

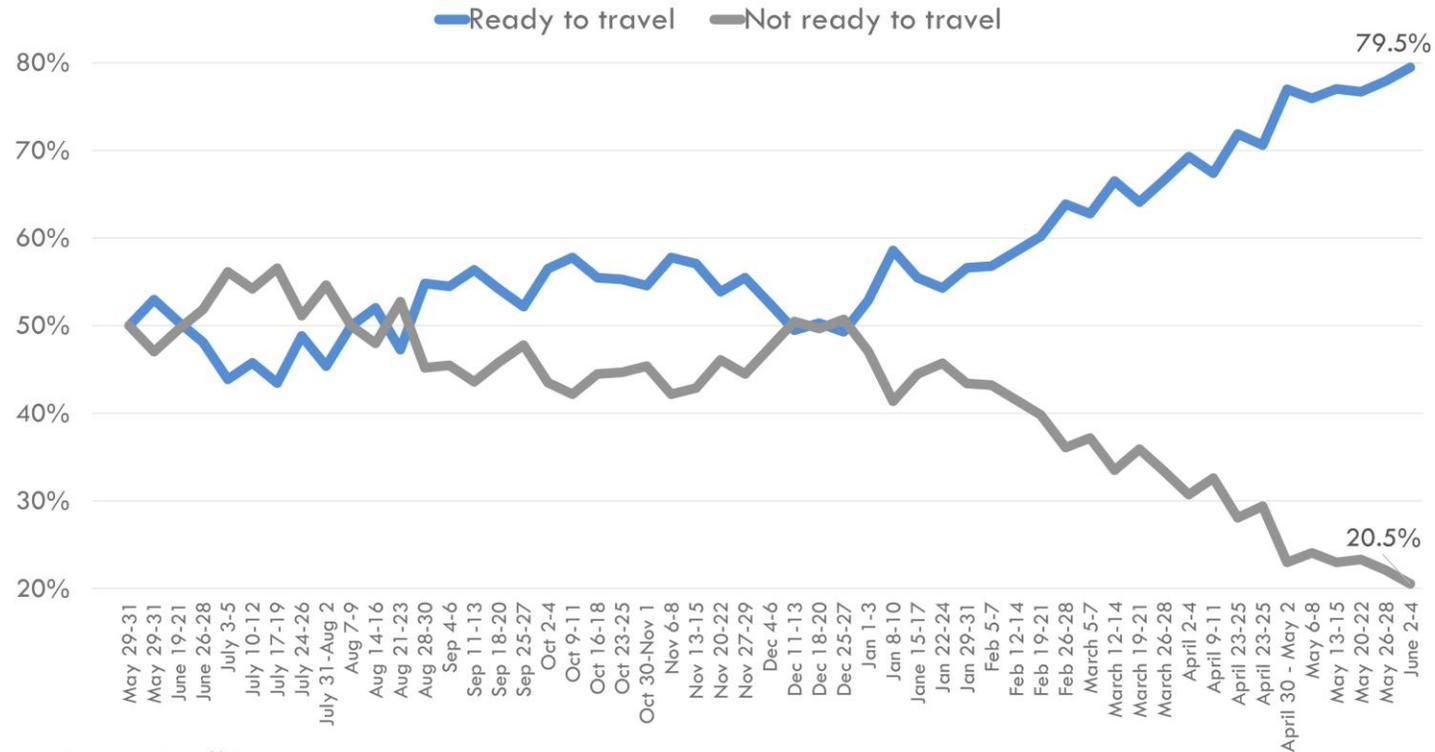
A panoramic view of the Seattle skyline at dusk. The city lights are glowing, and the sky is a deep blue. In the background, the snow-capped Mount Rainier is visible. The city is densely packed with buildings, and the waterfront is lit up with lights reflecting on the water.

highlights

SEATTLE & KING COUNTY
2021 HOTEL SYMPOSIUM
Tuesday, June 22, 2021

VISIT
seattle

Travel confidence is steadily rising



Destination  Analysts
DO YOUR RESEARCH

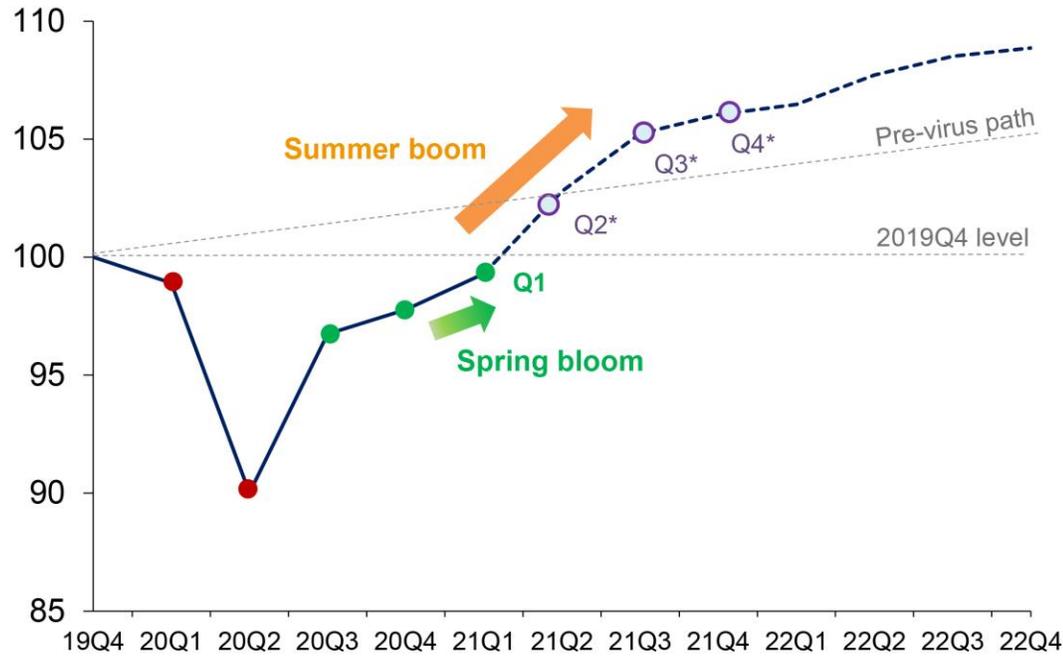
Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)

 TOURISM ECONOMICS

US economy is set to accelerate

Spring bloom will turn into a summer boom

GDP Q4 2019 = 100



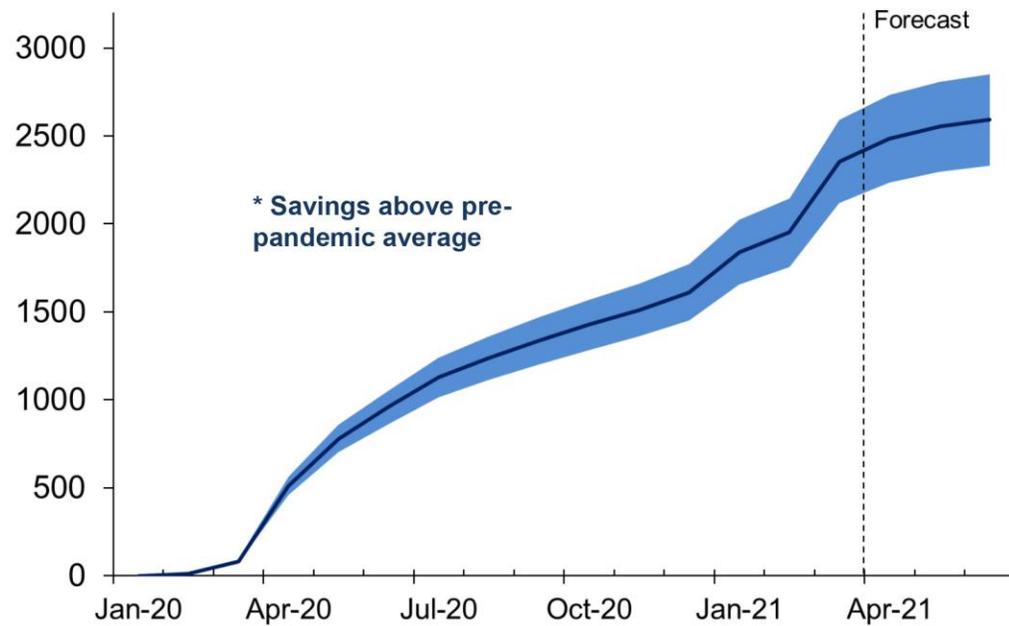
Source: Oxford Economics

Better health & fiscal stimulus = summer mini-boom

...and a massive \$2.5 tn cash stash for households

US: Cumulative excess* household savings

\$, billion, since January 2020

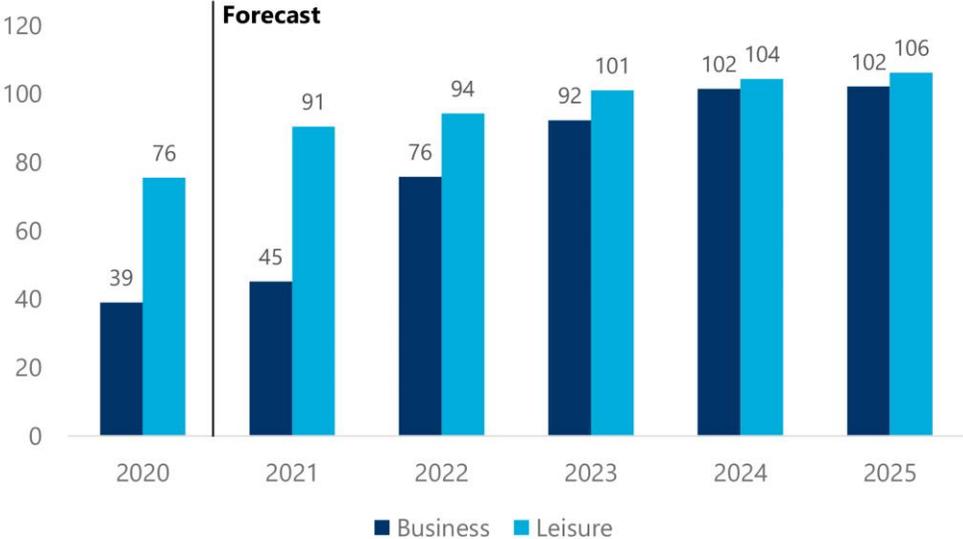


Source: Oxford Economics

Business travel begins its real comeback next year

Business and leisure trips

Index (2019=100)

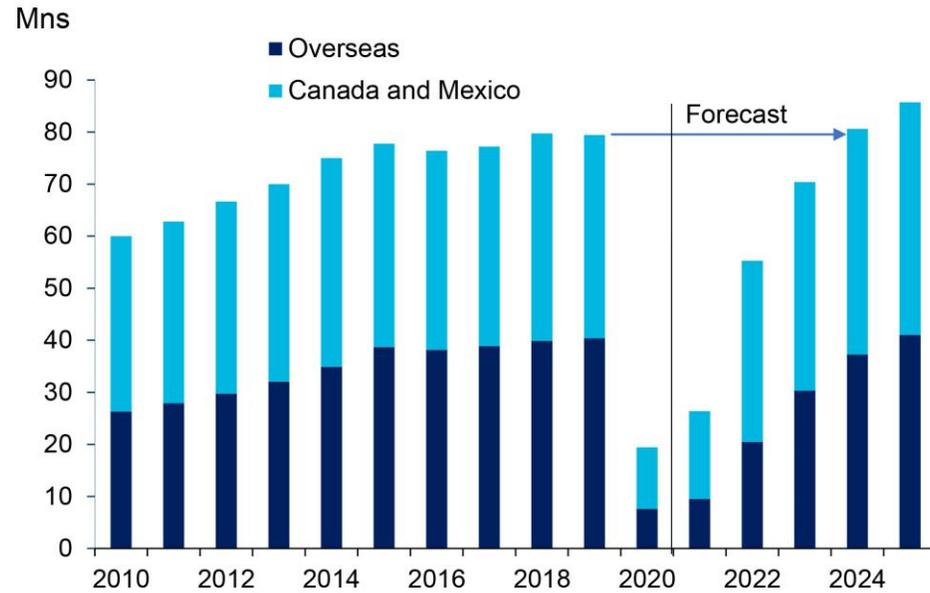


Note: Only domestic trips

Source: U.S. Travel Association, Tourism Economics

Models indicate full international recovery in 2024

US inbound arrivals



- Stage 1**
United Kingdom
Canada
Mexico
- Stage 2**
EU
S Korea
Australia
- Stage 3**
China
India
Brazil

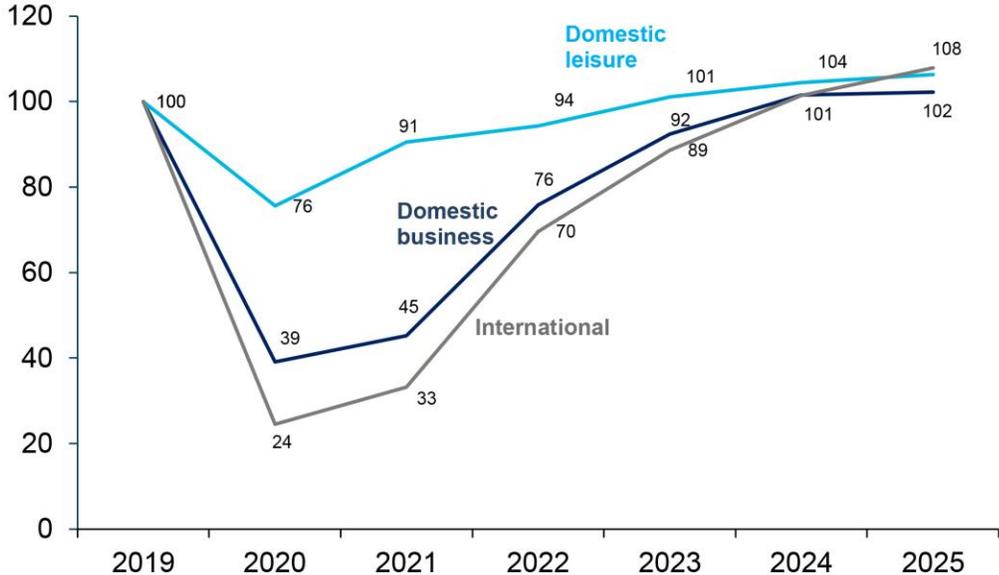
- Three barriers**
- Policy
 - Sentiment
 - Air service

Source: U.S. Travel Association, Tourism Economics

Recovery schedule in one picture

US Travel Volume

Index (2019 = 100)

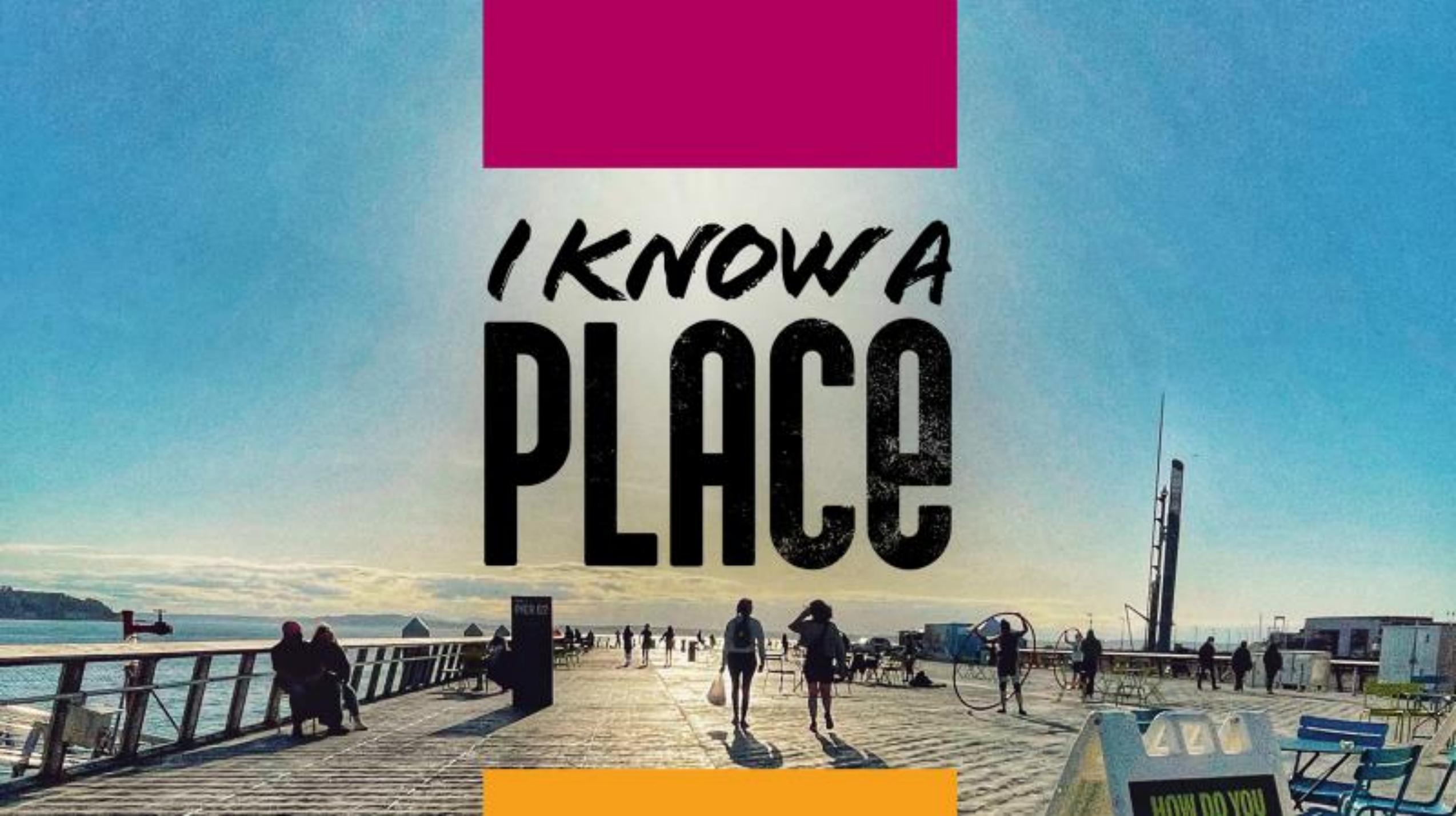


Source: U.S. Travel Association, Tourism Economics

VISIT
seattle

GOOD NEWS

VISIT
seattle



**I KNOW A
PLACE**

HOW DO YOU

I KNOW A PLACE

I KNOW A PLACE

INSIDER'S TIPS ON
CAN'T MISS SEATTLE

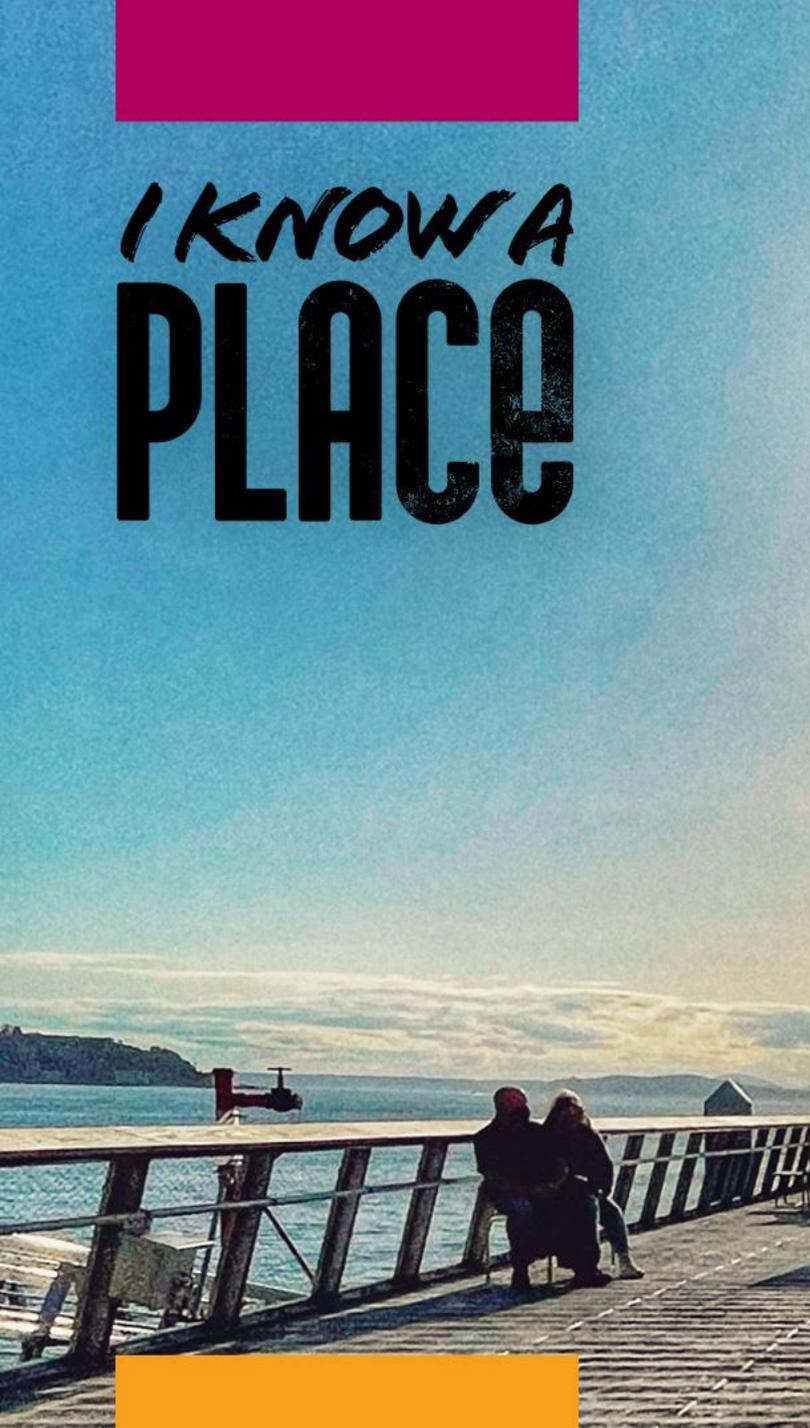


I KNOW A PLACE WITH SECRET MENUS AND WORLD-FAMOUS VIEWS, OPEN-AIR MARKETS AND ROOFTOP COCKTAILS.

[#IKnowSeattle](#). Welcome to your one-stop guide to getting a real-time look into Seattle today. And while things may look a little different right now, these locals will help you navigate so you can get the most out of Seattle—safely.



LAURA CLISE'S
Intentional



GROUNDBREAKING TRANSFORMATION

\$1B PROJECT

COMPLETION OCTOBER 2021

CONCERT CAPACITY OVER 17,000



PROGRAMMING PRIORITIES

CONCERTS & EVENTS

- Grand Opening Celebration – October 2021 (TBA)
- Targeting **80+** Concerts/Special Events for Fiscal Year 2021/2022
 - Current Announced/On Sale - **11**
- NCAA National Championship Events
 - 2023 DI Women's Basketball Regional
 - 2025 DI Men's Basketball First & Second Rounds
- Additional Targets Include:
 - College Basketball
 - Other Sporting Events
 - Corporate and Private Events
 - Special Developed Arena Events



2021 Cruise Season At A Glance

- Season: July 19 – October 23
- Homeport ships: 8
- Total cruise ship calls: 83
- Sailing days: Monday, Tuesday, Thursday, Friday, Saturday and Sunday
 - Thursday is new
 - Ships arrive 6am-7am and depart 4pm-5pm
 - Guests may have pre-assigned check-in time
- Brands continue to deploy newer, larger ships to Seattle + premium brands.
- Guests and crew 100% vaccinated
- Royal Caribbean pursuing CDC simulation cruise to permit children less than 12 yrs
- Port will sponsor Port Valet



Seattle- Alaska Demand Remains High

2021 Ship Deployment

Brand	Ship	Capacity	Itinerary	Sailing Day
Norwegian	Encore	4,000	7-day Alaska	Saturday
Silver Sea	Silver Muse	596	10 & 11-day Alaska	Sunday & Thursday
Celebrity	Celebrity Millennium	1,950	7-day Alaska	Friday
Royal Caribbean	Serenade of the Seas	2,501	7-day Alaska	Monday
Royal Caribbean	Ovation of the Seas	4,200	7-day Alaska	Friday
Holland America	Nieuw Amsterdam	2,106	7-day Alaska	Saturday
Princess	Majestic Princess	3,560	7-day Alaska	Sunday
Carnival	Carnival Miracle	2,124	7-day Alaska	Tuesday

Economic Impact Lost in 2020



\$893.6 M
revenue to local businesses



\$4.2 M
in regional economic activity
per vessel call



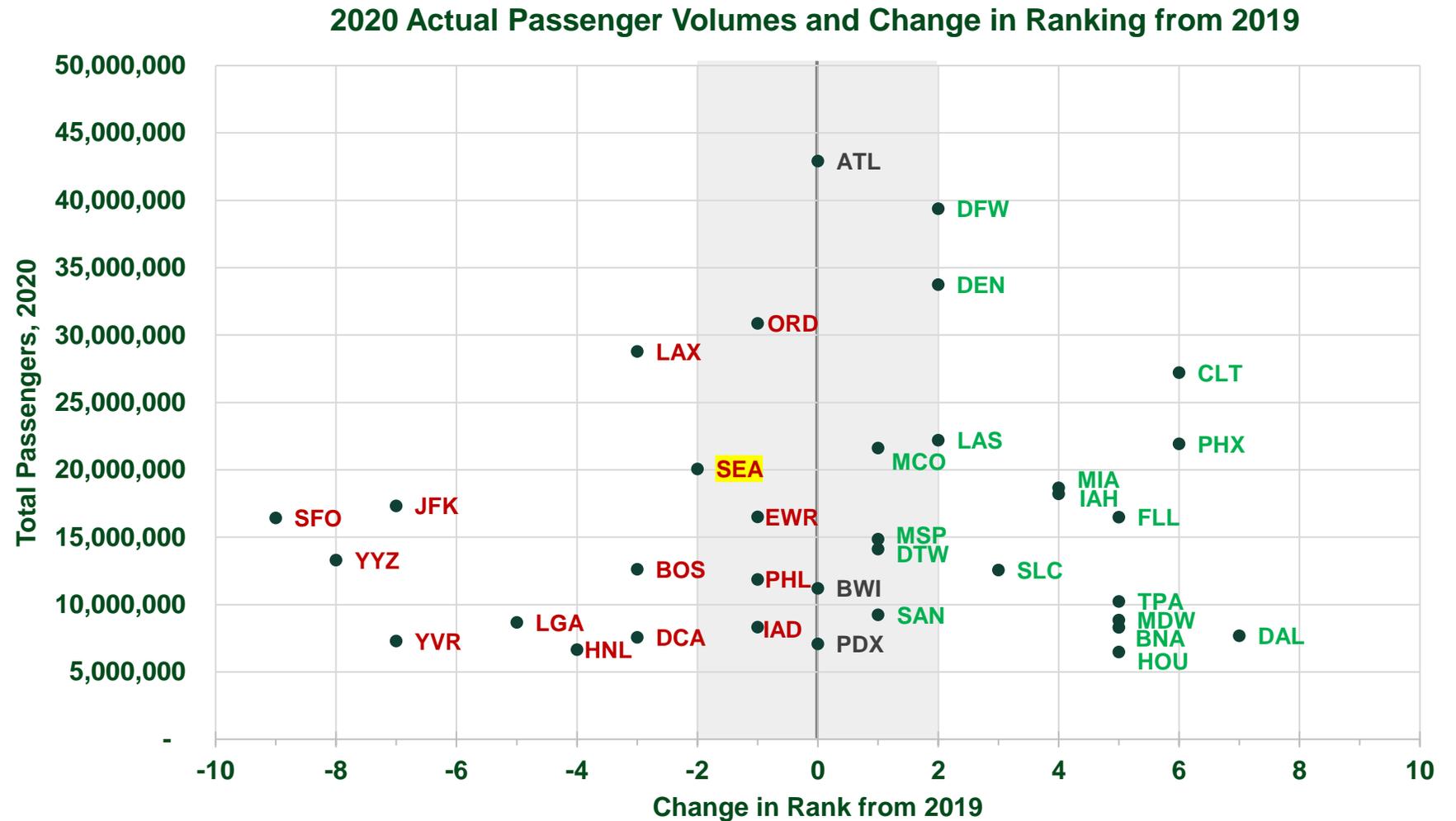
5,500
total jobs related to cruise

Looking Ahead to 2022

- Expect a robust season and well over 1 million guests
 - Cruise line sales for 2022 Alaska travel are very brisk
 - Seattle could have up to 13 homeport ships
 - Norwegian is selling four ships out of Seattle
 - Royal Caribbean: Quantum of the Seas and Ovation of the Seas
 - Holland America & Princess: each selling two ships
 - Celebrity, Carnival and Oceania each selling one ship
- 

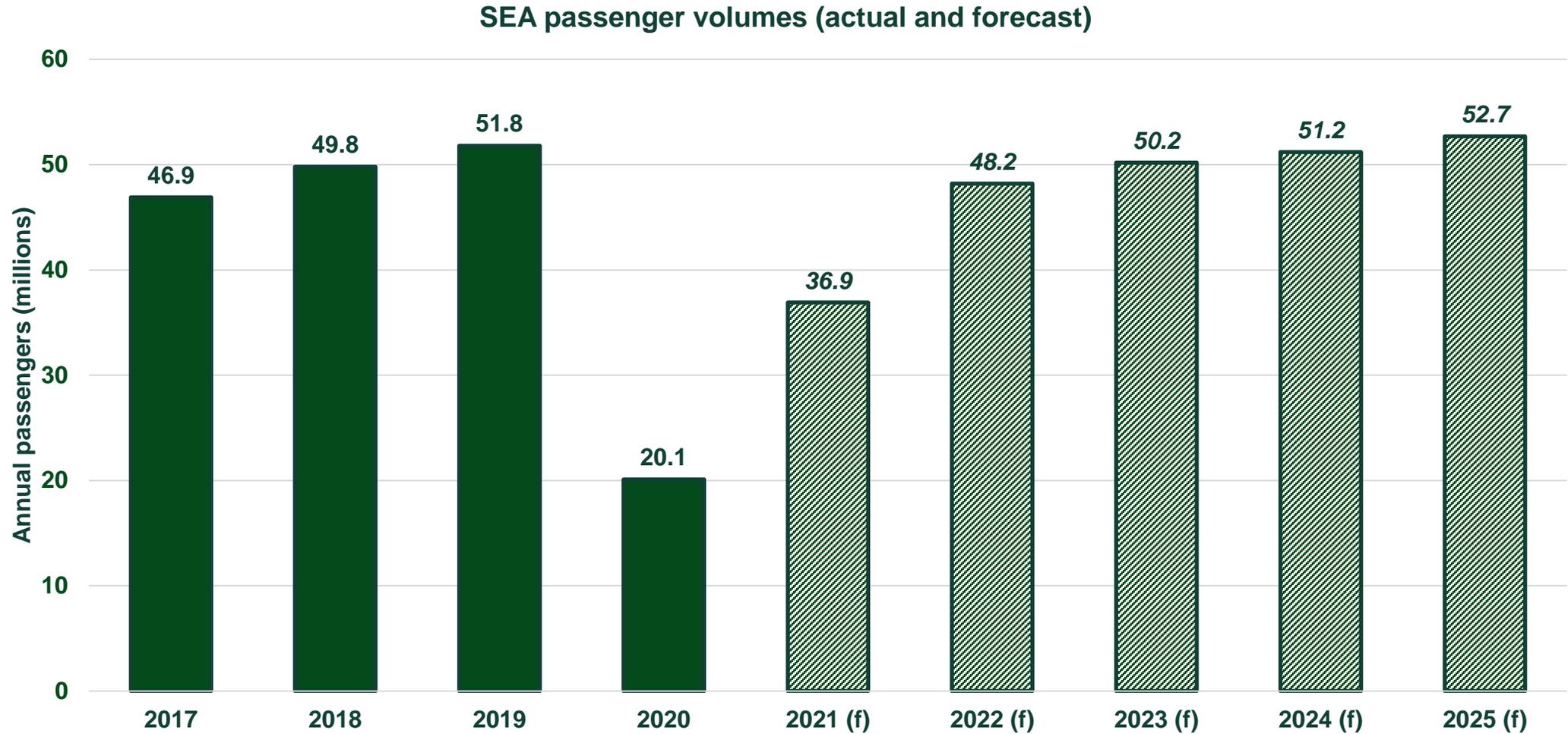
What airports have seen the greatest impact from the pandemic?

2020 Rank	Airport	Total Pax 2020	% Change	Rank Change
1	ATL	42.9 m	- 61%	—
2	DFW	39.4 m	- 48%	▲2
3	DEN	33.7 m	- 51%	▲2
4	ORD	30.9 m	- 64%	▼1
5	LAX	28.8 m	- 67%	▼3
6	CLT	27.2 m	- 46%	▲6
7	LAS	22.2 m	- 57%	▲2
8	PHX	21.9 m	- 53%	▲6
9	MCO	21.6 m	- 57%	▲1
10	SEA	20.1 m	- 61%	▼2
11	MIA	18.7 m	- 59%	▲4
12	IAH	18.2 m	- 60%	▲4
13	JFK	17.3 m	- 73%	▼7
14	EWR	16.5 m	- 65%	▼1
15	FLL	16.5 m	- 55%	▲5
16	SFO	16.4 m	- 71%	▼9
17	MSP	14.9 m	- 62%	▲1
18	DTW	14.1 m	- 62%	▲1
19	YYZ	13.3 m	- 74%	▼8
20	BOS	12.6 m	- 70%	▼3
32	YVR	7.3 m	- 72%	▼7
33	PDX	7.1 m	- 64%	—



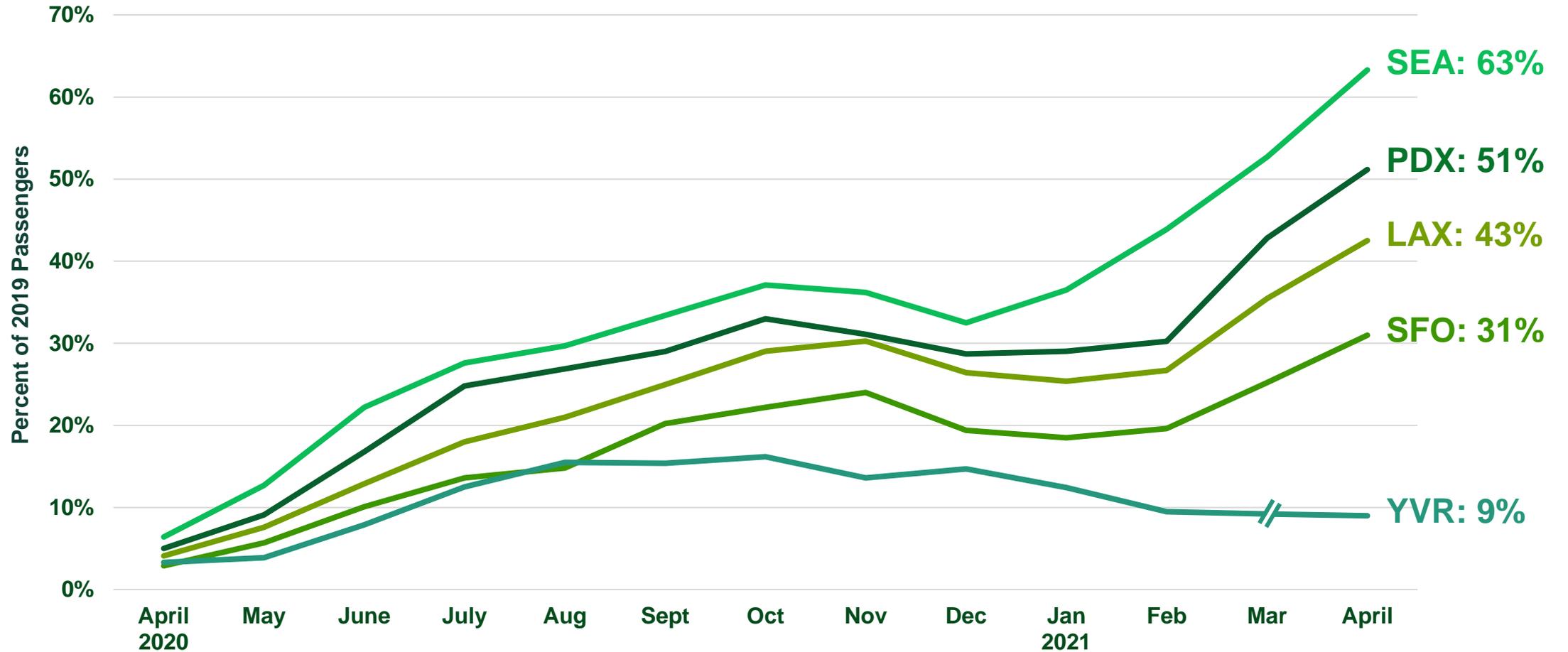
Source: Passenger numbers reported by individual airports. Top 35 US/Canadian airports.

Big Picture: SEA's recovery is well underway, and we expect to see more than 90% of 2019's passenger volume next year



SEA has seen the strongest recovery of West Coast airports

Percentage of 2019 Passengers by month



March passenger data for YVR not available

Status as a oneworld hub brings significant benefits to SEA

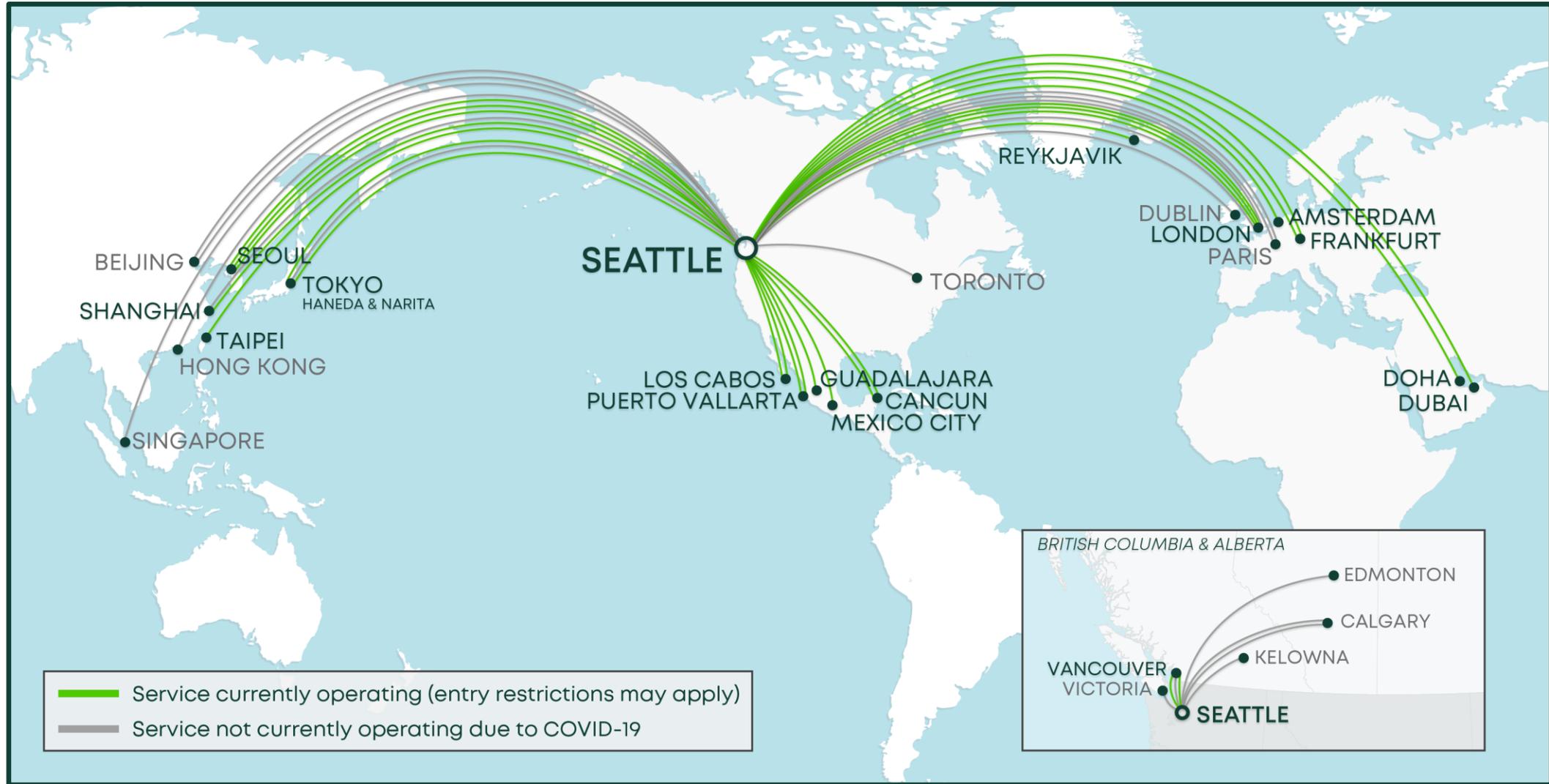
- New Seattle-Doha service began on January 29th with 4 weekly flights, scheduled to increase to a daily operation in July
- Qatar Airways' inaugural flight carried 298 passengers, who connected to more than 15 countries from Doha hub and spoke over 20 languages
- American Airlines is shifting its West Coast international gateway from LAX to focus on Seattle, with new services to London, Shanghai and Bangalore



SEA's international services are returning

More than 60% of SEA's pre-pandemic services have resumed

- Aer Lingus
- Aeromexico
- Air Canada
- Air France
- Alaska
- American
- ANA
- Asiana
- British Airways
- Cathay Pacific
- Condor
- Delta
- Emirates
- EVA
- Hainan
- Icelandair
- Japan Airlines
- Korean Air
- Lufthansa
- Norwegian
- Qatar Airways
- Singapore
- Virgin Atlantic
- Volaris



Does not include services announced but not yet operating

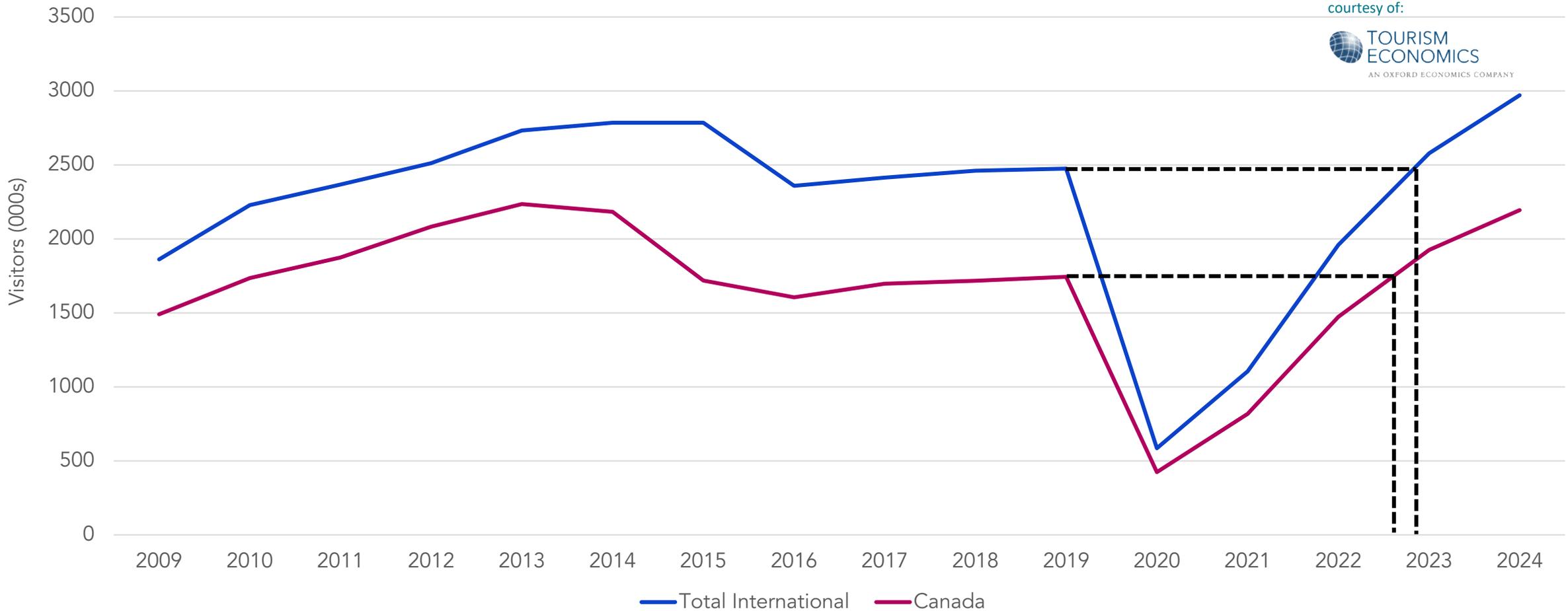
International Visitation to Seattle 2019-2022

courtesy of:

TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY

	Visits (000's)				YOY Growth	
	2019	2020	2021	2022	2021	2022
Total	2,475	586	1,105	1,959	88%	77%
Overseas	713	154	274	468	78%	70%
Canada	1,744	424	818	1,473	93%	80%
China	166	25	42	84	67%	100%
United Kingdom	76	16	31	53	99%	70%
South Korea	76	20	33	49	68%	50%
Japan	53	14	28	42	92%	54%
India	49	13	19	30	46%	55%
Germany	47	10	18	32	78%	80%
Australia	37	6	13	25	129%	95%

Long Road Ahead—International (2009-2024)



Office Space Demand

Total Office Market

2021 = 55.9M SF

(up 1M SF from 2019)

Average Direct Asking Rate

2021 = \$51.11

psf

(2019 = \$42.41 psf)

Total Vacancy

2021 = 18.6%

(2019 = 9.4%)

- Touring activity in Q1 2021 back to 73% of pre-pandemic levels, and now even stronger than pre-pandemic
- Hybrid is the answer - feedback is that people want an office space, just not for 5 days a week

Business Travel Sentiments

96%

of respondents are
willing to travel for
business over the next 12
months, including 65%
who are very willing

Predictions

Compared to 2019, what percentage of business travel do you see returning by end of the year 2021 and 2022?

2021 vs. 2019

50%

20-30%

30-40%

2022 vs. 2019

70%

50-60%

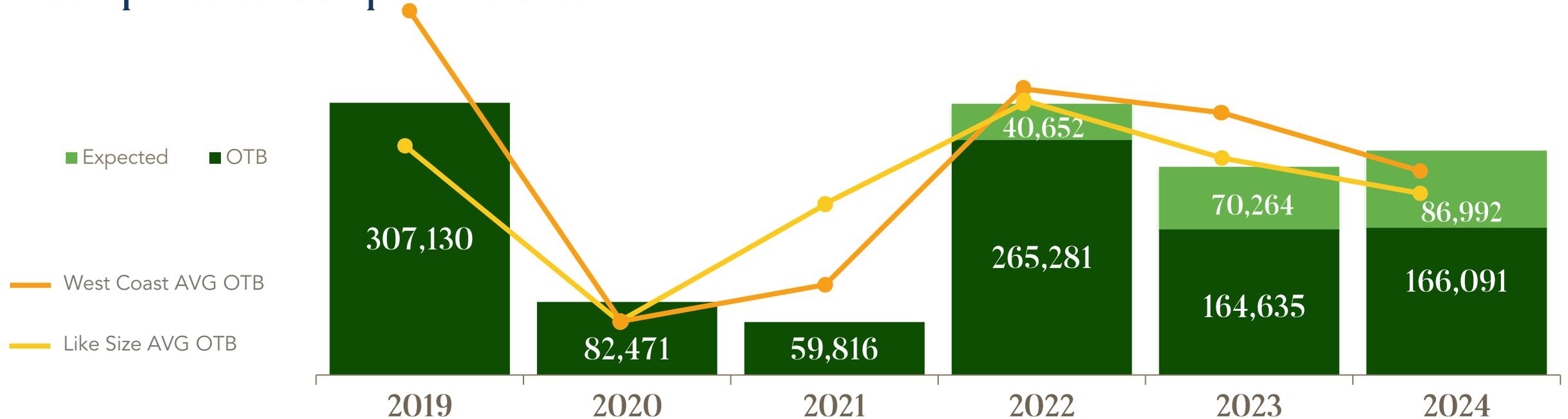
50-60%

Summit Business On The Books

Year	Meetings	Attendance	Total Room Nights	Economic Impact
2022	4	13,400	26,827	\$29,919,045
2023	11	41,050	82,839	\$85,595,578
2024	7	37,890	74,834	\$90,770,225
2025	5	21,200	33,567	\$42,709,189
2026	5	20,700	28,916	\$40,571,928
Grand Totals	32	134,240	247,083	\$289,565,965

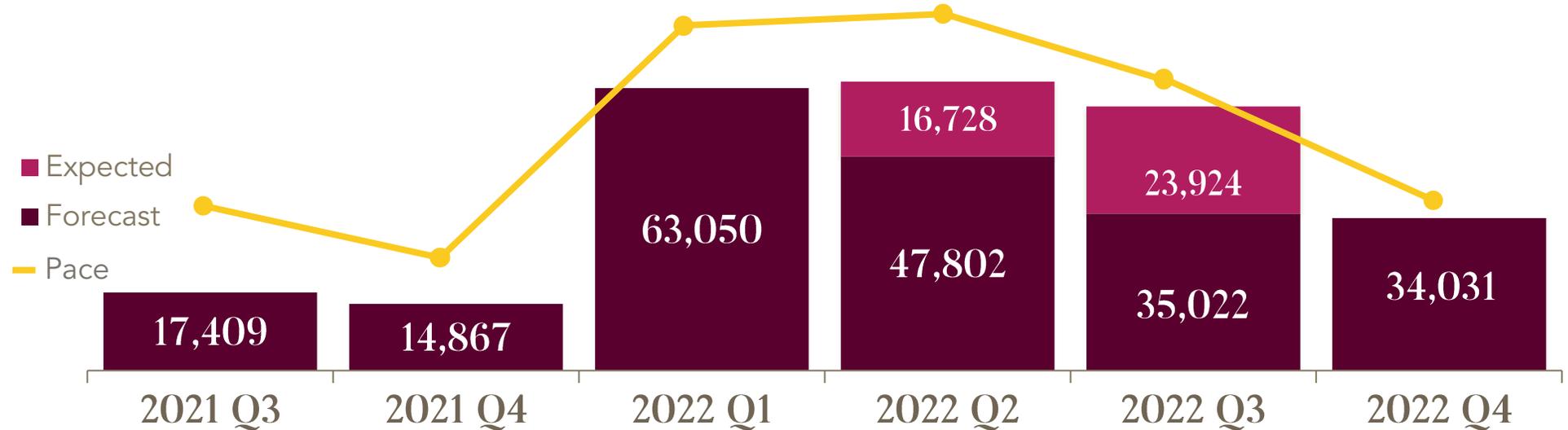
WSCC Room Nights On The Books

Compared to Competitive Sets



SEATTLE - OTB	307,130	82,471	59,816	265,281	164,635	166,091
WEST COAST SET – AVG OTB	442,673	56,972	116,091	344,025	314,308	225,541
LIKE-SIZE CITIES SET – AVG OTB	264,532	55,718	198,602	330,134	255,121	190,137

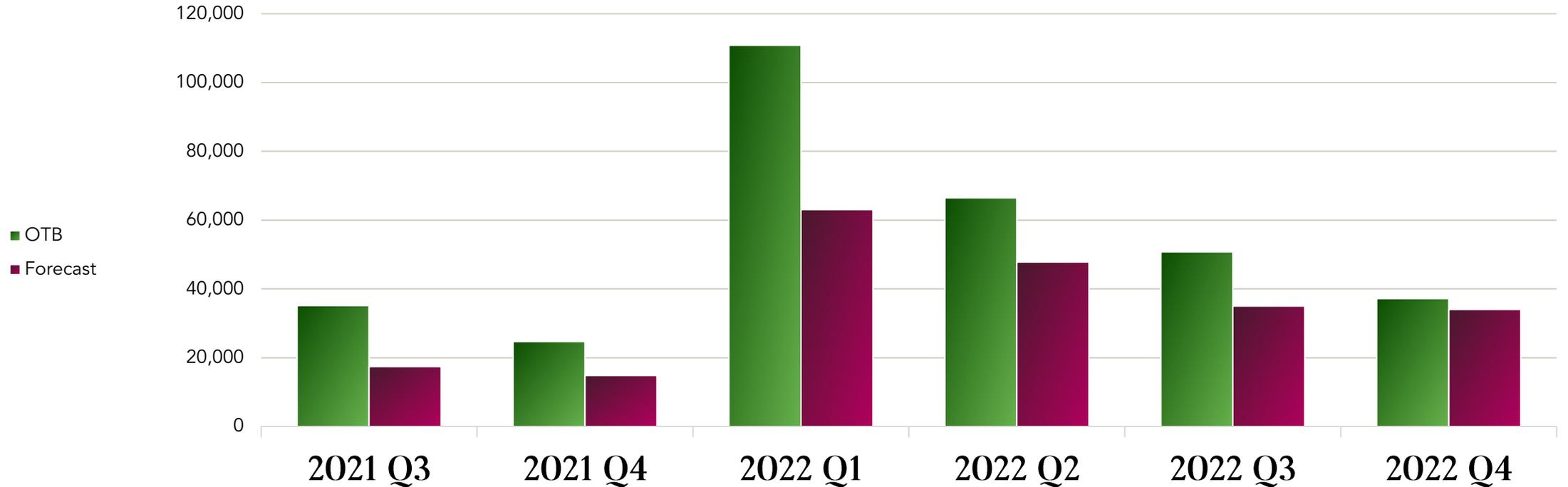
WSCC Room Nights – Forecasted, June



CONVENTIONS REMAINING FROM ORIGINALLY BOOKED	3 of 10	6 of 7	9 of 9	7 of 10	6 of 7	6 of 7
PACE TARGET	65,746	47,277	102,277	106,844	69,948	43,382
SEATTLE - FORECASTED ROOM NIGHTS	17,409	14,867	63,050	47,802	35,022	34,031
VARIANCE TO TARGET PACE	-73%	-68%	-38%	-55%	-48%	-29%
VARIANCE TO OTB	-50%	-40%	-43%	-28%	-31%	-9%

On The Books vs. June Forecast

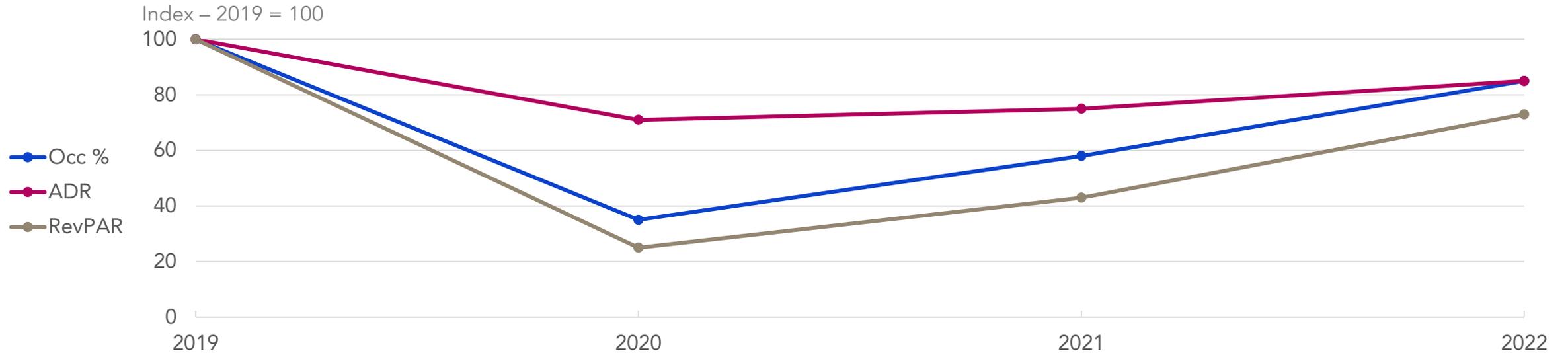
Attendance and Room Nights by Quarter



CONVENTIONS REMAINING FROM NUMBER ORIGINALLY BOOKED	3 of 10	6 of 7	9 of 9	7 of 10	6 of 7	6 of 7
% ROOM NIGHTS ESTIMATED	50%	60%	57%	72%	69%	91%

2019 & 2020 Actual | 2021 & 2022 Forecasts

Tourism Economics – STIA Hotels

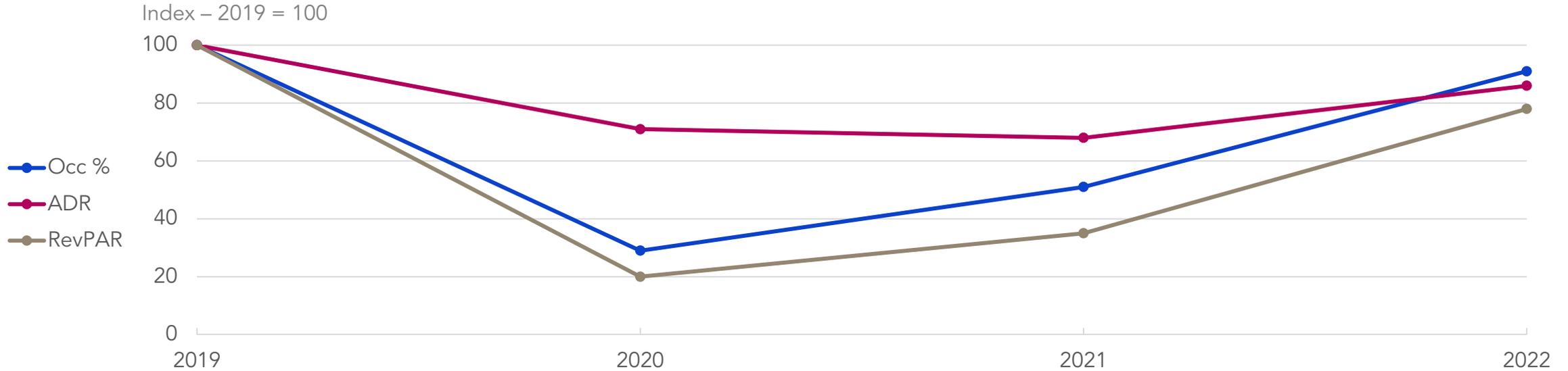


% Change to Prior Year

	OCC %	ADR	RevPAR	OCC % (PTS)	ADR	RevPAR
2019A	80%	\$208	\$165	-2%	-7%	-9%
2020A	28%	\$148	\$41	-52%	-29%	-75%
2021F	46%	\$155	\$71	18%	5%	75%
2022F	68%	\$177	\$120	22%	14%	69%

2019 & 2020 Actual | 2021 & 2022 Forecasts

STR - Seattle CBD Hotels

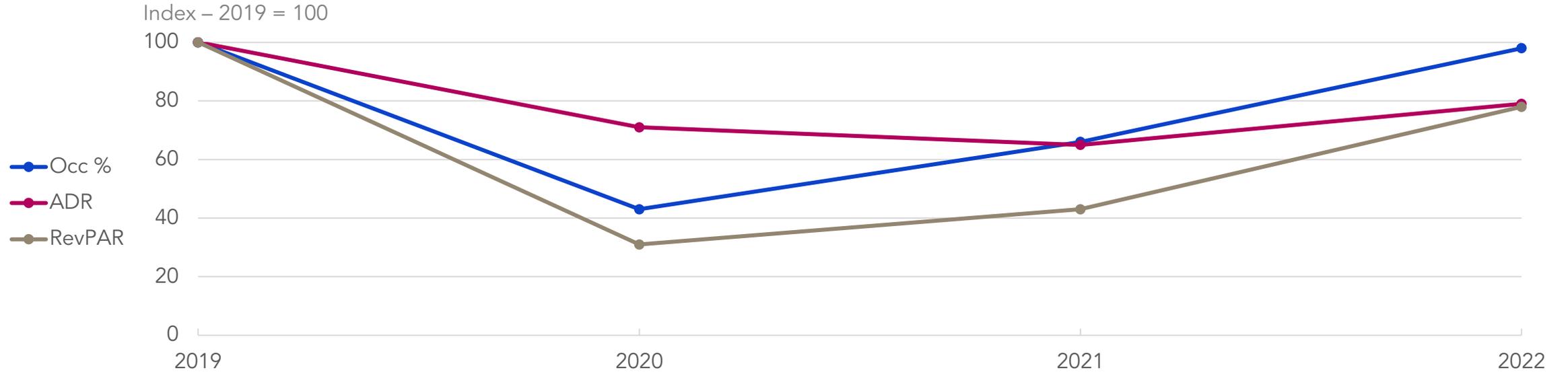


% Change to Prior Year

	OCC %	ADR	RevPAR	OCC % (PTS)	ADR	RevPAR
2019A	79%	\$205	\$163	-2%	-7%	-9%
2020A	23%	\$145	\$33	-56%	-29%	-80%
2021F	40%	\$141	\$56	17%	-3%	69%
2022F	72%	\$177	\$127	32%	26%	126%

2019 & 2020 Actual | 2021 & 2022 Forecasts

STR – Bellevue Hotels



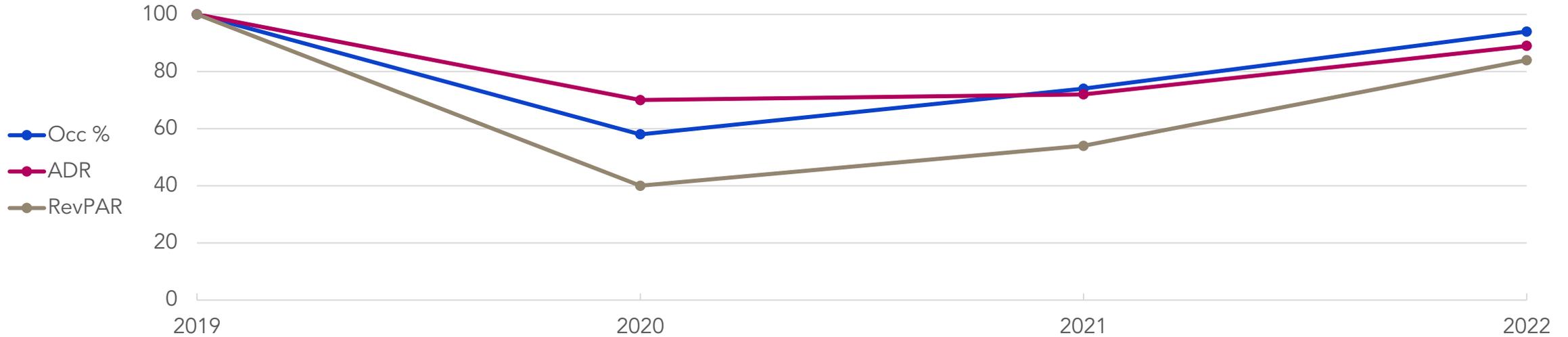
% Change to Prior Year

	OCC %	ADR	RevPAR	OCC % (PTS)	ADR	RevPAR
2019A	69%	\$177	\$123	69%	\$177	\$123
2020A	30%	\$127	\$38	30%	\$127	\$38
2021F	46%	\$116	\$53	46%	\$116	\$53
2022F	68%	\$140	\$96	68%	\$140	\$96

2019 & 2020 Actual | 2021 & 2022 Forecasts

STR – SEA Airport Hotels

Index – 2019 = 100



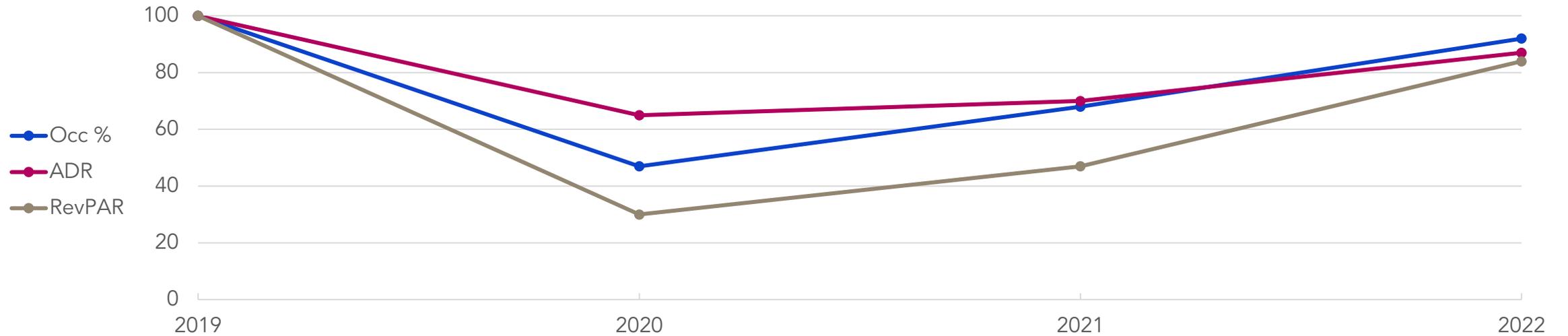
% Change to Prior Year

	OCC %	ADR	RevPAR	OCC % (PTS)	ADR	RevPAR
2019A	76%	\$127	\$96	-2%	-1%	-3%
2020A	44%	\$89	\$39	-32%	-30%	-60%
2021F	56%	\$92	\$52	12%	4%	33%
2022F	71%	\$113	\$81	15%	23%	56%

2019 & 2020 Actual | 2021 & 2022 Forecasts

CBRE – Seattle Region Hotels

Index – 2019 = 100



% Change to Prior Year

	OCC %	ADR	RevPAR	OCC % (PTS)	ADR	RevPAR
2019A	74%	\$163	\$121	-2%	-1%	-3%
2020A	35%	\$105	\$36	-32%	-30%	-60%
2021F	50%	\$114	\$57	12%	4%	33%
2022F	68%	\$142	\$96	15%	23%	56%



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