



Community Development

Agenda

Agenda

Thursday, October 24, 2024, 10:00 am

Bellevue-Redmond Tourism Promotion Area Advisory Board

1E-113 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: 857 0957 1370
- [www.zoom.us](https://www.zoom.us/j/86471246317) and entering Webinar ID: 864 7124 6317 Password: 218537

<https://cityofbellevue.zoom.us/j/85709571370>

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

- The Chair will ask for approval of the agenda.
- The Chair will ask for approval of the July 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

- Welcome New Board Member 10:15 – 10:20
- City of Redmond Tourism Update 10:20 – 10:40
- Board Member Application Review 10:40 – 11:00
- Staff Update 11:00 – 11:15

5. COMMISSION QUICK BUSINESS

6. REPORTS

- Visit Bellevue Quarterly Update 11:15 – 11:30
- OneRedmond Quarterly Update 11:30 – 11:45

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

Haje Thurau

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

July 25, 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: None

STAFF PRESENT: Manette Stamm, Lorie Hoffman, Lizzette Flores, Jesse Canedo, Department of Community Development

OTHERS PRESENT: Brad Jones, Jane Kantor, Sheila Freeman, Meredith Langridge, Megan Adams, Visit Bellevue; Audrey Fan, OneRedmond

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 10:03 a.m. by Caroline Dermarkarian who presided. All members were present.

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

Motion to approve the May 28, 2024, minutes as submitted was made by Wade Hashimoto. The motion was seconded was by Cassandra Leiberman and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Board Member Application Review

Cultural Tourism Specialist Lizzette Flores noted that two applications had been received to fill the two vacant seats, one for the Bellevue zone and one for the Redmond zone. It was stated that the recommendation of the staff was to approve the appointment of Haje Thurau, a member of the Bellevue community with 30 years hotel experience, who would bring a new perspective to the Board and the community. The other applicant was Kate Hudson, an accomplished applicant and member of the Bellevue hotelier community who is currently serving on the Visit Bellevue Advisory Board.

Wade Hashimoto noted having had the opportunity to interact with both applicants, both of whom have strong voices in the community. Support was voiced for the recommendation of the staff.

Cassandra Leiberman agreed that both applicants bring a lot to the table. They have different backgrounds and experiences that would benefit the Board.

Rocky Rosenbach and Kim Saunderson agreed that both applications looked good.

A motion to approve the recommendation of the staff to appoint Haje Thureau to the Board was made by Cassandra Leiberman. The motion was seconded by Kim Saunderson and the motion carried unanimously.

B. Staff Update

Lizette Flores reported that the recommended 2025 budget and strategic plan was presented to the City Council on July 23 by staff and Caroline Dermarkarian. The Council approved the budget, which will be adopted as part of the budget process.

Arts Community Manager Lorie Hoffman added that there was a lot of praise on the part of the Councilmembers for the work of the Board.

Caroline Dermarkarian said much of the praise belongs to the staff and to OneRedmond and Visit Bellevue.

Lizette Flores provided the Board with a brief update regarding revenues through June 2024, with a breakdown of revenues collected both before and after the one percent Department of Revenue fee. Also highlighted were the administrative fees by the legislative authority and the interest collected by each zone.

Lorie Hoffman added that going forward the reports will look a little more like a cash flow statement.

Cassandra Leiberman said it would be helpful to compare what was projected against what was received.

BREAK to address IT issues.

Lizette Flores reported that there are regular monthly meetings with the Visit Bellevue and OneRedmond zone administrators to gather updates on TPA happenings. Additionally, invoices are being received and processed each month.

C. Visit Bellevue Destination Development Plan Update

Brad Jones with Visit Bellevue took a moment to thank the now retired David Nadelman who was a stalwart in helping to establish the TPA.

Brad Jones said the destination development plan is code in Bellevue for the tourism masterplan. In 2016 and 2017 Bellevue established its first destination development masterplan, which served as the impetus for Visit Bellevue becoming a full-service organization. That plan has served as a roadmap for strategic priorities. Nearly all of the things from the original plan have been accomplished; there remain some items in progress.

While the original plan was meant to be a ten-year plan, the significant turbulence and market shifts experienced over the last six years calls for revisiting the plan to make sure that all priorities are aligned with the industry and with the community. That work began early in the year. The process has been robust and is nearing its conclusion. The first phase of the process has involved several stakeholder work sessions. The consultant has been in the market several times and has met one-on-one with folks at the workshops. The second phase of the process began in May. A visioning workshop was held in July with a push forward on the priorities of the revised destination development plan. The action plan workshop and prioritization part of the work is now underway. The next workshop will focus on governance and organization. In mid-August there will be a draft of the final plan which will be trotted out for proper endorsements and approvals.

Continuing, Brad Jones said the guiding principles of creative, safe, diverse and sustainable will shock no one and are grounded in what the market represents. Those are the principles leading the next destination development plan. Throughout the process the stakeholders have identified arts and culture, culinary, outdoor adventure, families, sophisticated explorers, active adventurers and enthusiasts.

The updated destination development plan reduces the previous 18 areas of significance to only six was a way of being more strategic. The previous plan had a lot to do with organization and the always-on services like marketing, public relations and destination sales. The new plan takes all of that for granted, allowing for fast forwarding to the six strategic priorities identified by the stakeholders and the community through the workshops and meetings. Brad Jones stressed that the six priorities have not yet been prioritized. The strategic priorities are urban lifestyle and placemaking; arts and innovation; recreation and experiences; culinary destination; conferences and events; and build environment and enabling conditions.

The urban lifestyle and placemaking priority is focused on promoting vibrant neighborhoods and districts; enhancing public spaces; developing immersive experiences; supporting nightlife and the music scene; fostering unique shopping; and promoting the Pacific Northwest quality of life and wellbeing. The strategies that have emerged in the arts and innovation priority include developing and promoting arts and culture; leveraging technology in arts and culture; advocating for new venues, particularly for performances; promoting Bellevue as an innovation hub; and celebrating Bellevue's multicultural heritage. Under the recreation and experiences priority, the strategies include promoting outdoor recreation; enhancing the waterfronts; and promoting family-friendly attractions.

In terms of the culinary destination priority, the strategies include positioning Bellevue as a culinary destination; creating unique culinary experiences via culinary events and festivals; and supporting Bellevue's emerging culinary scene. Bellevue is a destination for conferences and events, so the strategies under that priority include conference center expansions; and growing existing events and developing new events. The built environment and enabling conditions priority has as strategies enhancing event infrastructure and services; wayfinding through new and innovative ways; accessibility; sustainable tourism and tourism stewardship; and workforce development.

Cassandra Leiberman thanked Brad Jones for a thorough and comprehensive presentation. Rocky Rosenbach concurred.

Wade Hashimoto noted having particularly liked the outline detail and said the strategies will continue to leverage Bellevue's presence.

5. COMMISSION QUICK BUSINESS – None

6. REPORTS

A. OneRedmond Quarterly Report

Audrey Fan, program lead for OneRedmond, shared that the second quarter occupancy numbers, drawn from the Star report, represent a 14.5 percent increase from 2023. OneRedmond has finalized partnership agreements with Woodinville Wine Country, and with the Seattle Theater Group Concerts at the Farm at Remlinger Farms. Other strategies being worked on include the CRM and lead generation platforms transportation to area attractions; and researching and building a venue and facilities list for Redmond.

It was noted that there has been no change in membership from the first quarter of the year. The members are State of Washington Tourism; Seattle Sports Commission; Washington Festival & Events Association; Washington State Chapter of Meeting Professionals International; and Puget Sound Business Travel Association.

Recent tourism networking has included the Seattle Sports Commission, which is of interest because of the upcoming FIFA World Cup matches, and Woodinville Wine Country regarding the upcoming partner retreat. The Northwest Event Show in April was attended, as have been the regular meetings of the Washington State Chapter of Meeting Professionals.

OneRedmond continues working toward developing strategic marketing initiatives that will align with the Redmond Tourism Strategic Plan. The organization is engaging with and networking at all the different industry membership events for Redmond. Work to build a facility guide to help drive more relationships and partnerships is continuing, as is work to identify partnerships that will drive overnight accommodations.

Audrey Fan said OneRedmond is constantly looking at new lines of vertical tourism lines of business, and at the CRM and communication subscriptions to help increase regeneration, and continues working on communication and action items as they relate to the stakeholders to make sure all the initiatives are aligned and moving forward.

Cassandra Leiberman voiced appreciation for the update regarding the strategies for the Redmond hotels. The question asked was if the occupancy numbers in the packet represented the June 2024 figures. Audrey Fan said the initial packet that went out reflected the 2023 numbers given that the Star report is not released until after the report is due. The numbers shared in the slide presentation, however, were from 2024.

B. Visit Bellevue Quarterly Update

Brad Jones stated that the second quarter was very busy, which is typically the case from a planning and execution perspective. The approved work plan items fall into five categories: destination sales, marketing and communications, visitor experience, tourism development, and research and administration. The TPA goals were set in 2022 with an end date of 2025. Having the longer trajectory gives the latitude needed to change programming as needed. Through June 2024, overnight visitors were just over one million. The annual goal is 2.4 million overnight visitors. To date in 2024, the average citywide hotel occupancy has been 67 percent; the goal is 72 percent by the end of next year. Weekend occupancy stands at 60 percent and work continues to meet the 66 percent goal. The economic impact of the overnight visitors has to date this year eclipsed the \$800 million mark. The target is \$1.85 billion.

The second quarter totals were: overnight visitors, 561,658; citywide hotel occupancy, 73 percent; weekend hotel occupancy, 66 percent; and hotel average daily rate, citywide,

\$209.16; citywide hotel revenues, \$72.6 million; and economic impact, \$438.1 million. All of those numbers are close to or exceed the 2019 benchmark year totals.

Brad Jones shared with the Board the TPA collections and expenses numbers and compared them against the budget assumptions. It was noted that the revenue side is 16 percent over the initial estimates and budget assumptions. On the expense side, 41 percent of the budgeted expenses have been expended.

Jane Kantor, director of destination sales for Visit Bellevue, said room night leads through June have paced ahead of the budget and ahead of the 2023 year end highwater mark. Bookings are also headed in the right direction and at 56 percent of the budget are slightly ahead at the midpoint of the year.

Room nights lost is a reflection of doing more diverse things and bidding on different kinds of business. Branching out in different verticals is a contributing factor. The preferred Downtown Seattle number was much smaller number last quarter, and there has been a dramatic shift in regard to what is being lost to Seattle. That is partly because people are interested in being in Seattle. Fifteen percent of the loss to Seattle is to the Seattle Convention Center; the Westin numbers are close to the same.

The conversion rate is 30 percent year to date, slightly below the 2023 conversion rate of 34 percent. The rate is, however, in line with what has been seen historically.

With regard to the sales pace over time, Jane Kantor said the booking window tends to be 12 to 24 months. Going out farther, the city is either at or above the targets. 2024 is about 137 percent of target; 2025 is about 143 percent; 2026 is about 104 percent of target; and 2027 sits at about 111 percent.

During the second quarter staff were on the road quite a bit and enjoyed getting a much warmer reception than previously. That is facilitating the making of great inroads. In the coming months the intense travel schedule will continue, though it will pace out somewhat. Site inspections were robust in the second quarter and the same is projected for the third quarter.

Going forward, work will continue in terms of ongoing sales prospecting and generating leads. Several trips to Washington, D.C. are planned for the coming months, and efforts to bring people to Bellevue will also continue. A team member has moved on and the search is on for a replacement, someone who can address the verticals for which expansion is planned.

With regard to the lost business to Downtown Seattle, Caroline Dermarkarian asked if folks are turning to the Convention Center because of space or because of price. Jane Kantor said it is often a combination of both. Currently there are some remarkable incentives the Convention Center and Seattle are offering. Bellevue has a number of huge selling points that in time will see visits coming to the city.

Caroline Dermarkarian asked if those going to the Westin in Seattle are going because the facility is self-contained. Jane Kantor said the Westin is able to address much larger groups in a self-contained setting. There will always be groups that will choose the self-contained option.

Sheila Freeman, director of marketing and communications for Visit Bellevue, said one of the heaviest hitting channels being invested in is paid media. The results so far have been very good. The majority of the work has been done by the media agency Medium Giant, but other partners have been brought in as well, including Epsilon and Pac Rim. The second quarter

impressions came in at 13.6 million. The year to date total of over 16 million is 41 percent of the goal. The new campaign called Launched Here has improved over the first quarter numbers. There were almost 66,000 clicks in the second quarter, which adds up to more than 150,000 year to date, or 82 percent of the goal. The cost per click remains low ninety-six cents, and the click-through rate is at 1.57 percent; the average year to date stands at 2.14 percent, which exceeds the goal.

Social media is a powerful channel. It does not include paid social media ads. The second quarter impressions totaled over 6.3 million, and the year to date total has reached 76 percent of the goal. Engagements are way up at almost 129,000, exceeding the annual goal. The second quarter clicks were almost 16,000, bringing the total to 54 percent of the goal. The audience segment is doing great and has exceeded the annual goal. Messages are also doing well and have exceeded the goal.

There were in the second quarter more than 125,000 unique website users, bringing the annual total up to 73 percent of the goal. There were over 200,000 sessions in the second quarter, and year to date the total represents 67 percent of the goal. The average time on page is over two minutes and twenty seconds. A significant number of the views came from the blog space, which is almost unheard of in the destination management organization space.

With regard to overall traffic, organic searches remain the top channel, which means something right is being done on the website and that the content is being positioned to drive people in who are searching for things to do. The same is true of the organic blog traffic where both the numbers and the growth trend is impressive.

Sheila Freeman continued by saying public relations and earned media are doing well. Much of the credit belongs to the overseas marketing agency Pac Rim. Second quarter saw 85 placements, bringing the year to date placements up to 113 percent of the goal. There were more than 100 million engagements, exceeding the goal. The media value of \$52,579 for the second quarter was adjusted from the previous PR agency Madden; the year to date total is at 87 percent of the goal. The press trips planned for the year include Foodie FAM, and outdoor adventure trip, and culinary trip, and a trip with meeting planning professionals.

The overseas marketing campaign has almost come to a close. There remain some channels open for custodial work. A great foundation has been put down for a presence in the Japan market, and strong strides have been made in marketing the Japanese micro site. Paid and Google ads have been running and will continue through September.

The project accomplishments have included website content creation and social media marketing. The list of ongoing activities includes an Instagram giveaway campaign and Japanese social media management. Digital marketing has been excellent, as has PR and media outreach. Creation of Belle the Bobcat mascot was done through collaboration with a Japanese designer with extensive “yuru-chara” experience. Big things are planned for Bell going forward, including an official proclamation.

Good things are planned for the third quarter, including the paid media campaign, the 2025 RFPs, PR pitching and many FAM tours, tourism development support, SEO and website organization, culinary tourism activation, and continuing with the communication channels, including The Vue, Insiders Edge, and Planners Edge and Aspire.

Rocky Rosenbach asked what the second phase of the campaign in Japan will start. Brad Jones said the intent is to pause and gain feedback from the TPA before continuing. Much has been learned and a good base has been built in Japan. Before committing to Phase 2, the

desire is to have everyone on board. The Yen is struggling and it is a good time to pause. It may be that a second phase could launch early in 2025.

Shiela Freeman added that just developing the campaign foundation alone has been a huge lift. It is important to remember when entering into overseas markets there must be an infrastructure in place to support visitors in a very culturally competent way, and also in a logistical way.

Cassandra Leiberman asked if all of the social media is handled in house and Shiela Freeman confirmed that it is. The intent is to produce four blog articles per month, and four articles for Aspire which comes out quarterly.

Meredith Langridge, director of visitor experience for Visit Bellevue, said BellHop is in a really good place. Funding was secured through the end of the year thanks to the city, Amazon and Visit Bellevue. To date more than 78,000 passengers have been served, with a good split between visitors, residents and officer workers. A new morning route has been started that leaves from Sound Transit to serve more of the workforce. While it is an on-demand service, drop-offs are only to four locations. There are fewer users of the service in the morning and evening hours, and more during the lunch hour and at the end of the work day. There is a strong consistency of use when it comes to days of the week, including weekends.

Visit Bellevue has entered into a new partnership with Duffy Electric Boats NW in support of a pilot program called Bellevue Lake Cruises. With a slip in Meydenbauer Bay, the program will offer daily tours with a tour guide. The anticipating is that the offering will be very popular. Permission has been given to conduct the program from July through October.

The push for culinary tourism is continuing as the first priority. Visit Bellevue is committed to figuring out what Bellevue's story is working with the ambassadors, all with an eye on drawing people to Bellevue per the culinary offerings. Marketing has done a great job of working with Chef Shota Nakajima, who will also be working on a culinary event.

The second priority is Bellevue Food Tours. Currently there is a partnership with Savor, which offers tours in Seattle. Brainstorming is currently underway in regard to developing walking food tours that hopefully will launch in the fall.

The third priority is culinary event/activation in partnership with SE Productions. A fall event is being planned. The large event is planned for the fall of the year and there is excitement around it. The event will run over six to eight weekends with two events per day. The events will be ticketed and exclusive, and the anticipation is that they will sell out. Nothing of the sort is being carried out in Seattle currently.

Meredith Langridge said Bike Hop has been a journey. Two hotels, Hyatt and Courtyard, are confirmed. It is lift for the hotels to take on and there is training involved, but in the end the complementary e-bikes will be offered to hotel guests as an amenity. Visit Bellevue will partner with stakeholders for the procurement, maintenance, management, training and support for the program. E-bikes offer a great way to connect the cities and to build on wellness as a driver.

Looking forward, Meredith Langridge said the mobile welcome center team has been going nonstop in attending a variety of events, including Movies in the Park and Live at Lunch, and will have a presence at the Bellevue Art Museum Arts Fair. The team has been active in Factoria, Crossroads and all over. The incubator fund has been growing and a number of groups have expressed interest. As those events come forward and grow, the team will be

tracking their room blocks and what they might look like in the future. The tourism development programs are also going strong, including Bike Hop, the tours, and the Waterfalls and Wine program. The team is in the middle of fine-tuning the culinary tourism programs and what marketing needs to be done. Funding has been secured to continue BellHop in 2025 and hopefully the program will be expanded. There is a desire to strengthen and improve the Bellevue Lake Cruise and Food Tours programs.

Brad Jones said visitor origin trends are continuing to evolve. While Washington, Oregon and California continue to be the top three visitor origin states, Florida and Texas continue to be great markets and are moving up on the list. The high-value market counties as measured by share of spend, total spend, spend per trip and length of stay include at the top of the list Los Angeles County, Maricopa County and Cook County, but King County is also high on the list. Credit card spending represents 68 percent of spending. The VISA destination insights report shows that while the hotel and lodging segment spending increased by 31 percent, all other segments were a bit stagnant. Given the influx of international visitors, the VISA report indicates hotel and lodging spending increased by 40 percent, and all other segments increased by 16 percent overall. International visitor spending have shown positive increases as well.

Wade Hashimoto asked if there is any correlating data on how the domestic and international visits coming into the market are being captured by Bellevue. Brad Jones said geo data is correlated which makes it possible to say how many visitors Bellevue gets from a geographical perspective. The same is not done for spending on the VISA side. Bellevue visitors come for events and activities happening locally and that trends toward a need to build more in Bellevue and focus less on connecting to things outside of Bellevue.

7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 11:39 a.m.



Community Development

Information

City of Redmond Tourism Update

At today's meeting, the City of Redmond will provide an overview of the Lodging Tax Advisory Committee (LTAC), covering key topics such as committee membership, tax requirements, organizational structure, revenue forecasts, and budget highlights. Additionally, the City of Redmond will present a high-level summary of the recently adopted Tourism Strategic Plan.

BACKGROUND

The Tourism Program is managed by the Economic Development Division within the Planning and Community Development Department with oversight from the Lodging Tax Advisory Committee (LTAC). Funded through the 1% lodging tax, the City's tourism program manages tourism programs, initiatives, and related workplans designed to attract overnight stays and grow the visitor economy.

ATTACHMENTS

Attachment A: City of Redmond Tourism Program – Staff Report

CONTACT

Jackie Lalor, Economic Development and Tourism Program Administrator
425-556-2209, jlalor@redmond.gov



Community Development

Action & Discussion

Action

Thursday, October 24, 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 is currently one open position on the Bellevue Tourism Promotion Area Advisory Board, for the Redmond seat. One application has been received. Board members have been sent this application for review in the week prior to this meeting. Today the Board will discuss whether they shall choose this applicant, which they will formally recommend to Bellevue City Manager for appointment.

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 the application for recommendation as board member and will await new applicants for review.

STAFF RECOMMENDATION

Staff recommends the appointment of Mr. Nate Moore, a hospitality veteran with over 26 years of experience.

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, October 24th, 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 provide a quarterly update to the Board, with updates on the City's contract with Washington Department of Revenue, contract updates with our two TPA Administrators, and a revenue report

Contracting Updates

City staff is in the process of executing a new contract with the Washington Department of Revenue, which would be effective January 1st 2025, removing provisional language from the first contract. This contract will not need to be renewed annually. Renewal contracts with OneRedmond and Visit Bellevue are currently being drafted in order to continue with the administration of the Redmond and Bellevue TPA zones, respectively. Contracts are tentatively scheduled to go to Bellevue City Council for review on December 10, 2024.

Quarterly Revenue Report

Quarterly revenue report is attached to this packet, with information on remittances to the City of Bellevue, interest accrued for each zone's account, and invoiced amounts for each zone. As a reminder, administrative fees are not balanced monthly, so the total amounts in each account may change when administrative fees are charged proportionately to each account's remittances.

Attachment B: Revenue Report

Staff Contact

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

1E-113 or Zoom Meeting

Bellevue Tourism Promotion Area

At today's meeting, (Visit Bellevue) will present updates on the ongoing Bellevue Tourism Promotion Scope of Work.

VISIT BELLEVUE EXECUTIVE SUMMARY

In July, Bellevue hosted an estimated 210,010 overnight visitors generating an estimated economic impact of \$185 million. The Bellevue citywide hotel occupancy in July was 80% (+8% compared to 2023) with an average daily rate of \$224 (+4% compared to 2023) generating a total of \$30.9 million in total lodging revenue for the month (+14% compared to 2023). **See attachment A below.**

In August, Bellevue hosted an estimated 199,215 overnight visitors generating an estimated economic impact of \$155 million. The Bellevue citywide hotel occupancy in August was 78% (+9% compared to 2023) with an average daily rate of \$223 (+8% compared to 2023) generating a total of \$28.6 million in total lodging revenue for the month (+19% compared to 2023). **See attachment B below.**

At the time of submitting this report, we have not yet received the September lodging data report. We look forward to updating the Board on these results at the October meeting.

Weekend Occupancy

For the last two months (July & August) Bellevue weekend hotel occupancy has outpaced weekday hotel occupancy. The below trend graph shows this significant market trend. Bellevue weekend occupancy was 84% (July) and 80% (Aug) respectfully.

Hotel & Lodging

Bellevue, WA | Occupancy by Day

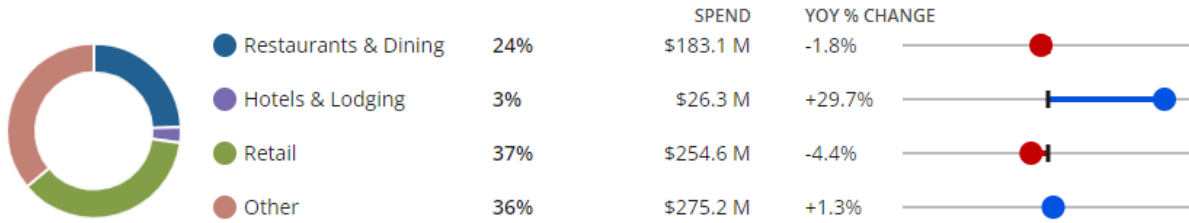


Domestic Visitor Spending YTD 2024

YTD, domestic visitor spending trends in Bellevue are visualized below. The largest increase in spending (+30%) occurred in the hotel & lodging segment followed by the restaurant segment (-2%) and retail (-4%) segment.

MARKET SEGMENTS Current Period: JAN (01) - JUL (07) 2024

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

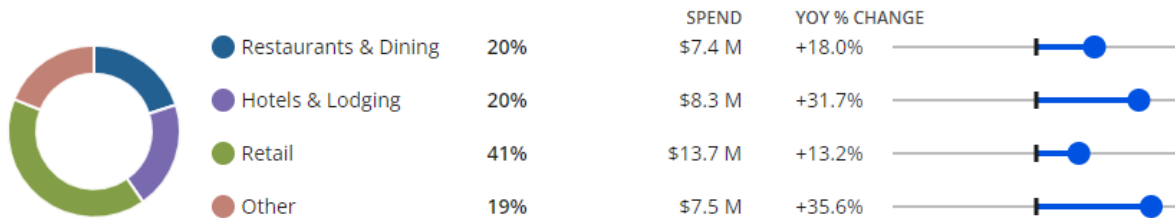


International Visitor Spending YTD 2024

YTD, International visitor spending trends for Bellevue are visualized below. The largest increase in spending (+32%) occurred in the hotel & lodging segment followed by the restaurant segment (+18%) and retail (+13%) segment. Of note, and despite a weak Yen our work in the Japan market is producing good first results with an overall increase of 32% in visitor spending and 26% in number of visitors YTD.

MARKET SEGMENTS Current Period: JAN (01) - AUG (08) 2024

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



Origin country	<input type="text" value="Spend"/>	YoY % Change	Card Count	YoY % Change
<input type="checkbox"/> China Mainland	\$9,339,754	+19%	14,352	+32%
<input type="checkbox"/> Canada	\$8,774,425	+14%	40,073	+12%
<input type="checkbox"/> India	\$2,658,110	+50%	6,506	+41%
<input type="checkbox"/> United Kingdom	\$1,483,539	+52%	3,728	+24%
<input type="checkbox"/> Japan	\$1,375,979	+32%	4,168	+26%
<input type="checkbox"/> Taiwan	\$1,192,114	+10%	2,414	+30%
<input type="checkbox"/> South Korea	\$962,042	+4%	2,735	+8%
<input type="checkbox"/> Mexico	\$933,932	+30%	3,852	+18%
<input type="checkbox"/> Germany	\$827,243	+25%	4,070	+31%
<input type="checkbox"/> Singapore	\$638,023	+51%	1,449	+49%

Destination Development Plan Update

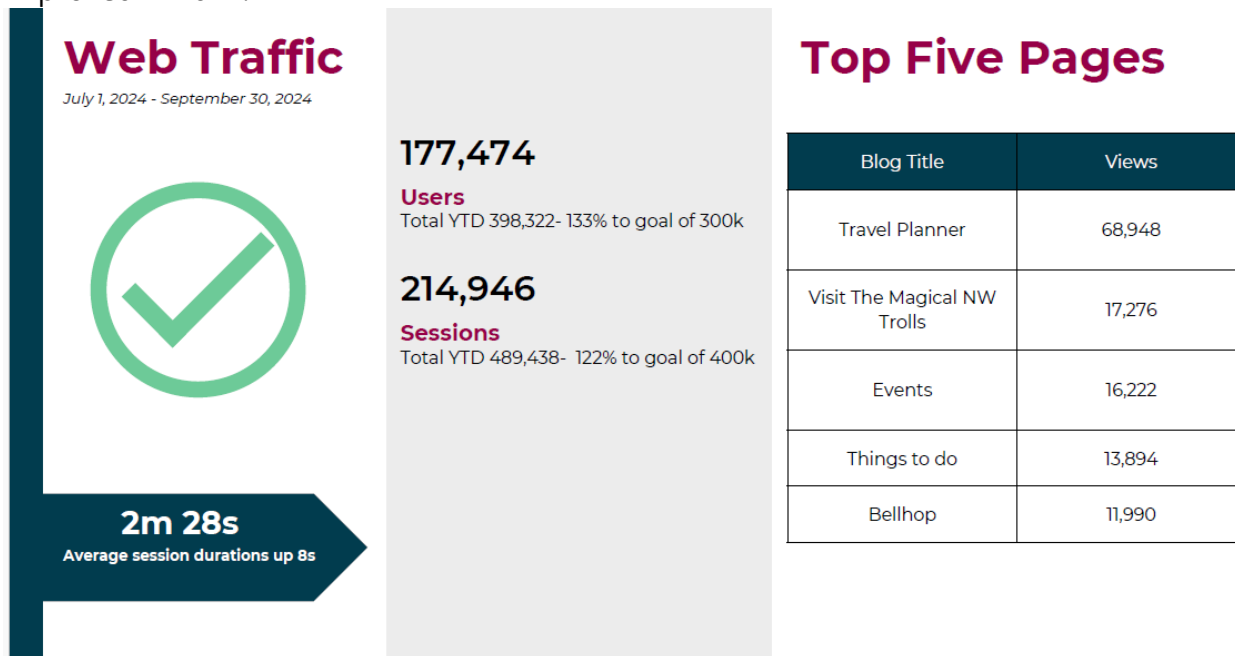
The Bellevue Destination Development Plan (DDP) update is complete. Our consultant Resonance Consultancy along with our team has completed the three phases of the project including three workshops, several one-on-one meetings with partner businesses and stakeholders, and the important destination planning sessions. We have developed a supportive action plan as the final step in the project. We will be using the next 3 – 4 months to prepare and organize our operations and governance to incorporate the needed changes for implementation. **See attachment C below.**

Marketing, Public Relations, Paid Media & Communications Update

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 has achieved or is on-pace for all our KPI goals as established in the Visit Bellevue and Bellevue TPA strategic plans.

Website & SEO

Visit Bellevue website traffic in Q3 was 177,474 users and 214,946 sessions year to date we are at 133% of our annual goal, with 398k unique users with 489k sessions. Organic search and paid social media continue to be the largest website acquisition channels, while our travel planning page is by far the most popular. BellHop, Things to Do and Events and culinary tourism are also popular website content pages. Our important blog content continues to drive important new website traffic acquisition as well. Time on site has also improved in 2024.



Paid Media

Visit Bellevue’s Paid Media programs for YTD are performing well and exceeding our goals creating nearly 24 million impressions and an impressive 243k click thrus to our website. Our current cost per click is under \$1 and click thru rate is 2.35%. Paid search, connected TV / OTT campaign, paid social, site direct, and programmatic campaigns executed through our marketing agency Medium Giant.

Paid Media

August 1, 2024 - August 30, 2024



23,710,061

Impressions

2333513 in August. 59% to goal of 40m

243,506

Clicks

55,203 in August - 131% to goal of 185k

0.02

Cost Per Click (CPC)

Average YTD \$0.40 - 100% to goal of \$4.00

2.73%

Click-Through Rate (CTR)

Average YTD 2.35% - 100% to goal of 2%

Epsilon

Visit Bellevue partnered with Epsilon from April 29 to July 31, 2024, to enhance our programmatic marketing efforts and improve visitor retention. The campaign, aimed at attracting high-yielding travelers, generated impressive results, delivering over 5.5 million impressions and 5,632 clicks with a stable click-through rate of 0.10%. The detailed demographic insights revealed that females and audiences aged 45 and above were particularly engaged, with the most interaction from those with a college education and a household income between \$50,000 and \$100,000. Geographically, the highest engagement came from Los Angeles and San Francisco. Behavioral data indicated strong interests in hotels, car rentals, and budget travel, alongside preferences for healthy living and outdoor entertainment.

The campaign's effectiveness in reaching diverse audiences underscores Epsilon's unique capabilities as a first-party media placer, offering comprehensive insights into Bellevue's appeal. These findings will contribute to a detailed economic impact report by Epsilon, scheduled for release in December, which will further elucidate the campaign's contribution to Bellevue's economic vitality.

Social Media

Social Media programs for Visit Bellevue YTD continues to set records in Q3 we had nearly 5.9 million impressions boosting our year-to-date total to 14.6 million impressions in 2024. In Q3 we had an impressive 167k engagements and 118kk click thrus to our website, our year-to-date totals are 611k social engagements 272% of annual goal and 197k website click thrus 220% to our annual goal. Our subscribed social media audience has surpassed 38k. Some of our top posts include The Vue episodes, culinary, events, and our new tourism development programs.

Social Media

Organic and Boosted

July 1, 2024 - September 30, 2024



5,888,543

Impressions

Total YTD 14,677,889- 128% to goal of 11.5m

167,238

Engagements

Total YTD 611,287- 272% to goal of 225k

117,941

Clicks

Total YTD 197,651- 220% to goal of 90k

38,571

Audience

154% to 2024 goal of 25k

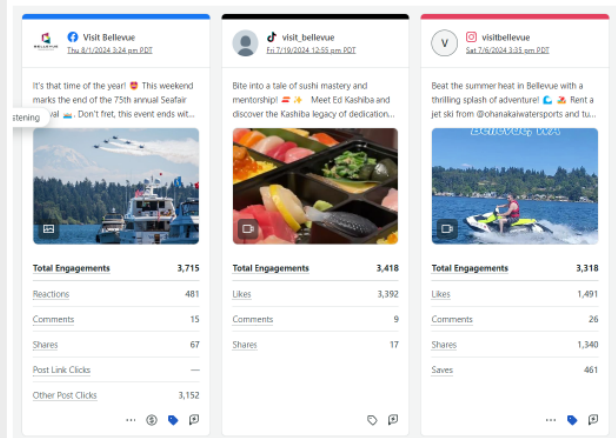
3,019

Messages

137% to 2024 goal of 2200.

Top 3 Posts

Q3



PR – Earned Media & Communications

Our public relations & earned media program has been strong with 28 placements in Q3, year to date we have had 126 total feature placements. Our placements in Q3 had a potential reach of 101 million and year to date reach of 405 million which is 406% of the annual goal. In Q3 these features had a media value of \$1.16 million and year to date of \$2.15

million. Recent significant coverage in Forbes, Vancouver Sun, Texas Lifestyle and National Geographic. We have been hosting several FAM's and media visits.

PR

July 1, 2024 - September 30, 2024



28

Placements

Total YTD 126- 146% to goal of 85

101million

Engagements

Total YTD 405m - 406% to goal of 100m.

\$1.16m

Media Value

Total YTD 2.15 m - 216% to goal of \$1m

Earned Media

Q3 highlights in leisure coverage include destination features in **The Vancouver Sun, Texas Lifestyle Magazine, Forbes, Style & Society Magazine**, and mentions in **National Geographic** and **Observer**. In meetings and trade, coverage largely featured the opening of the Intercontinental Bellevue. We worked with **Good Day Seattle** to highlight Bellevue's NW Chocolate Festival and the Wine & Waterfall Tour. Local coverage remains strong, with coverage on our visitor experience programming in **425 Magazine**.

Press Visits

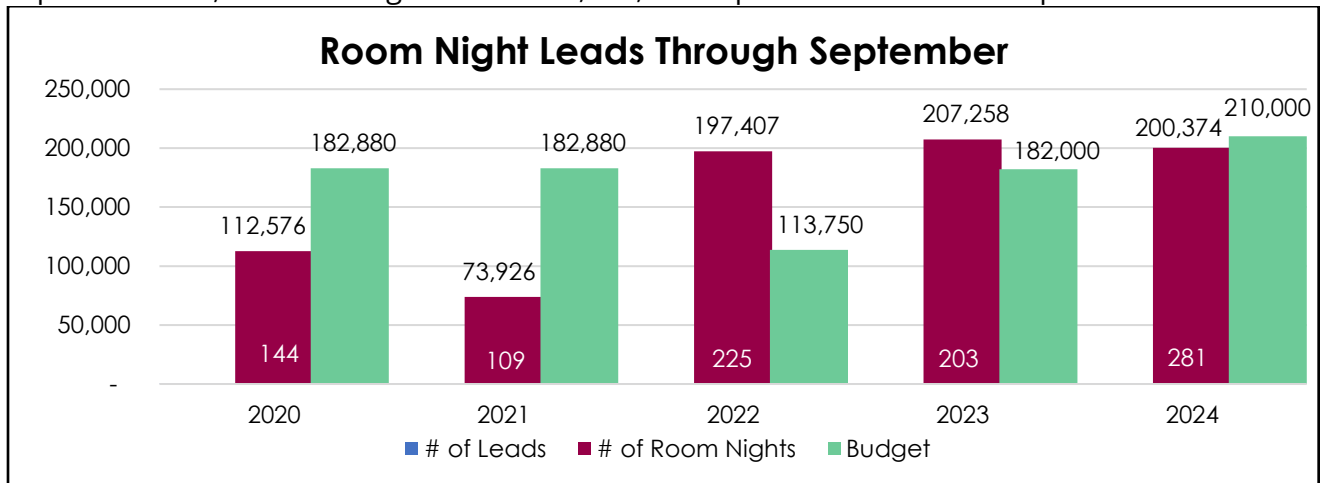
- Harriett Baskas, NW Travel Magazine (September 21 - 23)
- Outdoor FAM (September 5 - 8)
- HopCulture (September 30 - Oct 2)

Q4 Press Trips

- Culinary FAM (October 3 - October 6)
- Smart Meetings (October 14 -16)

Destination Sales Leads September 2024 & YTD

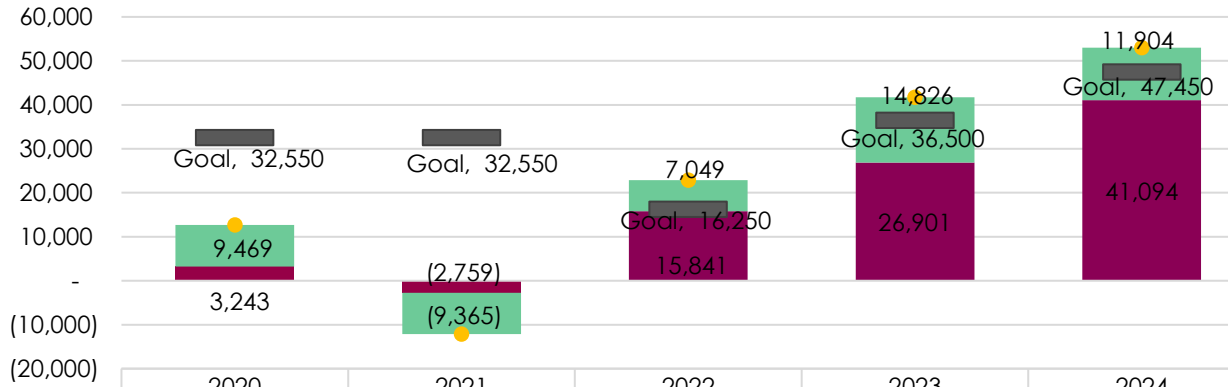
The Destination Sales Team generated 281 room night leads through the end of September which represents 200,374 room nights and \$125,949,421 in potential economic impact to Bellevue.



Destination Sales Room Nights Booked September 2024 & YTD

The Destination Sales Team contracted 11,346 room nights in September 2024. The groups included two associations and six SMERF (Social, Military, Education, Religious, Fraternal) groups. The potential economic impact of these groups is \$7,837,306.

Room Nights Booked 2020 - 2024 Through September

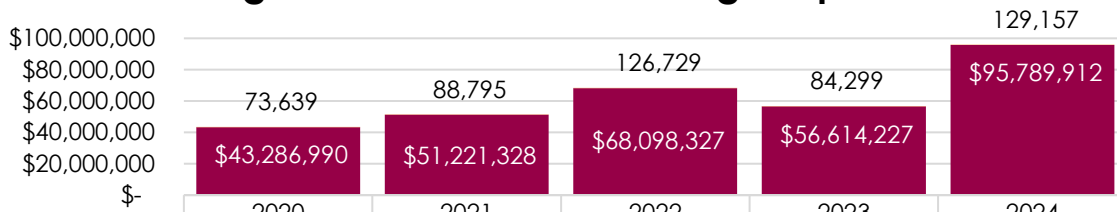


	2020	2021	2022	2023	2024
Meydenbauer	9,469	(9,365)	7,049	14,826	11,904
Self-Contained	3,243	(2,759)	15,841	26,901	41,094
Total	12,712	(12,124)	22,890	41,727	52,998
Goal	32,550	32,550	16,250	36,500	47,450

Destination Sales Lost Business September 2024

The graph below compares lost business from 2020– 2024 through September. The 129,157 room nights lost through September of 2024 represent \$95,789,912 in lost potential direct spend in Bellevue.

Room Nights Lost 2020 - 2024 Through September



	2020	2021	2022	2023	2024
Room Nights Lost	73,639	88,795	126,729	84,299	129,157
Direct Spend	\$43,286,990	\$51,221,328	\$68,098,327	\$56,614,227	\$95,789,912

■ Direct Spend ■ Room Nights Lost

Lost Business Report Detail for Q3 2024

The table below shows the lost business through the third quarter of 2024 by economic impact.

Lost Reason	Economic Impact	Lost Count
Preferred Downtown Seattle	\$30,227,814.07	30
Convention Cancelled	\$13,569,468.01	31
Booked Destination within Washington State	\$10,730,377.91	21
Booked West Coast (Specific City in Notes)	\$10,286,584.83	16
Booked Eastern US (Specific City in Notes)	\$5,431,779.75	8
Lost Third Party Planner	\$5,041,574.77	15
Booked Pacific Northwest	\$3,676,964.29	9

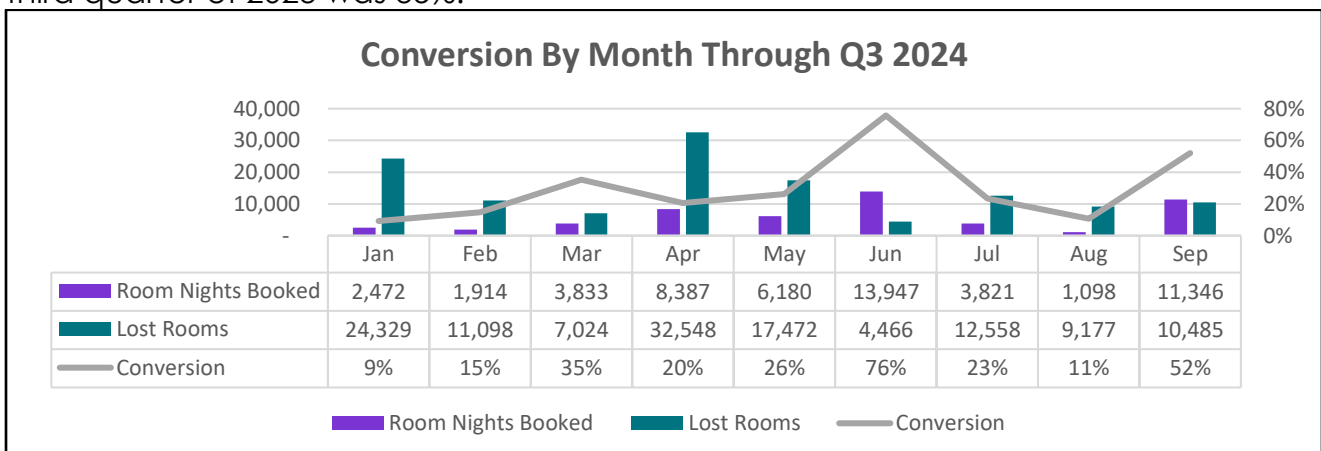
No Response from Client	\$2,603,429.87	6
Space Programming	\$2,238,707.74	2
Facility to Small - Exhibit Space	\$2,004,116.40	2
Preferred Self Contain	\$1,235,273.75	1
Decline to Bid - Poor fit for Bellevue	\$1,105,679.45	4
Preferred Date(s) Booked	\$1,100,506.38	2
Hotel Rates Too High	\$1,089,939.41	5
Unable to Fill Room Block	\$833,622.83	4
Booked Central US (Specific City in Notes)	\$785,382.10	2
Health Concerns - COVID-19	\$764,257.42	1
Meeting Space Rates Too High	\$676,026.43	3
Multiple Reasons	\$647,740.13	1
Budget Cuts	\$532,669.86	1

Breakdown of the Groups Which Preferred Seattle

Total Lost to Seattle		30
Venue / Hotel	Lost	% Lost
Unspecified Other	6	20%
Convention Center	4	13%
Thompson	3	10%
Westin	3	10%
Edgewater	2	7%
Hyatt Seattle	2	7%
Lotte	2	7%

Destination Sales Conversion Report

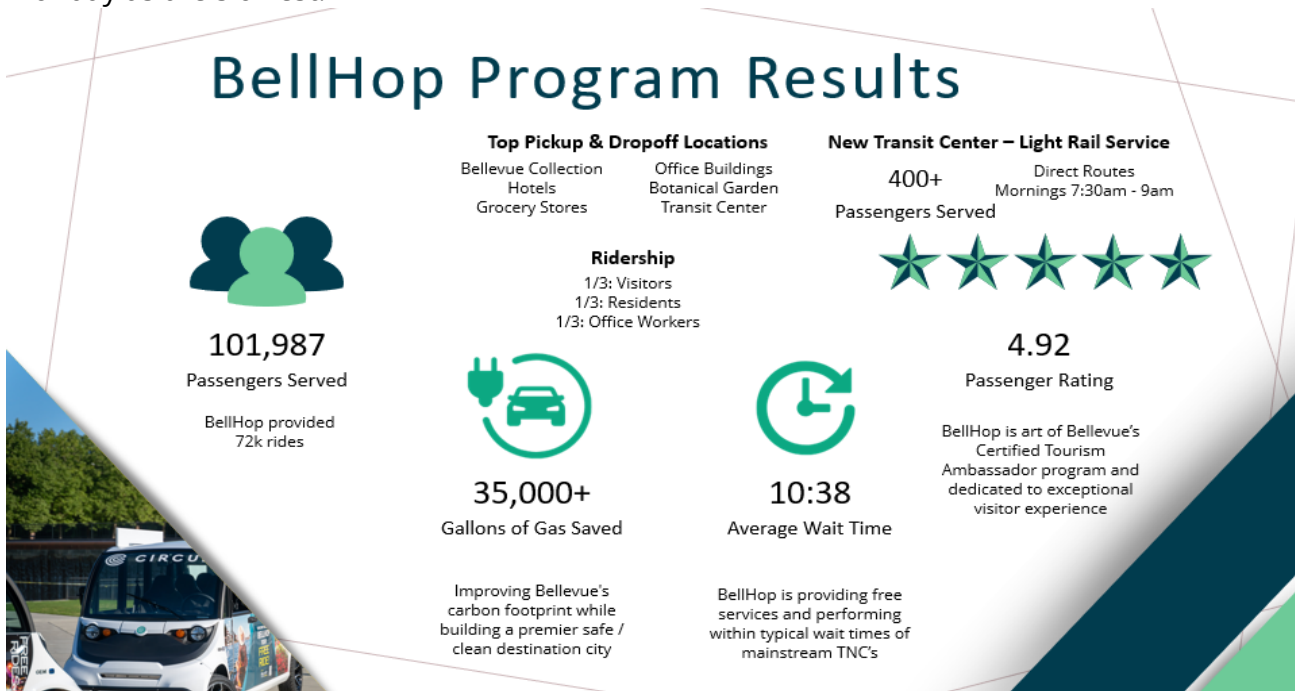
The graph below shows the conversion rate for Visit Bellevue Destination Sales by month through September 2024. The average conversion rate through the third quarter of 2024 was 30%. As a comparison, the average conversion rate through the third quarter of 2023 was 35%.



Tourism Development & Visitor Experience Programs

BellHop Program

The BellHop service has surpassed 100k passengers served on the fourteenth-month of the service for a total ride count of 102k. The average wait time to 10:38 minutes. The driver's rating remained high at 4.9 out of 5. The busiest hours of service continue to be 2pm – 6pm and the busiest days of the week are Saturday & Sunday, all days are performing well with Monday as the slowest.



Culinary Tourism

This year Bellevue launched its new culinary tourism program. This program includes a special partnership with *Chef Shota Nakajima*. Chef Shota has become our culinary tourism ambassador and is producing a video series called Bellevue Eats, social media posts, conducting two media days, a culinary influencer event, public appearance and be our main chef-host for our first culinary event. Shota has also created engagement and sharing content in his native Japan for Bellevue which ties into our overseas campaign. We also just hosted our first culinary writer FAM.

Bellevue Lake Cruises

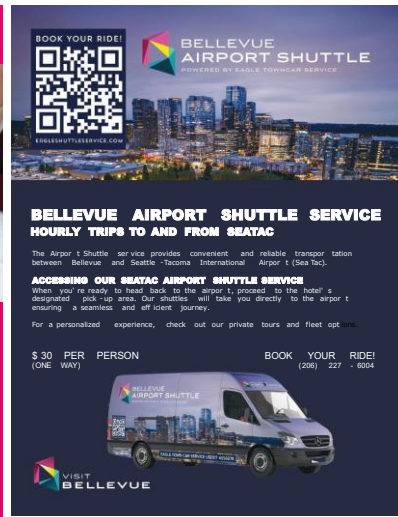
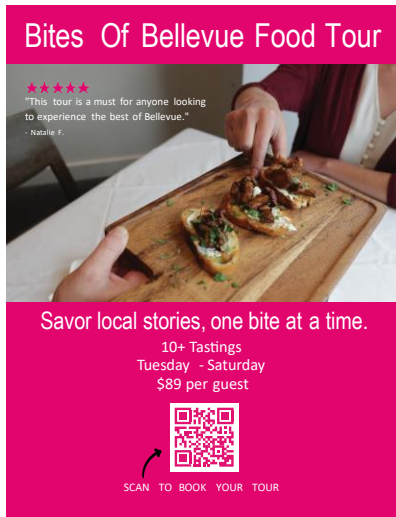
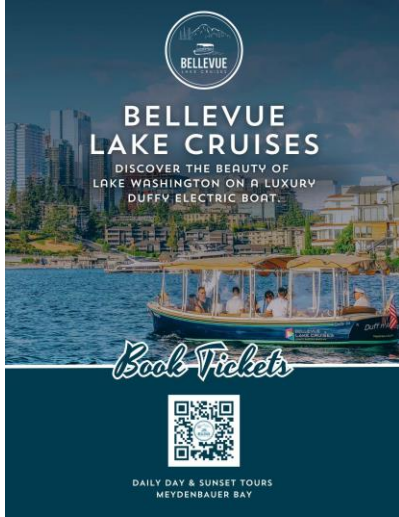
We have closed out our initial Bellevue Lake Cruises pilot program where guests were able to experience a unique perspective of Bellevue's history and heritage on Lake Washington with daily tours that departed Bellevue's Meydenbauer Bay. This program was successful with good sales to individuals and groups. Now that the pilot program is complete, we are scheduled to develop a long-term year-round strategy for the program.

Bites of Bellevue Food Tours by Savor

The all-new Bites of Bellevue food tour recently debuted, offering food tours of Bellevue five days a week. For the tour program, we are partnering with the 'Savor' group. Our teams are engaged in marketing, promotion and recently held a launch event positioning this unique 2.25 hour fully curated walking tour focused on providing a new culinary experience highlighting Bellevue's history and architecture.

Bellevue Airport Shuttle

Part of our new Tourism Development strategy addressing visitor transportation has taken shape in a new program which launches on October 21st. Our new partnership with Eagle Transportation will seamlessly deliver visitors from SEA airport direct to Bellevue. The new **Bellevue Airport Shuttle Service** will operate daily between 4am – 10pm with departures and arrivals every hour. The shuttle will deliver visitors to five key Bellevue hotels direct from SEA for \$30 per passenger. We are excited to offer this new service to our visitors and groups.



Events & Festivals

This Fall we have completed the many festivals & events partnerships in Bellevue with special thanks to our event incubator funding, we just finished another successful Brickcon event and Northwest Chocolate Festival, our all-new Chef's Showcase Event, and Washington Festivals & Events Association as coming soon.

Welcome Center & Hotel Kiosks

The Bellevue mobile welcome center has had a busy 2024 serving over 8k visitors, we have completed several strategic summer locations and are transitioning to a fall / winter four day a week schedule along with several key conventions and events on an ongoing basis. The photo booth on the mobile welcome center served nearly 3k people. Our hotel visitor information kiosks have had 4,300 user sessions with the most popular categories being things to do & shopping.

Kiosk Name	Sessions	Screens/Session	Avg. Duration
Visit Bellevue Photobooth Kiosk	2855	1	01:20
Hyatt Regency Bellevue	1048	2	04:54
Hilton Garden Inn	514	2	04:49
Seattle Marriott Bellevue	1048	2	04:38
Hyatt House	975	2	06:38
Courtyard By Marriott	417	3	05:59
Hilton	345	3	06:49

ATTACHMENTS (Please see links to documents below)

Attachment A: [July Bellevue STR Report.](#)

Attachment B: [August Bellevue STR Report.](#)

Attachment C: [Final Bellevue Destination Development Plan](#)

CONTACT

Brad Jones, Executive Director @ Visit Bellevue

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Information Only

Thursday, October 24, 2024, 10:00 am Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board
1E-113 or Zoom Meeting City of Bellevue, WA

OneRedmond 2024 Q3 Report

At today's meeting, OneRedmond, the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, will present their 2024 Q3 activities and progress.

BACKGROUND

OneRedmond serves as the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, working with the City of Redmond to increase tourism in the City. Today, OneRedmond will present their activities and progress during 2024 Q3 (July, August and September).

OVERVIEW

As Redmond has not had an external Destination Management Organization (DMO) representing the interests of the lodging and tourism community, OneRedmond continues to work collaboratively with City of Redmond and our hotel community to focus on identifying partnerships, programs and infrastructure that supports the tourism market to highlight and increase the Redmond Hotel occupancy.

OCCUPANCY DATA FOR Q3 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 Q3 2024:

	2024	Jul	Aug	Sept	Q3 2024
Total Rooms		49,538	49,538	47,940	147,016
Occupancy %		83.19%	77.67%	77.28%	79.40%
Rooms Sold		41,211	38,478	37,047	116,736

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

EVENT RECRUITMENT AND STRATEGY:

Highlights of event recruitment and strategic partnership support that occurred in Redmond in Q3 2024:

- Initiate, execute and monitor partnership benefits with Woodinville Wine Country in collaboration with City of Redmond
- Initiate, execute and monitor partnership benefits with Seattle Theatre Group (STG) Concerts at the Farm in collaboration with City of Redmond (Concerts: May – October 2024)
- Added additional contractor with expertise in tourism and hotel operations

Additional event recruitment strategies:

- Continue to research tools that support and enhance tourism initiatives
- 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 actively working with our partners at the City of Redmond. 2024 marks the first year that Redmond developed its first tourism strategic plan. OneRedmond will continue to seek opportunities that will raise the awareness of Redmond Hotels and increase overnight accommodations.

By the end of 2024, our aim is to increase overnight visitors by 15% based on 2023's annual guestroom occupancy.

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:

Highlights of networking opportunities:

- WA State Chapter of Meeting Professionals International
 - Evening Social at The Archer Hotel Redmond | July 11, 2024
 - Meeting on FIFA World Cup 2026 | September 25, 2024
- International Live Events Association Annual Conference | August 12 – 15, 2024
 - Panel Moderator on Industry Trends and Topics.
 - Panel included two meeting planners and one AV vendor
- Puget Sound Business Travel Association | August 21, 2024

- Recap and Best practices from the Global Business Traveler Association Annual Convention
- Seattle Sports Commission Meetings
 - Updates on future sporting events include FIFA World Cup 2026 | September 10, 2024

CONTACT

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Kristina Hudson, CEO - kristinah@oneredmond.org



Community Development

Attachment A

City of Redmond Tourism Promotion - Staff Report

October 24, 2024

Jackie Lalor, Economic Development & Tourism Program Administrator



Redmond
WASHINGTON

Meeting Agenda

- Lodging Tax Advisory Committee (LTAC)
 - Overview
 - Budget Highlights
- Redmond's Tourism Strategic Plan



A photograph of a modern building with a curved glass facade and a large metal sculpture in the foreground, reflected in a pool of water. The building has a prominent curved glass section and a copper-colored base. The sculpture consists of several intersecting metal rods forming a complex geometric structure. The scene is set outdoors with a blue sky and white clouds, and the sun is visible, creating a lens flare effect. The water in the foreground is calm, reflecting the building and the sky.

LTAC Membership

- Three hoteliers
- Three members associated with organizations that could benefit from the tax
- Council nominated Chair

Lodging Tax Fund Requirements

The fund is generated by a 1% tax on Redmond hotels. Through state law, funding is required to attract external visitors to the City and can be used for:
(a) tourism marketing, (b) special events designed to attract tourist, (c) tourism related facilities

The Joint Legislative Audit and Review Committee (JLARC) requires that all fund recipients annually report on the following metrics per the RCW:



Overall program attendance



People traveling 50 or more miles one way



People traveling and staying overnight in paid accommodations

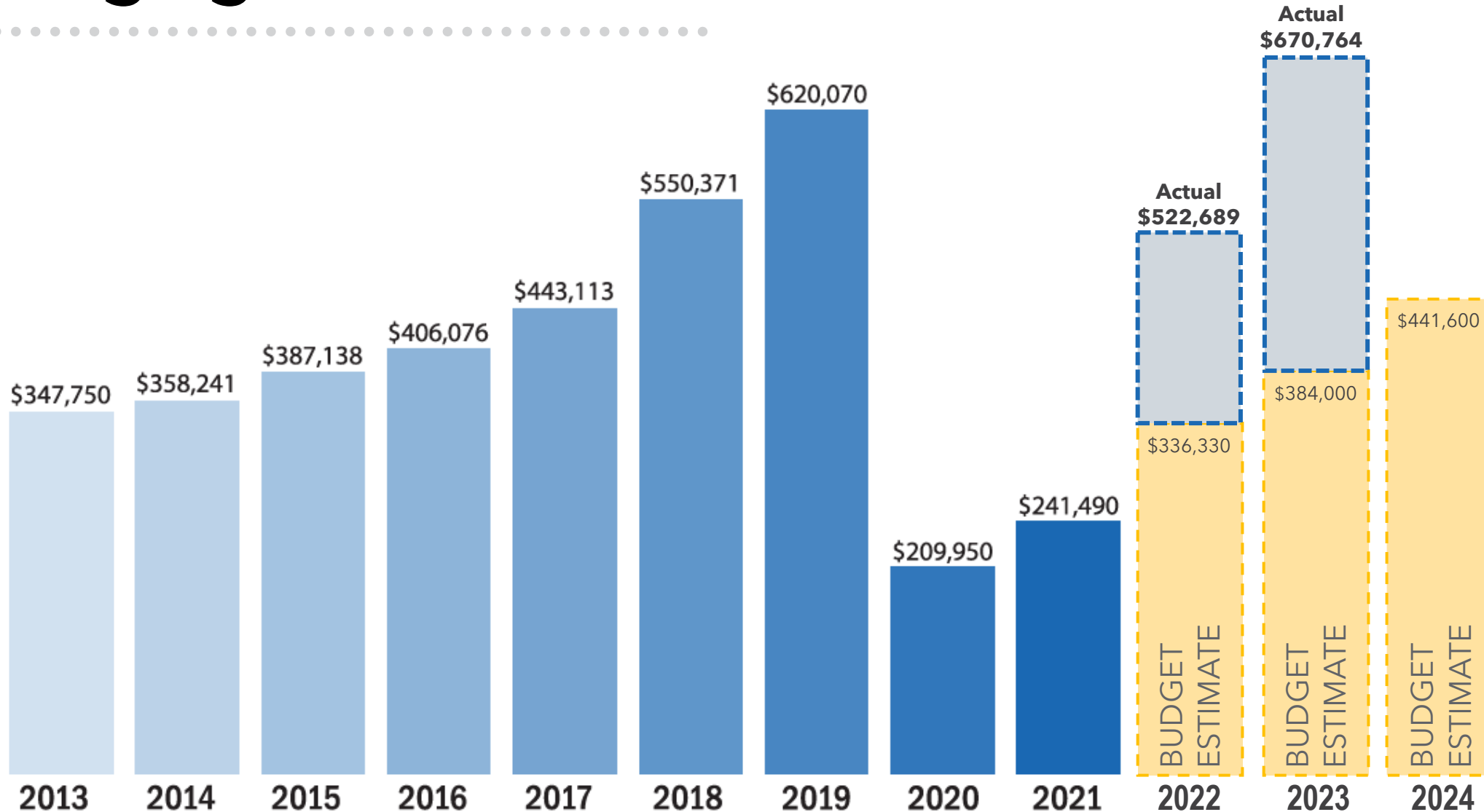


People traveling from another country or state



Data collection methods used

Lodging Tax Revenues



Revenue projections created during pandemic

Current End-Fund Reserve

Approximately \$1.1M





2025/2026 Budget Proposal Highlights

- Geofencing technology for better visitor data
- Light Rail visitor promotion
- 2026 World Cup promotion
- Public relations, media, and advertising
- Tourism event grants
- Visitor infrastructure improvements
- And much more

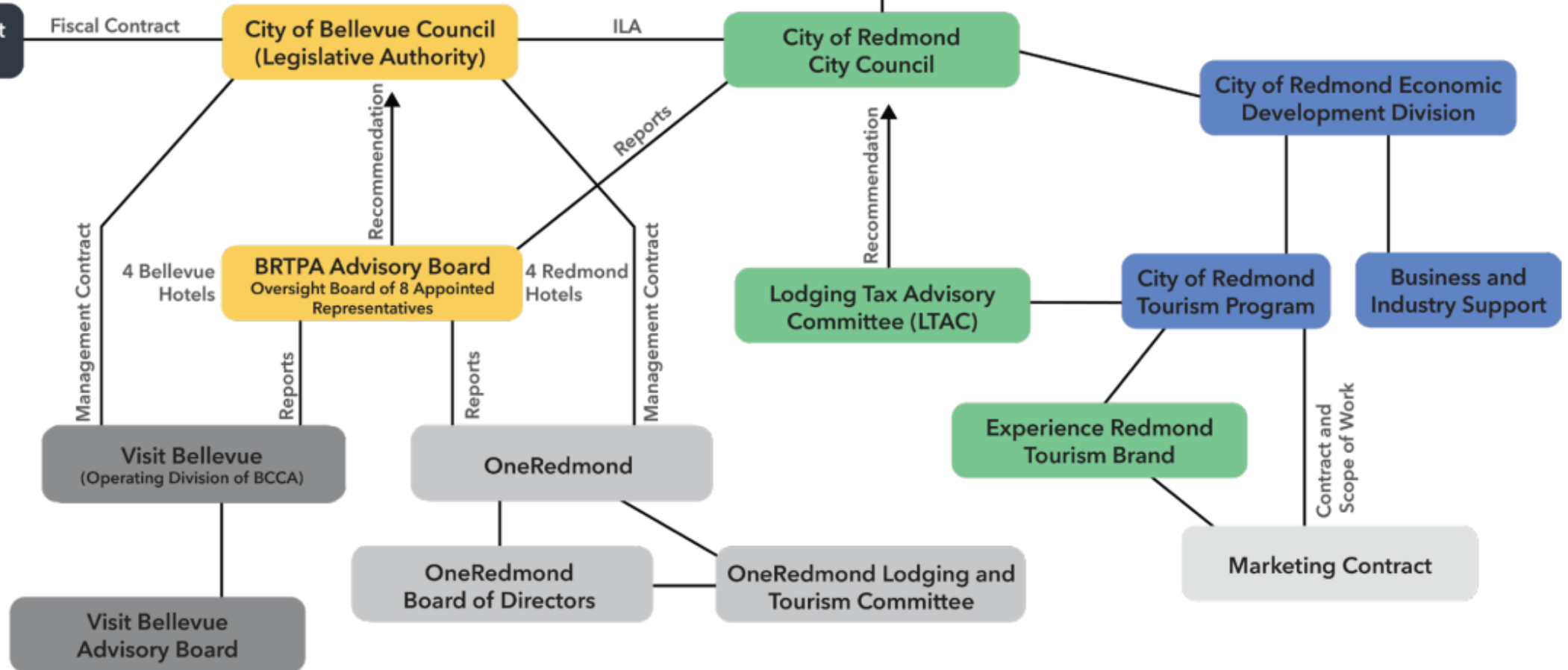
CURRENT TOURISM STRUCTURE WITHIN REDMOND

\$ Lodging Tax \$

Washington Department of Revenue

\$ TPA Special Assessment \$

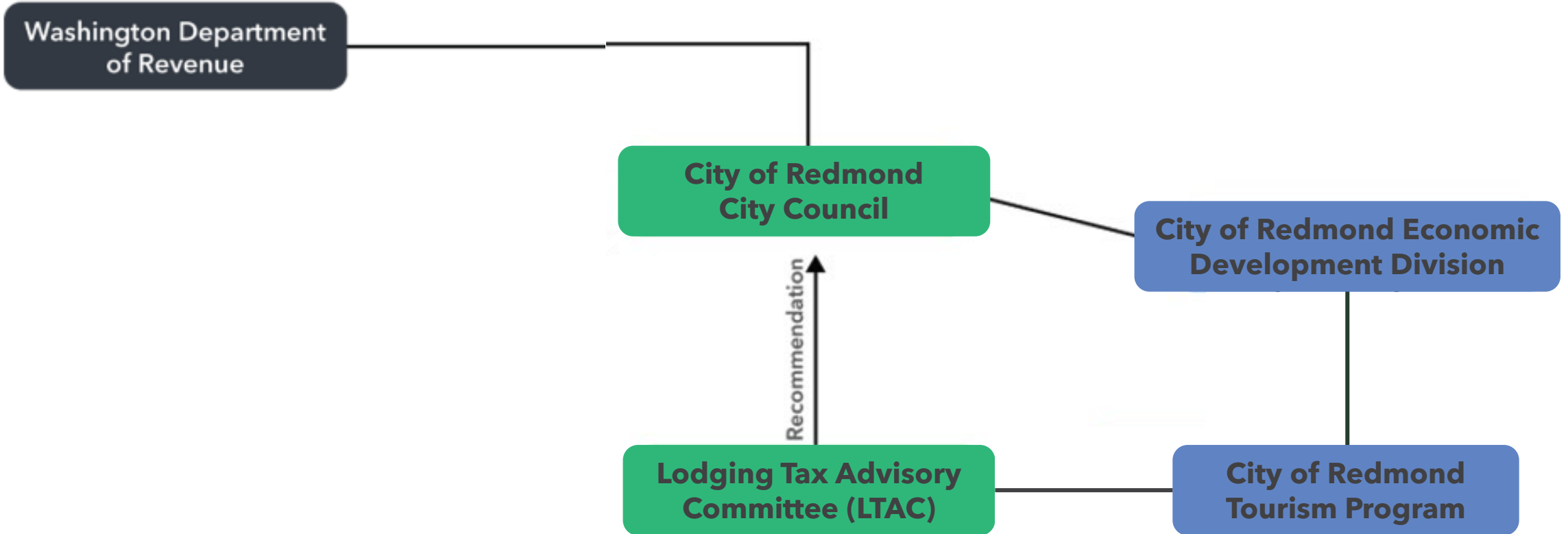
Washington Department of Revenue



LTAC Structure

The LTAC has oversight of the tourism programming and makes recommendations to the City Council.

\$ Lodging Tax \$



First Adopted Tourism Strategic Plan

Purpose of the plan:

- Create a unified tourism understanding and approach for Redmond
- Optimize investments with two funding sources now available
- Optimize arrival of Light Rail
- Inform the upcoming budgeting process and budget proposals
- Inform the ongoing and future tourism marketing contract
- Align with other internal programs, goals, and plans at the City of Redmond





The Tourism Strategic Plan is a comprehensive 5-year roadmap that outlines a clear path forward for Redmond.

It will leverage our unique assets and opportunities to meaningfully grow the visitor economy and ensuring long-term benefits for our community.

Vision

A vibrant community where every person is welcomed.

Our diversity, active lifestyle, access to nature, and culture of innovation offers experiences that inspire exploration, foster enthusiasm, and leave a lasting impact on all who visit.



Goals

- 1. Enhancing Visitor Experience**
- 2. Building Collaborative Partnerships**
- 3. Developing Support for the Tourism Industry**
- 4. Building Destination Awareness**

| **Thank you**



Redmond
WASHINGTON



Community Development

Attachment B

BELLEVUE REDMOND TOURISM PROMOTION AREA 2023-2024

		Remittances	Invoiced Amounts
Bellevue Zone	August-Dec 2023	(\$897,043.22)	\$702,361.28
	Jan-24	(\$230,324.30)	\$280,120.84
	February	(\$164,400.42)	\$138,284.26
	March	(\$175,418.89)	\$203,458.78
	April	(\$185,630.75)	\$251,395.30
	May	(\$205,127.47)	\$200,179.41
	June	(\$232,663.13)	\$305,749.31
	July	(\$232,347.09)	\$248,930.59
	August	(\$232,762.89)	\$286,375.64
	September	(\$251,358.72)	
	October		
	November		
	December		
	TOTAL		(\$2,807,076.88)
		Balance	(\$190,221.47)
Redmond Zone	August-Dec 2023	(\$274,763.29)	\$64,716.54
	January	(\$55,492.41)	\$22,836.53
	February	(\$44,884.24)	\$22,969.76
	March	(\$53,005.43)	
	April	(\$60,493.92)	\$58,319.58
	May	(\$73,041.18)	\$55,020.25
	June	(\$65,855.82)	\$23,874.60
	July	(\$73,006.81)	\$26,791.17
	August	(\$73,574.31)	\$31,696.70
	September	(\$80,070.52)	
	October		
	November		
	December		
	TOTAL		(\$854,187.93)
		Balance	(\$547,962.80)