



## King County

# Metropolitan King County Council

## Regional Policy Committee

### Staff Report

**Agenda Item No.:** 7 **Name:** Beth Mountsier  
**Briefing No.:** 2013-B0118 **Date:** August 14, 2013  
**Attending:** Tom Norwalk, President and CEO, VisitSeattle

#### **SUBJECT**

An overview of King County tourism as a component of its economic development and vitality.

#### **SUMMARY**

In 2012, 10.2 million visitors spent \$5.9 billion in Seattle and King County, contributing \$479 million in state and local tax revenues. Direct visitor spending benefits hotels, retailers, restaurants, attractions, transportation services and other businesses, and supports jobs for more than 53,500 people in the Seattle region.

King County's tourism business is a component of Washington State's tourism which is a \$16.4 billion industry that supports nearly 150,900 jobs, contributes \$1.8 billion in local and state tax revenues and ranks fourth in Gross Domestic Product (GDP) produced in Washington.

In the United States direct spending by domestic and international travelers generates more than \$700 billion in the nation's economy. The industry also represents one of America's largest employers, accounting for more than 10 million direct and indirect jobs.

The briefing for the committee will highlight some of the statistics and information regarding the 2013 tourism season and its economic impact on the region. Additional panelists may join Mr. Norwalk, President and CEO, VisitSeattle for this briefing.

#### **BACKGROUND**

The following summary information was compiled by Dean Runyan Associates for VisitSeattle regarding 2012 Tourism in Seattle/King County and in Washington State.

	<b>Seattle-King Co.</b>	<b>Washington State</b>
<b>Visitor Volume</b>		
Total Overnight Visitors	<b>10.2 Million</b>	<b>36.4 Million</b>
<b>Visitor Expenditures</b>		
Food Service	\$1.5 Billion	
Lodging	\$1.2 Billion	
Retail Sales	\$591 Million	
Local Transportation and Gas	\$710 Million	
Arts/Recreation/Entertainment	\$593 Million	
Visitor Air Transportation	\$1.3 Billion	
<b>Total Visitor Expenditures</b>	<b>\$5.9 Billion</b>	<b>\$16.9 Billion</b>
<b>Tourism Industry Employment</b>		
Total direct earnings from travel spending	<b>\$2.5 Billion</b>	<b>\$4.7 Billion</b>
<b>State/Local Taxes Paid by Visitors</b>		
Lodging Taxes	\$94 Million	
Passenger Facility Charge	\$23 Million	
State/County Auto Rental	\$41 Million	
State Gas	\$15 Million	
B&O	\$22 Million	
Local Sales	\$96 Million	
State Sales	\$188 Million	
<b>Total State/Local Taxes Paid by Visitors</b>	<b>\$479 Million</b>	<b>\$1 Billion</b>

Source: Dean Runyan Associates for Visit Seattle

**ATTACHMENTS** none