

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: June 6, 2014

SUBJECT: Director's Report

Tax Revenues

Through April 2014, we have received \$156,779 in lodging tax revenues. This is \$21,977 or 12% less than 2013 when distributions greatly exceeded projection, and is \$21,246 or 16% more than YTD April 2012. At \$44,428, April 2014 distributions were \$5,700 greater than April 2013 and the largest April distribution recorded.

Smith Travel Report

In the month of April, Snohomish County hotels were up 18.8% in occupancy, up 1.6% in ADR and up 20.7% in RevPar. Overall demand was up 20.9% as compared to STLY and revenue saw a 22.9% increase. Although not quantifiable, the Oso disaster likely played a role in the increases in April lodging statistics as numerous state and federal officials were in Snohomish County to assist with disaster relief. Year-to-date Snohomish County is up 5.5% in occupancy, 2.6% in ADR and 8.2% in RevPar.

Tourism Promotion Area

Tourism Manager Monroe has been appointed to a 3 year term on the Snohomish County TPA board. She is filling the seat representing County Council District 3, vacated by Stephan Clifton, former Economic Development Director of Edmonds. The purpose of the TPA is to increase overnight stays in Snohomish County by improving and developing tourist attractions. The TPA board advises the Snohomish County Council regarding the uses of TPA funds.

Lynnwood Farmer's Market

The Lynnwood Farmer's Market opens on June 12, 2014. The Market will be open every Thursday from 3-7pm at Wilcox Park. The Market will have more than 30 vendors offering a variety of fresh, locally grown produce, food products and hand-crafted items. The market will also feature live entertainment and children's activities. This will be an exciting addition to the community and provides another attraction for local visitors.

Most Influential Women in Group Travel

Congratulations to Committee Member Spain. Amy was named one of the 14 most influential women in group travel by Groups Today. She is in good company. Also named were the Executive Director of Student and Youth Travel Association, Sr. VP of Meetings and Education for the American Bus Association and the co-founder for Mayflower Tours. We are fortunate to have such an accomplished industry professional on our Committee and representing Snohomish County across the country.

Next meeting is scheduled for July 10, 2014