourism Advisory Committee**

**FROM: David Kleitsch, Economic Development Director**

**DATE: May 3, 2013**

**SUBJECT: Director's Report**

**Lynnwood Lodging Tax Revenue**

March was another banner month for lodging tax distributions. Lynnwood collected \$39,002 in lodging tax in March 2013. This is the largest March distribution since 2008 (\$40,193) and a 27% increase over March 2012. Through March, YTD distributions are \$140,028, a 36% increase compared to STLY.

**Smith Travel Report**

Snohomish County lodging metrics for 2013 are exceeding 2012 in all three metrics. Through March 2012 (STLY), occupancy is up 9.4%, ADR is up 2.0% and RevPAR is up 11.6%. As compared to 2012, our relative position statewide is better in all three measurements. Snohomish County has seen a 9.4% increase in demand compared to March 2012.

**Snohomish County Tourism Brand**

Snohomish County launched the new Tourism Brand "Open Up" at a press conference at the Future of Flight on May 2, 2013. The event outlined the history of the brand development and the new brand credo, logo and guidelines. The new SCTB web site was also unveiled at the event. The new website provides visitors with more opportunities to explore the county on-line, create itineraries and book hotel rooms. Enhanced imagery and functionality will also enhance site visitors experience.

**Administrative Assistant**

The Office of Economic Development received 247 applications for the position of Administrative Assistant. This position is shared between the Tourism function and the Economic Development functions. The applications have been reviewed and the top candidates identified. Interviews will be conducted in the next couple of weeks with the intent to fill the position by early June.

**Next meeting is scheduled for June 13, 2013**