

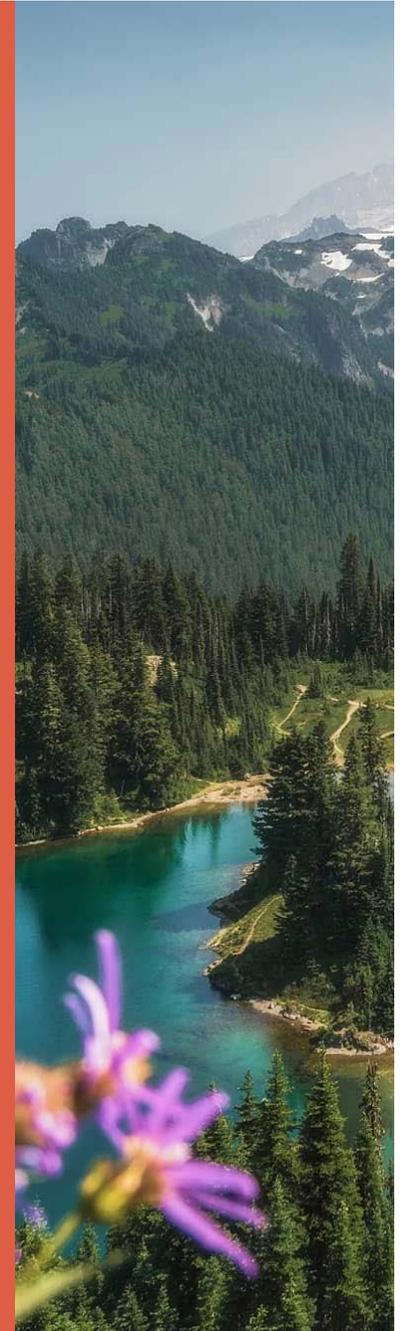
Visit Bellevue Washington Destination Development Plan

Bellevue Parks & Community Services
March 12, 2019



VISIT
Bellevue
WASHINGTON

Presenter:
Brad Jones, Executive Director
Visit Bellevue Washington



Bellevue Convention Center Authority

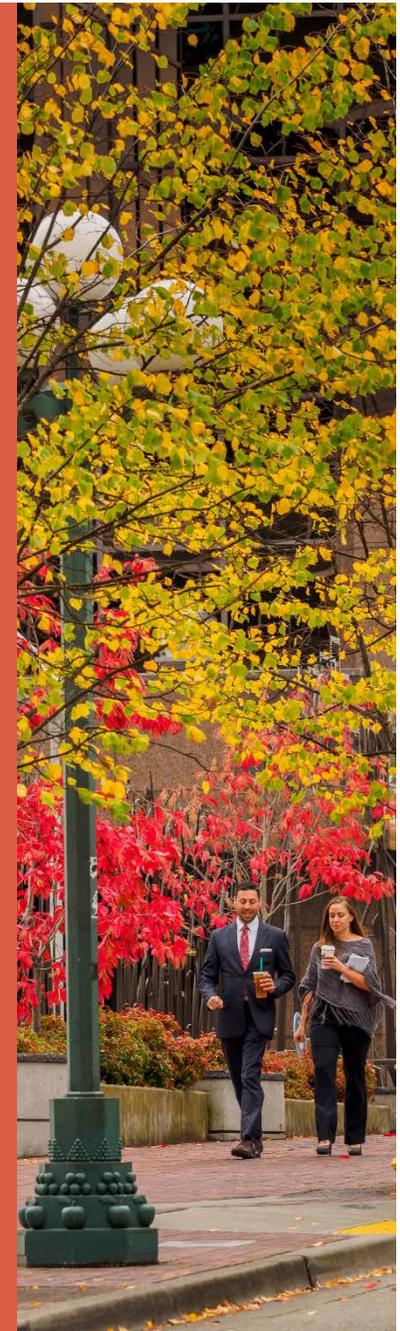
The Bellevue Convention Center Authority (BCCA) is an economic development organization that drives economic impact by attracting visitors, conventions & events to Bellevue that contribute to the city's economic well-being and civic quality of life.



MEYDENBAUER
CENTER



MEYDENBAUER CENTER
THEATRE



Bellevue Convention Center Authority

The BCCA's three divisions include **Meydenbauer Center** (convention center), **Meydenbauer Center Theatre** (performing arts center) and **Visit Bellevue Washington** (destination marketing and management organization - DMMO).



MEYDENBAUER
CENTER



MEYDENBAUER CENTER
THEATRE



Visit Bellevue Washington



WHO WE ARE

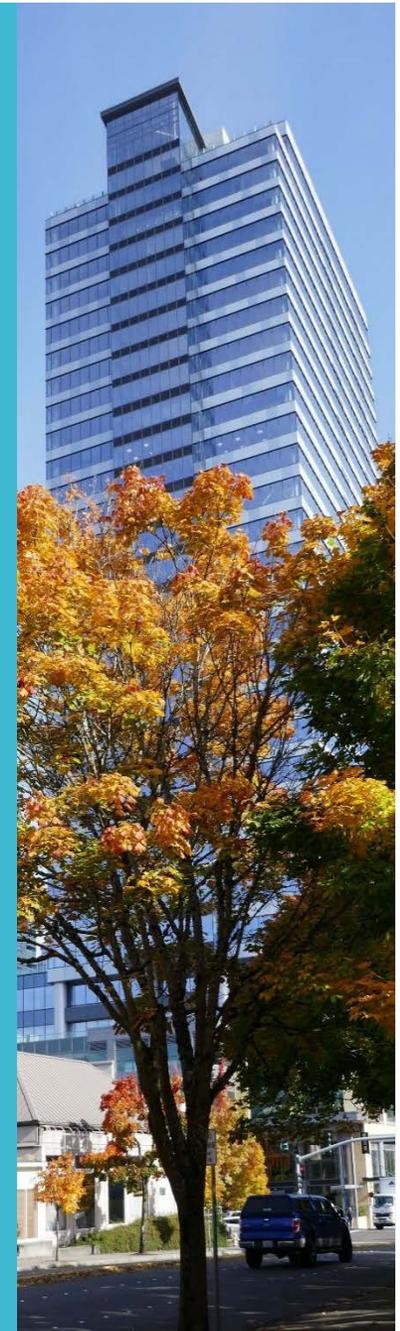
Visit Bellevue Washington serves as Bellevue's official Destination Marketing and Management Organization (DMMO).

MISSION

Visit Bellevue stimulates economic growth and development by increasing visitor and convention business and inspiring memorable visitor experiences.

VISION

To make Bellevue Washington's visitor economy a \$2 billion industry by the end of 2020.

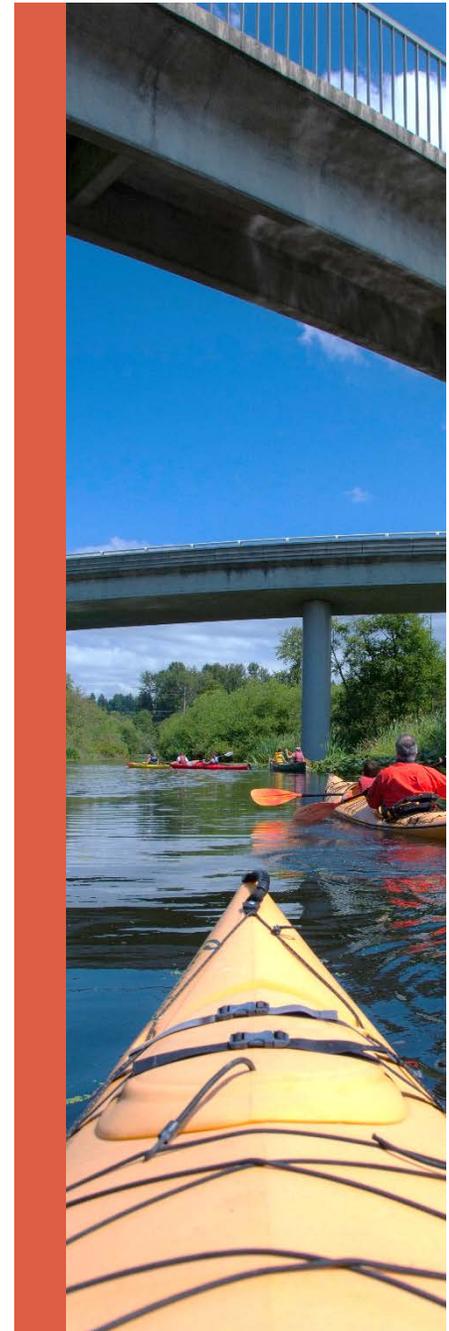


Visit Bellevue Washington (DMMO)



The visitor economy is vital to Bellevue; it sustains 14,000+ jobs, and brings millions of out-of-town visitors annually.

These visitors benefit our entire city, as they contribute direct spending, economic impact and overall quality of life.

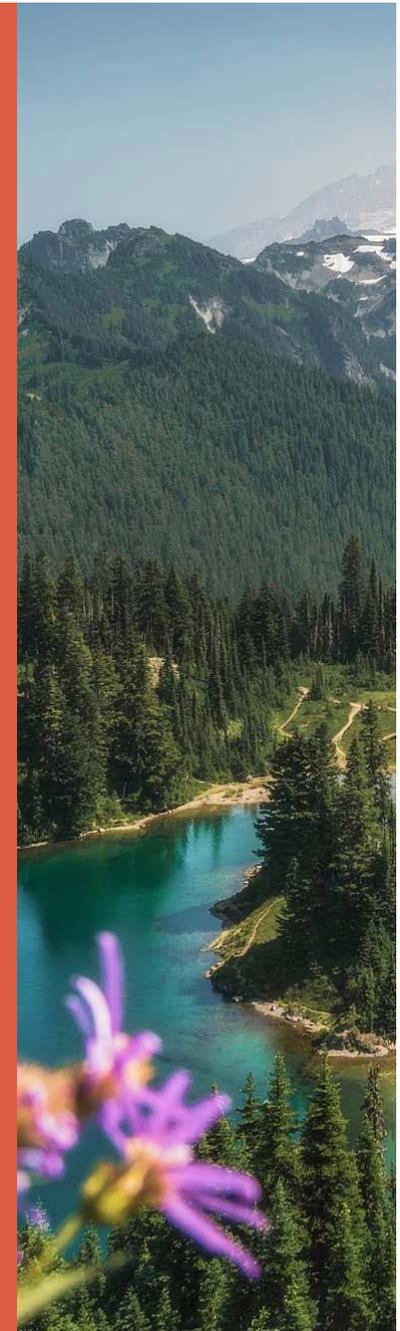


Visit Bellevue Washington



FIVE STRATEGIC PRIORITIES:

- 1) ATTRACTING OVERNIGHT VISITORS TO BELLEVUE**
- 2) MAXIMIZE VISITOR ENGAGEMENT & SPENDING**
- 3) BRANDING BELLEVUE**
- 4) ENHANCING THE BELLEVUE VISITOR EXPERIENCE**
- 5) MANAGING THE DESTINATION DEVELOPMENT PLAN**



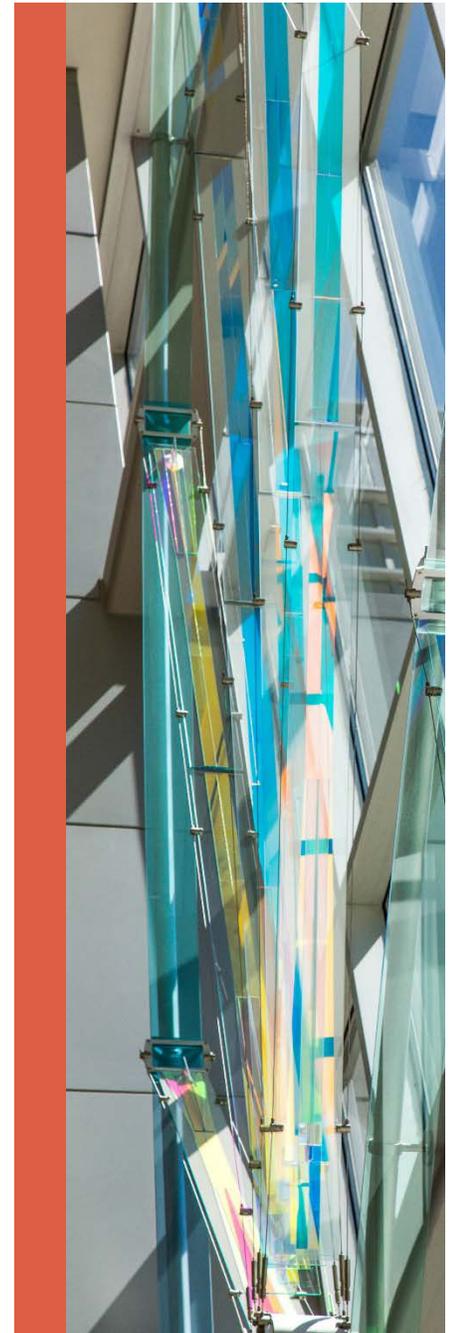
Visit Bellevue Washington



STRATEGIC PRIORITY

ATTRACTING OVERNIGHT VISITORS TO BELLEVUE

Visit Bellevue will remain focused on its number one priority of generating demand for the destination through Convention Sales, Visitor Marketing Programs, Public Relations & Innovative Communications programming.



Visit Bellevue Washington



STRATEGIC PRIORITY

MAXIMIZE VISITOR ENGAGEMENT & SPENDING

Growing the volume of overnight visitors to Bellevue is our number one priority but it is also important for Visit Bellevue to focus on growing revenue, addressing seasonality, lengthening duration of stay and diversification of visitor type.

We will accomplish this through visitor services, communications, curation of content and maximizing attendees at conventions and events.



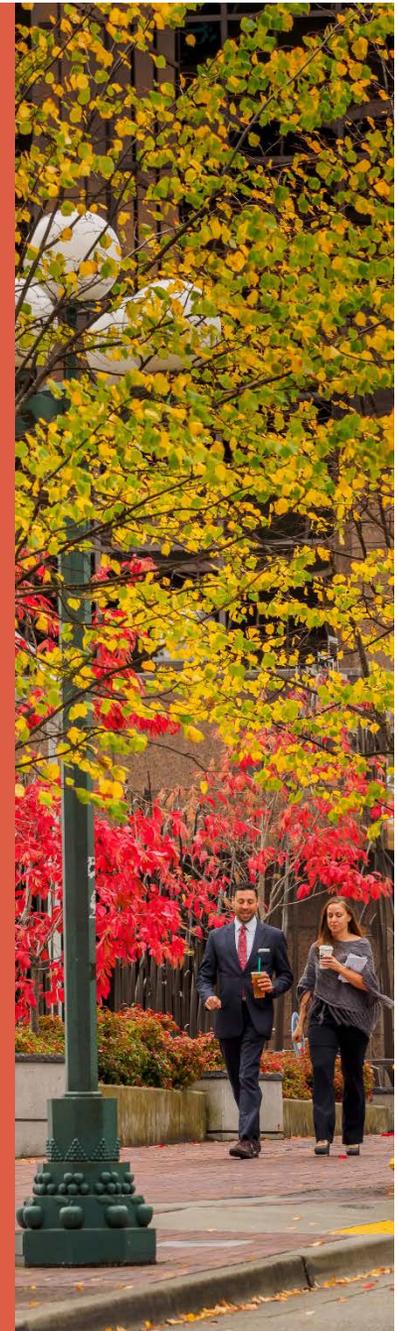
Visit Bellevue Washington



STRATEGIC PRIORITY

BRANDING BELLEVUE

Defining Bellevue's brand essence, position strategy to the world and providing a platform that inspires and raises the visibility of Bellevue as a visitor destination with a collaborative marketing and sales platform that is creative, authentic, unique, inclusive, friendly and unpretentious.



Visit Bellevue Washington



STRATEGIC PRIORITY

ENHANCING THE BELLEVUE VISITOR EXPERIENCE

We will collaboratively and strategically strive to bolster the visitor economy by bringing all visitor sectors together to create positive memorable visitor experiences at every Bellevue touch point.

We will continually measure and monitor the Bellevue visitor experience and we will use this knowledge to address product gaps, create ongoing training and communication towards improving and delivering better visitor experiences.



Visit Bellevue Washington



STRATEGIC PRIORITY

MANAGING THE DESTINATION DEVELOPMENT PLAN

The Destination Development Plan will improve Bellevue's ability to attract visitors and new businesses to the city.

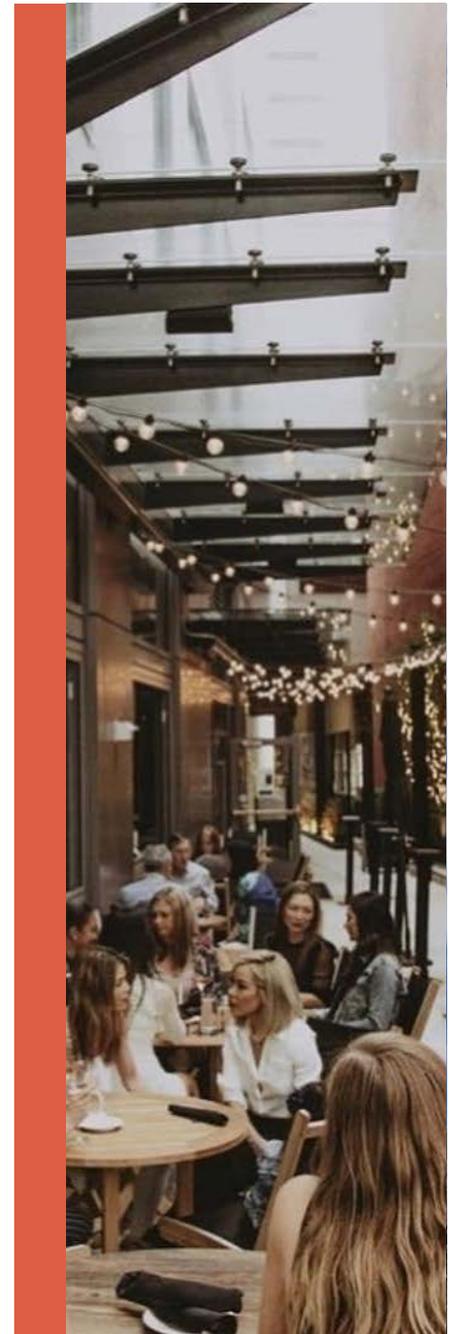
The plan will support future infrastructure improvement, economic growth, enhance the visitor experience and spur employment opportunities.



Destination Development Plan Background

Direct Strategy #3: Strengthen Bellevue's Tourism and Visitor Cluster

"...the City will work with partners to develop a coordinated tourism strategy encompassing business-related and leisure markets. This Strategy will increase the city's economic base, create job opportunities, and strengthen the city's economic resiliency."



Economic Development & The Visitor Economy

Synergistic Relationship:

- Conventions and Tourism is often a way business has a “first-look” at the region and community
- Projects an outward facing community
- Supports jobs and diversifies the economy
- New business development and retaining existing businesses



Destination Development Plan



Overview

Partnership between City of Bellevue's Office of Economic Development (OED) and Visit Bellevue Washington.

Purpose

Improve Bellevue's ability to attract visitors, conventioners and new businesses to the market

Project Objectives – Four Overarching Goals

- Enhanced Visitor Experience
- Economic Growth
- Infrastructure Improvement
- Employment Growth

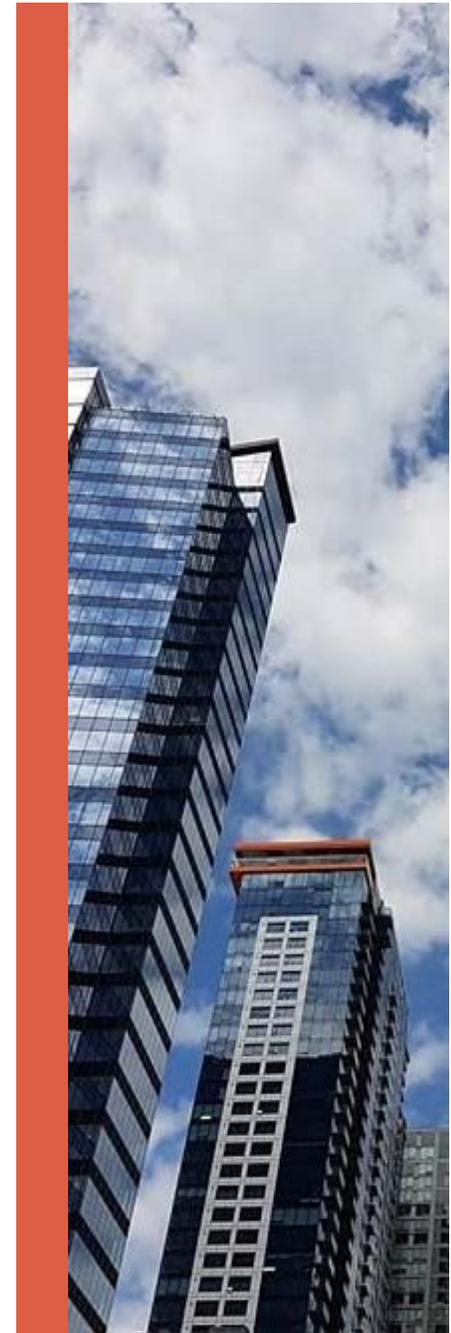
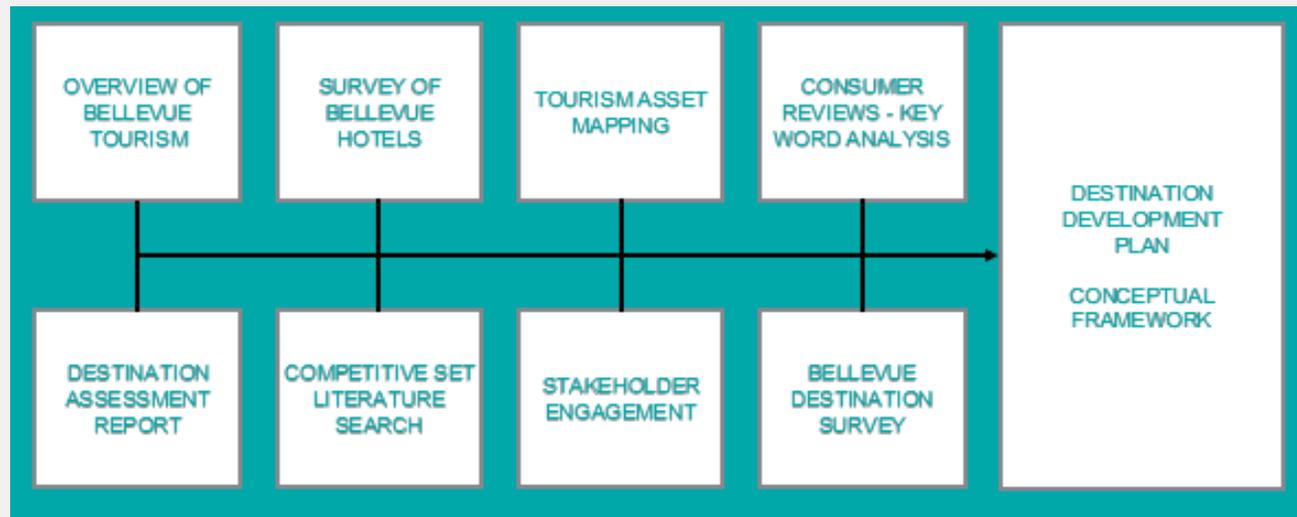


Destination Development Plan



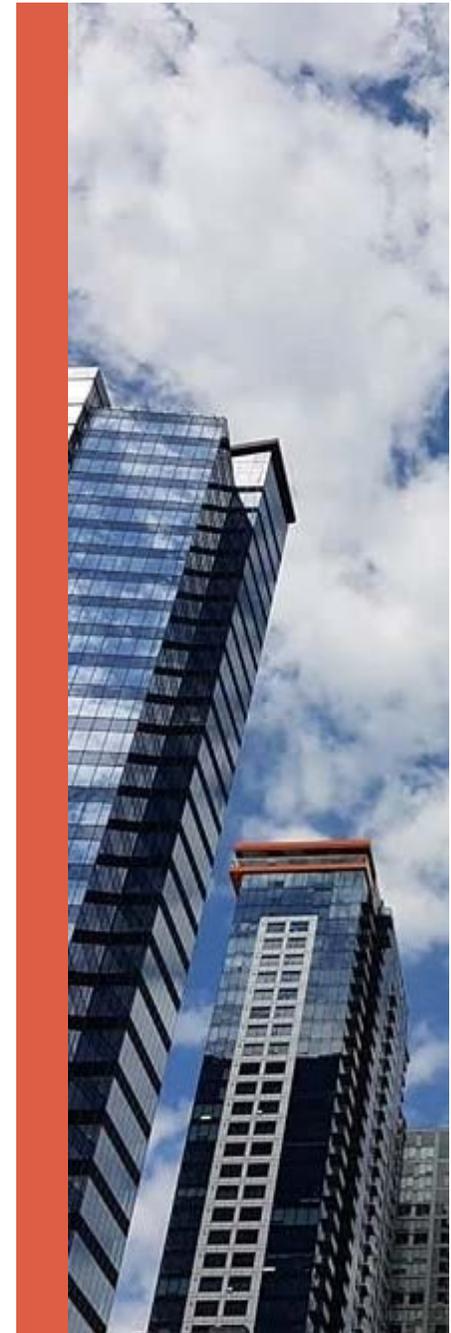
Phase 1: June to December 2016

- Consultant conducted research, stakeholder interviews and analysis.
- Situation Analysis included overview of Bellevue's tourism and visitor sector results, tourism assets, visitor satisfaction, tourism organization/operations and research capacity plus competitive analysis.



Phase 1 Results: Conceptual Framework

- 39 individual recommendations in seven major areas



Destination Development Plan



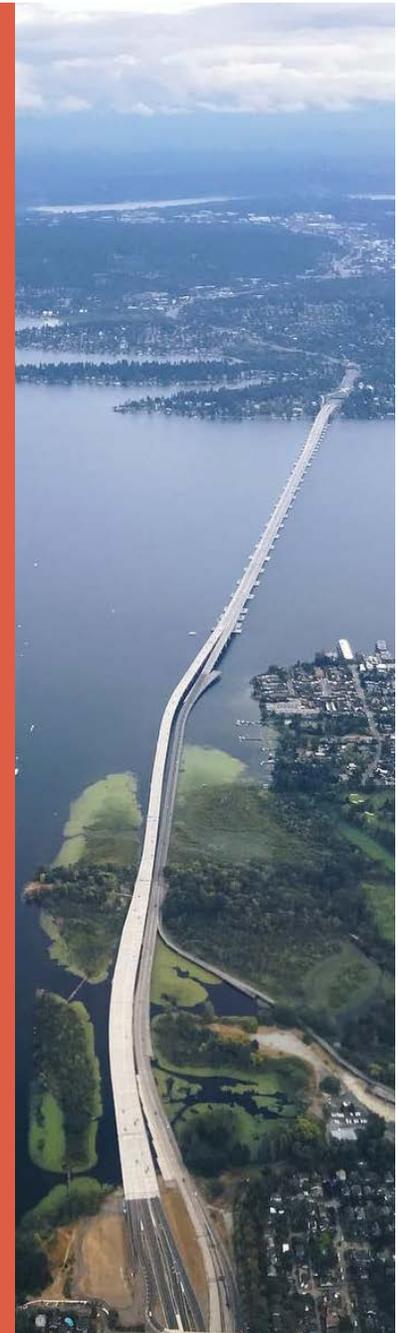
Phase 2: March to September 2017

Goal:

- Create a future looking vision for Bellevue Tourism
- Provide recommendations, action plan and budget

Work included:

- Day-long steering committee workshop
 - Vision statement
 - 39 initial recommendations refined to 18
- Online survey and analysis
 - Prioritized and grouped recommendations



Destination Development Plan: Vision Statement

Reflects the desire of industry stakeholders to capitalize on Bellevue's strength as a high quality, safe and diverse destination.

Bellevue Washington seeks to be a premium, vibrant, gateway destination to the Greater Seattle Region for national and international visitors that delivers a number of unique shared experiences that inspire visitors to share with family and friends and come back again and again.



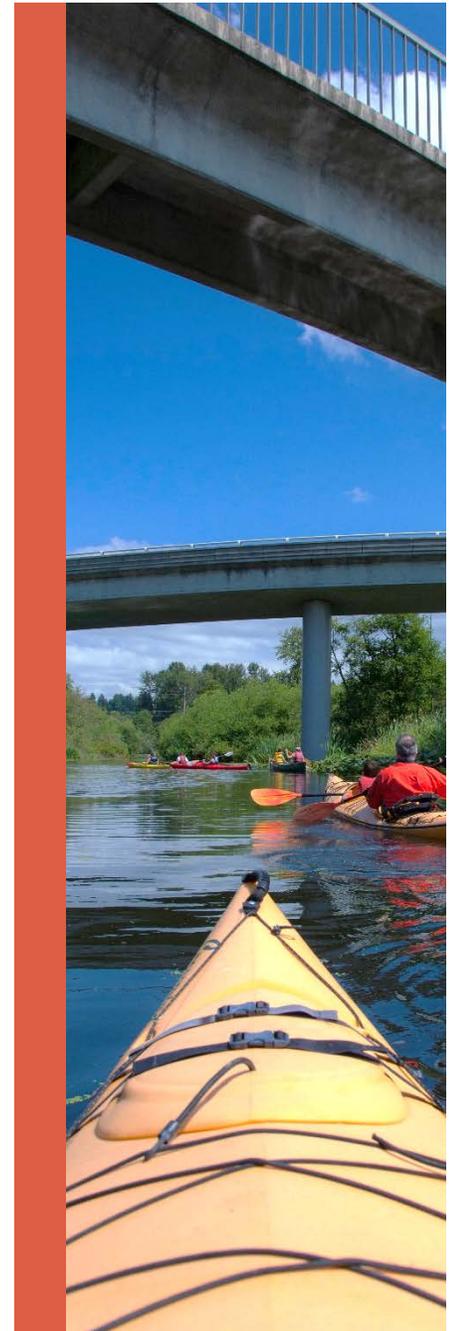
Destination Development Work Plan



Vision 2020 - Phase I (2018 Q1 2019):
Visit Bellevue Washington Implementation Priorities

Organization, Operations & Budget:

- ✓ BCCA has funded \$250,000 starting in 2018 (annualized to \$500,000 in 2019) to support the further development of Visit Bellevue.
- ✓ Staffing Plan
- ✓ Organizational strategic plan
- Destination Brand Positioning & Awareness
- Destination Marketing Plan
- Visit Bellevue Collaborative Partnership Model



Destination Development Work Plan



Phase II 2019: Implementation by Visit Bellevue, City of Bellevue and/or other Partners

- Destination Brand Activation
- Destination Marketing Plan Activation
- Destination Sales Deployment
- Develop & Launch Visitor Experience Focus
 - Certified Tourism Ambassador Program
 - Community Host Volunteer Program
 - GAP Analysis & Planning
- Communications Strategy & Program
- Visitor Personas & Needs Analysis
 - Products, Experiences & Expectations

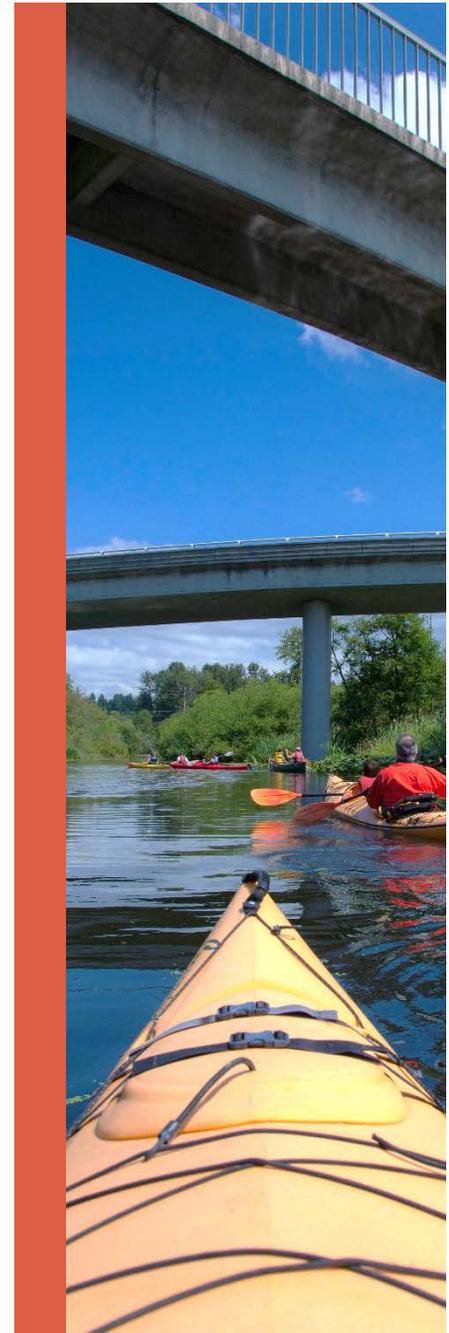


Destination Development Work Plan



Phase III 2020: Implementation by Visit Bellevue, City of Bellevue and/or other Partners

- Cleanliness, Safety / Security and Walkability
- Festivals & Events Plan & Program Development
- Cultural Tourism Planning and Program Development
- Visitor Information Center(s) Plan & Program
- Visitor Asset, Activation & Packaging Deployment



Destination Development Work Plan



Longer Term 2021 & beyond: Implementation by Visit Bellevue, City of Bellevue and/or other Partners

- Bel-Red / Spring District and Eastgate
- Mass Transit / Light Rail
- Grand Connection
- Meydenbauer Center Expansion and Headquarters Hotel
- Other ...



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Thank you!

