



Community Development

Agenda

Agenda

Thursday, July 25, 2024, 10:00 am

Bellevue-Redmond Tourism Promotion Area Advisory Board

1E-121 or Zoom meeting

City of Bellevue, WA

The Bellevue-Redmond Tourism Promotion Area Advisory Board (Tourism Board) meetings are conducted in a hybrid manner with both in-person and virtual options. You may attend the meeting:

- In-person
- By calling (253) 215-8782 and entering Webinar ID: 864 7124 6317
- [www.zoom.us](https://www.zoom.us/j/86471246317) and entering Webinar ID: 864 7124 6317 Password: 218537
<https://cityofbellevue.zoom.us/j/86471246317>

- 1. CALL TO ORDER** 10:00 am
The Chair will call the meeting to order.
- 2. APPROVAL OF AGENDA AND MINUTES** 10:00 – 10:05
 - A. The Chair will ask for approval of the agenda.
 - B. The Chair will ask for approval of the May special meeting minutes.
- 3. ORAL COMMUNICATIONS** 10:05 – 10:15
The time allowed for Oral Communications shall not exceed 30 minutes. Persons wishing to speak will be called to speak in the order in which they signed in. Speakers will be allowed to speak for three minutes. Additional time will not be allowed unless the Chair or a majority of the Board allows additional time.
- 4. ACTION, DISCUSSION, AND INFORMATION ITEMS**
 - A. Board Member application review 10:15 – 10:30
 - B. Staff Update 10:30 – 10:45
 - C. Visit Bellevue Destination Development Plan Update 10:45 – 11:05
- 5. COMMISSION QUICK BUSINESS** 11:05-11:10
- 6. REPORTS**
 - A. OneRedmond Quarterly Update 11:10 – 11:25
 - B. Visit Bellevue Quarterly Update 11:25 – 11:40
- 7. ADJOURNMENT** 12:00 pm
The Chair will adjourn the meeting.

Tourism Board meetings are wheelchair accessible. Captioning, American Sign Language (ASL), or language interpreters are available upon request. Please phone at least 48 hours in advance 425-452-6168 (VOICE) for ADA accommodations. If you are hearing impaired, please dial 711 (TR). Please contact

the Arts Program at least two days in advance at lflores@bellevuewa.gov or call 425-452-4869 if you have questions about accommodations.

Rules of decorum for public communication and conduct at meetings were adopted by the City Council in Ordinance 6752. Copies of this ordinance can be found on the city's website and are also available from the City Clerk's Office.

TOURISM BOARD MEMBERS

Caroline Dermarkarian (Chair)

Wade Hashimoto (Vice Chair)

Rashed Kanaan

Cassandra Lieberman

Rocky Rosenbach

Kim Saunderson

STAFF CONTACTS

Lizzette Flores, Cultural Tourism Specialist, 425-452-4869

Lorie Hoffman, Arts & Creative Economy Manager, 425-452-4246



Community Development

Minutes

BELLEVUE-REDMOND TOURISM PROMOTION AREA ADVISORY BOARD
MEETING MINUTES

May 28, 2024
10:00 a.m.

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Wade Hashimoto,
Cassandra Leiberman, Rocky Rosenbach, Kim
Saunderson

MEMBERS REMOTE: Rashed Kanaan

MEMBERS ABSENT: Melody Lanthorn, David Nadelman

STAFF PRESENT: Lorie Hoffman, Lizzette Flores, Department of
Community Development

OTHERS PRESENT: None

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 10:01 a.m. by Caroline Dermarkarian who presided. All members were present with the exception of Melody Lanthorn and David Nadelman.

2. APPROVAL OF AGENDA AND MINUTES

A. Approval of Agenda

Motion to approve the agenda was made by Wade Hashimoto. The motion was seconded was by Cassandra Leiberman and the motion carried unanimously.

B. Approval of Minutes - None

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. TPA 2025 Budget and Scope of Work Review

Cultural Tourism Specialist Lizzette Flores reminded the Board members that at the April 25 meeting the organizations representing the two zones presented their budgets and strategic plans for 2025. Staff subsequently prepared a document that must be approved by the Board before being recommended and presented to the Bellevue City Council by July 31.

Continuing, Lizzette Flores said the document pulls together summaries from each zone, Visit Bellevue and OneRedmond, and includes the budgets for each zone, showing the amounts allotted to each bucket.

A motion to approve the 2025 BRTPA annual budget and strategic plan and to recommend it to the Bellevue City Council for adoption was made by Rashad Kanaan. The motion was seconded by Wade Hashimoto and the motion carried unanimously.

B. Staff Update – Information

Lizzette Flores took a moment to thank Board members Melody Lanthorn and David Nadelman for their service as members of the Board. Their input during the inaugural year has been appreciated.

Arts Community Manager Lorie Hoffman said applications are being accepted for new Board members. The applications will be shared with the Board, and the Board will ultimately recommend appointments to the City Manager, who will make the final appointment.

5. COMMISSION QUICK BUSINESS

A. Time and Date for Next Meeting

Lizzette Flores said the next meeting was slated for July 25 at 10:00 a.m.

6. REPORTS – None

7. ADJOURNMENT

A motion to adjourn was made by Wade Hashimoto. The motion was seconded by Rashad Kanaan and the motion carried unanimously.

Caroline Dermarkarian adjourned the meeting at 10:08 a.m.



Community Development

Action & Discussion

Action

Thursday, July 25, 2024, 10am

Bellevue-Redmond Tourism Promotion Area Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Advisory Panel Applicant Review

Staff will present applicants for advisory panel for the Board's review and approval.

Motion: A motion to recommend a candidate to serve on the Advisory Board.

Code/Bylaw support: This item is presented to the Advisory Board today in line with the roles and responsibilities outlined in Bellevue City Code 3.100.070

3.100.070 G. Recommend qualified candidates to serve as members to the advisory board.

BACKGROUND

The Tourism Promotion Area Advisory Board may recommend qualified candidates to serve on its advisory board. There are currently two open positions for the advisory board, one for the Bellevue Zone and one for the Redmond Zone. Two applications have been received, both for the Bellevue Zone. Board members have been sent these two applications for review in the week prior to this meeting. Today the Board will discuss and choose an applicant, which they will formally recommend to Bellevue City Manager for appointment.

For the Redmond Zone, the application will be reopened again, giving Redmond stakeholders another opportunity to apply for the Redmond Zone seat.

OPTIONS

Option 1: Board motions to nominate and approve an application for recommendation to the City Manager for appointment.

Option 2: Board motions not to approve any application for recommendation as board member and will await new applicants for review.

STAFF RECOMMENDATION

Staff recommends the appointment of Haje Thurau, a new member of the Bellevue community with 30 years of hotel experience. Kate Hudson is an accomplished applicant and member of the Bellevue hotelier community, who is already on the Visit Bellevue Advisory Board, giving her a voice in tourism matters. The appointment of Mr. Thurau would bring a new perspective to our board and community.

NEXT STEPS

Once an option has been selected, staff will inform the Bellevue City Manager of the Board's recommendation and proceed with next steps accordingly.

STAFF CONTACT

Lizzette Flores, Cultural Tourism Specialist
425-452-4246, lflores@bellevuewa.gov



Community Development

Information

Information

Thursday, July 25, 2024, 10:00 am

Bellevue-Redmond Tourism Promotion Area
Advisory Board
City of Bellevue, WA

1E-113 or Zoom Meeting

Staff Update

At today's meeting, staff will give an update on the budget and strategic plan process, which went to Bellevue City Council on July 23rd, as well as an update on the administration of the TPA Zone, and revenues remitted from TPA fees.

Background

Council Meeting

In the May 25th 2024 special meeting, the Advisory Board approved the 2025 Budget and Strategic Plan, which was then recommended to Bellevue City Council. This is the second budget and work plan prepared and recommended by the BRTPA Advisory Board. The last Budget and Strategic Plan was brought to Council in October 2023 and covered a 16-month period. Currently contracted BRTPA administrators, Visit Bellevue and OneRedmond, are mid-way through administration of the first Budget and Strategic Plan. On Tuesday, July 23rd, City staff, along with Chair Dermarkarian presented this document to council. Today, staff will provide an update on the council meeting.

TPA Administration

Regular meetings with two current TPA zone administrators, Visit Bellevue and OneRedmond are now in a regular rhythm. City of Bellevue staff meets with administrators monthly, invoices and payments are submitted and reimbursed regularly, and administrators receive revenue reports from City staff on a regular basis.

Quarterly Revenue Report

Quarterly revenue report is attached to this packet, with information on remittances to the City of Bellevue, administrative fees from City and State, and interest accrued for each account.

Attachment A: Revenue Report

Staff Contact

Lizzette Flores, Cultural Tourism Specialist
425-452-4869, lflores@bellevuewa.gov



Community Development

Attachment A

Revenue Update (January through June 2024)

Total TPA Revenue Collected by Zone (before DOR 1% fee)

Bellevue TPA	\$1,269,749.97
Redmond TPA	\$375,249.10
Total both zones	\$1,644,999.07

Total TPA Revenue Collected by Zone (after DOR 1% fee)

Bellevue TPA	\$1,257,052.47
Redmond TPA	\$371,496.61
Total both zones	\$1,628,549.08

Administrative Fees by Legislative Authority

Bellevue TPA	\$63,487.50
Redmond TPA	\$18,762.45

Interest Collected - to be added back to respective accounts

Bellevue TPA	\$4,052.79
Redmond TPA	\$1,188.54
Total both zones	\$5,241.33



Community Development

Attachment B

MEMO

Date: July 15, 2024
From: Kristina Hudson, CEO, OneRedmond
Audrey Fan, Director of Tourism Strategy, OneRedmond
To: Bellevue Redmond Tourism Promotion Area Advisory Board
RE: OneRedmond – TPA Q3 2024 Quarterly Report for Q2 2024

Overview

As Redmond has not had an external Destination Management Organization (DMO) representing the interests of the lodging and tourism community, initial work is focused on the master planning of Redmond’s tourism program starting from square one. During the third and fourth quarter of 2023, OneRedmond spent resources on establishing a tourism entity and focusing on building out the infrastructure of this program, while at the same time being responsive to the industry’s needs. All activities in this report are in line with OneRedmond’s contract with the City of Bellevue and for the administration of the Redmond Zone of BRTPA.

OCCUPANCY DATA FOR Q2 2024:

The current hotel inventory in Redmond is 1,598 total rooms at ten full service and limited-service hotels.

The following is Redmond Hotel occupancy and rooms sold in Q2 2024:

2024	Apr	May	Jun	Q2 2024
Total Rooms	47,940	49,538	47,940	145,418
Occupancy %	60.96%	73.46%	83.58%	72.68%
Rooms Sold	29,225	36,391	40,067	105,683

Note: June 2024 represents 2023 data as the STR report for June 2024 has not been distributed.

EVENT RECRUITMENT AND STRATEGY:

Highlights of event recruitment and strategic partnership support that occurred in Redmond in Q2 2024:

- Finalized a partnership opportunity with Woodinville Wine Country
- Finalized a partnership opportunity with Seattle Theatre Group (STG) Concerts at the Farm (Concerts: May – October 2024)

- iHeart Radio Promotion with STG, Jack Daniels and Experience Redmond running from mid-July through mid-August 2024

Additional event recruitment strategies:

- CRM and Lead Generation Platform:
 - As Redmond does not have a CRM or Lead Generation system, research was conducted to identify a CRM, Lead Generation platform and Booking platform.
 - This will assist with quantifiable data collection, management and efficient communication of business generated for events and marketing efforts.
- Transportation Program:
 - Research concepts and pricing for a shuttle transportation program to surrounding area destinations to increase overnight hotel stays
 - Research alternative transportation programs to Woodinville Wine Country with the WWC partnership and District Wine Passes
- Continue to research and build on a master venue and facility list in Redmond and surrounding areas:
 - Develop a relationship with venues and facilities
 - Identify partnerships that drive overnight hotel stays

MARKETING PLAN:

OneRedmond is working with our partners at the City of Redmond to develop its first tourism strategic plan. It is imperative that that we have this guiding star to give us clarity and unity on Redmond's tourism program vision, and the coordination that will be necessary to identify and win opportunities for Redmond tourism. The marketing plan will be based on the outcome of this study in Q3 of 2024. This will be a holistic body of work that will also include contracted sales assistance and identifying and capitalizing on opportunities as they are discovered.

By the end of 2024, our aim is to increase overnight visitors by 15% based on 2023's annual guest room gross revenue.

Tourism and Hospitality Memberships:

OneRedmond has joined and attended membership meetings and seminars at the following organizations to increase tourism and hospitality opportunities for the area hotels:

- State of Washington Tourism
- Seattle Sports Commission
- Washington Festivals and Events Association

- Washington State Chapter of Meeting Professionals International
- Puget Sound Business Travel Association

Tourism and Hospitality Networking Highlights:

Additional networking outside of the above membership organizations:

- Northwest Event Show
- Woodinville Wine Country Partner Retreat



Community Development

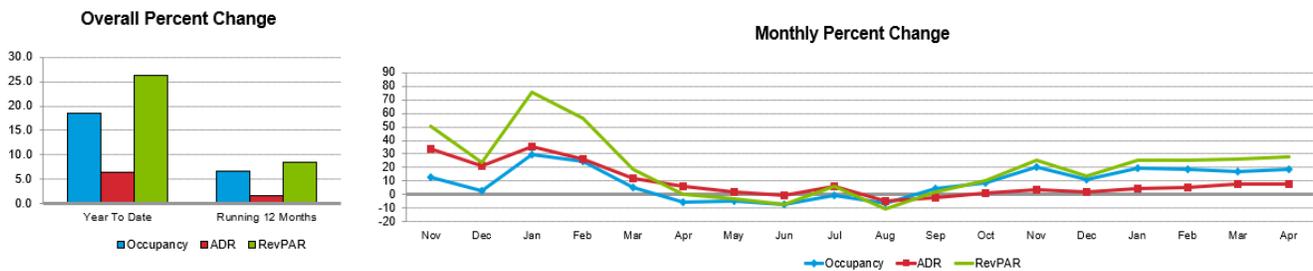
Attachment C



To: Bellevue Tourism Promotion Area Advisory Board
 From: Brad Jones - Executive Director
 Date: July 16, 2024
 RE: Visit Bellevue – BRTPA Q2 Executive Summary

In May, Bellevue hosted an estimated 181,736 overnight visitors generating an estimated economic impact of \$142 million. The Bellevue citywide hotel occupancy in May was 71% (+13% compared to 2023) with an average daily rate of \$205 (+5% compared to 2023) generating a total of \$24 million in total lodging revenue for the month (+18% compared to 2023). [See the May STR Report.](#)

Bellevue citywide hotel occupancy YTD is 64% improved +17% from 2023, average daily rates are \$191 an improvement of +6% from 2023, and total hotel revenue YTD is \$97 million +24% from the previous year. Bellevue has a YTD 13% market share of overnight visitors and led the region with growth in hotel occupancy / rates and achieved hotel revenue of 14% market share YTD.

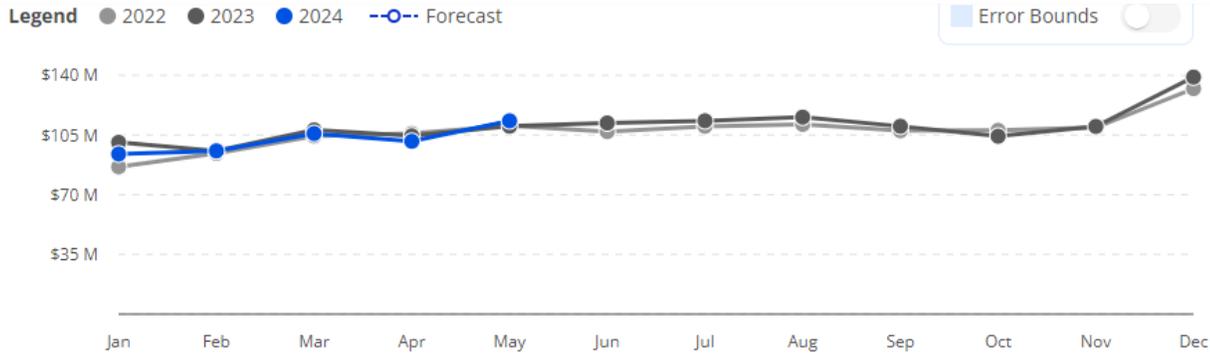


The most recent week of June 23 – 29 shows terrific performance and year over year growth with hotel occupancy at 87% which improved by 23% and hotel revenue increased by 14% with average citywide daily rates at \$234. The gains in hotel occupancy levels continue to be an important positive trend. [See the June 23 – 29 STR Report.](#)

	Current Week							Current Week	Run 28	Run MTD
	Su	Mo	Tu	We	Th	Fr	Sa			
Occupancy (%)										
This Year	84.6	95.3	96.2	90.8	79.9	78.6	83.4	87.0	83.2	82.4
Last Year	67.0	81.5	83.6	74.3	59.5	63.2	65.6	70.7	74.9	74.4
Percent Change	26.1	16.9	15.0	22.2	34.3	24.3	27.0	23.0	11.0	10.7
ADR										
This Year	232.20	258.42	266.64	258.94	222.14	193.49	193.83	234.17	232.65	231.33
Last Year	214.32	227.06	230.61	222.11	194.17	168.78	169.00	206.09	215.27	215.18
Percent Change	8.3	13.8	15.6	16.6	14.4	14.6	14.7	13.6	8.1	7.5
RevPAR										
This Year	196.34	246.34	256.57	235.14	177.57	152.07	161.59	203.66	193.63	190.60
Last Year	143.69	185.15	192.89	165.01	115.54	106.71	110.94	145.71	161.34	160.17
Percent Change	36.6	33.0	33.0	42.5	53.7	42.5	45.7	39.8	20.0	19.0

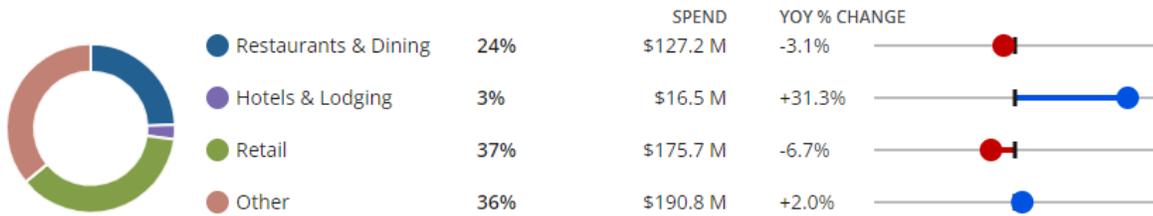
Domestic Visitors Visa Insights Visitor Spending YTD 2024

YTD, domestic visitor spending trends in Bellevue are visualized below. The largest increase in spending (+31%) occurred in the hotel & lodging segment followed by the restaurant segment (-3%) and retail (-7%) segment. The graphs also highlight the top 10 domestic origin markets of our visitors by spending.



MARKET SEGMENTS Current Period: JAN (01) - MAY (05) 2024

Here is a breakout of your primary market segments and year-over-year change. Click in the box for more detailed information.



DOMESTIC VISITOR ORIGIN Selected Period: JAN (01) - MAY (05) 2024

Origin CBSA	Spend	YoY % Change	Card Count	YoY % Change
Seattle-Tacoma-Bellevue, WA	\$417,287,724	+0%	1,174,882	+1%
Los Angeles-Long Beach-Anaheim, CA	\$5,385,279	+0%	28,641	+16%
Portland-Vancouver-Hillsboro, OR-WA	\$4,790,667	-3%	33,733	+12%
San Francisco-Oakland-Berkeley, CA	\$3,636,108	+6%	15,667	-9%
Bremerton-Silverdale-Port Orchard, WA	\$3,451,547	-1%	16,121	-10%
New York-Newark-Jersey City, NY-NJ-PA	\$3,400,938	-11%	19,863	+13%
San Jose-Sunnyvale-Santa Clara, CA	\$2,780,914	+27%	10,178	+13%
Olympia-Lacey-Tumwater, WA	\$2,550,179	-6%	15,644	-1%
Phoenix-Mesa-Chandler, AZ	\$2,385,496	+9%	19,322	+116%
Bellingham, WA	\$2,379,843	-3%	13,345	+0%

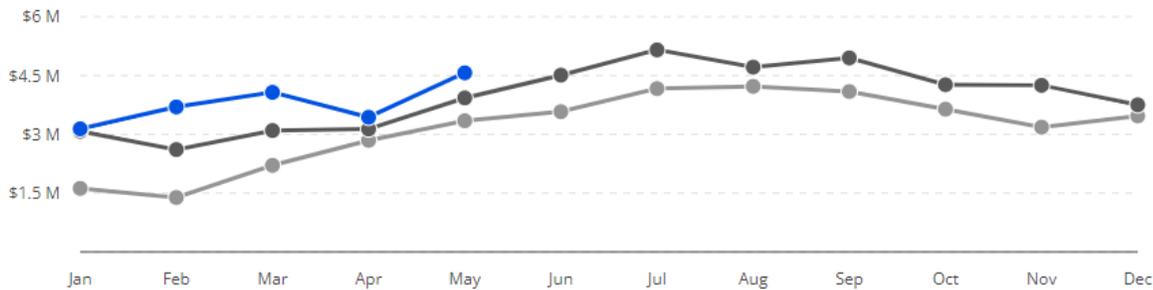
International Visitors Visa Insights Visitor Spending YTD 2024

YTD, International visitor spending trends and origin country in Bellevue are visualized below. The largest increase in spending (+40%) occurred in the hotel & lodging segment followed by the restaurant segment (+16%) and retail (+12%) segment. The graphs also highlight the top 10 International origin markets of our visitors by spending.



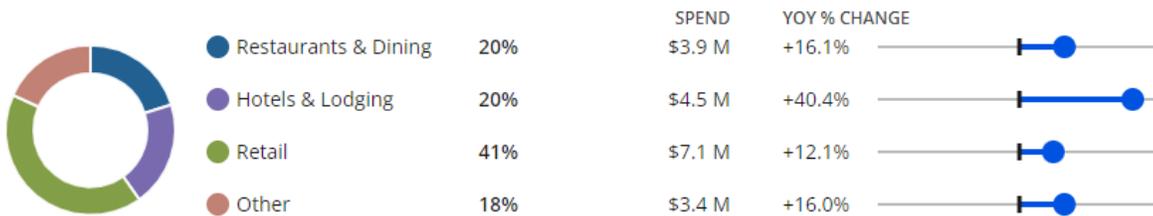
Legend ● 2022 ● 2023 ● 2024 --- Forecast

Error Bounds



MARKET SEGMENTS Current Period: JAN (01) - MAY (05) 2024

Here is a breakout of your primary market segments and year-over-year change. Click in the box for more detailed information.



INTERNATIONAL VISITOR ORIGIN Selected Period: JAN (01) - MAY (05) 2024

Origin country	Spend	YoY % Change	Card Count	YoY % Change
China Mainland	\$5,228,305	+16%	8,661	+25%
Canada	\$4,582,299	+13%	21,323	+11%
India	\$1,395,872	+53%	3,448	+44%
United Kingdom	\$830,740	+61%	2,064	+27%
Taiwan	\$521,989	+1%	1,070	+8%
Japan	\$515,175	-9%	1,843	-1%
South Korea	\$489,985	+8%	1,416	+15%
Mexico	\$417,822	+30%	1,753	+21%
Germany	\$387,438	+20%	1,947	+25%
Republic Of Ireland	\$379,488	+17%	831	+34%

Bellevue Tourism Promotion Area Financials

The Bellevue Tourism Promotion Area (TPA) has been active for 10-months and has been key to our growth in programming, promotion, and increased visitorship. We had recent success in the legislative session to enable all TPA's within the State of Washington to continue to operate with certain exemptions as determined by the industry and legislative Authority.

The net YTD 2024 (Jan – June) TPA collections in Bellevue have totaled \$1,214,350 on a budget of \$1,044,810. The collections are \$169,540 (+16%) above our initial estimates and budget assumptions.

The first table shows our actual net TPA revenue collected YTD 2024.



Bellevue Tourism Promotion Area (TPA) - 541	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24
Revenue (Based on previous year occupancy)	\$ 183,000	\$ 183,000	\$ 143,000	\$ 154,000	\$ 215,750	\$ 232,750
Department of Revenue Fee (1%)	\$ 1,830	\$ 1,830	\$ 1,430	\$ 1,540	\$ 2,158	\$ 2,328
Legislative Authority Fee (Up to 5%)	\$ 9,150	\$ 9,150	\$ 7,150	\$ 7,700	\$ 10,788	\$ 11,638
Net Revenue	\$ 172,020	\$ 172,020	\$ 134,420	\$ 144,760	\$ 202,805	\$ 218,785
Actual Revenue	\$ 230,324	\$ 164,400	\$ 175,419	\$ 195,505	\$ 216,039	\$ 232,663

The next graphic shows our expenses for this period were \$1,073,439 by department and program of work. We have expended 41% of the 2024 budget through May.

DESCRIPTION	Month to Date				Year to Date				
	Actual	Budget	Variance	Prior Year	YTD Actual	YTD Budget	Variance	Annual Budget	% Expended
EXPENSES									
TOURISM DEVELOPMENT	98,874	88,500	10,374	0	387,959	400,007	(12,048)	644,507	60.19%
FESTIVALS AND EVENTS	0	16,500	(16,500)	0	6,398	70,397	(63,999)	267,860	2.39%
ADMIN & RESEARCH	0	0	0	0	38,786	0	38,786	32,400	119.71%
DESTINATION SALES	45,129	88,465	(43,336)	0	264,823	459,508	(194,685)	826,127	32.06%
MEDIA	0	0	0	0	67	0	67	0	0.00%
MARKETING AND COMMUNICATION	51,176	65,706	(14,530)	0	350,405	400,244	(49,839)	821,630	42.65%
Marketing	195,179	259,171	(63,992)	0	1,048,439	1,330,156	(281,717)	2,592,524	40.44%
INDIRECT COST ALLOCATION	5,000	5,000	0	0	25,000	25,000	0	60,000	41.67%
Indirect	5,000	5,000	0	0	25,000	25,000	0	60,000	41.67%
Total Expense	200,179	264,171	(63,992)	0	1,073,439	1,355,156	(281,717)	2,652,524	40.47%
Operating Income	0	(82,941)	82,941	0	0	(339,162)	339,162	0	0.00%
Net Income	0	(82,941)	82,941	0	0	(339,162)	339,162	0	0.00%

Destination Development Plan Update

The Bellevue Destination Development Plan (DDP) update is nearing completion. Our consultant Resonance Consultancy along with our team has completed the first two of three phases of the project including three workshops, one-on-one meetings with partner businesses and stakeholders, and the Destination Planning. We are currently developing the action plan associated with the plan before finalization which is scheduled for mid-August – Early September. At this month's meeting, I plan to spend some time on the strategic framework of the plan for discussion and engagement.

Preview the [Bellevue Destination Development Plan Framework](#).

Marketing & Communications KPI's Summary & Snapshot

The Visit Bellevue Marketing & Communications team has been busy with our always on marketing programs along with several first time and special programs. The team is on-pace for all of our KPI goals as established in the Visit Bellevue and Bellevue TPA strategic plans. See the full [Marketing & Communications Q2 & YTD KPI Report Here](#).

Website & SEO

Visit Bellevue website traffic year to date is 125k unique users with 200k sessions which is on track with our established 2024 goals. Organic search and paid social media continue to be the largest acquisition channels, while our travel planning page is by far the most popular. BellHop, Things to do and events are also popular website content pages. Our blog content also continues to drive new website traffic acquisition.



Web Traffic

April 1, 2024 - June 30, 2024



125,267

Users

Total YTD 220,267 - 73% to goal of 300k

200,699

Sessions

Total YTD 266,894 - 67% to goal of 400k

2m 20s

Average session durations up 30%,
Travel Planner page up 86%

Top Blog Posts

Blog Title	Views
Visit The Magical NW Trolls	11,334
4th of July	2,929
New Restaurants In Bellevue	11,334
Bellevue's Best Breakfast	1,664
Mother's Day	1,664

Paid Media

Visit Bellevue's Paid Media programs for Q2 and YTD are performing well and exceeding our parameter goals creating nearly 14 million impressions and an impressive 66k click thrus to our website, our current cost per click is under \$1 and click thru rate is 1.57%. Paid search, connected TV / OTT campaign, paid social, site direct, and programmatic campaigns executed thru our marketing agency Medium Giant. See the [Full Q2 Paid Media Report Here](#).

Paid Media

April 1, 2024 - June 30, 2024



13,684,818

Impressions

Total YTD 16,334,345 - 41% to goal of 40m

65,838

Clicks

Total YTD 150,919 - 82% to goal of 185k

\$0.96

Cost Per Click (CPC)

100% to goal of \$4.00

1.57%

Click-Through Rate (CTR)

Average YTD 2.14% - 100% to goal of 2%

Launched Here

Q2 has been a standout quarter for our Paid Media campaign, featuring the launch of our innovative creative concepts, increased spending, and a doubling of impressions. We are thrilled with the decision to transition to a new travel endemic display platform, Adara, moving from Sojourn, which has significantly enhanced our campaign performance, particularly in video views and conversions.

Our 'Facets' campaign debuted in April, showcasing remarkable success, especially in video metrics. This strategic shift from Sojourn to Adara has yielded substantial gains, with impressions increasing by 12%, clicks surging by 101%, and click-through rate (CTR) improving by 3% year-over-year (YOY).



Social Media

Social Media programs for Visit Bellevue for Q2 and YTD continues to set records with nearly 6.4 million impressions and an impressive 128k engagements and 16k click thrus to our website. Our subscribed social media audience has surpassed 30k. Some of our top posts include The Vue episodes, culinary, northwest trolls, and BellHop.



Social Media

Organic and Boosted
April 1, 2024 - June 30, 2024



6,327,602

Impressions
Total YTD 8,700,707 - 76%
to goal of 11.5m

128,739

Engagements
Total YTD 238,957 - 106%
to goal of 225k

15,801

Clicks
Total YTD 49,022 - 54%
to goal of 90k

30,773

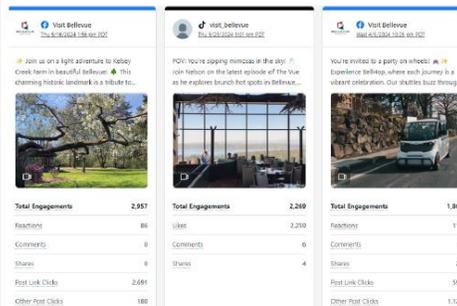
Audience
123% to 2024 goal of 25k

1,441

Messages
129% to 2024 goal of 2200.

Top 3 Posts

Q2



PR – Earned Media & Communications

Our public relations & earned media program thru Q2 has been strong with 85 total placements our new communications manager along with the Madden Media public relations team is executing our strategy with us to focus on awareness, storytelling, and generating overnight visitation. Our placements this year had the potential reach of 101 million readers with a media value of \$ million.

PR

April 1, 2024 - June 30, 2024



85

Placements
Total YTD 96 - 113% to goal of 85

101 million

Engagements
100% to goal of 100m.

\$52,579

Media Value
Total YTD 997,244 - 87% to goal of \$1m

Earned Media

Press Visits

PRESS TRIPS

- **June 21 - 22 Robert Annis** - Freelance, National Geographic, Outside, InsideHook
- **July 15 - 17 Melinda Fulmer** - Freelance, Robb Report, AFAR
- **Sept. 30 - Oct. 3 Grace Weitz** - Senior Editor of Hop Culture and Magic Muncie Social Media Manager of Hop Culture

Group Press Trips:

We successfully completed our Foodie FAM and hosted Kinya Claiborne for the LPGA. We have three group press trips planned for the year: a Foodie FAM, an outdoor adventure press trip, a Culinary press trip, and a meeting planning professional press trip.

We're confident that we will see a spike in earned media coverage once the InterContinental Bellevue Hotel opens in June.

COMMS

April 1, 2024 - June 30, 2024



25,140

Engagements
Total YTD 48,600 - 75% to goal of 65k

30%

Open Rate
100% to 2024 goal of 15%

5.6%

Click Through Rate (CTR)
100% to goal of 3% - 6%

350

New Subscriptions
Total YTD 554 - 18% to goal of 3k

497

Website Referrals
Total YTD 1002 - 20% to goal of 5k

Overseas Marketing

Our six-month integrated overseas marketing and communications pilot program to increase awareness and increase visitor from Japan is nearing complete. The multi-phased program included a new landing website for our Japan visitor campaign, public relations / media plan, social media, paid media, and yuru-chara development and activation. Our team working with our agency at Pac Rim Marketing also developed training and awareness materials for our partners when hosting visitors from Japan with our Japan readiness toolkit. Thus far the campaigns have generated over \$8.5 million in media coverage, social media buildout and activation, along with driving 2.6 million consumer impressions with 700k consumer interactions at a \$3.75 cost per click to the website. See the full [Integrated Overseas PacRim Marketing Report Here](#).

ベルビュー市 食のアンバサダー 中島正太シェフと懇談

中島正太シェフは、アメリカ版『料理の鉄人』こと『Iron Chef America』に出演するなどアメリカで人気のある日系アメリカ人シェフです。SNS のフォロワー数は 26 万人を超えています。そんな中島さんは、ベルビュー市の観光を促進する機関であるビジット・ベルビューから、2024 年4月、食のアンバサダーに任命されました。

2024 年5月13日(月)、来日中の中島シェフと懇談ができるランチ会へのお誘いがあり、八尾市姉妹都市提携協会から会長が参加しました。中島シェフから「ベルビュー市は治安がよく、中華料理店や寿司店などのアジア料理のレストランがどんどん増えており、なかでもインド料理がすごく美味しいので、ぜひ八尾市から遊びに来てほしい」とお誘いいただきました。

八尾市姉妹都市提携協会から、新型コロナウイルス感染症の収束後も、交換学生事業が中止になるなど思うように交流ができていない現状をお伝えしたところ、中島シェフから「八尾市とベルビュー市の架け橋になれるよう、力を尽くしたい」と心強い言葉をいただきました。



中島シェフの活躍を見ることができます！
ぜひ、インスタをフォローしてください▶



<https://www.instagram.com/chefshota?igsh=cWVzN24zYmxxamUw>



プレゼント
キャンペーン



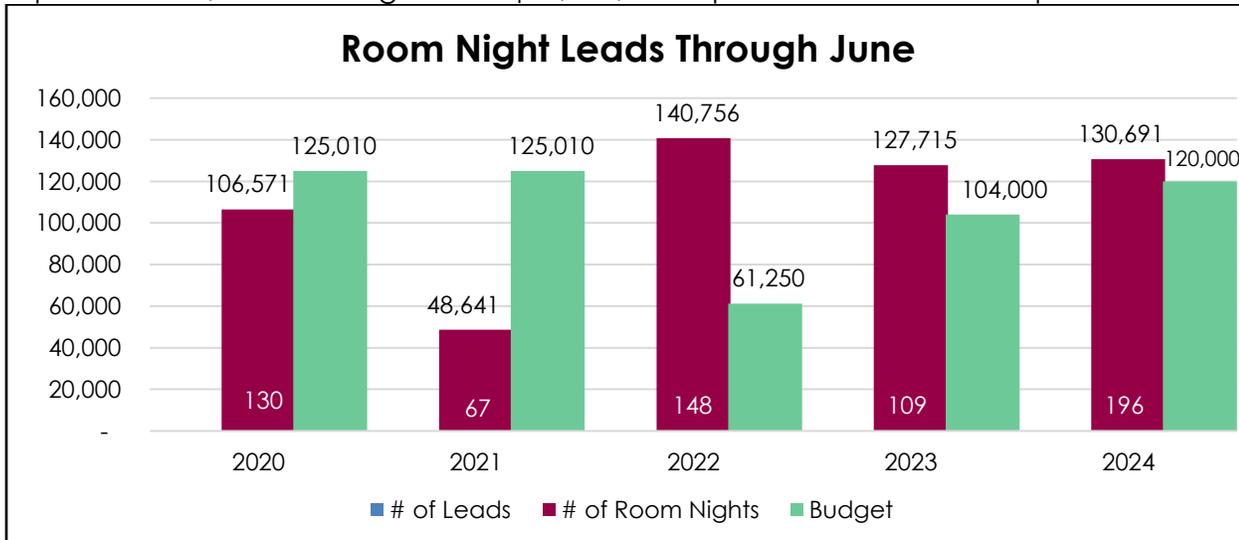
ベルビューってどんなところ？

フランス語で「絶景」を意味するベルビューは、手づかず的自然美と大都会の利便性が魅力です。文化芸術が豊かに息づき、ショッピング、ファッションやグルメも充実。シアトル東部の「イーストサイド」と呼ばれる緑豊かな中心地でもあるベルビューには、革新を続けるグローバルな企業が本社を構えています。

詳しくはこちら

Visit Bellevue Destination Sales
Destination Sales Leads June 2024

The Destination Sales Team generated 196 room night leads through the end of June which represents 130,691 room nights and \$85,855,318 in potential economic impact to Bellevue.

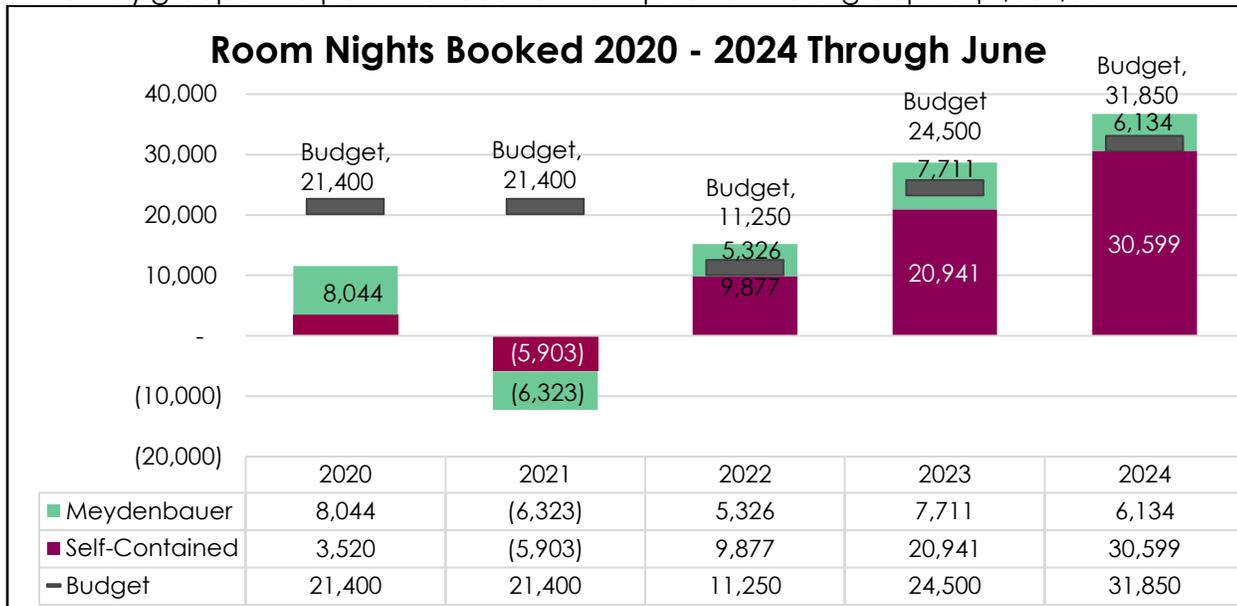


Destination Sales Room Nights Booked June 2024

The Destination Sales Team contracted 13,947 room nights in June 2024. The groups included six

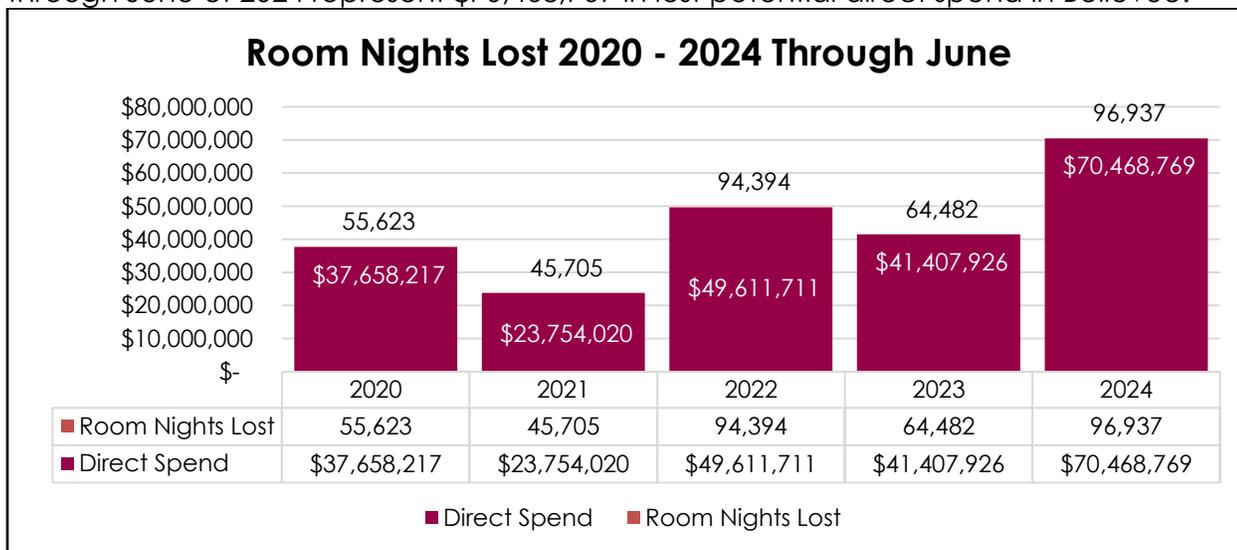


corporate groups, five association groups and seven SMERF (Social, Military, Education, Religious, Fraternal) groups. The potential economic impact of these groups is \$8,631,609.



Destination Sales Lost Business June 2024

The graph below compares lost business from 2020– 2024 through June. The 96,937 room nights lost through June of 2024 represent \$70,468,769 in lost potential direct spend in Bellevue.

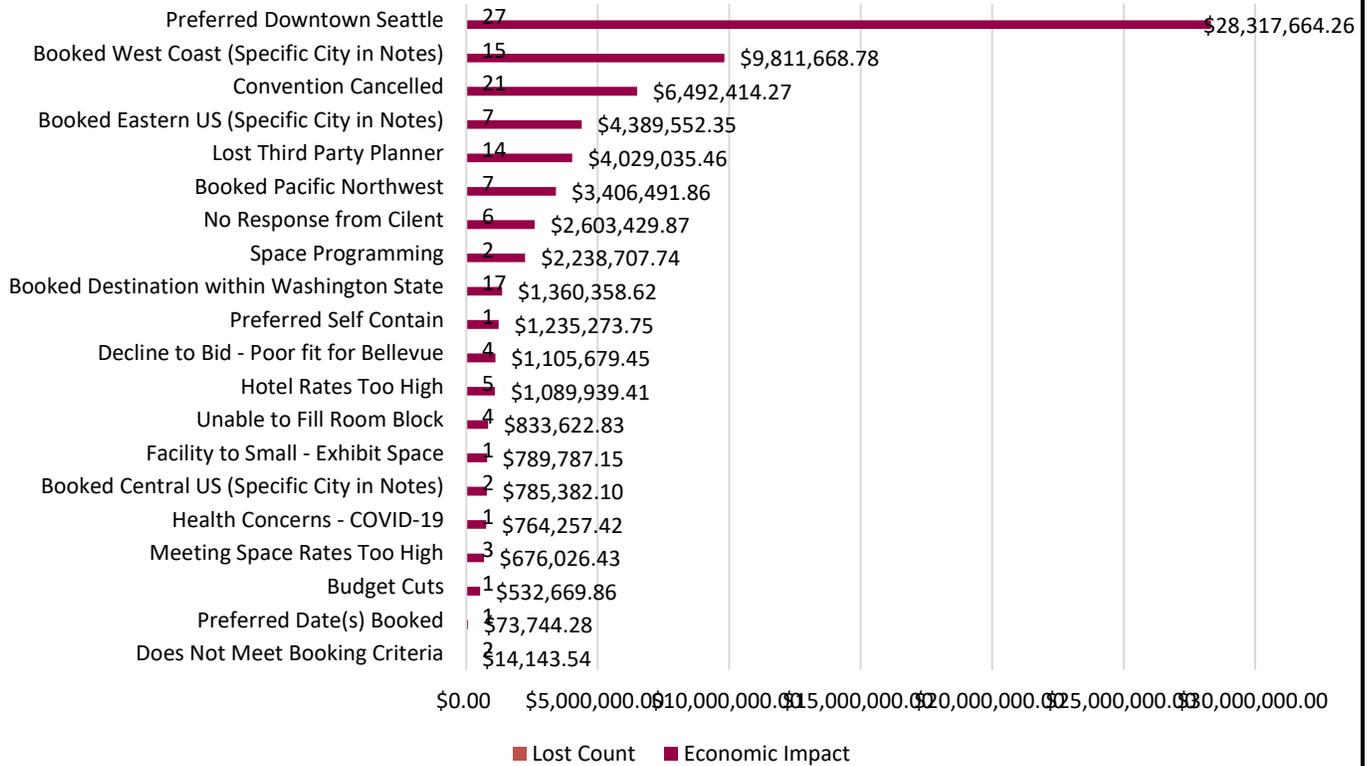


Lost Business Report Detail Through Q2 2024

The graph below shows the lost business through the second quarter 2024 by economic impact.



2024 Q2 Lost Business by Economic Impact



Lost Business by Reason Count Through Q2 2024

Lost Reason	Economic Impact	Lost Count
Preferred Downtown Seattle	\$28,317,664.26	27
Convention Cancelled	\$6,492,414.27	21
Booked Destination within Washington State	\$1,360,358.62	17
Booked West Coast (Specific City in Notes)	\$9,811,668.78	15
Lost Third Party Planner	\$4,029,035.46	14
Booked Pacific Northwest	\$3,406,491.86	7
Booked Eastern US (Specific City in Notes)	\$4,389,552.35	7
No Response from Client	\$2,603,429.87	6
Hotel Rates Too High	\$1,089,939.41	5
Unable to Fill Room Block	\$833,622.83	4
Decline to Bid - Poor fit for Bellevue	\$1,105,679.45	4
Meeting Space Rates Too High	\$676,026.43	3
Does Not Meet Booking Criteria	\$14,143.54	2



Booked Central US (Specific City in Notes)	\$785,382.10	2
Space Programming	\$2,238,707.74	2
Preferred Date(s) Booked	\$73,744.28	1
Budget Cuts	\$532,669.86	1
Health Concerns - COVID-19	\$764,257.42	1
Facility to Small - Exhibit Space	\$789,787.15	1
Preferred Self Contain	\$1,235,273.75	1

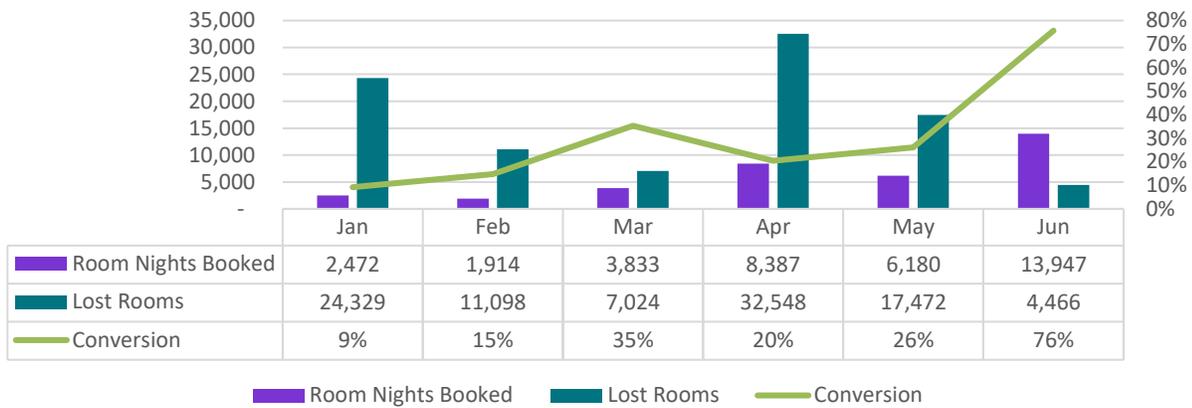
Lost Business Groups Preferring Seattle

Total Lost to Seattle		27
Venue / Hotel	Lost	% Lost
Seattle Convention Center	4	15%
Unknown	6	22%
Westin	3	11%
Hyatt Seattle	2	7%
Edgewater	2	7%
Lotte	2	7%
Marriott Waterfront	1	4%
Sheraton	1	4%
Renaissance	1	4%
Lake Washington Hyatt	1	4%
Graduate	1	4%
Inn at the Market	1	4%
Thompson	1	4%
Four Seasons	1	4%

Conversion Report

The graph below shows the conversion rate for Visit Bellevue Destination Sales by month through June 2024. The average conversion rate through the second quarter of 2024 was 30%. As a comparison, the average conversion rate through the second quarter of 2023 was 34%.

Conversion By Month Through Q2 2024



Destination Sales Team Update: On the Road

Destination Sales wrapped up the first half of the year with two travel events in June. The first event was attending the Washington Society of Excellence conference at the Tri-Cities Convention Center. Visit Bellevue, in conjunction with Meydenbauer Center, hosted a dinner for association executives from Plumbing Heating Cooling Contractors Association, SBI Association Management, Washington Council of Police and Sheriffs, Washington Food Industry Association, and the Northwest Housing Association. The second trip was to participate in the LamontCo AXS event in Atlantic City, New Jersey. LamontCo is a third-party planner organization that represents clients across most of Visit Bellevue's verticals. LamontCo is a strategic organization that capped attendance to create a 2 to 1 supplier / planner ratio.

Bellevue Tourism Development Culinary Tourism

We are delighted to share with the world that Bellevue is launching a new Culinary Tourism Program. We have launched a special partnership with **Chef Shota Nakajima**. In 2024, Chef Shota will become our culinary tourism ambassador and will produce quarterly videos, social media posts, conduct two media days, a culinary influencer event, public appearances and be our main chef-host for our first culinary festival event this upcoming Fall. Shota will also be creating engagement and sharing content in his native Japan for Bellevue which will tie into our overseas campaign. Our goals of the campaign are to attract overnight visitors, activate Bellevue, promote Bellevue's amazing culinary scene, and create a new annual culinary event for Bellevue.



Savor Bellevue Food Tours

We are also very excited to announce that starting this Fall we will be launching new daily food tours of Bellevue with the 'Savor' group. We are currently in the R&D process for these tours and after the



restaurants are selected through and interview community selection process, we will begin the marketing and launch process.

Events & Festivals

Bellevue's Festival & Events Incubator sponsorship program enters its second full year and YTD 2024 we hosted two main events who received these sponsorship investments. Wintergrass Music Festival celebrated its most successful year ever with the consumption of over 1,900 hotel rooms. The [Wintergrass Music festival Post Event Economic Impact Report](#) highlights over \$2.5 million in business sales with more than \$400,000 in lodging sales and \$600,000 in food and beverage sales.

As part of the event incubator program, we hosted the first year of the Fly-Fishing Show on February 16 & 17. The show attracted nearly 4,000 attendees, more than 125 exhibitors, and an incredible film festival. The [Fly Fishing Shows Post Event Economic Impact Report](#) highlights \$561,236 in direct visitor spending in Bellevue producing \$890,000 is economic impact. Lodging sales of \$40,000 with food and beverage sales of over \$200,000. Generating over \$18,000 in local taxes. Later this Fall we have event incubator funding scheduled for Brickcon, Northwest Chocolate Festival, our all-new Chef's Showcase Event, and Washington Festivals & Events Association.

Bellevue Lake Cruises

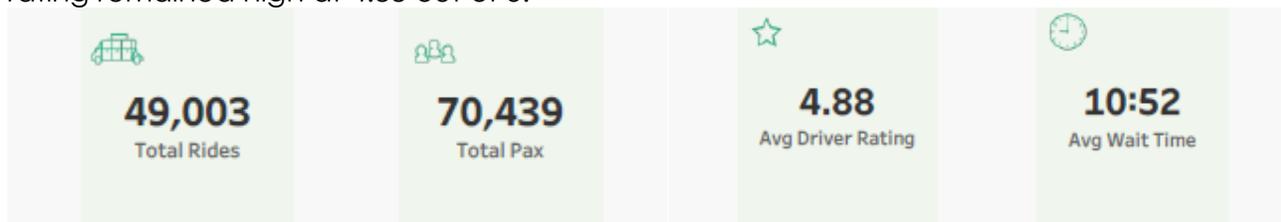
After much anticipation, on July 18th we are overjoyed to kick off the all-new Bellevue Lake Cruises where our guests can experience a unique perspective of Bellevue's history and heritage on Lake Washington with three – four daily tours that depart Bellevue's Meydenbauer Bay. The pilot program will take place through early October.

Other Bellevue Tourism Development programs include the [Water & Wine Tour](#) offered with our partners from Compass Tours and all the all new [BikeHop program](#) offering our overnight visitors access to complimentary E-Bikes at partner hotels. We look forward to highlighting these new tour programs in the Advisory Board meeting.



BellHop Program

The BellHop service has surpassed 70k passengers during the ten-months of service for a total ride count of 49k. The biggest challenge for BellHop is staffing and charging infrastructure, both challenges have resulted in an increase in the average wait time to 10:52 minutes. The driver's rating remained high at 4.88 out of 5.

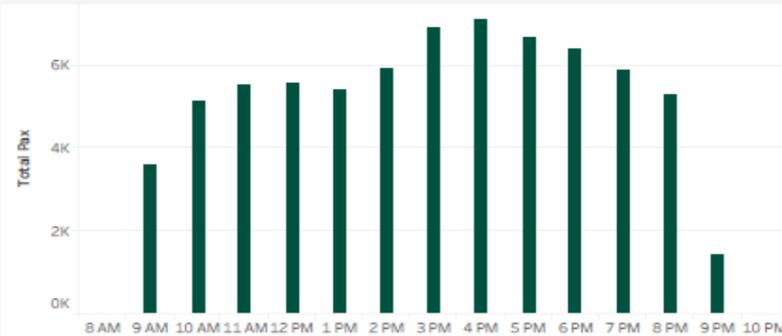




The busiest hours of service are 3pm – 7pm and the busiest days of the week are Saturday & Sunday with most all days performing well with Monday is the slowest. The BellHop Support Committee (made up of community stakeholders) continue to hold meetings with the Circuit team, discussing the program, KPI's, and challenges.

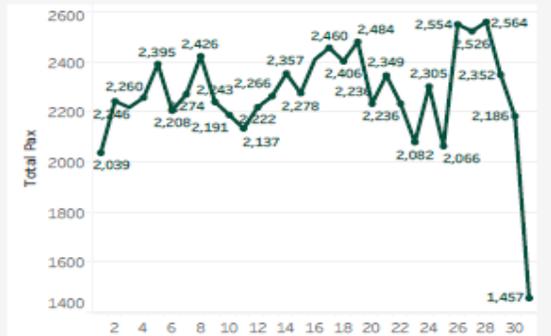
Hourly Pax

Number of passengers per service hour



Daily Pax

Number of passengers per service day



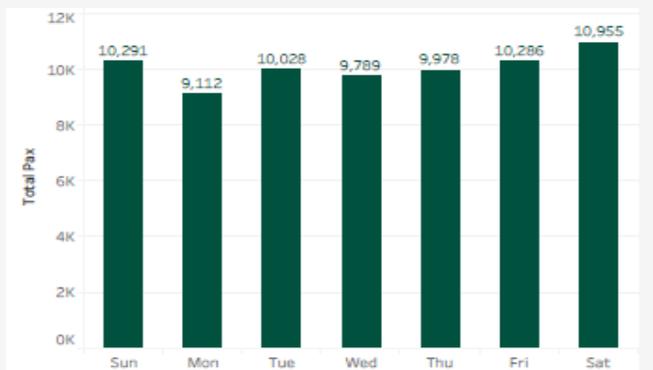
Weekly Pax

Number of passengers per service week (weeks start on Sunday - the beginning and end of month may appear short due to the nature of the week calculation)



Day of the Week Pax

Number of passengers per service day of the week



BellHop Service becomes a permanent community amenity

Our team has worked hard and successfully secured the needed external funding of \$585k for the next seven months to keep BellHop running through 2024 as a free community service. After approval of the contractual agreement, we are now making the news official with our funding partners Amazon & City of Bellevue. [See the Media Release HERE.](#)

SEA - Airport & Airline Industry

For the week of June 7th, SEA airport served an average of 69.59k daily departing passengers, +5% capacity is being accommodated on 4% more aircraft and roadway traffic is up 9%. There are currently 132 connections from SEA to 95 domestic and 27 international cities.



SEA activity measures | Week 28 (beg. Jul 07, 2024)

Published: 15 Jul 2024
(updated Mondays)
[Click here for data](#)

Hover over data to see more detailed information.

Compare to:

Measure	Avg. daily	% difference			Last 52 weeks
		vs. 2023	MTD	YTD	
TSA screened volume	69,500	9%	-11%	5%	
Aircraft operations	1,400	8%	9%	4%	
Roadway traffic	48,300	10%	9%	9%	
Ground transportation operations	6,020	4%	-3%	3%	

Welcome Center & Hotel Kiosks

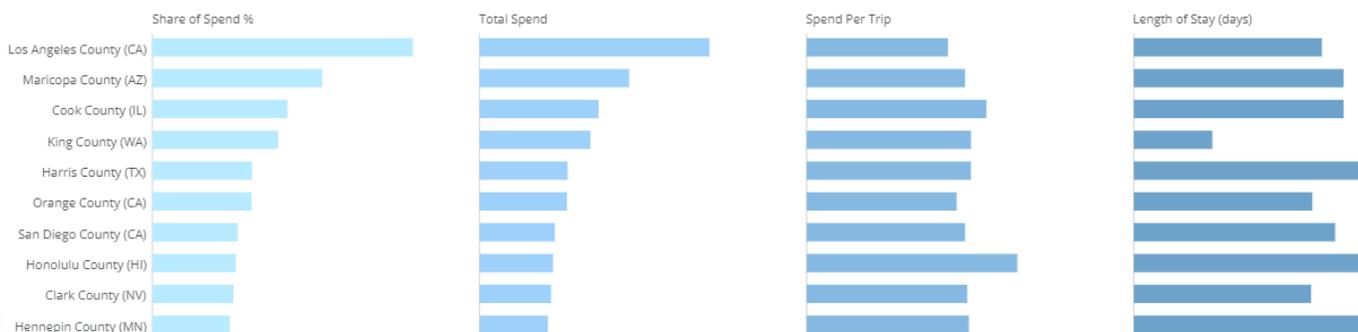
The Bellevue mobile welcome center has had a busy 2024 serving over 6k visitors, we have established several strategic summer locations for a four day a week schedule along with key conventions and community events on an ongoing basis. Also, our newly established hotel visitor information kiosks expanded to three additional hotels this year. So far, the hotel kiosks have had 2,800 user sessions with the most popular categories being things to do & shopping.

Visitor Trends

Our advanced data insights system powered by geolocation data and Visa Destination Insights provide us with the industry's most comprehensive insights along with domestic and international visitor spending data. Below are a few current key spending metrics and visitor trend data.

High-Value Markets

Compare markets across Visitor Spend and Visitation performance indicators. Source: Affinity, Near



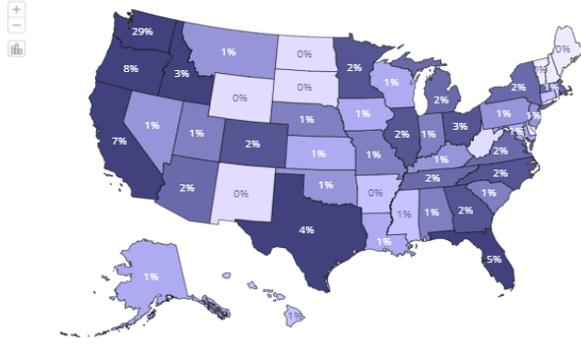
Visitor Origins

Origin states and counties for our overnight visitors for the first quarter of 2024 show that



Washington (29%) Oregon (8%) California (7%) Florida (5%) & Texas (4%). Based of visitor spending and length of stay of highest value markets are Los Angeles County, Maricopa County & Cook County. Harris, Orange, San Diego, Clark, and Hennepin are all trending high as well.

Origin Market State By % of Total Visitation



Top 5 Visiting States By % of Total Visitation

