Item # 11

8/18/2014

2013 Tourism Impact

Seattle & King County

18.6 Million
2013 King County
Overnight Visitors
(+2.9%)

International Visitors
8% of Total Visitors
16% of Total Visitor Expenditures

$6 Billion
2013 Total King County
Visitor Expenditures
(+6.9%)

$597 Million
2013 King County
Visitor-Generated Tax Revenues
(+7.7%)

Source: Tourism Economics/Visit Seattle, May 2014

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Top 5 USA High-Growth Markets

Port of Seattle

Forecasted through 2017

Origin of Visitor	Arrivals % (Change 2012-2017)
China	154.7%
Saudi Arabia	87.4%
Brazil	55.1%
Argentina	42.9%
Taiwan	36.4%

Source: U.S. Travel estimates based on U.S. Department of Commerce – Office of Travel and Tourism Industries

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International Arrivals

Port of Seattle

Arrivals with Port of Entry: Seattle

December 2013 YTD

Japan 79,459 (+7% YOY)	India 21,124 (+16% YOY)
China 75,244 (+46% YOY)	France 14,176 (+6% YOY)
United Kingdom 34,800 (+3% YOY)	Australia 6,407 (+9% YOY)
Korea 31,185 (+5% YOY)	Hong Kong 3,223 (-11% YOY)
Germany 28,461 (+10% YOY)	Mexico* 1,069 (+20% YOY)

*Excludes entry by land

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VisaVue

2013 vs. 2012

Port of Seattle

Country of Origin	Total Expenditures / Spend
China	+45%
Germany	+12%
United Kingdom	+7%
Korea	+4%

Source: VisaVue

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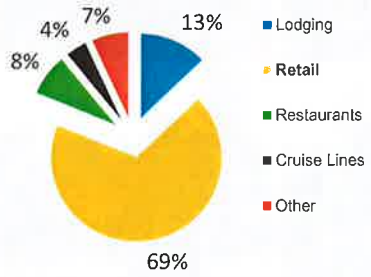
VisaVue

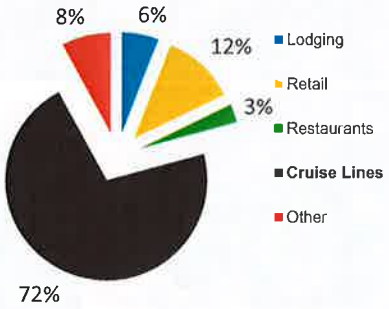
King County | Spend by Segment | 2013

Port of Seattle

CHINA Total Spend:



AUSTRALIA Total Spend:



Source: VisaVue

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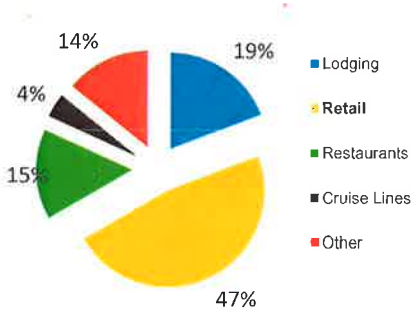
VisaVue

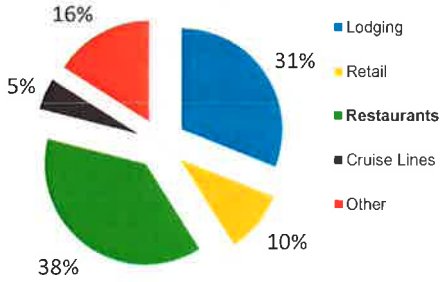
King County | Spend by Segment | 2013

Port of Seattle

SOUTH KOREA Total Spend:



JAPAN Total Spend:



Source: VisaVue

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A Celebration of Washington Wine

Go West FAM 2014

Korea 2014

Delta Hong Kong Media FAM

Redaktionsbüro Prägnant FAM

ITB 2014

Tokyo Wine Event 2014

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