



Community Development

Agenda

Agenda

Wednesday, May 07, 2025 12pm

Bellevue Redmond Tourism Promotion Area 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: 844 7342 1227
 - [www.zoom.us](https://www.zoom.us/j/84473421227) and entering Webinar ID: 844 7342 1227 Password: 463989
- <https://cityofbellevue.zoom.us/j/84473421227>

1. Call To Order

12:00 pm

The Chair will call the meeting to order.

2. Approval Of Agenda and Minutes

12:00 – 12:05

- A. The Chair will ask for approval of the agenda.
- B. The Chair will ask for approval of the February regular meeting minutes.

3. Oral Communications

12:05 – 12:15

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 Commission allows additional time.

4. Action, Discussion, and Information Items

- A. Welcome New Board Member, Kate Hudson 12:15 – 12:20
- B. Action – Report to the City of Redmond 12:20 – 12:30
- C. Annual Report OneRedmond 12:30 – 12:40
- D. Annual Report Visit Bellevue 12:40 – 12:50
- E. Staff Update – Finance, Schedule, Listening Session 12:50 – 1:00
- F. 2026 Proposed Budget and Scope of Work OneRedmond 1:00 – 1:25
- G. 2026 Proposed Budget and Scope of Work Visit Bellevue 1:25 – 1:50

5. Commission Quick Business

Next Board Meeting Time

1:50 -1:55

6. Reports

- A. Visit Bellevue Quarterly Update (written only)
- B. OneRedmond Quarterly Update (written only)

7. Adjournment

2:00pm

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 City staff 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)

Kate Hudson

Rashed Kanaan

Cassandra Lieberman

Nate Moore

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**

February 7, 2025
10:00 a.m.

Bellevue City Hall
Room 1E-113 / Virtual

MEMBERS PRESENT: Chairperson Dermarkarian, Wade Hashimoto, Rashed Kanaan, Nate Moore, Rocky Rosenbach, Kim Saunderson

MEMBERS REMOTE: None

MEMBERS ABSENT: Cassandra Lieberman

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

OTHERS PRESENT: Claire Sumadiwirya, Human Trafficking Awareness BelRed Arts District Jones, Jane Kantor, Meredith Langridge, Megan Adams, Visit Bellevue; Jackie Lalor, Audrey Fan, OneRedmond

MINUTES SECRETARY: Gerry Lindsay

I. CALL TO ORDER

The meeting was called to order at 10:25 a.m. by Caroline Dermarkarian who presided. All members were present with the exception of Cassandra Leiberman and Rashed Kanaan.

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 Rocky Rosenbach and the motion carried unanimously.

B. Approval of Minutes

Motion to approve the October 24, 2024, minutes as submitted was made by Nate Moore. The motion was seconded was by Wade Hashimoto and the motion carried unanimously.

3. ORAL COMMUNICATIONS – None

4. ACTION, DISCUSSION AND INFORMATION ITEMS

A. Welcome New Board Member Nate Moore

Nate Moore noted having worked with Marriott International for 27 years and as the general manager of the Redmond Marriott for a little over six months expressed a willingness to do everything possible to bring more tourism to the area. Developments such as the introduction of light rail and preparations for the World Cup will contribute to a promising future.

Nate Moore shared currently serving as a colonel in the United States Army Reserves that includes a command position at Joint Base Lewis-McChord. He said his wife works for the Department of Veterans Affairs, and said he has four children.

The board extended a warm welcome to Nate Moore and expressed their gratitude for a willingness to contribute to the organization.

B. Human Trafficking Awareness

Claire Sumadiwiryra noted having been the keynote speaker for the January 30 Port of Seattle Anti Human Trafficking Alliance and addressing all of their vendors, airline and hospitality representatives, as well as representatives from intelligence agencies. The need for a clear alignment between government entities and the private and public sectors in combating human trafficking, especially in anticipation of major events such as the World Cup, was emphasized at the event.

Three types of human trafficking were identified: sex exploitation, the type most commonly talked about; labor trafficking, which may occur in settings such as farms or restaurants; and child trafficking, which is experiencing a significant rise. Child trafficking does not necessarily involve sexual exploitation but may involve forced domestic help and other forms of exploitation.

Claire Sumadiwiryra stated that during the COVID-19 pandemic when restaurant businesses suffered severe losses, the decision was made to work with survivors of human trafficking, whose courage and resilience inspired the establishment of a job readiness training program at Bellden Cafe. Every individual experiences trauma differently and identifying the source of trauma is essential for healing and successful reintegration into society. Working for six months with a nonprofit organization as a corporate relations manager reinforced the commitment to the cause.

Every year, some 40.3 million people are trafficked around the world. Of that number, about 16 million individuals are forced into sexual exploitation, while 24.9 million are involved in forced labor. Roughly 25 percent of trafficking victims are children. Human trafficking affects people from all backgrounds, including children from affluent families who may be vulnerable because of isolation or a lack of social connection.

There are warning signs and preventive measures the hospitality industry could adopt to help safeguard vulnerable individuals without causing harm to staff or compromising business operations.

Claire Sumadiwiryra said traffickers can earn substantial sums of money for each victim. Even modest sums could enable a trafficker to continue destructive activities. In America the industry associated with trafficking generates approximately \$52 billion dollars annually, primarily in the construction and service and hospitality industries. While there is significant trafficking activity in areas like Europe and Central Asia, as a developed country, the United States possesses the necessary technology, tools, and resources to combat human trafficking more effectively than developing countries.

Beginning in 2022, a local non-profit called BEST, Business Ending Slavery and Human Trafficking, has been working in close partnership with King County. In 2023 there were more than 582 contacts made to the national hotline from Washington state alone; 300 victims were identified through the efforts. King County remains one of the highest reporting areas for human trafficking. Many survivors are young women with children. When mothers experience extreme trauma and are unable to heal, they often find it difficult to provide for

their children. There is a high correlation between maternal trauma and the risk that children may be trafficked or may experience homelessness. Early intervention at the stage of childhood is essential to protecting children and to breaking the generational cycle.

Seattle is an attractive location for traffickers because it lies on the international border with Canada and hosts major seaports and airports. The Port of Seattle not only manages the airport but also oversees maritime ports and cargo containers. The multiple gateways allow traffickers to access the area through various channels. During Covid, trafficking numbers increased. During major sports events, distractions sometimes make it difficult to focus on the protection of children, making it necessary to offer training for volunteers at large events.

Claire Sumadiwiryia stated that Seattle is a major tourist destination with attractions such as cruises and a thriving technology industry that includes companies like Microsoft and Amazon. The robust economy and high volume of travel, however, attract additional challenges. There is an increase in online recruitment targeting vulnerable youth, particularly those experiencing homelessness or residing in foster care, and those who feel isolated from their community. There has also been a rise in trafficking cases within the hospitality and service industries on the labor side, as well as among seasonal workers in agricultural settings and within small businesses and retail outlets.

Online training in regard to stress, trauma, and resilience is offered by Bellden Cafe. The one-hour training session not only educates participants about the science of human trafficking but also helps staff and leadership learn to manage and navigate stress when working with marginalized groups. Such training can lower employee turnover, which is particularly important given the high costs of hiring and training new personnel. More than twelve states now require certified anti-human trafficking training for hotel staff. Some hotels in California faced lawsuits from survivors who felt unprotected due to inadequate training. Emphasis was placed on the importance of proper training for frontline workers, such as those working in check-in and housekeeping roles, to enable recognition of the warning signs and how to contact the appropriate authorities. During a special Olympics pre-qualifying event in Alabama, online training for airline staff and volunteers led to a successful sting operation involving federal agencies.

Claire Sumadiwiryia said there are direct business costs associated with failing to combat human trafficking. If an incident occurs on business property, it can lead to higher insurance premiums, increased security expenses, and additional training requirements. Companies may face civil penalties of up to \$500,000 per violation if they do not actively protect their properties. There are also costs associated with brand rehabilitation, as incidents may result in a 25 to 30 percent decline in brand image. Furthermore, employee trauma and turnover are significant issues. When employees know that there are resources and clear protocols in place, they are better able to serve customers effectively and maintain customer trust.

When a community works together to protect its members, it leads to increased employee loyalty and retention. Every customer and every project matters. Nurturing relationships and building trust are fundamental to maintaining a positive brand image and ensuring long-term success. Bellden Café has less than a 15 percent turnover rate, which can be credited to investing in long-term staff training. Training is important, not only in regard to human trafficking but also in regard to working with marginalized groups. Employee retention is crucial given the rising costs of labor. Paying higher minimum wages means that staff are well-prepared and capable of performing at the highest standard. Reddit, an endowment in San Francisco that focuses on job readiness training for marginalized groups, is one organization that seeks out hotels for conferences that prioritize social impact in addition to financial performance. More and more businesses, including Amazon, are evaluating companies based on their social responsibility efforts.

Nate Moore pointed out that all of the major hotel brands have mandatory training that is done annually. The impact of the training could be enhanced at the local level by utilizing local resources. Distance learning training does not have the same impact conveyed by in-person training. Claire Sumadiwiryia said the best training is provided through online portals, which have modules to follow, but there is no practicing or roll playing involved. Hands-on training is far more effective.

C. Board Member Applicant Review

Cultural Tourism Specialist Lizzette Flores said Kate Hudson, who works in hotel marketing in Bellevue, has been recommended by the staff for appointment to the Bellevue zone TPA board.

Arts Community Manager Lorie Hoffman briefly explained the application process. Applicants approved by the Board are ultimately appointed by the City Manager.

A motion to approve Kate Hudson for appointment to the Bellevue zone TPA board was made by Rocky Rosenbach. The motion was seconded by Wade Hashimoto and the motion carried unanimously.

D. Staff Update: Annual Finances, Annual Meeting Review

Lizzette Flores noted having met individually with each board member to discuss how to make the board best serve the community. The feedback received from board members outlined changes based on that input, including the incorporation of roundtable discussions to encourage more informal and interactive discussions during meetings. Additionally, there were plans to foster more collaboration between the Redmond and Bellevue zones. Staff reiterated their willingness to meet with board members individually for further feedback.

Lizzette Flores reported that the contracts for the administration of both the Bellevue and Redmond zones for 2025 were approved by the Bellevue City Council on December 10, 2024. Both Visit Bellevue and OneRedmond have been awarded the contracts for 2025. The organizations will present their scope of work and budgets for 2026 at the next meeting.

With regard to the TPA board meetings schedule, Lizzette Flores allowed that the January meeting had been canceled due to lack of quorum, thus the special meeting date. It was stated that regular meetings would resume on April 24 and then be held on the fourth Thursday of the months of April, July, and October at 10:00 a.m. It was also noted that there would be a special meeting held in May and/or June to approve the budgets and scope of work confirmed during the April meetings. It was emphasized that the meetings would include virtual options for up to three board members if they are unable to attend in person.

The session then moved on to the revenue reports. Lizzette Flores explained that the revenue report for the first full period of 2023 to 2024 had been received and was included in the meeting packets. The report showed the remittances received from the hotels each month along with the interest earned on the funds. While the Department of Revenue holds the remittances for up to two months before sending them to the city of Bellevue, interest is collected during that period and deposited back into each zone's account. An overview of the Bellevue zone was provided with that context in mind.

With regard to the administrative reconciliation, Lizzette Flores noted that the city of Bellevue retains five percent during the year for the administration of the TPA zone, and any unused

funds are returned proportionally to each zone's account. For the Bellevue zone, an amount of \$33,169 was deposited back into the account. The invoiced amounts from Visit Bellevue for each period were shared and it was noted that from August to December an invoice of \$702,000 was received. The account balance for the Bellevue zone was noted as \$256,000. The speaker explained that the balance was not available for use during the current year because all budgets must be approved by the City Council; however, the funds could be carried forward and budgeted for in fiscal year 2026.

Nate Moore asked about carrying a surplus into the new year. Lizzette Flores clarified that maintaining a reserve is allowable and the board could choose to carry forward a balance, although it is not mandatory.

Focusing on the Bellevue zone, Lizzette Flores noted that the expenses were organized into approved buckets corresponding to the scope of work. Monthly invoices detail the expenditures, and any negative amounts were more than covered by the contingency funds. A refund in October, resulting from an overbilling for the BellHop service, was noted. It was confirmed that there remained a surplus of \$337,000 in the Bellevue zone. The surplus, combined with additional remittances, will be available for budgeting in 2026.

Caroline Dermarkarian asked about a discrepancy between the two reports, with one report including data from August to December 2023, while the current report did not. It was explained that the difference was attributed to the fact that Visit Bellevue was able to invoice only from October 16 when the contract was signed, resulting in a shorter initial invoicing period. The board was assured that future fiscal years would follow a January-to-December cycle.

Attention then shifted to the revenue report for the Redmond zone. The report showed the remittances and invoiced amounts. An administrative fee of \$9,764 was noted as having been deposited into the account. The Redmond zone was reported to have a very large balance, with reserves and a surplus that had been budgeted. Expenditures were managed similarly to the Bellevue zone, with contingency funds covering any overages. It was pointed out that a \$3,000 discrepancy in the destination sales figures was due to a transposition error in the contingency. Although the error did not affect the overall budget since the funds remained unspent, it was noted for awareness.

5. REPORTS

A. Visit Bellevue Quarterly Update

Brad Jones, executive director of Visit Bellevue, shared that a group called the Eastside Tourism Council, with representatives from Bellevue, Redmond and neighboring communities, meets quarterly to discuss tourism initiatives and preparing for the future. The importance of continued collaboration, communication, and the sharing of ideas among the participating entities to strengthen community partnerships in tourism cannot be overstated.

Brad Jones said the annual report for 2024 will be available for the board's next meeting. It was stated that overnight visitation was healthy in quarter four. The trend from the previous year continued through most of the year, with overnight visitors increasing by six percent in October, four percent in November, and six percent in December. In addition, spending increased due to factors such as hyperinflation. The raw spending data showed increases of 14 percent, 10 percent, and 15 percent, while the economic impact calculations showed increases of 18 percent, 12 percent, and 17 percent. Quarter four was very good, a full recovery from the pandemic.

During Q4 almost 500,000 overnight visitors were hosted with an economic impact of \$427 million. At the end of the year, there were 2.2 million overnight visitors who generated \$1.9 billion in economic impact. Bellevue held a year to date 13 percent market share based on overnight visitors and lodging revenue in King County, while Bellevue had a 12 percent market share of hotels, demonstrating that the performance was above expectations.

With regard to hotel lodging trends, the occupancy numbers for the three-month period revealed a slight dip in December, a pattern that typically extends into January. In December, occupancy was 52 percent. The average daily rates increased by eight percent in December and by nine percent in October. Lodging revenue increased by 11 percent in December, with October showing a 14 percent increase and November falling in between. Citywide occupancy for the quarter was 62 percent, with an average daily rate of approximately \$200. The total lodging revenue for the quarter was \$61 million, which was a 12 percent increase over 2023. At year-end, overall occupancy reached 68 percent, which was an improvement of nine percent over the previous year, and the average daily rate reached \$208, a seven percent increase. The annual lodging revenue was \$272 million, which was a 17 percent increase from the previous year. The three-year trajectory target is 72 percent occupancy.

Nate Moore asked if the midweek occupancy increases are predominantly tied to the influx from the technology sector, including companies such as Amazon, Meta, and others. Brad Jones responded by noting that there was a normalization observed on the business side. Whereas the pre-pandemic business mix consisted of one or two companies, the current mix is comprised of five or six companies, which should be viewed as a positive development. However, the average length of stay for business travel had decreased even though average daily rates have risen. The combination of higher rates and shorter stays is not ideal. The Sunday and the Thursday-Friday window is identified as being particularly challenging. Strategies involving incremental business, group business, and SMERF business are being considered to improve the length of stay. There have been impressive investments in artificial intelligence by nearby companies; three of the four largest companies in the field are located in the area, and that is a good thing. Optimism was expressed that the investments would generate additional conferences and meetings.

Turning to the VISA spending numbers, Brad Jones noted that the domestic spending data, which was available through November only, revealed that the hotel and lodging sector was leading the market with a 37 percent increase in domestic visitor spending, while other segments showed modest increases over the previous year. International spending was the source of incremental growth. In a normalized environment, Bellevue is achieving approximately 18 percent international business; some day that likely will rise to the 20 percent range. International business performed very well last year and that is expected to continue going forward.

It is always interesting to see where visitors are coming from, especially internationally. Brad Jones reminded the board that part of the scope of work was used to invest in the Japanese market. As a result, there was an almost 24 percent increase in card holders from Japan compared to the previous year, and spending from Japan increased by more than 20 percent. New flights scheduled for May and June were expected to add nearly 2,800 seats per day directly from Japan to Seatac. Although the Japanese yen struggled, the hope is that conditions will improve, leading to additional visitation. China remained the number one spending market, while Canada continued to lead the market in terms of the number of visitors. The Canadian market will be interesting to watch in 2025 given that the Canadian dollar is not good and the current geopolitical tensions.

Brad Jones explained that day-of-week trends are difficult to impact within a 12-month cycle because they require coordinated efforts in rate strategy, event strategy, and sales and

marketing strategy. In quarter four, weekend hotel occupancy was 58 percent, while weekday occupancy was 63 percent, resulting in an average day-of-week occupancy of 61 percent. The occupancy rates for weekends in October, November, and December was 59 percent, 54 percent, and similar values, respectively. Geolocation data is used to reveal what people are doing in the market. For the quarter, almost 53 percent of visitors arrived through the airport. While that is a positive indicator, it also presents challenges. While in 2018 and 2019 more than 20 percent of visitors to Bellevue also visited Seattle, that figure has since dropped to less than 12 percent. Olympic National Park and the University of Washington continue to trend well, which emphasizes the point that Bellevue needs to enhance its own activities, events, nightlife, arts, and attractions to provide a holistic destination experience rather than relying on Seattle.

With regard to paid media, Brad Jones noted that the marketing agency generated just over 7.5 million impressions in quarter four, along with 140 clicks to the website. The cost per click remained under one dollar, and the click-through rate exceeded three percent. A transition to holiday messaging in November proved to be effective. For the year-end, there were 31 million impressions and 344,000 click-throughs, with the cost per click dropping below 50 cents and click-through rates staying above three percent. The only goal not met was the impressions goal, but the improved efficiency in generating clicks is a positive outcome.

Social media performance was highlighted as a major success. In quarter four, social media generated 24 million impressions, 167,000 engagements, and 279,000 click-throughs. The subscriber audience increased by over 46,000, and the team produced 6,100 pieces of content. The results are outstanding, particularly because it is challenging for destination marketing organizations to retain an audience when visitors tend to leave after their visit.

The public relations efforts for the quarter generated 14 placements along with nearly 500 million engagements with a media value of \$4.5 million. The year-end efforts resulted in 138 placements, significantly exceeding the goal of 85. The potential readership reached 902 million and the media value of the coverage was \$6.7 million. A new newsroom feature was created on the website to allow users to view all the coverage, with an easy option to repurpose content for their own use.

A feature article titled "I flew to Seattle but stayed in Bellevue and loved the walkable streets, great food and outdoor escapes" served as a great example of the type of promotion the organization sought. Chef Shota, the star of the show in terms of culinary tourism, was featured in a Forbes article. Additionally, the sales team collaborated with Black Meetings and Tourism to create an article promoting Bellevue as the next big meetings destination.

Jane Kantor, director of destination sales for Visit Bellevue, explained that the sales team, although small, achieved impressive results. The team, which had been composed of two full-time sales managers and recently added a third person, generated impressive leads. Although the team fell just short of their lead generation goal by about two percent, they achieved a new high watermark for the year. The team exceeded their sales booking goal by 16 percent, marking another success for the team.

Jane Kantor said there were challenges encountered, including the loss of 45 pieces of business to downtown Seattle. By year end, the conversion rate was 29 percent; the 2019 conversion rate was 36 percent.

Caroline Dermarkarian asked about the "unable to fill room block" category. Jane Kantor explained that the biggest generator is the online RFP proposal system. Sometimes the event planner had not selected a wide enough variety of hotels in Bellevue, and sometimes hotels

choose not to bid. For larger groups, sometimes too many hotels are needed to fill the block, making a meeting package untenable.

Addressing a question asked by Rocky Rosenbach regarding competition from other in-state destinations, Jane Kantor noted that Tacoma and Spokane were the biggest competitors, particularly for education-based groups. Collaboration with Tacoma occurred on several occasions, including a dinner hosted in November following a connect event. Bellevue's room compare very favorably with those in Tacoma.

Nate Moore made the suggestion that in addition to leads also received by Seattle, it would be good to see which leads were received by Seattle that were not also received by Bellevue or Redmond. They could be tracked and targeted through proactive campaigns. Jane Kantor acknowledged the suggestion and agreed that such leads would be valuable to capture. Seattle has recently made efforts to improve the city's image, making it more attractive to meeting planners. That has been somewhat of an Achilles heel for Bellevue. Bellevue's efforts to offer more individualized attention and to differentiate its experience offer key advantages.

Nate Moore asked about the size of Bellevue's convention center and was told by Jane Kantor that it spans 54,000 square feet, with the largest space being 36,000 square feet. It works well for groups of about 800.

The last update was from Meredith Langridge, the Director of Visitor Experience, who reviewed the Bellhop program, highlighting its success and noting that more than 126,000 visitors had used the service. Also mentioned was continued expansion efforts for the program. Additionally, a new Bellevue Airport Shuttle service was launched just before the end of the year with support from various stakeholders. The shuttle serves as an essential service that provides affordable transit options to visitors and the community. Further promotion is needed to increase bookings.

There is a clear need to continue to develop and market Bellevue as a destination while working collaboratively with neighboring cities and businesses to further the tourism objectives.

Meredith Langridge said surveys are still being conducted, primarily with the local welcome center and with people walking by. Overall Bellevue rates well in regard to the experiences people are having and why they are traveling.

Audrey Fan explained that Redmond's hotel inventory has not changed, but occupancy increased by over 11 percent in quarter four of 2024 compared to the previous year. The data for the quarter was sourced from Co-Star, replacing Star Reports, which has only limited data.

The event strategies focused on by OneRedmond included Woodinville Wine Country and the Remlinger Farms Concerts. There was collaboration between Visit Bellevue and OneRedmond to fund and confirm events such as the AVP Pro Beach Volleyball event scheduled for June 2025 at Marymoor Park. Additionally, a dog-focused event is being developed for March and April of 2025.

Audrey Fan said the continuing strategies on the table include researching tools to support and enhance tourism initiatives, to look at venues and facilities in the surrounding area that could help drive tourism into Redmond, and to research partnerships and opportunities for overnight hotel stays.

The organization's membership was unchanged from Q3. Audrey Fan mentioned having attending various events, with a specific focus on networking with partners in the Eastside

region. Collaboration with partners around the Eastside is important and useful when it comes to learning what other TMOs or organizations are focused on so that work can progress toward common goals to increase tourism.

New Visit Bellevue director of destination stewardship and community engagement Megan Adams said the team is in the process of establishing goals and strategies. The focus is on creating and nurturing partnerships with local businesses and community organizations to enhance Bellevue's visitor offerings. By connecting with community partners, the goal is to create public spaces and programming that are well-suited for both visitors and locals. Alongside the efforts, the organization is dedicated to ensuring activities are done in a sustainable manner, focusing on economic, environmental, and social impact.

Megan Adams said collaboration is the name of the game. To that end there are regular meetings with community organizations to keep the regional and local dialog going in terms of hearing their needs and sharing resources. Partner activation meetings are held bi-monthly and they have become more engaging and better attended, helping local businesses access resources provided by Bellevue. The Bellevue Boost quarterly meetup series, a networking opportunity for local businesses, include panel discussions. The topics that will be covered include marketing, social media, sustainability and multicultural tourism. The next Bellevue Boost meeting is slated for February 19.

Brad Jones mentioned a new initiative aimed at addressing the challenge of Bellevue's workforce, over 90 percent of whom live outside of the city. It is challenging to showcase what visitors can do in Bellevue because they leave after work. A new educational and training program is being launched via a new podcast to showcase Bellevue's experiences to the local workforce and encourage them to promote the offerings to visitors.

Following the presentations, Nate Moore raised a question regarding occupancy trends, observing that Saturdays, Tuesdays, Wednesdays and Mondays appear to perform well, but noting there continue to be challenges on Thursdays and Sundays. The suggestion was made to consider launching a campaign targeting Thursday and Sunday nights in Bellevue, with funds allocated in the coming year to incentivize increased foot traffic and higher occupancy on those shoulder nights. Such a strategy would not require redeploying the sales team but would instead involve providing incentives to boost performance on those days. If occupancy on Thursdays and Sundays can be increased into the 60 percent range, it would support the overall goal of reaching 72 percent occupancy. Brad Jones acknowledged the suggestion and explained that the organization is undergoing a significant refresh period. A new marketing agency has been hired and is in the process of refreshing the brand and developing a new marketing campaign.

Wade Hashimoto said the media and marketing work is headed in the right direction. The problem is not isolated only to Bellevue; it is happening to Seattle as well. It is phenomenal that people coming to Bellevue are now staying in Bellevue. It makes sense to venture out to discover destination offerings as untapped resources; that will hopefully help to close the gap.

Wade Hashimoto suggested that some time should be allocated at the next meeting to talk about strategy in regard to FIFA coming to the area. Brad Jones said the team is actually working on a positioning statement and World Cup-ready messaging.

6. ROUNDTABLE UPDATES – None

7. ADJOURNMENT

Caroline Dermarkarian adjourned the meeting at 12:00 p.m.



Community Development **Action**

Action

Wednesday, May 07, 2024 12:00pm

Bellevue-Redmond Tourism Promotion Area Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Annual Report to the City of Redmond

At today's meeting, staff will present a report prepared for our partner City of Redmond, concerning BRTPA's revenues and expenditures, strategic plan, budget, and management agreements.

Motion: A motion to approve the Annual Report to the City of Redmond.

Code and bylaw support: This item supported by the Interlocal Agreement between the City of Redmond and the City of Bellevue which establishes the BRTPA, section IX, C, 6. "Provide an annual report to Redmond City Council concerning BRTPA; revenue and expenditures, strategic plan, budget, and management agreements."

Background As part of the Interlocal agreement between the City of Redmond and the City of Bellevue for the establishment of the BRTPA, the advisory board must provide an annual report to Redmond City Council concerning BRTPA, revenue and expenditures, strategic plan, and management agreements. Content for this report has been compiled with information from Annual Reports submitted by current TPA Administrators for the Bellevue and Redmond Zones, Visit Bellevue and OneRedmond, respectively.

Staff Recommendation

Staff recommends that the Board motions to approve the Annual Report to the City of Redmond.

Options

Option 1: Board motions to approve the Annual Report to the City of Redmond.

Option 2: Board elects to approve the Annual Report to the City of Redmond, with changes.

Option 3: Board does not approve the Annual Report, and substantial revisions are made.

Next Steps

If TPA board approves, staff will submit the Annual Report to the City of Redmond, in accordance with the Interlocal Agreement between the two cities, with or without changes.

If not approved, staff will follow recommendations from board and return with a revised report for further review.

Attachments

Attachment A: Annual Report to the City of Redmond.

Staff Contact

Lizzette Flores

Cultural Tourism Specialist

425-452-4869



Community Development

Discussion

OneRedmond 2024 Annual Report

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

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 2024 Annual Report.

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 on developing the infrastructure and identifying partnerships and programs that support the tourism market with the goal to highlight and increase the Redmond Hotel occupancy. This work is being done collaboratively with the City of Redmond and our hotel community. Researching, developing and testing new pilot programs to increase overnight stays has been the top priority.

EXPEDITURES

During 2024, OneRedmond primarily focused on the master planning for Redmond Tourism while also piloting several sales and development initiatives. Immediate research and consultant support were essential throughout the year to ensure rapid results. Excluding funds allocated for reserves, OneRedmond achieved a cost savings of approximately \$111,000 across the three main work categories—administration and research, destination development, and destination sales. This cost savings is expected to be a one-time occurrence, as the program will have a solid foundation in the coming year. It is important to note that while some areas of the budget experienced overspending, others were underspent due to fluctuating costs from the Fall of 2023 when the original budget was set. However, the budget's contingency fund was more than sufficient to absorb these variances.

Total for 2024	Actual	Budget
Administration and Research	\$349,197.80	\$342,868.00
Destination Development	\$36,057.67	\$68,340.00
Destination Sales	\$57,738.61	\$25,450.00
Contingency (10%)		\$117,745.00
Total	\$442,994.08	\$554,403.00

PROGRAM HIGHLIGHTS:

Master Planning:

- Significant work on master planning of program infrastructure for long-term support of the Lodging and Tourism Industry in Redmond including SWOT analysis.
- Expanded and refined master venue and facility list for Redmond and surrounding areas, including:
 - Strengthening relationships with local venues and facilities.
 - Identifying venue and facility partnerships that drive overnight hotel stays.
- Engaged with key Tourism and Hospitality organizations to boost tourism and hospitality opportunities for Redmond Hotels, including:
 - State of Washington Tourism
 - Seattle Sports Commission
 - Washington Festivals and Events Association
 - Washington State Chapter of Meeting Professionals International
 - Puget Sound Business Travel Association
 - International Live Events Association
 - Eastside Tourism Council
- Continued to evaluate and implement tools that enhance tourism initiatives. Research was conducted on the following:
 - CRM Platforms:
 - Simpleview + Economic Impact Calculator, MINT
 - Tempest
 - Geofencing Platforms:
 - Datafy
 - Placer.ai
 - Hospitality Data & Analytics:
 - CoStar
 - Key Data
 - Booking Engines:
 - Ripe Booking

Program/Destination Development

- Launched, developed, and managed partnership initiatives with Woodinville Wine Country in collaboration with the City of Redmond.
- Launched, developed, and managed partnership initiatives with Seattle Theatre Group (STG) for *Concerts at the Farm* (May – October 2024) in collaboration with the City of Redmond.
- Continual evaluation of partnerships' return on investment to Redmond Hotels to determine long-term support.

- Conducted research on various transportation options within Redmond to support tourism growth including the new Sound Transit 2-Line Light Rail options.
 - **Shuttles or motorcoaches** were tested and evaluated as a transportation solution for visitors in Redmond.
 - After full evaluation and testing, it was deemed not feasible due to lack of flexibility and a poor return on investments.
 - The pivot was made to a new pilot program of using ride share gift cards with tourism packages.
 - This transportation program is currently underway and will be evaluated in 2025 Q4.

Sales Support

- Created template for uniform Group Request for Proposal
- Processed leads and distributed to Redmond Hotels as appropriate.
- Collaborated to secure the AVP Pro Beach Volleyball event at Marymoor Park, June 13 – 15, 2025.
 - Note: In January 2025, AVP Pro Beach Volleyball cancelled the 2025 event and has verbally committed to hosting the event in Marymoor Park in 2026.
 - OneRedmond partnered with Visit Bellevue in funding support of \$15,000.00 grant towards the overall request of \$75,000.00.
- Developed the strategy, logistics, and marketing efforts for “dog tourism” highlighting Redmond’s dog-friendly city
 - Created a new dog-focused event for March – April 2025.
- Staffing was increased both internally and externally to support the tourism efforts.

PR & Marketing

- Created promotional assets and marketing ads for the dog-focused event
 - Secured SEA Airport billboard

Reserve Building

- Successfully built a reserve fund held at the City of Bellevue for Redmond Hotels.

Budget and Timeline

As work begins to build Redmond's DMO, the following budgets and timelines are outlined below.

Proposed Timeline



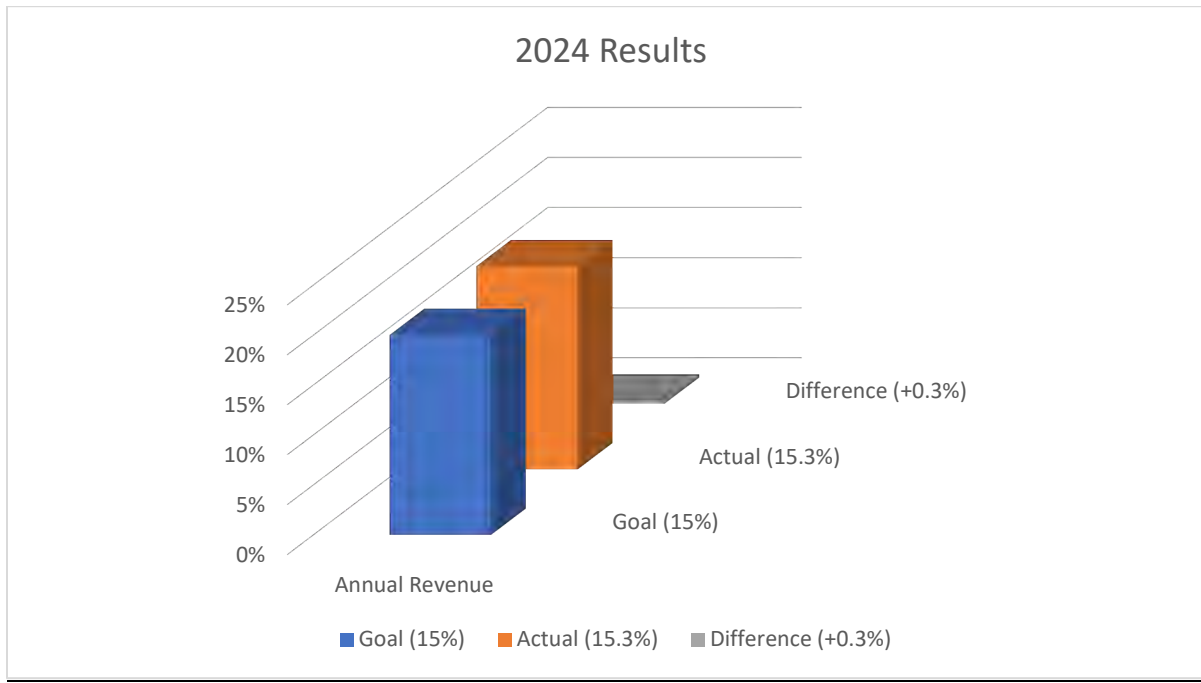
Proposed Budget

	Sept - Dec '23	Q1 '24	Q2 '24	Q3 '24	Q4 '24	Total
Revenue (Based on previous year occupancy)	\$ 333,535	\$ 155,193	\$ 171,545	\$ 277,813	\$ 239,370	\$ 1,177,455
Department of Revenue (1%)	\$ 3,335	\$ 1,552	\$ 1,715	\$ 2,778	\$ 2,394	\$ 11,775
Legislative Authority Fee (Up to 5%)	\$ 16,677	\$ 7,760	\$ 8,577	\$ 13,891	\$ 11,968	\$ 58,873
Net Revenue	\$ 313,523	\$ 145,881	\$ 161,252	\$ 261,144	\$ 225,007	\$ 1,106,807
Administrative/Research/Data	\$ 77,868	\$ 66,000	\$ 66,000	\$ 66,000	\$ 66,000	\$ 341,868
Reserves	\$ 156,761	\$ 72,940	\$ 80,626	\$ 130,572	\$ 112,504	\$ 553,404
Destination Development	\$ 20,000	\$ 10,840	\$ 13,500	\$ 13,500	\$ 10,500	\$ 68,340
Destination Sales	\$ 4,700	\$ 8,750	\$ 3,000	\$ 3,000	\$ 6,000	\$ 25,450
Contingency (10%)	\$ 33,354	\$ 15,519	\$ 17,155	\$ 27,781	\$ 23,937	\$ 117,745
Total Expenses	\$ 292,683	\$ 174,050	\$ 180,281	\$ 240,853	\$ 218,941	\$ 1,106,807

ANNUAL HOSPITALITY DATA FOR 2024:

The current hotel inventory in Redmond consists of 1,598 rooms across ten (10) full service and limited-service properties, a figure that has remained unchanged since 2023.

In 2024, a total of 400,876 guestrooms were sold, reflecting an 8.4% increase compared to 2023. Additionally, total guestroom revenue for the year reached \$79,266,155.00, representing a 15.3% year-over-year growth (Source: CoStar Report: February 2025).



The goal was to achieve a 15% increase in overnight visitors based on 2023's annual guestroom gross revenue, the actual **revenue exceeded the goal by 0.3%.**

- A closer look at the monthly comparison between 2023 and 2024 reveals that September 2024 did not see the same level of demand growth as September 2023.
- In late summer 2023, Microsoft Corporation lifted its previous travel freeze and encouraged more in-person collaboration and meetings.
- This shift contributed to a rise in both group and transient travel in September 2023, leading to occupancy gains for Redmond hotels.

CONTACT

Audrey Fan, Strategic Tourism Director
+1 425-885-4014, audreyf@oneredmond.org

2024 Bellevue TPA Annual Report

At today's meeting, Visit Bellevue will present the 2024 Tourism Promotion Area annual report

BACKGROUND

In 2024, Bellevue achieved full recovery from the pandemic's impacts, surpassing historical benchmarks and solidifying its position as a premier destination for leisure, meetings, and business travel. Strategic investments, innovative marketing, and the full implementation of the Bellevue Destination Development Plan fueled this momentum, transforming Bellevue's tourism sector and expanding its economic impact.

Some key 2024 Achievements include hosting 2.2 million overnight visitors, and overnight visitors generated 1.9 billion in economic impact, strengthening Bellevue's hospitality sector. In 2024 our lodging sector improved hotel occupancy by 9%, weekend occupancy by 5%, and overall hotel revenue by 17%. Visit Bellevue worked with Resonance International together with the City of Bellevue and our industry partners to update our Bellevue Destination Development Plan.

Destination Sales contracted 75,000 future room nights, generated through meetings and convention sales. Our marketing & Communications team generated 970 million marketing impressions and 900,000 engagements through robust paid media, content development and marketing, and a newly expanded focus on international markets. Our visitor experience and tourism development initiatives were delivered to enhance the Bellevue experience while stimulating tourism growth. We implemented new innovative programs to address the gaps and challenges faced by visitors including Bellevue Lake Cruises, Savor Food Tours, Bellevue Airport Shuttle program, BikeHop, and waterfall and wine hiking tour. Our Festivals & Events incubator program resulted in 16k weekend hotel rooms, 26k visitors, and \$28 million in economic impact.

With the continued support of the Tourism Promotion Area (TPA) investment, Visit Bellevue and its partners have surpassed recovery and are now poised for a new era of growth in 2025 and beyond. Bellevue is no longer just a regional player—it is a destination of choice, attracting visitors from across the country and worldwide.

ATTACHMENTS

Attachment B: <https://acrobat.adobe.com/id/urn:aaid:sc:US:3c1b4aa1-5f2b-49e1-8776-39ef4d830092>

STAFF CONTACT

Brad M. Jones, Executive Director - Visit Bellevue bjones@visitbellevue.com



Community Development

Information

Information

Wednesday May 7, 12:00 pm

Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

Staff Update

Staff will present an update on TPA related information since the last board meeting, including a summary of board member meetings, a financial update, and a discussion about board meeting scheduling.

BACKGROUND

Board Member Scope of Work Brainstorming and Feedback: In March of this year, board members met individually with Lizzette Flores, Cultural Tourism Specialist and staff support for the BRTPA Advisory Board, to discuss ideas for the 2026 Work Plans for the Bellevue and Redmond Zones. While the current TPA Administrators are actively engaged with their community's hotel stakeholders, the intent behind these meetings was to capture ideas from board members and create a document which would be part of this meeting packet and thus available to the public. The attached report was sent to TPA Administrators, Visit Bellevue and OneRedmond, with the objective of helping inform their 2026 work plans, which will be presented at today's meeting.

Revenue Report

The revenue report for Q1 2025 will be included in this meeting packet. Please be advised that this report accounts for pending payments associated with Q1 invoices. As of the preparation of this document, these invoices remained unpaid but have been incorporated into the invoice tracking system, as they are currently undergoing processing. Board members should also be aware that they are able to review any invoices by reaching out to City of Bellevue staff.

TPA Meeting Schedule

Staff has been informed that the current TPA meeting schedule (the fourth Thursday of each January, April, July, and October) conflicts with a regularly scheduled hoteliers meeting, which several board members must attend. If an alternate time of day, or day of the week, would allow for us to meet quorum at our regularly scheduled meetings, we can consider changing bylaws to alter our meeting times. We ask that board members consider if another day of the week or time of day would easily allow them to attend TPA board. This can be an agenda item at our next meeting, today's update is simply for awareness.

ATTACHMENTS

Attachment C: 2026 Work Plan Brainstorming Report

Attachment D: Revenue Reports

STAFF CONTACT

Lizzette Flores, Tourism Specialist

425-452-4869



Community Development

Discussion

Discussion

Wednesday May 07, 2025 12pm

Bellevue-Redmond Tourism Promotion Area (TPA)

Advisory Board

1E-113 or Zoom Meeting

City of Bellevue, WA

2026 Proposed Budget and Scope of Work

At today's meeting Bellevue-Redmond Tourism Promotion Area administrators: OneRedmond and Visit Bellevue, will present their proposed 2026 budgets and scopes of work.

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 D. Develop and recommend an annual strategic/business plan for use of lodging charge revenue to be submitted to the legislative authority no later than July 30th of each year. An exception shall be made for the first year of the BRTPA, during which the annual strategic/business plan shall be submitted no later than December 31st.

3.100.070 E. Develop and recommend an annual budget, to be submitted to the legislative authority no later than July 30th of each year. An exception shall be made for the first year of the BRTPA, during which the annual budget shall be submitted no later than December 31st.

BACKGROUND

Under the interlocal agreement between Bellevue and Redmond, contractors must submit their annual budgets and work plans to the TPA Advisory Board for review and approval before seeking final approval from the Bellevue City Council. Visit Bellevue acts as the official Destination Management Organization (DMO) for the City of Bellevue and manages the TPA funds allocated to the Bellevue zone. OneRedmond acts as the administrator of TPA funds for the Redmond Zone, working to increase tourism in Redmond.

Today, board members will have presentations from both OneRedmond and Visit Bellevue, detailing their proposed scopes of work and budgets for 2026.

NEXT STEPS

The BRTPA Advisory Board is tasked with reviewing, discussing, and suggesting revisions to the proposed budget and scope of work. In the coming weeks, a special meeting will take place, allowing the Board to formally approve, or suggest edits to, the budget and scope of each zone. Once a budget and scope of work are approved by the Board, the finalized documents will be submitted to Bellevue City Council in July of this year, for adoption in 2026.

ATTACHMENTS

Attachment E: 2026 Proposed Budget and Scope of Work, OneRedmond

Attachment F: 2026 Proposed Budget and Scope of Work, Visit Bellevue

STAFF CONTACT

Lizzette Flores, Cultural Tourism Specialist

425-452-4869, lflores@bellevuewa.gov



Community Development

Attachment A

2024 Bellevue-Redmond Tourism Advisory Board Annual Report to the City of Redmond

Summary

Recognizing tourism's vital role in the local economy, the Bellevue Redmond Tourism Promotion Area (BRTPA) was established in 2023 to utilize fees collected from lodging businesses to enhance and expand tourism in both partner cities. Having completed their first full year, current BRTPA zone administrators, Visit Bellevue and OneRedmond have had the opportunity to develop tourism in exciting ways in 2024. Along with their quarterly reports to the BRTPA Advisory board, both administrators meet monthly with the City of Bellevue, with the intent of providing a full picture of what is being accomplished with TPA funds. We value our collaboration with the City of Redmond and are confident that this agreement will further foster a flourishing tourism economy, bringing benefits to both visitors and residents alike, in both cities.

Advisory Board

The BRTPA Advisory Board is composed of 8 members, each a representative of their community's stakeholders, as required by BCC 3.100.010 and the interlocal agreement between the cities of Redmond and Bellevue (Interlocal Agreement). Each board member is assigned a numbered position with a prescribed term, ranging from two to four years. There are four representatives from the Redmond Zone, and four from the Bellevue Zone. The Board, headed by chair Caroline Dermarkarian and vice chair Wade Hashimoto, meets quarterly, every January, April, July and October, in addition to any special meetings called during the year.

Tourism Promotion Area Advisory Board makes recommendations to the Bellevue City Council regarding the use of revenue from the TPA fee. The board holds public meetings and makes studies, analyses and works closely with zone administrators throughout the year, informing decisions with industry expertise.

TPA board members have met individually with Bellevue City staff to provide additional opportunities for feedback and input on TPA initiatives. Summaries of these discussions have been compiled and presented either as reports or briefings during public meetings.

As of May 2025 the board members are: Nate Moore (Marriot, Redmond), Kim Saunderson (Residence Inn, Redmond), Rashed Kanaan (Aloft and Element, Redmond), Cassandra Lieberman (Archer Hotel, Redmond), Rocky Rosenbach (Courtyard Marriott, Bellevue), Wade Hashimoto (Westin and W Hotel, Bellevue), and Caroline Dermarkarian (Marriott, Bellevue), and Kate Hudson (Residence Inn, Bellevue).

Revenues and expenditures

Revenue figures for both Bellevue and Redmond closely aligned with projections. Expenditures in each zone remained within the parameters established by the Interlocal Agreement between the two cities and adhered to the budgets approved by the Bellevue City Council in 2023. For this initial 16 month period, budget approvals occurred in October 2023; moving forward, budgets will be submitted to Bellevue City Council for approval by July of each subsequent year. Each zone administrator submits invoices on a monthly basis, and a summary of these invoices is presented to the BRTPA Advisory Board at every quarterly meeting. Alongside the quarterly reports, this process provides board members with a comprehensive picture of the tourism efforts being carried out. In 2025, invoicing has been standardized, providing a clear and consistent method for tracking monthly expenses.

Summary, October 2023 – December 31, 2024:

	Revenues	Expenditures	Account Balance*
Bellevue	\$ 3,611,276.09	\$ 3,388,394.80	\$256,050.96
Redmond	\$ 1,074,120.55	\$ 443,039.08	\$640,846.06

* The account balance at the end of 2024. Includes accrued interest and the City of Bellevue's unspent funds from its 5% administrative fee, which were added back to each account proportionally to their revenues.

Work plans and Budgets

As reported last year, work plans and budgets were presented to Bellevue City Council on October 16th 2023 and were approved as part of the Mid-Biennium Budget on November 20th 2023. These first budgets follow a 16 month cycle, ending December 31st 2024, while all subsequent budgets will follow a 12 month cycle.

Workplans for both the Bellevue and Redmond Zones follow the same format within the same allowable uses, further defined by specific areas of focus or buckets. The budgets within the buckets for each zone reflect the individual needs and priorities for the individual zones. The different work plans align with the different stage of tourism development for each zone.

Expenditures have been monitored, and both zones have adhered to their budgets while strategically utilizing contingency accounts. This approach ensures flexibility, allowing adjustments based on evolving research findings and data-driven spending priorities throughout the year.

Strategic plans for both zones are attached to this report together as Attachment A.

	Bellevue Zone 16-month total	Redmond Zone 16-month total
Projected Collections after admin fees	\$3,726,160	\$1,106,807
<i>Marketing and Communication</i>	\$1,043,923	\$0
<i>Destination Sales</i>	\$925,727	\$22,450
<i>Tourism Development</i>	\$921,000	\$68,340
<i>Festivals and Events</i>	\$305,110	\$0
<i>Admin and Research</i>	\$134,000	\$341,868
<i>Contingency (10%)</i>	\$396,400	\$117,746
<i>Reserves</i>	\$0	\$556,403
Total	\$3,726,160	\$1,106,807

Management agreements

Recognizing their local expertise and expressing satisfaction with their work, the BRTPA Advisory Board has recommended renewing contracts with Visit Bellevue and OneRedmond to continue administering TPA funds for their respective zones. These contracts will remain in effect through December 31, 2025

The year ahead

City staff will begin working with Visit Bellevue and OneRedmond on developing the 2026 budgets and strategic plans, which are due to the City of Bellevue as part of the budget process in July 2025.

We are grateful to the City of Redmond and to the BRTPA Board for their partnership.

Attachments

Attachment A: Annual Report, OneRedmond

Attachment B: Annual Report, Visit Bellevue



Community Development

Attachment B



ANNUAL REPORT

2024



LAND ACKNOWLEDGMENT

We Recognize, Respect, and Honor.

Visit Bellevue acknowledges that our destination is located on the Indigenous Land of the Coast Salish peoples, including the Duwamish, Suquamish Tribe, Muckleshoot Indian Tribe, and Snoqualmie Indian Tribe. We thank and honor the caretakers of this land, which has been their home since time immemorial. We thank and honor their connection to the land and region, and pay respect to Coast Salish Elders past and present. We commit to care for the land and water, and equity.

Our Commitment

Visit Bellevue is dedicated to:

- Supporting Indigenous-owned businesses and cultural initiatives.
- Promoting inclusive storytelling and authentic representation in tourism.
- Partnering with local Indigenous communities to celebrate their history and contributions.

We encourage visitors to learn more about the Indigenous heritage of this land and to engage with the rich traditions, stories, and perspectives that continue to shape Bellevue today.

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Surpassing Recovery and Fueling a New Era of Growth.

Visit Bellevue serves as the official Destination Management Organization (DMO) for Bellevue, Washington, dedicated to driving economic growth, increasing overnight visitation, and enhancing the visitor experience.

In 2024, Bellevue achieved full recovery from the pandemic's impacts, surpassing historical benchmarks and solidifying its position as a premier destination for leisure, meetings, and business travel. Strategic investments, innovative marketing, and the full implementation of the Bellevue Destination Development Plan fueled this momentum, transforming Bellevue's tourism sector and expanding its economic impact.

Key 2024 Achievements

- 2.2 million overnight visitors, strengthening Bellevue's hospitality sector.
- 75,000 future contracted room nights, generated through meetings and convention sales.
- 970 million marketing impressions and 900,000 engagements, achieved through robust paid media, content development, and a newly expanded focus on international markets.

With the continued support of the Tourism Promotion Area (TPA) investment, Visit Bellevue and its partners have surpassed recovery and are now poised for a new era of growth. Bellevue is no longer just a regional player—it is a destination of choice, attracting visitors from across the country and worldwide.



THE TOURISM PROMOTION AREA

Driving Bellevue's Tourism Success



The TPA was strategically established to serve as a powerful catalyst for Bellevue's tourism economy, fueling destination marketing, sales, and tourism development initiatives. This investment is designed to generate incremental overnight visitor demand while fostering long-term growth within Bellevue's lodging and tourism sectors.

Through a collaborative, forward-thinking approach, the TPA has been instrumental in accelerating Bellevue's recovery from the pandemic, transforming challenges into opportunities, and elevating the city's position as a premier travel destination. This synergy between public and private stakeholders has yielded remarkable results, positioning Bellevue as a city that not only competes but thrives in the national and international tourism landscape.

In 2024, these strategic investments propelled Bellevue's tourism success to new heights. Landmark initiatives such as Bellevue Lake Cruises—a first-of-its-kind waterfront experience, tour offerings, and the updated Destination Development Plan, have redefined Bellevue's tourism offerings. By strengthening infrastructure, enhancing visitor experiences, and introducing innovative programs, the TPA has played a pivotal role in actualizing Bellevue's vision as a dynamic, must-visit destination.

As we continue building on this momentum, the TPA remains a cornerstone of Bellevue's tourism strategy, driving sustainable growth, increasing economic impact, and ensuring that Bellevue remains a vibrant, world-class city for visitors and residents alike.

MEET THE TEAM

Building Stronger for Bellevue's Future

Our success is driven by a passionate, skilled team committed to positioning Bellevue as a premier travel destination. In 2024, we expanded our departments and added key roles, enhancing our ability to drive innovation, elevate visitor experiences, and strengthen community engagement.

Strategic Team Growth in 2024

- **Destination Sales Manager (Small Market)** – Strengthening group sales and developing new verticals like sports and cruise tourism.
- **Event Services Manager** – Enhancing meetings and events with seamless planning and execution.
- **Tourism Manager** – Expanding visitor experiences through new programs like food tours and waterfront activities.
- **Destination Stewardship & Community Relations** – Ensuring sustainable and resilient tourism growth that diversifies economic success and elevates community well-being.

These additions bolster Bellevue's tourism strategy, enabling us to launch impactful programs, drive economic growth, and elevate our destination's global presence.



Destination Sales

Drives overnight visitation by promoting Bellevue for conventions, meetings, events, and corporate travel



Marketing & Communications

Elevates Bellevue's brand by creating awareness, visibility, strategic content, public relations, and targeted paid media campaigns



Visitor Experience

Enhances visitor experience through training, coordination, visitor services, festivals, and tourism development



Community Relations

Developing Bellevue's built environment and enabling conditions including the arts, innovation, sustainability, accessibility

VISITOR ECONOMY CONTRIBUTIONS

Overnight Visitor Impact to Bellevue

Bellevue's visitor economy is a vital pillar of the city's economic success, fueling job creation, business growth, and public services. Overnight visitors play a particularly crucial role, driving revenue across lodging, dining, retail, attractions, and transportation. Their impact extends beyond tourism, directly benefiting Bellevue residents, businesses, and infrastructure.

What if Bellevue Lost its Overnight Visitors?

The financial contributions of overnight visitors significantly reduce the tax burden on Bellevue households. If overnight visitors disappeared, the city would face severe economic shortfalls, forcing residents to bear the cost.

- To maintain current city services, each household would need to pay an **additional \$1,279 per year in taxes**.
- To sustain the current level of economic activity, each household would need to spend an additional **\$44,122 per year** in local spending.

These numbers underscore the critical role of tourism in ensuring Bellevue remains a thriving, vibrant city.

The Bellevue Visitor Economy-2024



Hotels: The Backbone of Visitor Economy

Bellevue's hoteliers, hospitality teams, and lodging partners are at the heart of our city's visitor experience. They provide more than just a place to stay—they deliver quality service, enhance visitor satisfaction, and create a welcoming environment that encourages repeat visits.

By partnering with Visit Bellevue and investing in tourism development, our hotels help:

- Attract high-value visitors, supporting Bellevue's economy.
- Host conventions, meetings, and corporate travel, driving business tourism.
- Support major events and activations, strengthening the city's destination appeal.
- Provide jobs and economic opportunities, benefiting the local workforce.

As Bellevue's tourism industry continues to grow, our hotel partners remain essential to sustaining momentum and ensuring Bellevue thrives as a premier business, leisure, and events destination.

BELLEVUE HOTEL LODGING METRICS (2019 - 2024)

	SUPPLY	DEMAND	OCCUPANCY	REVENUE	ADR	REVPAR
2019	2,017,598	1,420,278	70%	\$261,689,981	\$184	\$130
2022	1,912,600	1,145,298	60%	\$214,006,728	\$188	\$113
2023	1,912,600	1,193,801	62%	\$232,362,063	\$195	\$122
2024	1,928,188	1,411,967	68%	\$272,329,697	\$208	\$141

A City in Transformation

In 2018, Bellevue's tourism industry set out to transform the city into a premier destination and Visit Bellevue into a full-service Destination Management Organization (DMO). The Bellevue Destination Development Plan provided a clear roadmap, prioritizing branding, sales, marketing, tourism development, festivals, events, activations, and transportation.

Since then, we've made tremendous progress, strengthening Bellevue's competitiveness as a destination. A key milestone was securing sustainable funding through the Bellevue-Redmond Tourism Promotion Area (TPA)—a vital investment that continues to elevate Bellevue's tourism industry. Since evolving from a suburban community into a sophisticated, urban destination, we ask: "Who do we want to be?"

The updated Destination Development Plan defines this vision, positioning Bellevue as a city that seamlessly blends:



URBAN SOPHISTICATION



CULTURAL RICHNESS & INNOVATION



NATURAL BEAUTY & RECREATION



TECHNOLOGICAL ADVANCEMENT

Strategic Priorities for Sustainable Growth

The plan focuses on six key areas to drive economic growth, enhance visitor experiences, and enrich community life:

- **Urban Lifestyle & Placemaking** – Strengthening Bellevue's identity as a world-class city.
- **Arts & Innovation** – Supporting creative industries and cultural experiences.
- **Recreation & Experiences** – Expanding outdoor activities and unique attractions.
- **Culinary Destination** – Positioning Bellevue as a premier food and beverage hub.
- **Conferences & Events** – Enhancing Bellevue's reputation as a top-tier meeting destination.
- **Built Environment & Enabling Conditions** – Investing in infrastructure, accessibility, and sustainability.

This roadmap ensures that Bellevue remains a dynamic, inclusive, and attractive city for residents, businesses, and visitors alike—fostering long-term prosperity and quality of life.

Bellevue's Strengths & Challenges

The following key strengths and challenges were identified and shared during Phase 1 of the project based on insights collected during the destination assessment, including stakeholder perspectives and destination performance analysis. These strengths and challenges form the foundation for the strategic recommendations that follow and they have guided the development of Bellevue's updated Destination Development Plan.

Strengths

CATEGORY			
Built Environment	Strategic Features	Activities & Experiences	
Ideal Location Bellevue boasts scenic views of Lake Washington, lush parks and proximity to Seattle's amenities.	Diverse Population Bellevue is a minority-majority community, with over 50% of its population being non-white.	Access to Nature A base camp for exploring the Pacific Northwest, Bellevue's 80 miles of trails, close proximity to three national parks and access to Lake Washington set it apart for outdoorsy travelers.	
Safe and Walkable Environment "People choose Bellevue for its safety and cleanliness."	Tech Industry Hub The birthplace of several tech giants, the three top employers in Bellevue are in the tech sector.	Shopping Destination Luxury and local shops make up Bellevue's eclectic retail offerings.	
		Strong Local Culinary Scene With over 200 highly rated restaurants, Bellevue is becoming known as a culinary hotspot.	

Challenges

CATEGORY			
Activities & Experiences	Business Travel		Industry Advancement
Underdeveloped Cultural Identity "We have a vibrant, diverse community putting on shows, events and small festivals – people just aren't aware."	Underfunded Arts and Culture "All great cities have museums, yet Bellevue's are struggling. Part of this is because of limited capital and a scarcity mindset that to invest in Bellevue's art and culture ecosystem is to inherently take away from others."		Lack of Labor "There isn't a defined pipeline for the service industry. Those that we are able to hire usually live well outside the city because they can't afford to live closer."
Limited Number and Maturity of Visitor Attractions "As a rapidly maturing city, we lag behind other major cities' tourism assets. We need to be intentional in how we design the future of Bellevue's vibrancy."	Limited Nightlife "Many of our restaurants close at 9 or 10 p.m., which makes it difficult to go out for a night on the town."		Affordability Concerns Bellevue's overall cost of living is 58% more than the national average and nearly 30% more than the state average.
	Reliance on Corporate Travel "Corporate travel has not recovered to pre-pandemic levels; what will replace reduced business travel, including in tech?"		Limited Meeting and Conference Spaces "We recently lost a large contract to Seattle because our current facilities were too small."

BELLEVUE DESTINATION DEVELOPMENT PLAN UPDATE

Strategic Priorities:

Bellevue features a dynamic blend of urban sophistication, rich cultural heritage, lush parks and scenic views. This iteration of the Destination Development Plan builds upon the strong foundation laid by the initial plan, which was essential for establishing the Visit Bellevue organization and its core functions. With the foundational work now complete, this updated plan shifts our focus to growth and refinement. We can now concentrate on enhancing programming, driving innovation and executing strategic initiatives that align with Bellevue's evolving identity and aspirations.

STRATEGIC PRIORITY 1

Urban Lifestyle & Placemaking

To foster well-rounded retail destinations, vibrant public spaces and engaging community activities, Visit Bellevue and its partners will implement initiatives that emphasize the city's exceptional quality of life and commitment to Pacific Northwest wellness. This includes promoting healthy living through accessible green spaces, wellness programs and a focus on sustainable urban development.



STRATEGIC PRIORITY 4

Culinary Destination

It takes intentional and strategic planning to become a culinary destination that not only showcases the city's diverse flavors and creativity but also encourages visitors to choose Bellevue in their vacation itinerary. Partnering with local chefs, restaurants and food festivals can help curate a distinctive and ever-evolving experience.



STRATEGIC PRIORITY 2

Arts & Innovation

As a quickly maturing city, Bellevue has the opportunity to distinguish itself as a destination at the intersection of arts and technology. By activating events, installations and collaboration opportunities that celebrate this intersection, the city can become the hub of art, culture and technology advancement.



STRATEGIC PRIORITY 5

Conferences & Events

From international conferences to local festivals, there are ample opportunities for Visit Bellevue and its partners to build upon existing events and create new activations that enhance the city's reputation as a premier destination for business and leisure travelers.



STRATEGIC PRIORITY 3

Recreation & Experiences

Located in the heart of the Pacific Northwest, Bellevue's natural beauty and access to recreational opportunities create a formidable foundation to attract visitors looking for outdoor adventures. By leaning into this strength, Bellevue can create experiences that leave lasting impressions and encourage repeat visits.



STRATEGIC PRIORITY 6

Built Environment & Enabling Conditions

Ensuring that the visitor experience is both enjoyable and accessible is an important aspect of promoting destination stewardship. Improving Bellevue's vibrancy only goes as far as a visitor can experience it. By prioritizing transportation, public spaces and sustainable development, Visit Bellevue and its partners can ensure that the city creates an ecosystem where visitors feel welcome and safe.



RESULTS

Recovery, Growth, and Sustaining our Lodging Industry

The global pandemic significantly impacted our tourism economy, erasing years of gains in visitor spending, employment, and tax revenues. However, we view this as a temporary setback and are committed to a robust recovery and future growth. In 2024, we saw a full recovery, with our lodging industry revenues rebounding over and beyond pre-pandemic levels.



By strategically investing Bellevue-Redmond TPA dollars to stimulate travel demand, we aim to accelerate Bellevue's recovery and invest in the future growth of our industry and community. Our focus is not just on recouping lost ground, but on creating a stronger, more resilient tourism sector that can withstand future challenges.

Our recovery strategy includes specific attention to creating new incremental lodging business in Bellevue and improving occupancy during traditionally slow periods and underperforming days of the week, specifically weekends and Q1, Q2 & Q4. This approach will ensure a more balanced and sustainable growth for our lodging industry and enhance Bellevue's position as a premier travel destination.



The Bellevue lodging industry has shown remarkable resilience in the face of the pandemic. We've made significant strides in putting the challenges of the pandemic behind us. With improving domestic travel conditions and the strategic use of TPA resources, we are well on our way to restoring and enhancing Bellevue's position as a premier travel destination.

Overall Goals & Pace

OVERNIGHT VISITORS

2024 RESULT



2.2M VISITORS

2025 GOAL



2.4M VISITORS

RECENT RESULTS 2022: 1.8M 2023: 1.93M 2024: 2.2M

CITYWIDE HOTEL OCCUPANCY

2024 RESULT



68% OCCUPANCY

2025 GOAL



72% OCCUPANCY

RECENT RESULTS 2022: 60% 2023: 63% 2024: 68%

WEEKEND HOTEL OCCUPANCY

2024 RESULT



64% OCCUPANCY

2025 GOAL



66% OCCUPANCY

RECENT RESULTS 2022: 57% 2023: 61% 2024: 64%

ECONOMIC IMPACT

2024 RESULT



\$1.9B IMPACT

2025 GOAL



\$2B IMPACT

RECENT RESULTS 2022: \$1.4B 2023: \$1.5B 2024: \$1.9B



2024 TPA IMPACT SUMMARY

- + 248K new overnight visitors
- Improve citywide hotel occupancy by 9% and weekend occupancy by 5%
- Increase visitor spending by \$129M and overall economic impact by \$392M

DEPARTMENT UPDATES

Destination Sales

Visit Bellevue's Destination Sales was focused on prospecting, relationship building, and developing new incremental group business for Bellevue. The team expanded to include four FTE's with the addition of a Destination Sales Manager Small Market. The team traveled extensively including attending 15 shows and conducting two sales missions. Destination Sales attended business development events with the American Society of Association Executives, Destinations International, ConferenceDirect, HelmsBriscoe, LamontCo, Meeting Professionals International, Professional Convention Management Association, and several less recognized shows to support new verticals such as sports and cruise.

The Destination Sales team continued to leverage the effective event sponsorship program and focused on building attendance via convention services by our Event Services Manager with tools like marketing materials, digital campaigns, social media outreach, and visitor information. Prospecting sales tools included subscriptions and systems included Cvent, Mint+, Knowland, and Simpleview CRM, which were all important in the distribution mix. Additional programs in 2024 included paid marketing program for partnerships with third parties, advertising, and digital marketing to support and grow the sales program.

The success of Destination Sales achieved 98% of the lead generating goal by generating 294,345 room night leads on a goal of 300,000 room night leads. The reach achieved 116% of the room night booking goal by contracting 75,156 room nights on a booking goal of 65,000 room nights.

- Contributed 75,000 contracted room nights, reflecting the incremental business that enhances Bellevue's base visitor economy.
- Generated 295,000 room night leads, focusing on groups and events that wouldn't normally be in the City.
- Increased city-wide hotel occupancy to 68%, creating a seven-day-a-week business model as a vital part of this work.



Overall Goals & Pace

LEADS GENERATED

2024 RESULT



295K RM NIGHTS

2025 GOAL



375K RM NIGHTS

RECENT RESULTS 2022: 240K 2023: 269K 2024: 295K

BOOKED BUSINESS

2024 RESULT



75K RM NIGHTS

2025 GOAL



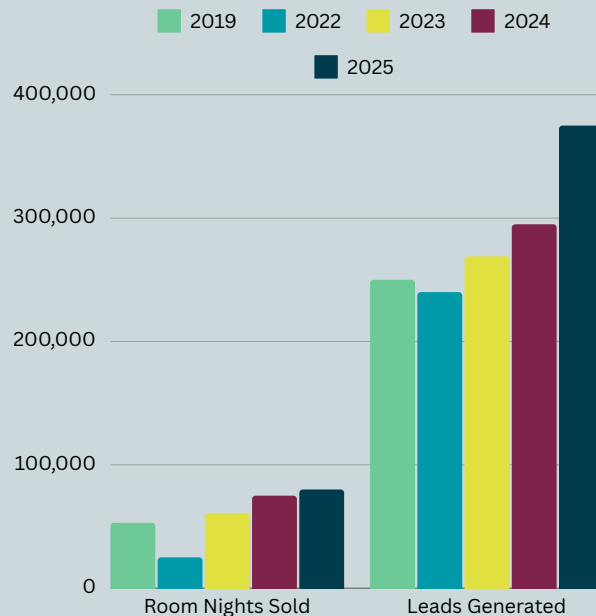
80K RM NIGHTS

RECENT RESULTS 2022: 25K 2023: 61K 2024: 75K



2024 TPA IMPACT SUMMARY

- Improved weekend and off-season hotel occupancy
- 85% pick up of room blocks. 26% Increase of booked rooms
- 21% Increase of leads
- Establish relationships with new annual events for Bellevue.



Marketing & Communications

Our marketing and communications strategy is designed to elevate Bellevue's brand and position it as a premier visitor destination. We aim to welcome the world with a powerful website, a strategic content marketing approach, proactive public relations, engaging social media, targeted paid media, and innovative intercept marketing programs. These tools work in synergy to inspire potential visitors and raise the visibility, awareness, and perception of Bellevue.

Paid Marketing

3.4%

CTR

Click Through Rate
2024 Results

Our paid marketing plan built on significant learnings from previous campaigns. We've executed a dynamic ad format on our platforms and an intercept approach on leading OTA's and programmatic. This strategy targeted travelers searching for Seattle, Bellevue, and other Washington destinations. Our programmatic campaign, YouTube, Epsilon, and Sojern sites have significantly contributed to our website traffic

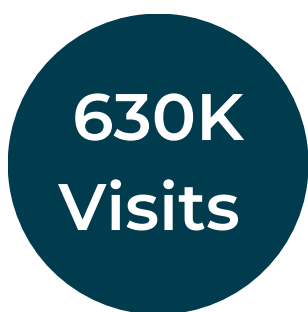
Social Media & Content

In terms of organic social media and content development, we have established meaningful programs with content creators and weekly videos to highlight and showcase Bellevue's visitor experiences. Our owned media properties include Aspire, Insider's Edge, The Buzz, Rush Hour Alerts, and Media Alerts, as well as our organic social media channels. We aim to generate more impressions, engagements, clicks, and messages through our organic and boosted social media.

24M

IMPR

Impressions
2024 Results



WEBSITE

Our website, visitbellevuewa.com, is a key tool in our marketing strategy. We increased website traffic by 183% in 2024, reaching 604,754 unique users and 630,183 website sessions in 2024.

PUBLIC RELATIONS

Our public relations representation and programming are also a crucial part of our marketing and communications strategy. Together with our staff we have professional representation to pitch and represent Bellevue to the national and Canadian media, press, and content creators through pitching story ideas, media relations, newsletters, and facilitating familiarization trips.

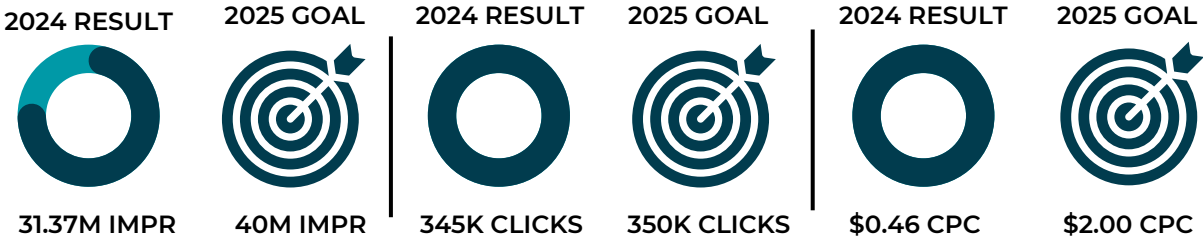


OVERSEAS MARKETING

We executed our inaugural international campaign with our staff and agency to represent Visit Bellevue in Japan. We have established professional representation to guide us in the representation and development of an initial campaign. They arranged foreign journalist visits or FAMs, performed traditional PR and media relations, and managed organic and paid social media in addition to the Yuru-Chara development of Belle The Bobcat.

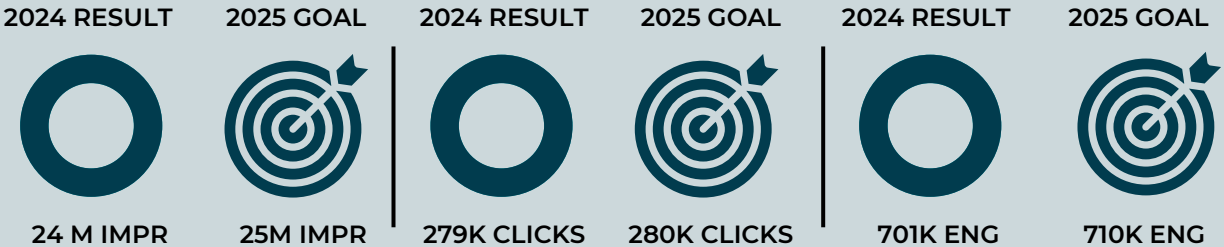
Overall Goals & Pace

PAID MEDIA GOALS



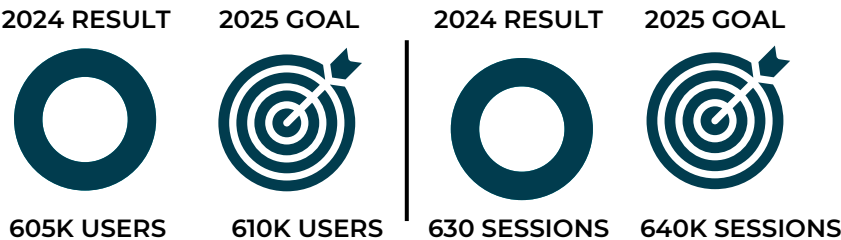
2022 TOTAL: 14.85 MILLION IMPRESSIONS / 48K CLICKS / \$5.81 CPC 2023 TOTAL: 17.8 MILLION IMPRESSIONS / 99K CLICKS / \$3.27 CPC 2024 TOTAL: 31.37 MILLION IMPRESSIONS / 345K CLICKS / \$0.46 CPC

SOCIAL MEDIA GOALS



2022 TOTAL: 8.2 MILLION IMPR / 72.2K CLICKS / 154.3K ENGAGEMENTS 2023 TOTAL: 10.3 MILLION IMPR / 91K CLICKS / 391K ENGAGEMENTS 2024 TOTAL: 24 MILLION IMPR/ 279K CLICKS / 701K ENGAGEMENTS

WEBSITE GOALS

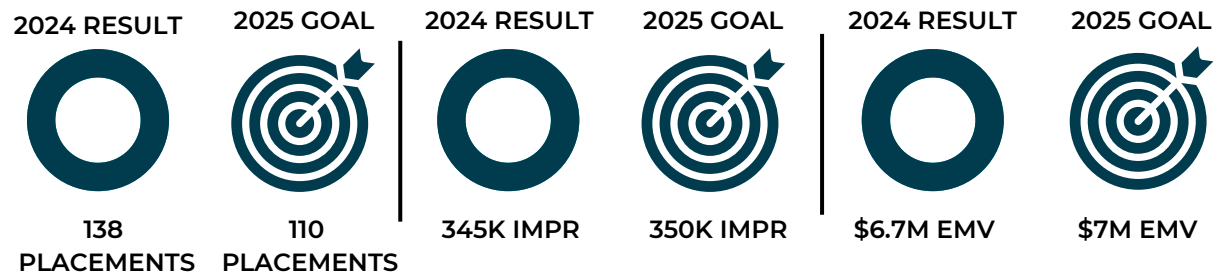


RECENT RESULTS 2022: 205K USERS / 260K SESSIONS 2023: 267K USERS / 319K SESSIONS 2024: 605K USERS / 630K SESSIONS

*Impressions (IMPR), Cost Per Click (CPC), Engagements (ENG)

Overall Goals & Pace

PUBLIC RELATIONS GOALS



2023 TOTAL: 48 PLACEMENTS / \$3M MEDIA VALUE 2024 TOTAL: 138 PLACEMENTS / \$6.7M MEDIA VALUE



2024 TPA IMPACT SUMMARY

- Created 425M additional impressions
- Created 315K additional website sessions
- Improved CPC by \$2.84
- Created 14m more social media impressions 310K engagements, 190K clicks
- Generated +\$3.5m in earned media coverage

Visitor Experience & Tourism Development

Our 2024 visitor experience and tourism development initiatives were designed to enhance the Bellevue experience while stimulating tourism growth. We implemented some new innovative programs to address the gaps and challenges faced by visitors and to provide them with memorable improved experiences.

BELLHOP

Our BellHop service is a prime example of this innovation. This free, electric, on-demand shuttle service is designed to solve the first mile – last mile challenges in Bellevue. By providing a convenient and eco-friendly transportation option, we are enhancing the visitor experience and making it easier for visitors to explore the city. BellHop's success included finding two new partners to fully fund the program (Amazon & City of Bellevue). In 2024 BellHop served 87,000 passengers achieved a 10:26 wait time, saved over 12k gallons of fuel and achieved a 4.92 customer service rating.

MOBILE WELCOME CENTER

Bellevue's Mobile Welcome Center, our all-electric traveling welcome center provided visitor services and information during 218 days and at more than 35 events. It was strategically located at popular spots including Bellevue Downtown Park, Bellevue Arts Museum, Bellevue Botanical Garden, City Center Plaza, and many shopping areas. It is estimated that the MWC served approximately 26k visitors providing them with valuable information and enhancing their experience while in Bellevue.



DEPARTMENT UPDATES

MOBILE CONCIERGE WEB-BASED APP AND FREESTANDING INTERACTIVE KIOSK

This progressive web app serves as an essential tool for attendees and visitors, offering real-time information on dining, attractions, shopping, events, and nightlife in Bellevue. With features like personalized itinerary building, online reservations, interactive mapping, wayfinding, live-chat attendee services, and social media integrations, Bellevue's offerings are conveniently accessible in the palm of your hand.

FESTIVALS AND EVENTS INCUBATOR PROGRAM

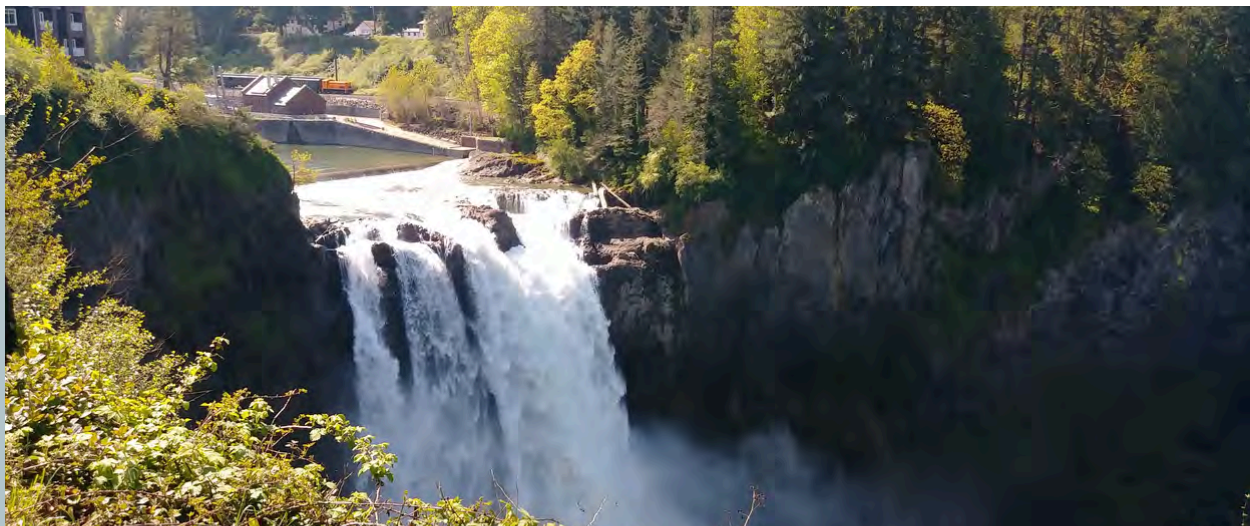
In collaboration with key stakeholders of Bellevue's hospitality industry, Visit Bellevue is proud to continue to support local festivals and events. This funding and support program in 2024 aimed to attract, incubate, and grow Bellevue festivals and events that celebrate and enhance our economy but also the quality of life for visitors and residents. In 2024, we provided sponsorship funding to six festivals and 14 conventions and conferences. These events represented 26,400 room nights and over \$28million in visitor spending.

MULTICULTURAL TOURISM COUNCIL

Bellevue's Multicultural Council proved to be valuable knowledge in helping us welcome the world. As a city that values hospitality, diversity, inclusion, and equity, Bellevue strives to create an environment where everyone feels welcome. The Council's efforts helped us promote multi culturally owned businesses and provided resources to produce content so our visitors can explore and appreciate the diverse cultures that comprise Bellevue. Visit Bellevue is committed to the creation of a robust visitor resource hub and content that reflects the city's commitment to excellence in multicultural hospitality and tourism.

REGIONAL COLLABORATION

Visit Bellevue in partnership with our surrounding communities has successfully established the Eastside Regional Tourism Council, and is actively working with our neighboring cities such as Woodinville, Redmond, Bothell, Kirkland and Issaquah to enhance our regional appeal. Our aim is to encourage longer-stay visitor by expanding the portfolio of tourism activities and attractions, thereby increasing the collective economic impact of tourism across our region.



Tourism Development

The Bellevue Tourism Development program in 2024 was robust. Our shared vision to create and enable Bellevue-centric tour and attraction options was successful. Our long-term goal is to work with an existing tour and develop new business opportunities to create and build a tourism centric business plan for Bellevue and highlight Bellevue as destination city. Some of our 20024 programs include:

BELLEVUE LAKE CRUISES

Visit Bellevue worked with Duffy Boats Northwest and the city of Bellevue to develop a pilot program to experience surrounding the waterfront beauty of Lake Washington aboard a luxury Duffy Electric boat. Guests enjoyed the incredible views of the Bellevue and Seattle skyline. The guided tour is a relaxing excursion past the old whaling station, floating bridges, and incredible shoreline estates. Guests enjoyed the beautiful vistas of Mt. Rainier, Olympic Mountains, and Bellevue's natural wetlands. During the 90-day pilot program we delivered a cruise to 688 guests from 15 states and 12 countries. We are currently seeking the continuation of this program and the ability for year around seasonal and special themed experiences.

SAVOR BELLEVUE FOOD TOURS

Bellevue's Multicultural Council is a vital force in preparing the city to welcome the world with open arms. As a city that values hospitality, diversity, inclusion, and equity, Bellevue strives to create an environment where everyone feels welcome. The Council's efforts extend to promoting minority-owned businesses and providing resources to explore and appreciate the diverse cultures that comprise Bellevue. Since its establishment, Visit Bellevue has created a robust visitor resource hub that reflects the city's commitment to excellence in multicultural hospitality and tourism.

BELLEVUE AIRPORT SHUTTLE

Seeking help to solve our collective connectivity and transportation challenges, Visit Bellevue worked to develop a new partnership with Eagle Transportation Service to establish the Bellevue Airport Shuttle program. Seeking a safe, reliable and convenient connection between SEA (Seattle-Tacoma International Airport) and hotels in Bellevue with a seven day a week hourly schedule an affordable fixed rate.

This Bellevue Airport Shuttle service continues to develop and establish itself as a best-in-class elevated shared transportation airport service. We continue to develop the service with special corporate and group discounts together with special logistics for locals and Bellevue workforce. We expect to be serving 150 – 200 passengers a day when fully optimized.

DEPARTMENT UPDATES

BIKEHOP PROGRAM

BikeHop is a new tourism pilot program developed in 2024 for Bellevue visitors offering complimentary e-bike at a four participating Bellevue hotels. We hope to continue to bring awareness and visibility to Bellevue's excellent outdoor recreation, parks and trails. Each complimentary e-bike comes with everything visitors need for the perfect outing. In 2025 we are seeking to add a few more hotel locations as well as establishing a central point along Eastrail where all hotels can send their guests for free e-bike usage.

WATERFALL & WINE TOUR

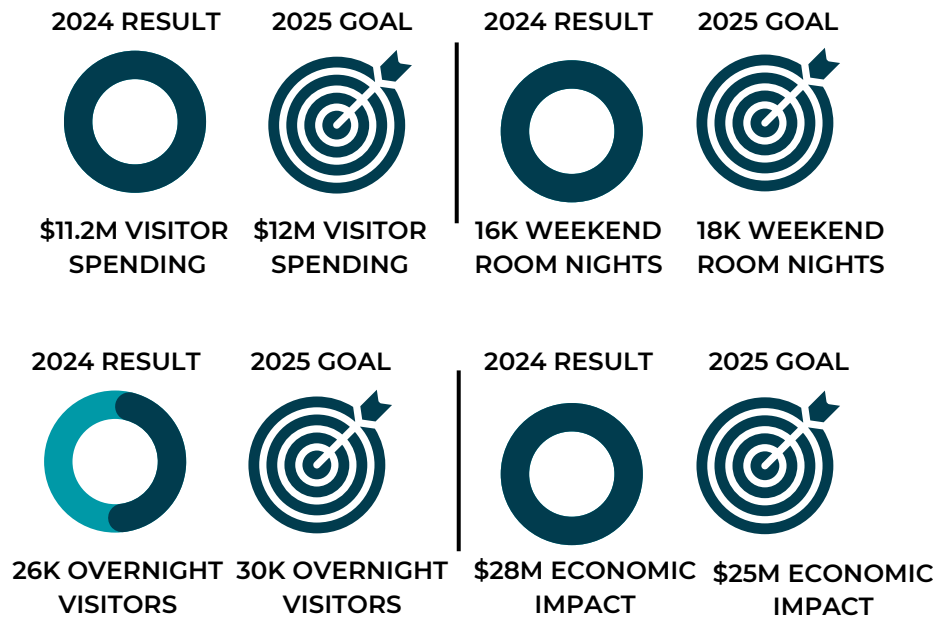
Visit Bellevue worked with Compass Outdoor Adventures to test a new tour highlighting the regions hiking to waterfalls and wine tasting. During this pilot program the tour program experiences varying levels of success, Visit Bellevue learned what it takes to promote, sell and curate such an offering. We also learned about the price points that our visitors are seeking and their available time for leisure activities. This knowledge will serve us well as we continue to develop future tour opportunities.



VISITOR EXPERIENCE

Overall Goals & Pace

FESTIVALS AND EVENTS



2024 TPA IMPACT SUMMARY

- Promoted Multicultural Tourism
- Improved visitor transportation
- Developed culinary tourism programs
- Support keeping Bellevue clean & safe.
- Developed new Bellevue tours and attractions
- Improved nightlife & entertainment

THANK YOU

22



On behalf of Visit Bellevue, Bellevue's Official DMO, we would like to extend a thank you for the opportunity and ability to manage the newly instated TPA program of work in 2024. You have entrusted us to stimulate economic growth and inspire memorable visitor experiences for Bellevue. Our team shows up every day with a commitment to continue to grow and flourish through our community partnerships and destination programming.

Our dedicated team, innovative initiatives, and comprehensive approach to destination management are specialized and specifically designed for Bellevue. We take immense pride in the investment of the TPA funds to improve Bellevue's attractiveness as a travel destination and raise our collective quality of life. We are excited about the potential of the future and are committed to using this scope of work to enhance Bellevue's position as a premier leisure, meetings, and corporate destination. We look forward to working with our partners and stakeholders to achieve our shared goals and contribute to Bellevue's vibrant future.



11100 NE 6TH Street, Bellevue, WA 98004
P: (877) 425-2075
www.visitbellevuewa.com



Community Development

Attachment C

2026 Work Plan Brainstorming

The following is a summary of ideas for 2026 TPA work, separated by zone (city), which Bellevue-Redmond Tourism Promotion Area board members shared with City Staff. These meetings were held on a 1x1 basis. Board members were encouraged to share their ideas for what could be incorporated into the 2026 work plans, keeping within the allowable uses outlined by the interlocal agreement between the City of Bellevue and the City of Redmond. While ideas and feedback below are separated by zone, board members were encouraged to give ideas, if they had any, for both Bellevue and Redmond.

Summary

Redmond

- Occupancy: Board members' ideas for Redmond for 2026 include a focus on increasing weekend and shoulder season occupancy. This was the most frequent recommendation that board members had. They would like to develop tourism programming that would support increased occupancy.
- Identifying spaces useful for tourism: With the understanding that Redmond does not have a convention center, board members would like to identify places where large events can happen in Redmond, including the possibility of an indoor-outdoor sports park, other types of sporting venues, and a focus on hosting larger events that could draw people to the region.
- Branding: Branding for Redmond was identified as a useful way for the city to stand out. Board members would like to discuss finding out what Redmond can be known for, which would then develop the city's marketable image for tourism.
- Data: Board members would like to see more data presented to understand the city's tourism. While there is an understanding that data reports have changed, board members would like the zone administrator to find a way to present that data in a way that is accurate, detailed, and easy to understand.
- Collaboration: Some type of collaboration between Bellevue and Redmond was also frequently mentioned by board members. Board members would like to know if there is a way, within what is allowed by the Interlocal Agreement between Bellevue and Redmond, for OneRedmond to work jointly with Visit Bellevue.

Bellevue

- Occupancy: Board members would also like an increase in weekend and off-season occupancy for Bellevue. This was, again, the most frequently heard theme of the meetings. Board members would like to continue developing tourism in ways that can also boost hotel occupancy in periods of lower occupancy and on weekends.
- Destination Development: Board members would like to continue developing Bellevue into a destination, perhaps with a signature event for which Bellevue could be known. A food and wine event or restaurant week were offered as ideas for doing this.
- Group Travel: Events, whether sporting events, conventions, or other types of travel which would bring in groups to the region was another suggestion.
- FAM Tours: Board members would like to continue seeing FAM tours come to Bellevue, anything that could bring more visibility to Bellevue was seen as a positive goal to work toward.
- Collaboration: While Bellevue board members would welcome the idea of a collaboration between OneRedmond and Visit Bellevue, they would only like this to happen if it were to have equal positive results for both zones.



Community Development

Attachment D

TPA REVENUE REPORT

MAY 07, 2025

TPA Accumulation by City	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	*does not include 1% DOR charge
Bellevue TPA (1704)	275,301.71	191,890.51	207,179.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	674,371.89	
Redmond TPA (1724)	69,069.85	56,434.14	60,991.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	186,495.88	
TOTAL	344,371.56	248,324.65	268,171.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	860,867.77	
After 1% reduction	340,927.84	245,841.40	265,489.84	-	-	-	-	-	-	-	-	-	852,259.09	

TPA Revenue Collected by City	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL	*1% DOR charge included
Bellevue TPA (1704)	272,548.69	189,971.60	205,107.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	667,628.17	
Redmond TPA (1724)	68,379.15	55,869.80	60,381.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	184,630.92	
TOTAL	340,927.84	245,841.40	265,489.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	852,259.09	
	-	-	-	-	-	-	-	-	-	-	-	-	-	

TPA Summary by G/L Account	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Bellevue TPA 100350100	258,783.60	180,377.07	194,748.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	633,909.57
*Bellevue Admin 100350199	13,765.09	9,594.53	10,358.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33,718.60
Redmond TPA 100350200	64,925.66	53,048.09	57,332.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	175,306.13
*Redmond Admin 100350299	3,453.49	2,821.71	3,049.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,324.79
TOTAL	340,927.84	245,841.40	265,489.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	852,259.09

TPA Interest Collected	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Total Interest Collected	1,046.28	1,068.00	696.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,810.34
Bellevue TPA Interest 100350100.361900	836.43	825.29	537.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,199.47
Redmond TPA Interest 100350200.361900	209.85	242.71	158.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	610.87
TOTAL	1,046.28	1,068.00	696.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,810.34

Grand Total	341,974.12	246,909.40	266,185.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	855,069.43
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*5% Admin amount by city is calculated based on Accumulation amount prior to 1% DOR Charge

2025 Administrative Agreement for Operation of the Bellevue-Redmond Tourism - Bellevue Zone

[illegible]

TOTAL REMITTED

BRTPA Bellevue Zone 2025

		Remittances	Interest Collected	Invoiced Amounts
Bellevue Zone	January	258,783.60	836.43	\$142,822.84
	February	180,377.07	825.29	\$171,368.15
	March	194,748.89	537.75	\$149,290.60
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
	TOTAL	\$633,909.56	\$2,199.47	\$463,481.59
2025 Balance				\$172,627.44

2025 Administrative Agreement for Operation of the Bellevue-Redmond Tourism - Redmond Zone

[illegible]

BRTPA Redmond Zone 2025

		Remittances	Interest Collected	Invoiced Amounts
Redmond Zone	January	\$64,925.66	\$209.85	\$45,864.66
	February	\$53,048.09	\$242.71	\$47,112.14
	March	\$57,332.38	\$158.31	\$32,208.75
	April			
	May			
	June			
	July			
	August			
	September			
	October			
	November			
	December			
	TOTAL	\$175,306.13	\$610.87	\$125,185.55
2025 Balance				\$50,731.45



Community Development

Attachment E

DRAFT

REDMOND TOURISM & HOTEL COMMITTEE

Scope of Work
2026



OneRedmond

Executive Summary

This Scope of work will be administered by OneRedmond under the direction of the Hotel and Tourism Committee of which every hotel in Redmond is a member of this committee. The primary objective of this committee is to be laser focused on supporting the tourism and hotel industry in Redmond.

Through this committee, OneRedmond is dedicated to respond to and support the needs of Redmond's Tourism and Hotel industry in a timely and efficient manner. These needs include the creation and marketing of tourism programs and events that drive overnight stays during the shoulder season and over weekends. The committee is committed to collaborating with all stakeholders to work for adoption of policies that support success.

OneRedmond has stood up a program to emulate a Direct Marketing Organization (DMO) representing the interests of the lodging and tourism community. Historically, the City of Redmond has been operating the Lodging Tax Advisory Committee and the use of the brand Experience Redmond. OneRedmond does not receive LTAC funding for the administration of the tourism program. Through the work and representation of this committee and the approved bylaws and resolutions in July of 2023, OneRedmond is the organization administering the Tourism Promotion Area program for the City of Redmond Hotels.

The third year of work will continue to focus on tourism develop and promotion of Redmond's tourism program incorporating the results of the City of Redmond Tourism Strategic Plan. Working with the City of Redmond there will be clarity and unity on Redmond's tourism program vision, and the coordination that will be necessary to identify and win opportunities for Redmond tourism. This will be a holistic body of work that will also include multiple staff to develop pilot programs, and contracted assistance to identify and capitalize on opportunities as they are discovered. With 10 hotels and no large indoor event venues, unique programming will be required to drive overnight stays during the shoulder season.

By the end of 2026, our aim is to increase overnight visitors by 5% based on 2025's annual occupancy.

Background

Redmond, Washington has a diverse and eclectic culture full of an endless array of events, attractions, restaurants, parks, trails, and more. Home to Microsoft, Nintendo of America, Project Kuiper and SpaceX, Redmond is world-renowned as the region's hub for technological and now space innovations through the brand “Redmond Space District”.

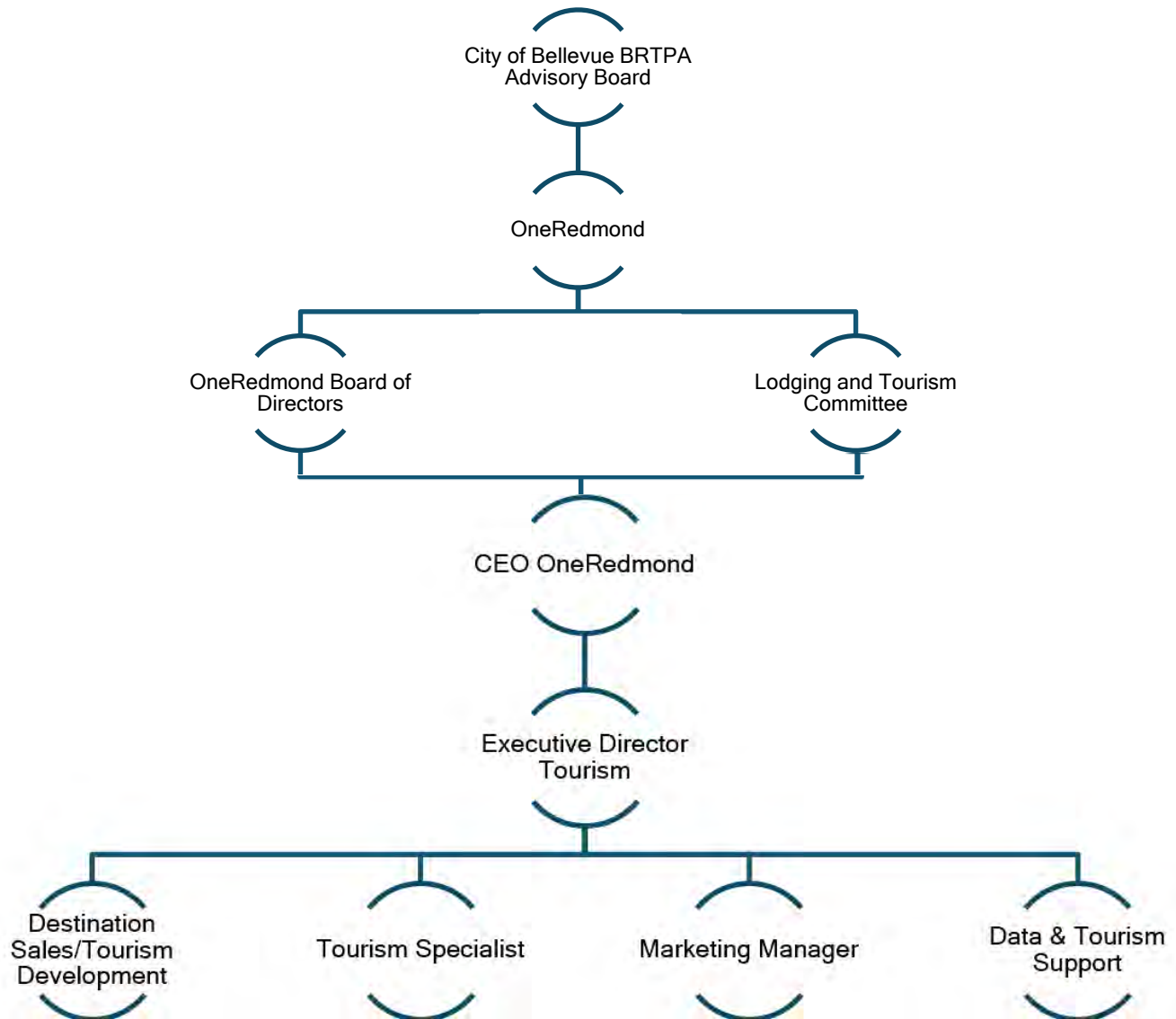
The city itself encompasses an area of over 17 square miles and is located less than 20 miles east of downtown Seattle. Redmond has two designated growth centers (Downtown and Overlake) and a candidate growth center (Marymoor Village), which will grow significantly in the next 20 years. In 2025, Redmond is estimated to have almost 85,000 residents, and the Sound Transit 2 Line Light Rail will have opened the last two Redmond stations and complete the connection to Seattle to better connect the region with reliable, fast service.

TOURISM PROMOTION AREA (TPA) OVERVIEW

The TPA has been strategically established to fuel destination marketing, sales, and tourism development initiatives, aimed at driving incremental overnight visitor demand and fostering future growth within the tourism industry.

The City of Redmond and Bellevue established a Tourism Promotion Area (TPA) on July 1, 2023, to boost the region’s tourism economy. Collection of these funds is kept separate between the two cities. The agreement also stipulates the TPA will have an advisory board made up of hotelier stakeholders. The TPA is anticipated to generate over \$900,000 for Redmond tourism in 2026 and the funds can only be spent on tourism development and promotion efforts and other activities that help generate additional hotel room nights during the need period.

Our Team



Funding and Priorities

The establishment of the TPA aims to provide sustainable funding to enhance Redmond's tourism initiatives, with a focus on increasing overnight stays during the weekends and over the shoulder season. TPA investments will support tourism development, sales, marketing, and program creation to boost destination awareness and attract visitors during need periods.

Strategic priorities for Redmond include:

- Ongoing research and implementation of tourism data analytics tools with the goal of increasing clarity and ease of understanding.
- Ongoing development of the master venue list for Redmond and its surrounding areas.
- Explore the tourism opportunities that could be gained with potential indoor/outdoor sports facilities and indoor event venues.
- Ongoing research, development and execution of transportation initiatives that increase overnight visitors.
- Create strategies to leverage FIFA 2026 and other packages in Seattle for tourism growth.
- Implement a targeted destination sales program.
- Promote tourism and group business through strategic initiatives by developing branded programs to increase overnight visitors during the need period.
- Support advertising, marketing, public relations, and communications to attract overnight visitors.
- Develop programs for corporate visits, meetings, conventions, festivals, and events to drive tourism and increase overnight stays.
- Ongoing collaboration with Visit Bellevue.

Budget and Timeline

Work continues to build Redmond's DMO, the following are the budget and timeline:

Proposed Timeline

	Q1 '26	Q2 '26	Q3 '26	Q4 '26
Research and Data	Administration Event Impact Calculator	Administration	Administration	Administration Customer Focus Group
Tourism Development	Airport Shuttle - Ride Share Program Signage and Wayfinding Program Research & Development	Airport Shuttle - Ride Share Program Signage and Wayfinding Program Research & Development	Airport Shuttle - Ride Share Program Signage and Wayfinding Program Research & Development	Airport Shuttle - Ride Share Program Signage and Wayfinding Program Research & Development
Destination Sales	Sales & Prospecting Meetings and Trade Show Participation Memberships Ad hoc Citywide Site Inspections	Sales & Prospecting Meetings and Trade Show Participation Ad hoc Citywide Site Inspections	Sales and Prospecting Meetings and Trade Show Participation 2026 Meetings & Tradeshow Evaluation Ad hoc Citywide Site Inspections	Sales and Prospecting Meetings and Trade Show Participation 2026 Meetings & Trade Show Evaluation Ad hoc Citywide Site Inspections

Proposed Budget

Projected Revenue:

	Q1 '26	Q2 '26	Q3 '26	Q4 '26	Total
Revenue (Based on previous year occupancy)	\$ 219,870	\$ 265,565	\$ 289,680	\$ 227,075	\$ 1,002,190
Department of Revenue (1%)	\$ 2,199	\$ 2,656	\$ 2,897	\$ 2,271	\$ 10,022
Legislative Authority Fee (Up to 5%)	\$ 10,994	\$ 13,278	\$ 14,484	\$ 11,354	\$ 50,110
Net Revenue	\$ 206,678	\$ 249,631	\$ 272,299	\$ 213,451	\$ 942,059

Revenue Will Also Include:

TPA remittances and will have an additional draw of \$572,682 from the reserve funding for 2026 for Transportation Programs, Wayfinding, and Event Grants.

Projected Expenses:

	Q1 '26	Q2 '26	Q3 '26	Q4 '26	Total
Marketing & Communications	\$ 64,500	\$ 64,500	\$ 64,500	\$ 64,500	\$ 258,000
Administrative/Research/Data	\$ 58,050	\$ 46,800	\$ 46,800	\$ 54,800	\$ 206,450
Tourism Development *	\$ 171,000	\$ 171,000	\$ 171,000	\$ 171,000	\$ 684,000
Festivals & Events	\$ 24,393	\$ 24,393	\$ 24,393	\$ 24,393	\$ 97,572
Destination Sales	\$ 56,500	\$ 38,000	\$ 37,000	\$ 37,000	\$ 168,500
Contingency (10%)	\$ 21,987	\$ 26,557	\$ 28,968	\$ 22,708	\$ 100,219
Total Expenses	\$ 396,430	\$ 371,250	\$ 372,661	\$ 374,401	\$ 1,514,741
* Reserve Draw for Tourism Development (Transportation Programs, Wayfinding, and Event Grants)					\$ 572,682

Expenses Include:

Marketing & Communications:

- Agency Fees Marketing and PR for developed programs
- Paid Marketing, Advertising, and Social Media
- Content Development
- Data Tracking Tools
- Staffing and/or Consultants

Administrative/Research/Data:

- Management and Overhead
- Research and Data
- Event Impact Calculator

Tourism Development:

- Pilot program development and enhancements to existing programs
- Tourism Transportation
- Tourism Development Programs, Grants, FAM Trips, Expos, Package SWAG
- Signage and Wayfinding
- Staffing and/or Consultants

Festivals and Events

- Festival and Events sponsorships
- Convention and Meeting sponsorships
- Staffing and/or Consultants

Destination Sales:

- Trade Shows
- Conferences, Seminars, Meetings, and Travel
- Sales Missions
- Site Inspections
- Paid Marketing and Collateral
- Memberships
- Additional Sales Tools
- Staffing and/or Consultants



Community Development

Attachment F

DRAFT



BELLEVUE TOURISM PROMOTION AREA

2026 SCOPE OF WORK

EXECUTIVE SUMMARY

This Scope of Work outlines the Bellevue Tourism Promotion Area (TPA) administered by Visit Bellevue, the official Destination Marketing Organization (DMO) for Bellevue, Washington. Visit Bellevue's primary objective is to stimulate economic growth and development in Bellevue's visitor economy and curate memorable visitor experiences.

2025 is a year of refresh as we build toward new growth and resilience in Bellevue's tourism and visitor economy. In 2024, we were able to complete a new Bellevue Destination Development Plan (DDP) to serve as our strategic roadmap and informs our new destination brand development and marketing plan. At the heart of this growth and resilience is the TPA program which has fueled new marketing, sales, and tourism development programs that have directly contributed to increased hotel occupancy and revenue allowing us to surpass previous benchmark levels.

In 2026, we are striving toward continued growth for our destination sales, marketing and communications, visitor experience, and tourism development programs which include further optimization with these priorities as identified and validated by our industry partners and community stakeholders. 2026, will also bring the implementation of our Destination Stewardship department which will administer programs such as destination sustainability, destination accessibility, urban placemaking, arts, innovation, build environment, and a heightened community relations strategy.

We aim to increase overnight annual visitors to 2.5 million and provide an economic impact of \$2.1 billion by the end of 2026. Our improved marketing strategy includes a robust paid media campaign, content development, public relations to grow earned media, expanded international overseas marketing campaign, and social media. Our Destination Sales programs will continue developing relationships to achieve 425,000 room night leads and 80,000 contracted in sales. Visitor Experience initiatives will lead us to exceed guest satisfaction and continue the development of tourism offerings with new tours, experiences, festivals and events.

THE TOURISM PROMOTION AREA

In 2026, the TPA will enter the third full year and was strategically established to fuel destination marketing, sales, and tourism development initiatives, aimed at driving incremental overnight visitor demand and now fostering smart resilient growth that is right for Bellevue. Visit Bellevue, a specialized division of the Bellevue Convention Center Authority (BCCA), plays a pivotal role in crafting and executing destination sales, marketing, visitor experience, and destination stewardship programs. These programs are designed to elevate Bellevue's status as a premier destination city for leisure, meetings, conventions, and corporate tourism. In close collaboration with Bellevue's diverse tourism industry partners, Visit Bellevue acts as the unified voice of the destination, positioning Bellevue as a top-of-mind destination in the Seattle and Pacific Northwest region.

Partnership and community play a key role in ensuring alignment and effectiveness. Visit Bellevue operates under the guidance of the Bellevue Convention Center Authority, a public development authority steered by a 7-member board of directors. Additionally, the appointed 22-member Visit Bellevue Advisory Board, and various tourism councils comprising of both industry experts and non-industry community representatives provide valuable insights and direction. The TPA's role extends our organization to providing oversight and strategic direction, ensuring that investments and programs are seamlessly integrated to enhance Visit Bellevue's initiatives. This collaborative approach ensures that our collective efforts translate into tangible results, contributing to Bellevue's vibrant future as a sought-after travel destination.



VISIT BELLEVUE

Visit Bellevue serves as the official Destination Marketing and Management Organization for Bellevue, Washington. Our mission is to stimulate economic growth and development in Bellevue's visitor economy and inspire memorable visitor experiences. We strive to be a collective voice to develop, grow, and manage Bellevue's hospitality and tourism community.

Our dedicated and passionate team, guided by an advisory board comprised of civic and travel industry leaders, is eager to engage with you. Visit Bellevue is not just an organization, but a collective effort to make Bellevue a premier destination for visitors, providing them with meaningful experiences while contributing to the city's economic growth and development.



Destination Sales

Drives overnight visitation by promoting Bellevue for conventions, meetings, events, and corporate travel



Marketing & Communications

Elevates Bellevue's brand by creating awareness, visibility, strategic content, public relations, and targeted paid media campaigns



Visitor Experience

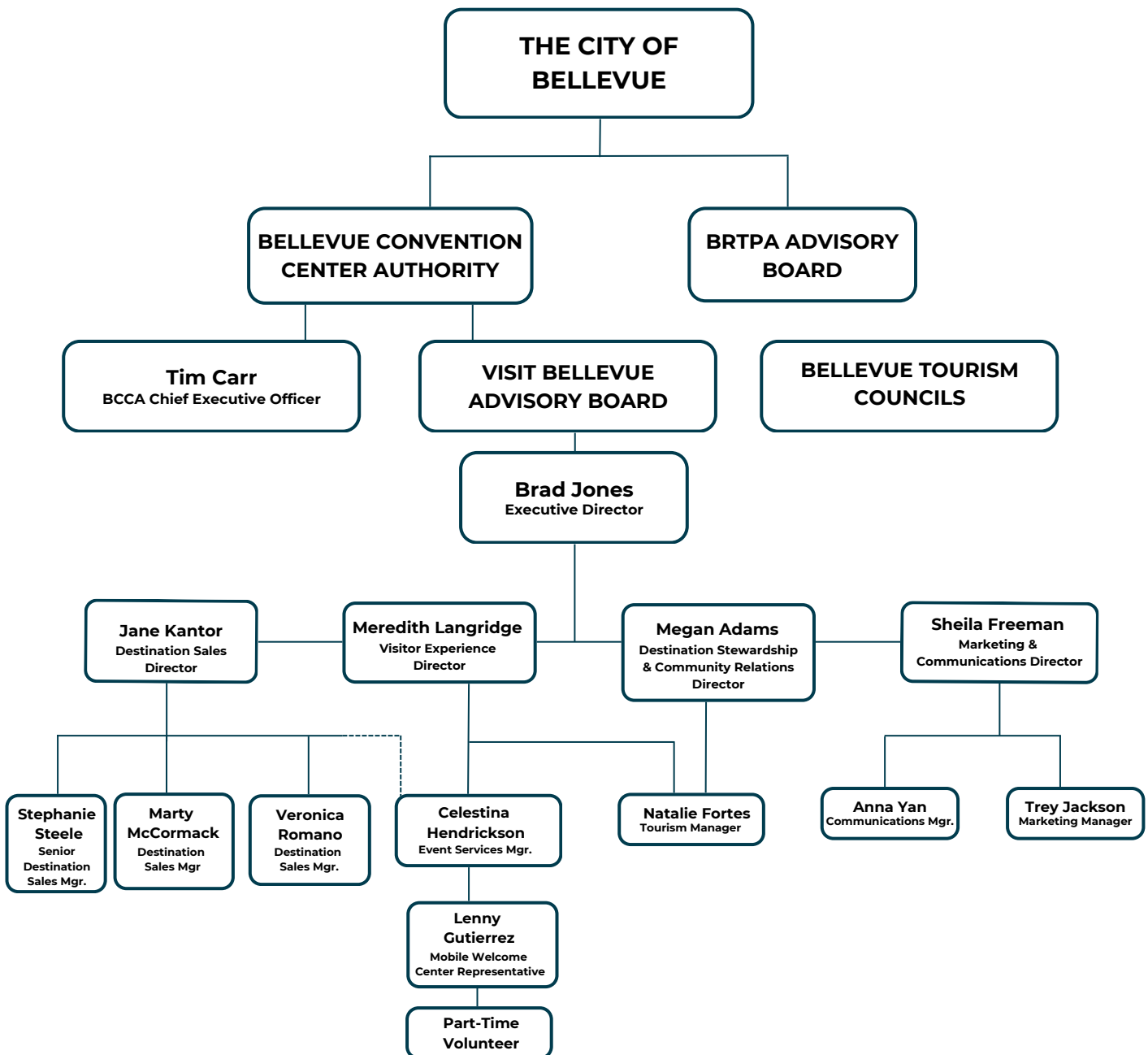
Enhances visitor experience through training, coordination, visitor services, festivals, and tourism development



Destination Stewardship & Community Relations

Developing Bellevue's built environment and enabling conditions including the arts, innovation, sustainability, accessibility

VISIT BELLEVUE ORGANIZATIONAL CHART



DESTINATION DEVELOPMENT PLAN

Optimizing Bellevue's ability to attract overnight visitors, bringing new economic growth, and establishing Bellevue as a destination city with the City of Bellevue through its strategic partnership with Visit Bellevue we re-engaged Resonance Consultancy to update the Bellevue Destination Development Plan.

Bellevue is a city experiencing significant transformation, evolving from its early days as a young suburb of Seattle into its own sophisticated neo urban center and destination city. As Bellevue navigates this transition, the question of "Who do we want to be?" becomes central to shaping its future. The updated Destination Development Plan (DDP) aims to position Bellevue as a premier destination that harmoniously blends urban sophistication, cultural richness, natural beauty and technological innovation.

The plan outlines strategic recommendations across six key areas: urban lifestyle and placemaking, arts and innovation, recreation and experiences, culinary destination, conferences and events, and built environment and enabling conditions. Collectively, these strategies will drive sustainable growth, enhance the visitor experience and resident quality of life, and promote Bellevue's unique identity.

Bellevue's Destination Development Plan is a visionary roadmap designed to guide Visit Bellevue and its partners through the city's transformation into a mature, vibrant and sustainable destination. By providing tactical strategic priorities that emphasize the city's strengths and address its unique challenges, Bellevue will remain a dynamic, inclusive and attractive city for residents, businesses and visitors alike, fostering long-term prosperity and quality of life.

Strategic Priorities for Sustainable Growth

- Urban Lifestyle & Placemaking – Strengthening Bellevue's identity as a world-class city.
- Arts & Innovation – Supporting creative industries and cultural experiences.
- Recreation & Experiences – Expanding outdoor activities and unique attractions.
- Culinary Destination – Positioning Bellevue as a premier food and beverage hub.
- Conferences & Events – Enhancing Bellevue's reputation as a top-tier meeting destination.
- Built Environment & Enabling Conditions – Investing in infrastructure, accessibility, and sustainability.

FUNDING & PRIORITIES

Visit Bellevue's funding is derived from a portion of the COB lodging tax and the Bellevue TPA assessment collections. By adding the TPA assessment in 2023, Bellevue has now established a competitive funding level which is working to create destination awareness, fuel new sales, drive marketing campaigns, develop new tourism programs and increasing our market share of visitors and hotel revenue.

The strategic program of the Bellevue's TPA:

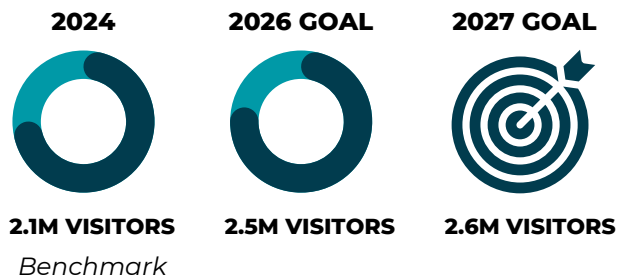
- Advocating, informing, and organization on behalf of our lodging and tourism industry
- Driving new growth and resiliency
- Implementation of the Bellevue Destination Development Plan
- Driving overnight visitation and increasing overnight visitor market share
- Destination sales and destination marketing programs
- Tourism development to drive future overnight visitors to Bellevue, including events, conventions, festivals, attractions, activities, and tour programs. Improving and elevating the Bellevue visitor experience
- Delivering value for hotel industry stakeholders
- Destination Stewardship programs to drive smart
- community centric growth.

Visit Bellevue's funding drawing from the City lodging tax and TPA assessment, will serve as a catalyst for community vitality, initiating a chain reaction that benefits the economy, enhances quality of life, and promotes overall community well-being.

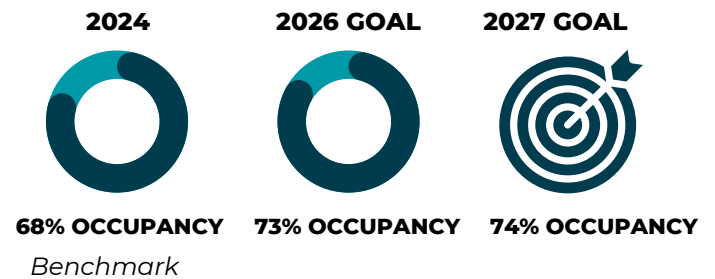


OVERALL GOALS

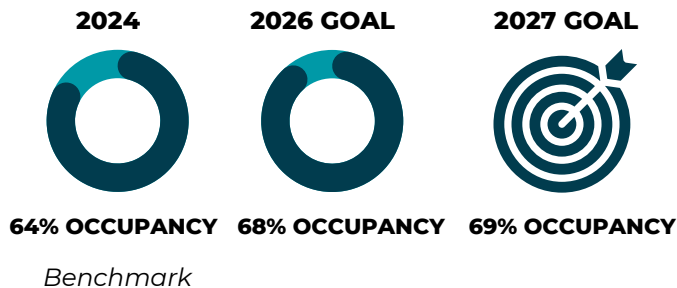
OVERNIGHT VISITORS



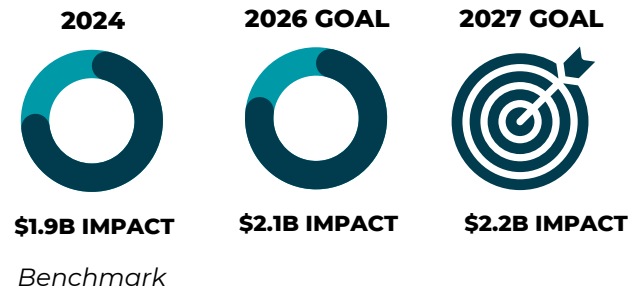
CITYWIDE HOTEL OCCUPANCY



WEEKEND HOTEL OCCUPANCY



ECONOMIC IMPACT



PROJECTED OVERALL TPA IMPACT SUMMARY

- Attract 500K new overnight visitors
- Improve citywide hotel occupancy by 12% and weekend occupancy by 9%
- Increase visitor spending by \$147M and overall economic impact by \$402M

DESTINATION SALES

Destination Sales in Bellevue is a critical strategy to growing incremental business at our hotels and venues, the success is felt by all hotels and business in Bellevue through added compression, maximized occupancy, and added visitor spending. Our destination focus will target group and event business planners in our core segments, along with targeting those events who will book events in the seasons and days of week when we most need the business. A strategy that emphasizes the importance of placing groups and events on top of the existing visitor flow, creating a seven-day-a-week business model that contributes to a robust and well-rounded visitor experience.

Through direct selling, ongoing relationship building, trade shows, sales missions, familiarization tours, site visits, and a new paid marketing strategy for sales we strive to achieve the following high-level results:

- Increase overnight visitors to 2.5 million
- Contribute 80,000 contracted room nights, reflecting the incremental business that enhances Bellevue's base visitor economy
- Generate 425,000 room night leads, focusing on groups and events that wouldn't normally be in the City and that fill our high-need areas
- Increase city-wide hotel occupancy to 73%, creating a seven-day-a-week business model as a vital part of this work

Our Destination Sales Team, acting as the spokes of our plan, will work in tandem with the staff of Bellevue's hotels and convention center, the hub of the plan. This collaboration will focus on the features and benefits of Bellevue as a destination, maximizing the economic impact of each group. Our team will attend tradeshow, execute sales calls, conduct sales missions, and organize site inspections, all aimed at promoting Bellevue as a premier destination.



TASKS & TACTICS

Bellevue is a destination that offers unique opportunities for event professionals and their attendees. Its status as a tech hub, corporate headquarters, proximity to nature, and closeness to SEA airport, combined with the compact downtown core and surrounding neighborhoods, parks, and attractions, make it an attractive choice for businesses looking at neo-urban cities with high-quality amenities.

SALES AND MARKETING PLANS

Our destination sales plan is designed to introduce awareness and visibility for event professionals to Bellevue. It includes a robust travel and tradeshow schedule, an array of thoughtful site inspections tailored to each group and meeting professional, sales missions that activate feeder markets, and sales calls executed within the region, state, and across the country. These efforts are focused on vertical markets including corporation, association, and SMERF, along with new areas like business travel, festivals and events, cruise, incentive, and esports.

Our marketing plan and paid media campaign is carefully constructed with our marketing agency with messaging specific to meeting professionals, illuminating the possibility of reducing friction to book conventions, meetings, and events in Bellevue across all channels. The Destination Sales infrastructure will include a full complement of tradeshows, sales calls, sales missions, site inspections, and paid marketing, each focused on the features and benefits of Bellevue as a destination and growing our brand and product visibility.



STRATEGY & GOALS

PROSPECTING & SALES MISSIONS

Our Destination Sales Team is committed to creating, maintaining, and augmenting a comprehensive database of clients and potential clients. Sales calls provide an opportunity for one-on-one interaction with planners and can take the form of dynamic presentations, sales proposals, and networking events. Sales missions, on the other hand, allow us to execute an in-market brand activation, bringing the unique traits of Bellevue to the destination to create a memorable experience.

SITE INSPECTIONS

Seeing is believing. Bringing meeting planners with viable RFPs to Bellevue expedites conversion of those groups. When meeting planners are brought to Bellevue for a site inspection, they get a firsthand experience of what the city has to offer.



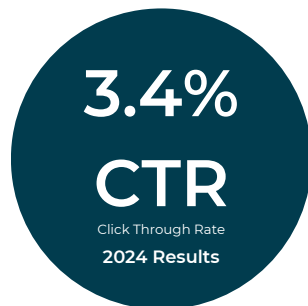
PROJECTED TPA DESTINATION SALES IMPACT SUMMARY

- Improved weekend and off- season hotel occupancy
- 85% pick up of room blocks
- 26% Increase of booked rooms
- 21% Increase of leads
- Establish relationships with new annual events for Bellevue.

MARKETING & COMMUNICATIONS

Our marketing and communications strategy is designed to elevate Bellevue's brand and position it as a premier visitor destination. As we enter a new chapter of growth, we have embarked on an exciting brand refresh and developed a revitalized marketing strategy that builds upon our previous brand positioning. With an enhanced digital presence, a strategic content marketing approach, proactive public relations, engaging social media, targeted paid media, an innovative overseas marketing program, and a culinary tourism program, our evolved strategy aims to welcome visitors from around the globe.

PAID MARKETING

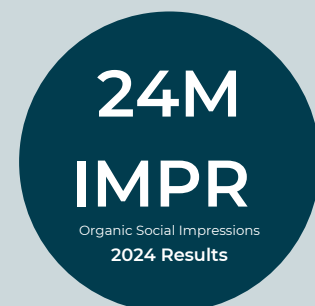


Fueled by our refreshed brand and informed by deep insights from previous campaigns, our paid media program is entering a dynamic new era. We're refining our identity and showcasing Bellevue's unique offerings to distinguish ourselves among Pacific Northwest competitors.

Leveraging dynamic ad formats, our strategy includes targeted programmatic advertising, SEM intercept marketing, and engaging campaigns across YouTube, Epsilon, and site-direct platforms.

SOCIAL MEDIA & CONTENT

Social media and owned media channels are the powerhouse of our marketing efforts, driving engagement, inspiration, and visitation. Our content-led strategy delivers impactful story telling that helps enrich visitor experiences. Our owned media channels—including Aspire, Insider's Edge, The Buzz, Rush Hour Alerts, Media Alerts, and organic social media—generate tens of millions of impressions annually, amplifying overall marketing effectiveness. With continued TPA support, we'll further enhance content quality and expand reach through influential partnerships, compelling weekly videos, and targeted boosted campaigns.





WEBSITE

With continued TPA support, we will launch a comprehensive website redesign to significantly enhance user experience and effectively showcase Bellevue's offerings. Our website is central to our strategy, achieving a 183% traffic increase in 2024 with 604,754 unique users and 630,183 sessions. Event pages, listings, and blogs consistently rank in top search results, positioning us as the leading digital resource for Bellevue visitors, and we're committed to surpassing these results.

PUBLIC RELATIONS

We've partnered with a new PR agency to elevate Bellevue's visibility in national and overseas media, leveraging strategic pitches, impactful storytelling, media relations, and targeted press trips. With continued support from the TPA, we'll execute three annual media missions in key markets and host group press trips, driving impactful earned coverage and strengthening Bellevue's reputation as a premier destination.



OVERSEAS MARKETING CAMPAIGN

Following a successful inaugural campaign in Japan, we will maintain an always-on presence while expanding into new international markets. Leveraging insights gained from our Japan efforts, we will confidently launch a campaign in India in 2026. With support from our international agency, we've established professional representation to guide media relations, manage paid and organic social media, coordinate journalist FAMs, and support campaign development—including the launch of our Yuru-Chara mascot, Belle the Bobcat. These efforts ensure Bellevue's continued growth and visibility in key global markets.

CULINARY TOURISM PROGRAM

Inspired by the Destination Development Plan's strategic pillar to position Bellevue as a premier food and beverage destination, Visit Bellevue launched a comprehensive Culinary Tourism Program to showcase the city's dynamic and diverse dining scene.

This multi-faceted program includes:

- The Bellevue Eats video series, hosted by celebrity chef Shota Nakajima
- A dedicated culinary newsletter
- Culinary Weeks and themed events
- Foodie trails and guided tours
- Strategic sponsorship of local culinary events

BELLEVUE EATS WITH CHEF SHOTA NAKAJIMA

Hosted by Chef Shota Nakajima, Bellevue Eats takes viewers on a guided journey through Bellevue's exceptional culinary landscape. Each episode features in-depth conversations with local chefs and restaurateurs, offering insider insights into the artistry, innovation, and cultural diversity behind Bellevue's food scene.

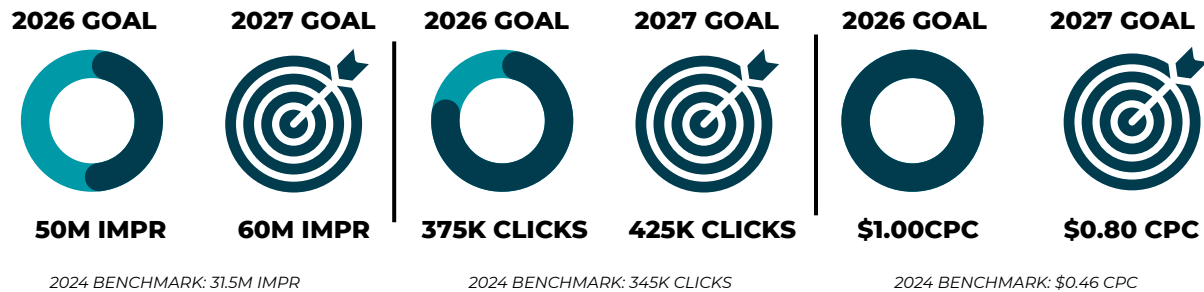
In alignment with our commitment to international accessibility, each episode includes expert Japanese translation, thoughtfully designed to support our overseas visitors and Japanese marketing campaign.

Following a successful first season, with over 1m impressions and 11k engagements, we're proud to continue the series in partnership with Chef Shota, expanding our video library and reaching new audiences.

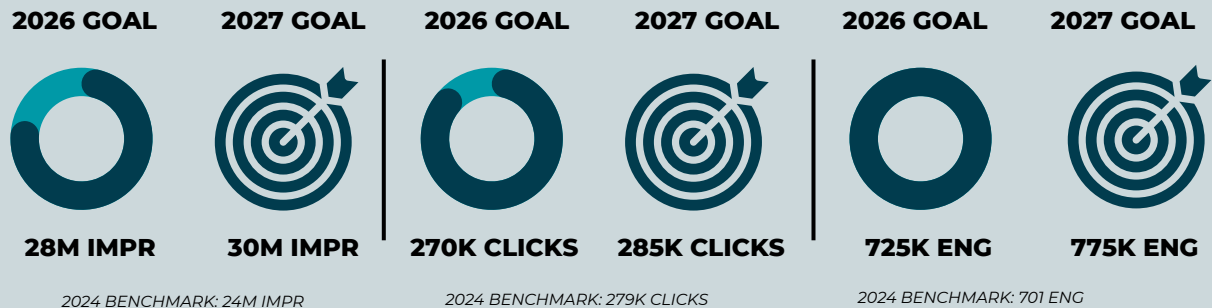


MARKETING & COMMUNICATIONS GOALS

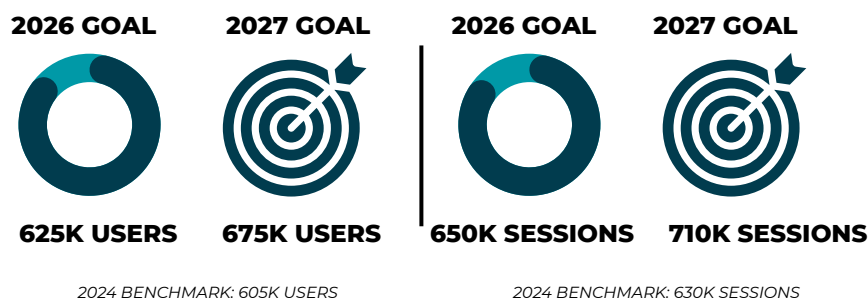
PAID MEDIA GOALS



SOCIAL MEDIA GOALS

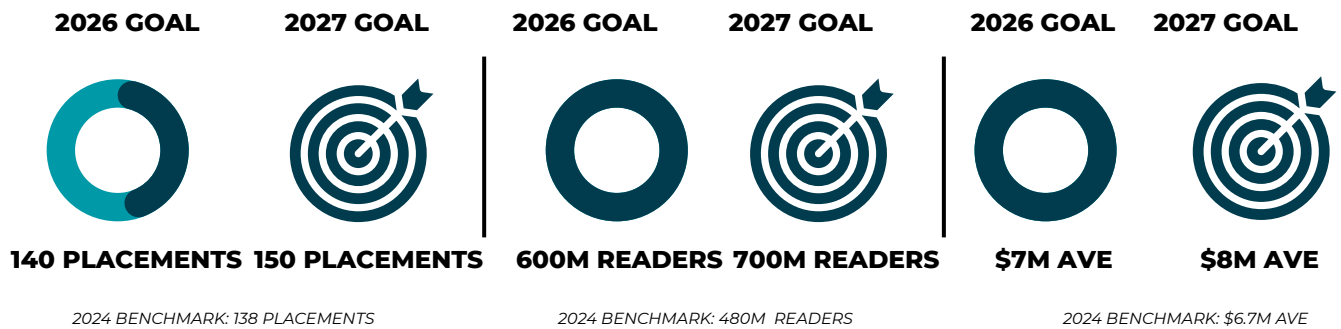


WEBSITE GOALS



*Impressions (IMPR), Cost Per Click (CPC), Engagements (ENG)

PUBLIC RELATIONS GOALS



PROJECTED TPA IMPACT SUMMARY

- Create 35M new impressions
- Create 190K Clicks additional website sessions
- Improve CPC by \$1.81
- Create more social media impressions, engagements, and clicks
- Generate \$15M in earned media coverage

VISITOR EXPERIENCE & TOURISM DEVELOPMENT

Our visitor experience and tourism development program partnerships are designed to enhance the Bellevue experience and stimulate tourism growth. We have gathered visitor data together with our destination development plan priorities to create solutions to address the challenges faced by visitors while developing priority areas of our community with a focus improving and providing visitors with memorable authentic experience.

BELLHOP

In 2026, BellHop service will enter it's third full year of operations. This free, electric, on-demand shuttle service is designed to solve the first mile – last mile challenges in Bellevue. By providing a convenient and eco-friendly transportation option, we are enhancing the visitor experience and making it easier for visitors, community members and workforce to navigate and connect the city. Together with BelleHop's funding partners we will strive to expand the service area and connect the service to all Bellevue hotels.

MOBILE WELCOME CENTER

Bellevue's Mobile Welcome Center, an all-electric traveling welcome center has provided visitor services and information to more than 26k visitors for 218 days of activation. It is strategically located on an ongoing basis at popular spots throughout the city, including Bellevue Downtown Park, Bellevue Arts Museum, Bellevue Botanical Garden, Sound Transit Link Downtown Station, area hotels and shopping areas. We also attend monthly area events to interact with visitors, providing them with valuable information and enhancing their experience in Bellevue.



BELLEVUE INNOVATION & TECH WALKING TOUR

In 2026, Visit Bellevue is excited to launch our first ever augmented reality walking tour. This tour will be free and always available on mobile devices and will showcase technology overlayed in digital information with virtual elements available to tour participants to enhance the exploration of Bellevue while highlighting our interesting points of interest with tech and eGaming as a core theme. We hope to establish this as an innovative way for visitors and our community to learn about Bellevue as a destination experience.

FESTIVALS AND EVENTS INCUBATOR PROGRAM

Bellevue's Multicultural Council is a vital force in preparing the city to welcome the world with open arms. As a city that values hospitality, diversity, inclusion, and equity, Bellevue strives to create an environment where everyone feels welcome. The Council's efforts extend to promoting minority-owned businesses and providing resources to explore and appreciate the diverse cultures that comprise Bellevue. Since its establishment, Visit Bellevue has created a robust visitor resource hub that reflects the city's commitment to excellence in multicultural hospitality and tourism.

MULTICULTURAL TOURISM COUNCIL

Bellevue's Multicultural Council is a vital force in preparing the city to welcome the world with open arms. As a city that values hospitality, diversity, inclusion, and equity, Bellevue strives to create an environment where everyone feels welcome. The Council's efforts extend to promoting minority-owned businesses and providing resources to explore and appreciate the diverse cultures that comprise Bellevue. Since its establishment, Visit Bellevue has created a robust visitor resource hub that reflects the city's commitment to excellence in multicultural hospitality and tourism.

REGIONAL COLLABORATION

Visit Bellevue has successfully established the Eastside Regional Tourism Council (ERTC), actively working with neighboring cities such as Woodinville, Redmond, Bothell, Kirkland and Issaquah to enhance our regional appeal. Our aim is to encourage longer-stay visitors by expanding the portfolio of tourism activities and attractions, thereby increasing the collective economic impact of tourism across the region.

MOBILE CONCIERGE WEB-BASED APP AND FREESTANDING INTERACTIVE KIOSK

This progressive web app serves as an essential tool for attendees and visitors, offering real-time information on dining, attractions, shopping, events, and nightlife in Bellevue. With features like personalized itinerary building, online reservations, interactive mapping, wayfinding, live-chat attendee services, and social media integrations, Bellevue's offerings are conveniently accessible in the palm of your hand.

EVENTS SERVICES

Visit Bellevue's Event Services program plays a critical role in delivering high-impact, high-touch support to events hosted in Bellevue. By aligning closely with planners' goals and elevating the attendee experience, this program ensures meaningful engagement, strong attendance, and economic impact. Event Services has been central to the success of our Event Incubator Program, supporting the growth and execution of major events like the Northwest Chocolate Festival, Fly Fishing Show, and BrickCon. With services including pre-event consultation, attendee content strategies, on-site concierge support, and post-event reporting, our team helps maximize value for both planners and the Bellevue community.

TOURISM DEVELOPMENT PROGRAM

The Bellevue Tourism Development programs are designed to develop more Bellevue-centric experiences that will differentiate our destination while enhancing our community experiences. By identifying and working with partners to develop and create products and services that align to our destination development plan strategy.

Our partnership strategy is to operate land and water experiences in and around Bellevue with Bellevue Lodging at its core

BELLEVUE LAKE CRUISES

Visit Bellevue worked with Duffy Boats Northwest and the city of Bellevue to develop a pilot program to experience surrounding the waterfront beauty of Lake Washington aboard a luxury Duffy Electric boat. Guests enjoyed the incredible views of the Bellevue and Seattle skyline. The guided tour is a relaxing excursion past the old whaling station, floating bridges, and incredible shoreline estates. Guests enjoyed the beautiful vistas of Mt. Rainier, Olympic Mountains, and Bellevue's natural wetlands. During the 90-day pilot program we delivered a cruise to 688 guests from 15 states and 12 countries. We are currently seeking the continuation of this program and the ability for year around seasonal and special themed experiences.

SAVOR BELLEVUE FOOD TOURS

Bellevue's Multicultural Council is a vital force in preparing the city to welcome the world with open arms. As a city that values hospitality, diversity, inclusion, and equity, Bellevue strives to create an environment where everyone feels welcome. The Council's efforts extend to promoting minority-owned businesses and providing resources to explore and appreciate the diverse cultures that comprise Bellevue. Since its establishment, Visit Bellevue has created a robust visitor resource hub that reflects the city's commitment to excellence in multicultural hospitality and tourism.

BELLEVUE AIRPORT SHUTTLE

Seeking help to solve our collective connectivity and transportation challenges, Visit Bellevue worked to develop a new partnership with Eagle Transportation Service to establish the Bellevue Airport Shuttle program. Seeking a safe, reliable and convenient connection between SEA (Seattle-Tacoma International Airport) and hotels in Bellevue with a seven day a week hourly schedule an affordable fixed rate.

This Bellevue Airport Shuttle service continues to develop and establish itself as a best-in-class elevated shared transportation airport service. We continue to develop the service with special corporate and group discounts together with special logistics for locals and Bellevue workforce. We expect to be serving 150 – 200 passengers a day when fully optimized.

BIKEHOP PROGRAM

BikeHop is a new tourism pilot program developed in 2024 for Bellevue visitors offering complimentary e-bike at a four participating Bellevue hotels. We hope to continue to bring awareness and visibility to Bellevue's excellent outdoor recreation, parks and trails. Each complimentary e-bike comes with everything visitors need for the perfect outing. In 2025 we are seeking to add a few more hotel locations as well as establishing a central point along Eastrail where all hotels can send their guests for free e-bike usage.

BELLEVUE BOUND PODCAST

Bellevue Bound is Visit Bellevue's first-ever B2B podcast, created to connect Bellevue's tourism and business community through candid, insightful, and often fun conversations. Designed as a platform for collaboration and storytelling, the podcast helps stakeholders better promote, understand, and elevate Bellevue's identity as a vibrant, multifaceted destination. Each episode uncovers Bellevue's best through the voices of destination trailblazers, while tackling outdated perceptions, educating frontline staff, and weaving Bellevue more fully into broader regional and statewide tourism narratives. As a new tool in our communications strategy, Bellevue Bound supports stronger partner engagement and a unified destination message.

Visit Bellevue establishes a set of criteria to evaluate the goals and success of each program. Based on the timing, expenses, transportation, and tour options we will build a funding and evaluation model. To encourage tourism development and increase overnight visitors, we will continue to invest in new partnerships and monitor existing programs on an ongoing basis.

VISITOR EXPERIENCE GOALS

FESTIVALS AND EVENTS

2026 GOAL



**\$15M NEW VISITOR
SPENDING**

2026 GOAL



**20K WEEKEND
ROOM NIGHTS**

2026 GOAL



**40K OVERNIGHT
VISITORS**

2026 GOAL



**\$35M ECONOMIC
IMPACT**

BELLHOP

2026 GOAL



**126K NEW
PASSANGERS SERVED**

2026 GOAL



**8-10 MINUTE WAIT
TIME**

2026 GOAL



**4.9 OUT OF 5
SERVICE SCORE**

VISITOR KIOSKS

2026 GOAL



**22K UNIQUE USER
SESSIONS**

2026 GOAL



**2 MINUTE SESSION
TIME**

VISITOR EXPERIENCE GOALS

BIKEHOP

2026 GOAL



GOAL IS TO IMPLEMENT A PROGRAM THAT ALL BELLEVUE HOTELS CAN SEND THEIR VISITORS TO FOR THE BIKEHOP PROGRAM AND SERVE MORE THAN 1200 USERS IN A YEAR

AIRPORT SHUTTLE

2026 GOAL



36K PASSANGERS
SERVED

EVENT SERVICES

2026 GOAL



80% ROOM PICK UP
FROM EVENTS BOOKED

VISITOR EXPERIENCE GOALS

Our robust tourism development and Visitor Experience programs collectively contribute to Bellevue's competitive edge as a destination, ensuring that visitors enjoy a rich, diverse, and convenient experience. From leveraging technology to enhance accessibility, to celebrating cultural diversity and supporting local events, we are at the forefront of growing resilient tourism development.



PROJECTED TPA IMPACT SUMMARY

- Promote Multicultural Tourism
- Improve visitor transportation
- Develop culinary tourism programs
- Support keeping Bellevue clean & safe
- Develop new Bellevue tours and attractions
- Improve nightlife



DESTINATION STEWARDSHIP

Visit Bellevue's Destination Stewardship & Community Relations department was created to ensure that Bellevue's rapid growth as a visitor destination is aligned with the needs of the community, the integrity of the environment, and the long-term health of the local economy.

This department leads key initiatives that support the principles of responsible tourism, inclusive economic development, and environmental stewardship, while also serving as the connective tissue between Visit Bellevue and our community stakeholders, cultural institutions, and tourism-related businesses.

SUSTAINABILITY PROGRAM

Inspired by Strategic Initiative 6.4 in the Bellevue Destination Development Plan and built in alignment with the City of Bellevue's Sustainable Environmental Stewardship Plan (2026–2030), Visit Bellevue has developed a Destination Sustainability Plan to ensure tourism continues to enrich Bellevue for generations to come. This plan embraces a holistic approach to sustainability across three key pillars: social sustainability, environmental sustainability, and economic sustainability. Implementation of this program will begin in May 2025 and will involve active collaboration with the City of Bellevue, local partners, and community stakeholders.

PARTNERSHIPS & COMMUNITY ENGAGEMENT

Visit Bellevue works closely with hospitality, arts, dining, attractions, transportation, retail, and other tourism-related industries to build strong, mutually beneficial partnerships. Through our Partner Portal, newsletters, trainings, and business listings, we provide free resources and support to help Bellevue's tourism ecosystem thrive.

Key Partnership offerings include:

- Certified Tourism Ambassador (CTA) Program
- Partnership/Community Engagement initiatives
- Event and business listings on VisitBellevueWA.com
- Bellevue Boost
- Bellevue Bound Podcast
- Partner Activation & Networking Meetings



ADVANCED TOOLS & INDUSTRY SUPPORT

Visit Bellevue is steadfast in its commitment to delivering unparalleled quality for the City of Bellevue. Our strategy extends beyond the creation of an exceptional professional team; we have also invested in state-of-the-art tools and sought the expertise of industry leaders to help us realize our ambitious objectives. These external resources are integral to our operations, and we are proud to consider them as extensions of our team.

INNOVATIVE REASEARCH & INSIGHTS DASHBOARD

We've invested in multiple data analytics platforms to provide us with the most accurate visitor insights. We use Zartico, Voyage, and Visa Destinations to collect invaluable data on our visitors' origin and habits during their stay. Our dashboard technology underscores our commitment to data-driven decision making. This industry-leading platform by Madden offers destination intelligence that empowers DMOs to strategize effectively, measure impact accurately, and fulfill fiduciary responsibilities efficiently.

Data and research uncover previously unseen insights and new trends and revealing origin markets or popular points of interest that can inspire fresh marketing opportunities. Moreover, it encourages us to evolve beyond traditional KPIs, focusing instead on key performance impacts such as quality visits from key markets.



MEET OUR AGENCIES

We have enlisted the assistance of top-tier agencies in the travel and tourism industry. Their support ensures that our team stays abreast of the latest trends and is equipped to achieve our goals for Bellevue.



DIAMOND PR

Our new PR agency brings bi-coastal expertise and global reach, specializing in travel storytelling. With a team spanning Miami to the U.K., they craft compelling narratives and curate impactful visual content to elevate Bellevue's presence across media and social platforms.



SIMPLEVIEW

Our partner for CRM, CMS, website support, and SEO support, is part of a global force working to elevate the relevance of travel and tourism. Their network includes partners specializing in solutions ranging from reservations to research, as well as industry associations addressing policy and public relations.



62ABOVE

Our new agency specializes in travel and tourism marketing and is leading our brand refresh while refining Bellevue's unique positioning. Their expertise in branding, design, video, and paid media brings fresh creative energy to our evolving destination marketing strategy.



PACRIM

We have selected PacRim, with offices and experienced representatives worldwide to deliver and advise Visit Bellevue on the most effective and relevant strategies to reach our key markets and audiences in Asia.

TPA BUDGET

Projected TPA Revenue	Q1 2026	Q2 2026	Q3 2026	Q4 2026	Total
TPA Collections (\$2.50 per room)	\$620,000	\$765,000	\$910,000	\$840,000	\$3,135,000
DOR Fee (1% Fee)	\$ 6,200	\$ 7,650	\$ 9,100	\$ 8,400	\$ 31,350
Legislative Authority Fee (5%)	\$ 31,000	\$ 38,250	\$ 45,500	\$ 42,000	\$ 156,750
Net Revenue	\$582,800	\$719,100	\$855,400	\$789,600	\$2,946,900
Projected TPA Expenses	Q1 2026	Q2 2026	Q3 2026	Q4 2026	Total
Marketing & Communications	\$277,000	\$218,000	\$228,000	\$247,500	\$970,500
Destination Sales	\$185,500	\$157,200	\$175,500	\$134,000	\$662,200
Destination Stewardship & Tourism Development	\$175,000	\$196,000	\$211,000	\$159,500	\$743,500
Festivals & Events	\$ 43,000	\$102,000	\$ 18,500	\$142,000	\$303,500
Administration & Research	\$ 27,600	\$ 27,600	\$ 27,600	\$ 27,600	\$110,400
Contingency (5%)	\$ 31,000	\$ 38,250	\$ 45,500	\$ 42,000	\$156,750
Total Expenses & Contingency	\$749,100	\$741,050	\$704,100	\$752,600	\$2,946,850

THANK YOU



As Bellevue's Official DMO, Visit Bellevue is ideally positioned to manage the newly instated TPA funds. Our mission to stimulate economic growth and inspire memorable visitor experiences is backed by a proven track record and a commitment to elevating the visitor experience while increasing visitor spending and overall economic impact.

Our dedicated team, innovative initiatives, and comprehensive approach to destination marketing and management will be able to successfully invest the TPA fund to improve Bellevue's attractiveness as a travel destination. We are excited about the potential of the new TPA and are committed to using these funds to enhance Bellevue's position as a premier leisure, meetings, and corporate destination. We look forward to working with our partners and stakeholders to achieve our shared goals and contribute to Bellevue's vibrant future.



11100 NE 6TH Street, Bellevue, WA 98004
P: (877) 425-2075
www.visitbellevuewa.com



Community Development

Attachment G



OneRedmond

BRTPA Q1 2025 Redmond Report

May 07, 2025

Information Only

Wednesday, May 7, 2025,

Bellevue-Redmond Tourism Promotion Area (TPA) Advisory Board

12:00 pm

1E-113 or Zoom Meeting

City of Bellevue, WA

OneRedmond 2025 Q1 Report

At today's meeting, OneRedmond, the administrator of Tourism Promotion Area (TPA) funds for the Redmond Zone, will present their 2025 Q1 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 2025 Q1 (January, February, March).

OVERVIEW

OneRedmond serves the lodging and tourism sector, working collaboratively with the City of Redmond and local hotels to foster partnerships, develop programs, and enhance infrastructure that supports tourism. These efforts aim to develop Redmond's appeal and boost hotel occupancy.

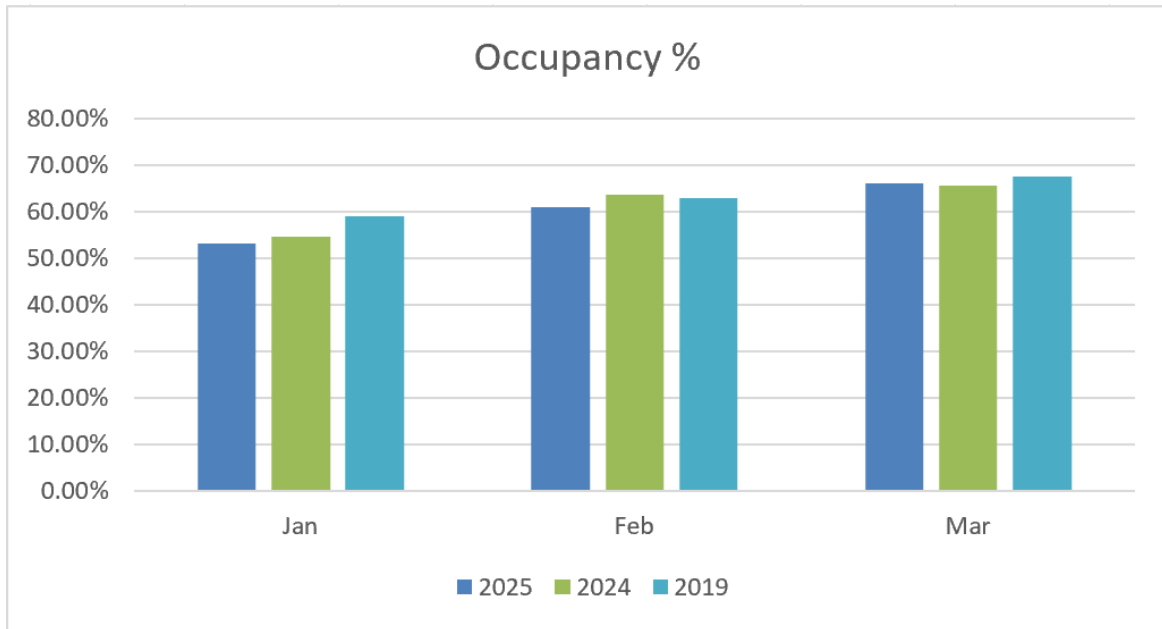
The Tourism program at OneRedmond is exclusively funded through the Redmond Tourism Promotion Area funds.

OCCUPANCY DATA FOR Q1 2025:

The current hotel inventory in Redmond has 1,598 total rooms at ten (10) full service and limited-service hotels. The following is Redmond Hotel occupancy and rooms sold in Q1 2025:

2025	Jan	Feb	Mar
Total Rooms	49,538	44,744	49,538
Occupancy %	53.10%	60.81%	66.09%
Rooms Sold	26,306	27,210	32,742

**Data source: CoStar report 4/21/25*



**Data source: CoStar report 4/21/25*

Q1 2025 showed a -1.92% difference compared to Q1 2024. OneRedmond attributes this soft start due to the current economic environment and the uncertainty in the markets resulting in lower corporate travel in January and February.

MARKETING & COMMUNICATIONS:

Throughout this quarter, OneRedmond has concentrated on advancing its marketing and communication efforts to strengthen visibility and outreach. Key activities include providing specialized support for unique programs, ensuring effective promotion and execution. Identifying a PR and marketing agency that elevates Redmond's niche tourism programs will be instrumental in amplifying communication strategies. Efforts to identify marketing and communication partners have been a focus this quarter. OneRedmond is committed to developing innovative pilot projects, reflecting a commitment to explore new avenues of growth.

Below are the highlights of Q1 2025 Marketing & Communications efforts:

- Paid Advertisement with Billboard at SeaTac airport running through June 2025
- Earned media in 425Business and social media reach throughout region including Oregon, Idaho, Arizona, and surrounding areas in Washington State.
- Developed Dog Tourism assets for year-long strategy and promotion efforts

FEATURED

Redmond Hopes to Fetch Visitors, Locals with New 'Pup Crawl' Event

John Stearns Mar 26, 2025



Courtesy of Andriyko Podilnyk via Unsplash



[Redmond's New 'Pup Crawl' Event | News | 425business.com](#)

DESTINATION & TOURISM DEVELOPMENT

Efforts have focused on the creation, development, and evaluation of unique programs designed to enhance community and overnight engagement over the need period (January – May, September – December). Addressing transportation deficiencies remains a priority, with research and plans underway to improve accessibility for visitors. The Concierge Program continues to be evaluated in terms of efficacy for visitor experience and ROI for the hotels. Participation in meetings and tradeshows has provided valuable insights, fostering connections and opportunities. Participation in meetings and tradeshows has provided valuable insights, opportunities to build partnership and relationships with the goal of increasing unique tourism experiences that drive overnight visitors.

Below are the highlights of Q1 2025 Destination & Tourism Development efforts:

- Refine, execute and monitor partnership benefits with Woodinville Wine Country (WWC) in collaboration with City of Redmond
 - Address transportation deficiencies with the purchase and distribution of Rideshare Gift Cards
 - Navigate WA State Liquor Control Board notification in March 2025 to cease hotel sales of wine packages using WWC District Passes
- Develop and execute the production of dog-focused events in March – April 2025 to promote year-round Dog Tourism
 - Worked with Hotels to develop Dog-Tourism Packages
 - Pup Crawl multi-weekend event launched on National Puppy Day through April 2025

Tourism & 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:

Below are the Tourism & Hospitality Membership for 2025:

- State of Washington Tourism (SWT)
- Seattle Sports Commission (SSC)
- Washington Festivals and Events Association (WFEA)
- Washington State Chapter of Meeting Professionals International (WSCMPI)
- Puget Sound Business Travel Association (PSBTA)
- International Live Events Association Seattle Chapter (ILEA Seattle)
- Washington State Destination Marketing Organization (WSDMO)
- Destinations International

Below are the Tourism & Hospitality meetings highlights for Q1 2025:

- Seattle Sports Commission Annual Recap Virtual Meeting
- Puget Sound Business Journal "The Business of Travel"
- The Special Events Conference
- Seattle Sports Commission Q1 2025 Meeting
- WSDMO Symposium
- Eastside Tourism Council Q1 Meeting
- Northwest Event Show
- WSDMO Bi-Weekly Meetings

DESTINATION SALES:

Our team has been exploring targeted sales programs to appeal to specific markets to drive growth and overnight stays.

ADMINISTRATION & RESEARCH:

Our team has created the infrastructure to address the ongoing needs of the Redmond Hotels through monthly one-on-one meetings and collaborating monthly with the City of Redmond and their brand "Experience Redmond" as it relates to the Redmond Tourism Strategic Plan. Additionally, barriers to attracting overnight visitors were identified and addressed, ensuring continued growth and support for the local lodging community. Collectively, these activities contribute to promoting Redmond as a destination for travelers.

Below are the highlights of Q1 2025 Administration & Research efforts:

- Presented annual data to Redmond's Lodging Tax Advisory Committee Meeting
- Evaluation and testing of various tracking tools to assess marketing effectiveness and event impacts, with the goal of determining the best ROI for Redmond hotels
- Identified the need for large indoor sports and event facilities in Redmond
- Began recruitment for Redmond Tourism customer advisory focus group
- Developed and submitted the 2026 annual scope of work and budget

- Finalized and submitted 2024 BRTPA Redmond Zone Annual Report
- Finalized the monthly invoice documentation process with City of Bellevue staff

CONTACT

Audrey Fan, Strategic Tourism Director

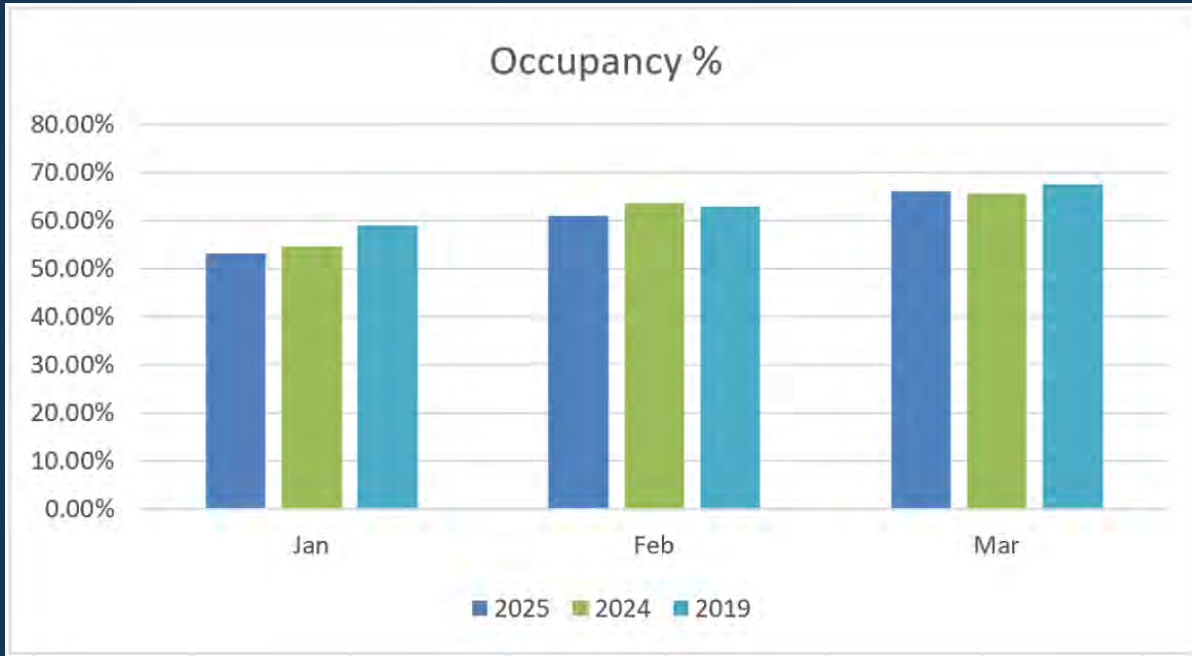
+1 425-885-4014, audreyf@oneredmond.org



Redmond Stakeholders



OCCUPANCY DATA



Data Source: CoStar report on 4/21/25

	2025	Jan	Feb	Mar
Total Rooms		49,538	44,744	49,538
Occupancy %		53.10%	60.81%	66.09%
Rooms Sold		26,306	27,210	32,742

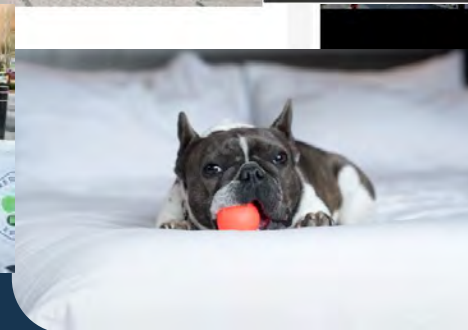
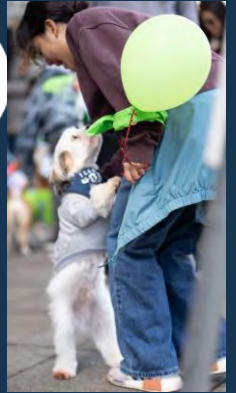
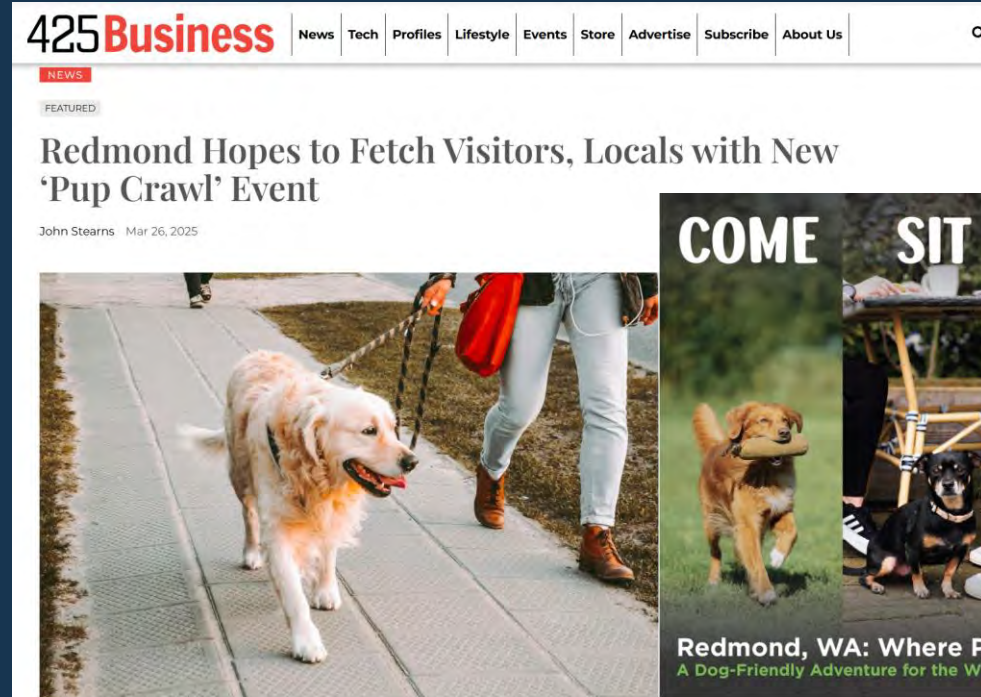
Data Source: CoStar report on 4/21/25

An aerial photograph of a modern building under construction at dusk. The building features a large, flat roof and a curved section with a glass facade. Scaffolding is visible around the curved part. A car is parked in the foreground, and a few people are walking on the sidewalk. The background shows a forested hill.

MARKETING & COMMUNICATIONS

MARKETING & COMMUNICATION

- **Paid Advertisement**
 - Billboard at SeaTac airport
- **Earned media**
 - 425Business
- **Social media**
 - Oregon, Idaho, Arizona, and surrounding areas in Washington State
- **Development of Dog Tourism Assets for Year-Long Marketing Efforts**



An aerial photograph of a modern building complex under construction at dusk. The building features a mix of stone and glass facades. A large, curved section on the right is heavily encased in scaffolding. In the foreground, a paved plaza with a few people and a car is visible. The background shows a line of trees under a dark sky.

DESTINATION & TOURISM DEVELOPMENT

DESTINATION & TOURISM

- **Woodinville Wine Country**
 - Collaboration with City of Redmond
 - Rideshare Gift Cards
 - WSLCB notification
- **Dog Tourism**
 - Dog-focused events
 - Use assets to promote year-round dog tourism





Memberships

- State of Washington Tourism
- Seattle Sports Commission
- WA Festival & Events Association
- WA State Chapter of Meeting Professionals International
- GBTA Puget Sound Business Travel Association
- International Live Events Association – Seattle Chapter
- WA State Destination Marketing Organization
- Destinations International



GBTA

| Puget Sound





Networking Highlights

- Seattle Sports Commission Annual Recap
- Puget Sound Business Journal “The Business of Travel”
- The Special Events Conference
- Seattle Sports Commission Q1 Meeting | Dec 16th
- WA State DMO Symposium
- Eastside Tourism Council Q1 Meeting
- Northwest Event Show
- WSDMO Bi-Weekly Meetings



PUGET SOUND
BUSINESS JOURNAL

WSDMO

**Catersource
+ The Special Event™**



An aerial photograph of a modern building complex under construction at dusk. The building features a mix of stone and brick facades, large glass windows, and a prominent curved section. Scaffolding is visible around the lower levels of the building. In the foreground, there is a paved plaza with a few people and a car. The background shows a dark, wooded hillside.

DESTINATION SALES

An aerial photograph of a modern university building at dusk. The building features a large, flat roof and a curved section on the right. Scaffolding is visible on the lower levels of the curved section. A paved plaza with a few people and a car is in the foreground. The background shows a forested hill.

ADMINISTRATION & RESEARCH



Administration & Research

- Redmond's Lodging Tax Advisory Committee Presentation
- Evaluations and testing of various tracking tools
- Identified the need for large indoor sports and event facilities in Redmond
- Began recruitment for Redmond Tourism customer advisory focus group
- Developed and submitted the 2026 annual scope of work and budget
- Finalized and submitted 2024 BRTPA Redmond Zone Annual Report
- Finalized the monthly invoice documentation process with City of Bellevue staff



QUESTIONS?



Audrey Fan

Director of Tourism Strategy

AudreyF@oneredmond.org

Kristina Hudson

Chief Executive Officer

kristinah@oneredmond.org



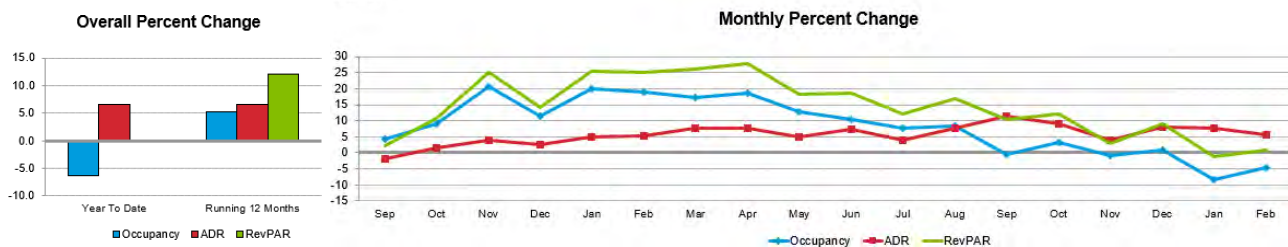
Community Development

Attachment H



To: Bellevue Tourism Promotion Area Advisory Board
From: Brad Jones - Executive Director Visit Bellevue
Date: April 23, 2025
RE: Visit Bellevue Q1 2025 Executive Summary

In March, Bellevue hosted an estimated 174,353 overnight visitors, generating an estimated economic impact of \$158 million. The Bellevue citywide hotel occupancy in March was 65% (+1% compared to 2024) with an average daily rate of \$203 (+7% from 2024) generating a total of \$22 million in total lodging revenue for the month (+9% compared to 2024). [See the March STR Report](#). Bellevue achieved a 13% market share of overnight visitors & 13% Hotel Revenue in March.



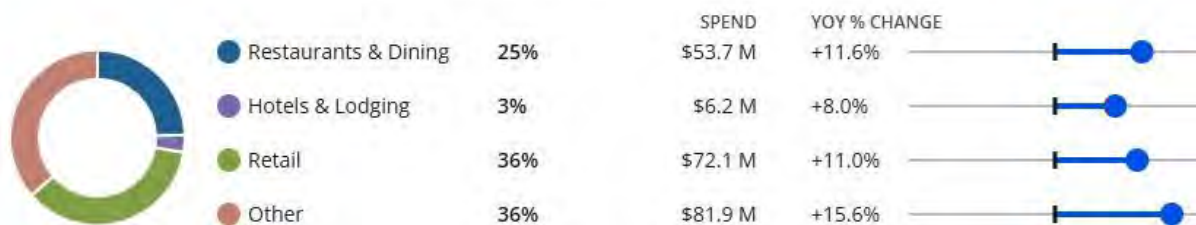
Domestic Visitors Visa Insights Visitor Spending

The February 2025 domestic visitor spending trends for Bellevue are visualized below. In February domestic visitor spending is \$102 million overnight domestic visitor spending is estimated at \$59 million the largest increase in spending year to date (+12%) occurred in the Restaurant and dining segment followed by the retail segment (+11%) followed by lodging (+8%) segment.

MARKET SEGMENTS

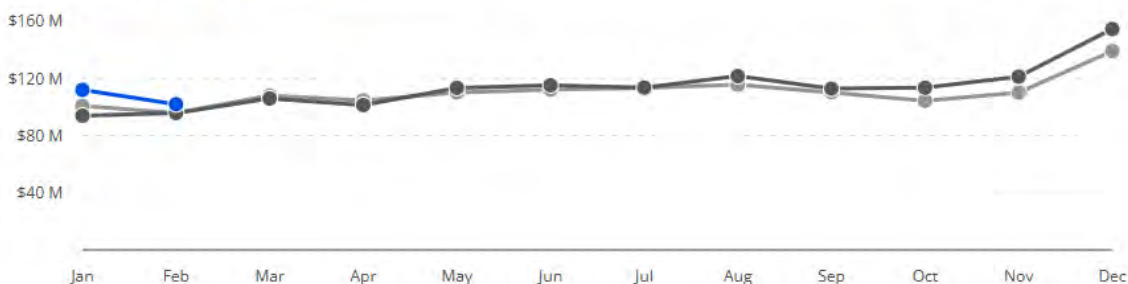
Current Period: JAN (01) – FEB (02) 2025

Here is a breakout of primary market segments and year-over-year change.



Legend: 2023, 2024, 2025, Forecast

Error Bounds



International Visitors Visa Insights Visitor Spending

The February International visitor spending trends for Bellevue are visualized below. International



spending in January was \$4.7 million, the largest increase in spending year to date (+14%) occurred in the hotel & lodging segment followed by the restaurant segment (+6%) and retail trends have been sluggish (-15%) segment. We are carefully monitoring the International markets due to geopolitical tensions, all of our top five segments have been steady.

MARKET SEGMENTS Current Period: JAN (01) – FEB (02) 2025

Here is a breakout of primary market segments and year-over-year change.



Annual Report

In 2024, Bellevue tourism achieved full recovery from the pandemic's impacts, surpassing historical benchmarks and solidifying its position as a premier destination for leisure, meetings, and business travel. Strategic investments, innovative marketing, and the full implementation of the Bellevue Destination Development Plan fueled this momentum, transforming Bellevue's tourism sector and expanding its economic impact. Key 2024 Achievements including 2.2 million overnight visitors, 75,000 future contracted room nights, generated through meetings and convention sales, 970 million marketing impressions and 900,000 engagements, achieved through robust paid media, content

development, and a newly expanded focus on international marketing is highlighted in the [Visit Bellevue 2024 Annual Report](#).

2026 Bellevue TPA Program Draft Scope of Work

In 2026, we are striving toward continued growth for our destination sales, marketing and communications, elevated visitor experience, and optimization of tourism development programs. 2026, will also bring the implementation of our Destination Stewardship department which will administer programs such as destination sustainability, destination accessibility, urban placemaking, arts, innovation, build environment, and a heightened community relations strategy. During this time, we aim to increase overnight annual visitors to 2.5 million and provide an economic impact of \$2.1 billion by the end of 2026. Our improved marketing strategy includes a robust paid media campaign, content development, public relations to grow earned media, expanded international overseas marketing campaign, and social media. Our Destination Sales programs will continue developing relationships to



achieve 425,000 room night leads and 80,000 contracted in sales. Visitor Experience initiatives will lead us to exceed guest satisfaction and continue the development of tourism offerings with new tours, experiences, festivals and events. [2026 Bellevue TPA Scope of Work Draft](#).

Marketing, Public Relations & Communications Update Website & SEO

Visit Bellevue website traffic in March was 89,644 users and 122,509 sessions we have achieved 38% of our annual goal for users and 49% for sessions. Organic search and paid social continue to be the largest website acquisition channels, while our Vue videos page and travel planning page are the most popular. BellHop, things to do, events, airport shuttle 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 continues to improve. For a complete report review our [Q1 SEO report](#).

Social Media

Social Media programs for Visit Bellevue in March had 2.2m impressions 63+k engagement and 7k click throughs to our content. Our subscribed social media audience is 46+k with our team posting an impressive 945 messages. Some of our top posts include Kooza, The Vue episodes, culinary, events, and tourism development programs.



PR – Earned Media & Communications

Our public relations & earned media program secured 14 placements in March. These placements had a potential reach of 429k. These features had a media value of \$70k. This coverage that can be reviewed in our [newsroom](#) features on the website. Anna and the team at Diamond PR have a strong pipeline of engagement and upcoming initiatives.



PR

March 2025



14

Placements

Total YTD 32 - 29% to goal of 110

439,570

Readership

Total YTD 11,432,323 - 2.29% to goal of 500m

\$14,787.00

Media Value

Total YTD \$315,012 - 6.3% to goal of 5m

Earned Media

Summary

This month's coverage highlights focused on destination-defining experiences like sustainable travel via the Bellhop expansion and the Taylor and Zervan collaboration, as well as the upcoming PRIDE festivities that foster Bellevue as a welcoming, LGBTQ+ friendly under the radar destination.

During March 2025, we also secured and presented 5 media visits hitting KPIs for cool-cations with key media in Texas and Arizona; PRIDE/LGBTQ visits, and ongoing saturation of key markets regionally and nationally, through outlets like So Scottsdale Magazine in Scottsdale, Arizona, Northwest Travel & Life Magazine in Seattle, WA, Dallas Voice in Dallas, Texas, Fifty-Five Plus Magazine in Ontario, Canada, and more.

Last but not least, this past month saw amazing momentum when it came to awards. We secured a nomination for the Sunset Travel Award, and provided strategic support and voting strategies for awards like the Stella Awards and Smart Meetings' Smart Stars' Award.

Paid Media

Visit Bellevue's paid media campaigns have been paused since January while we are conducting our destination brand refresh process with 62Above. We started a GAP campaign in March and plan to launch the full paid media program in June with our refreshed strategy.

Paid Media

March 2025



1,303,173

Impressions

Total YTD 1,303,173 - 3% to goal of 40m

35,911

Clicks

Total YTD 35,911 - 18% to goal of 200k

\$0.16

Cost Per Click (CPC)

100% to goal of \$1.25

2.76%

Click-Through Rate (CTR)

Average YTD 2.76% - 100% to goal of 3%

62Above

Brand Architecture

Our gap campaign officially launched in March with a modest budget, strategically focused solely on Meta ads. This proven approach emphasizes frequency, helping increase awareness and intent among our target audience. Despite limited resources, the campaign has already delivered strong early performance, validating the effectiveness of the channel and our targeting strategy.

On the brand refresh front, our team—alongside committed stakeholders—has been working diligently to finalize Visit Bellevue's new brand architecture, which will guide all future communications and paid media planning. We're thrilled to share that the brand essence, _____, has been confirmed. With this foundation in place, we now move into the creative development phase, leading to a full campaign launch in June.

LOADING

Web Traffic

March 2025



68% Increase

In active users YOY

89,644

Users

Total YTD 221,117 - 38% to goal of 575k

122,509

Sessions

Total YTD 295,513 - 49% to goal of 600k

Top Landing Pages

Page	Views
The Vue	221,597
Travel Planner Page	295,513
Bellevue Events	3,766
BellHop	3,334
Things to Do	3,334

Bellevue Destination Brand Update

The Bellevue destination brand development is in the home stretch, we have finished the destination audit, research, brand position and architecture. In the last few weeks of April we will be working through the creative development process and marketin plan finalization.

VISIT BELLEVUE // BRAND ARCHITECTURE

PROCESS

WE ARE HERE →

1 DESTINATION AUDIT

Our foundational phase

What do we already know? What do we need to know? How should we get it?

2 BRANDING RESEARCH

Our learning phase

What insights can we uncover that will lead to branding gold?

3 BRAND POSITIONING

Our analysis phase

What does all this research tell us? What should this brand stand for?

4 CREATIVE DEVELOPMENT

Our creative phase

How should this brand come to life to best share your story with the world?

5 COMMS PLANNING

Our Integrated Roadmap

How will creative and media work together at each stage of the consumer journey?



BRAND ARCHITECTURE

VERSION 62

POSITIONING ESSENCE

RADIANT
WONDER

POSITIONING STATEMENT

For travelers seeking the best of the PNW - a modern, urban oasis among the evergreens; an inspiring place to explore and indulge in wonder - **Bellevue raises the standard, with elegance** that radiates effortlessly, **innovation** that shines with intention, **and optimism** that grows from within.

BRAND PILLARS

Approachable Luxury

Delivering upscale, sophisticated experiences that are welcoming and accessible.

The Future In-Focus

A hotspot for high-tech breakthroughs, innovative experiences, and an optimistic attitude toward what's possible.

Global Community

Bellevue is a mosaic of cultures that quietly enrich the city with their food, traditions, and perspectives.

Nature's Nexus

Hugged by the Cascades, filled with over 100 parks, and nearly 100 miles of multi-use trails, Bellevue is where city and nature converge.

BRAND
PERSONALITY

WELCOMING | REFINED | FRESH | INTENTIONAL | COMPOSED | CURIOUS

FOUNDATIONAL
EQUITIES

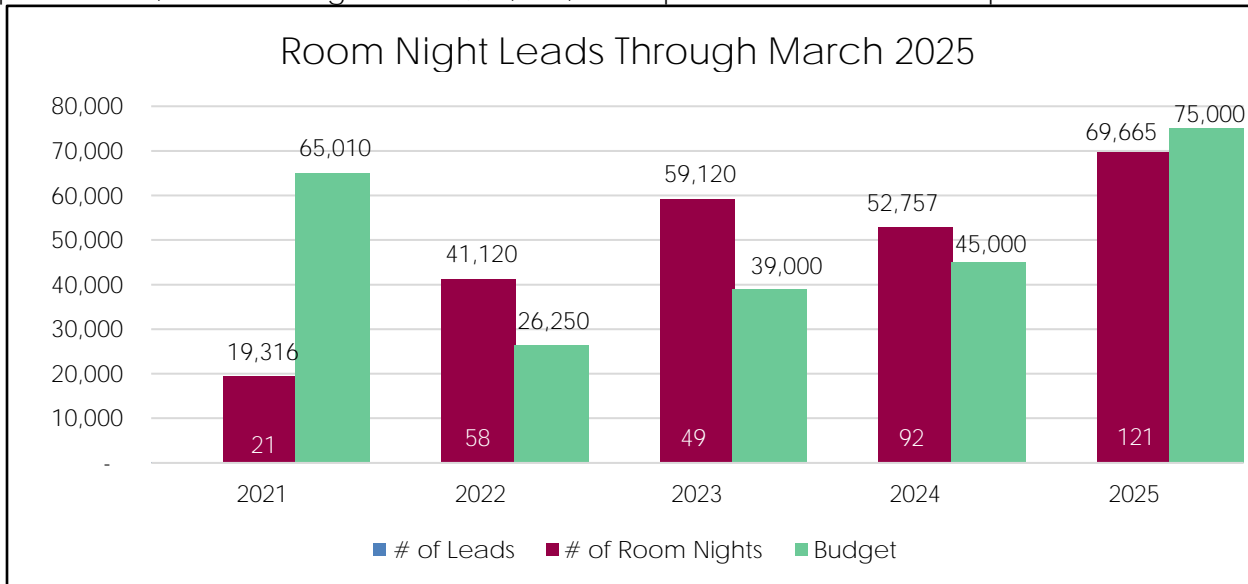
A CITY IN A PARK | WELL-SITUATED PNW HUB | PREMIER NEO-URBAN CITY | DIVERSITY | SAFETY



Visit Bellevue Destination Sales Destination

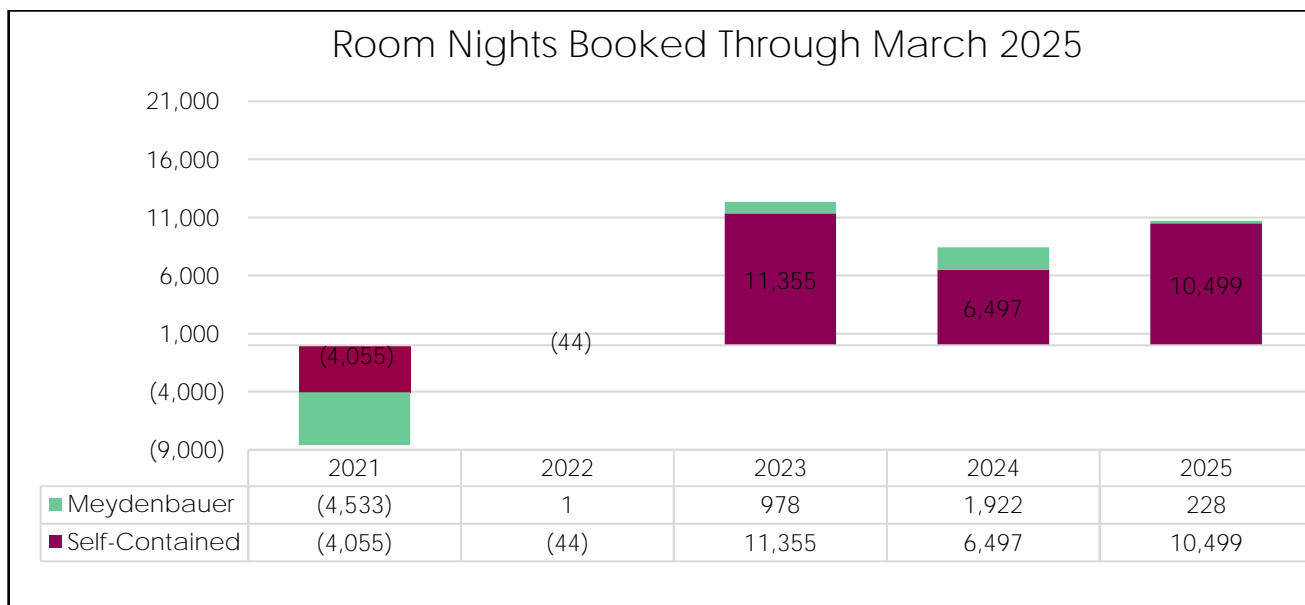
Sales Leads March 2025

The Destination Sales Team generated 121 room night leads through the end of March, which represents 69,665 room nights and \$38,016,751 in potential economic impact to Bellevue.



Destination Sales Room Nights Booked March 2025

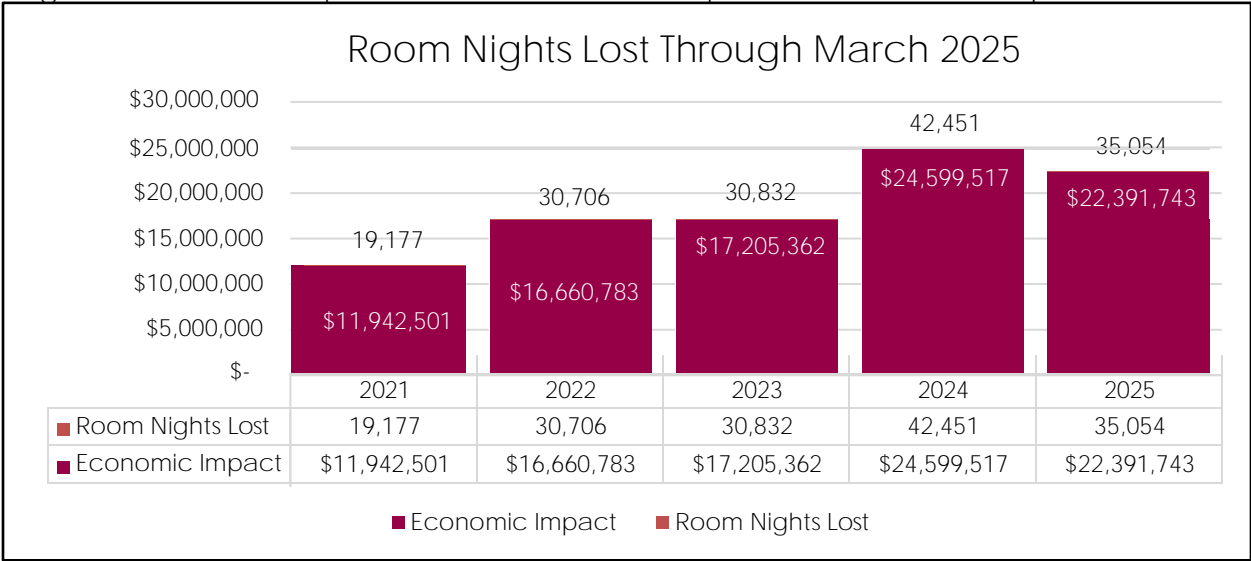
The Destination Sales Team contracted 4,028 room nights in March 2025 with an estimated economic impact of \$3,177,632. The team contracted three corporate groups, four association groups, and two SMERF (social, military, education, religious, fraternal) groups. We also realized one cancellation of 411 room nights.





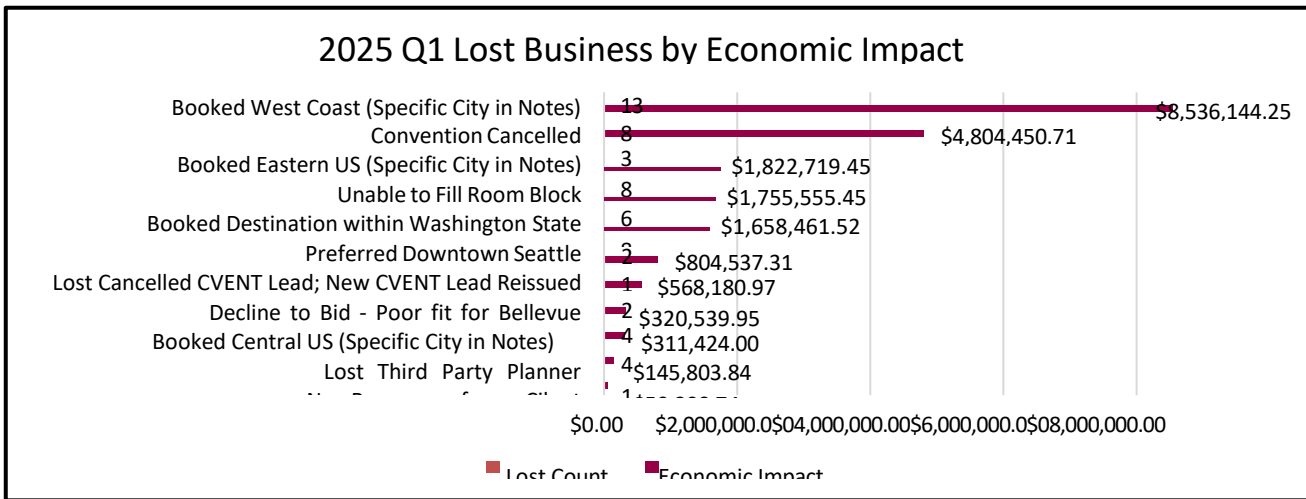
Destination Sales Lost Business March 2025

The graph below compares lost business from 2021– 2025 through March. The 35,054 room nights lost through March of 2025 represents \$22,391,743 in lost potential economic impact in Bellevue.



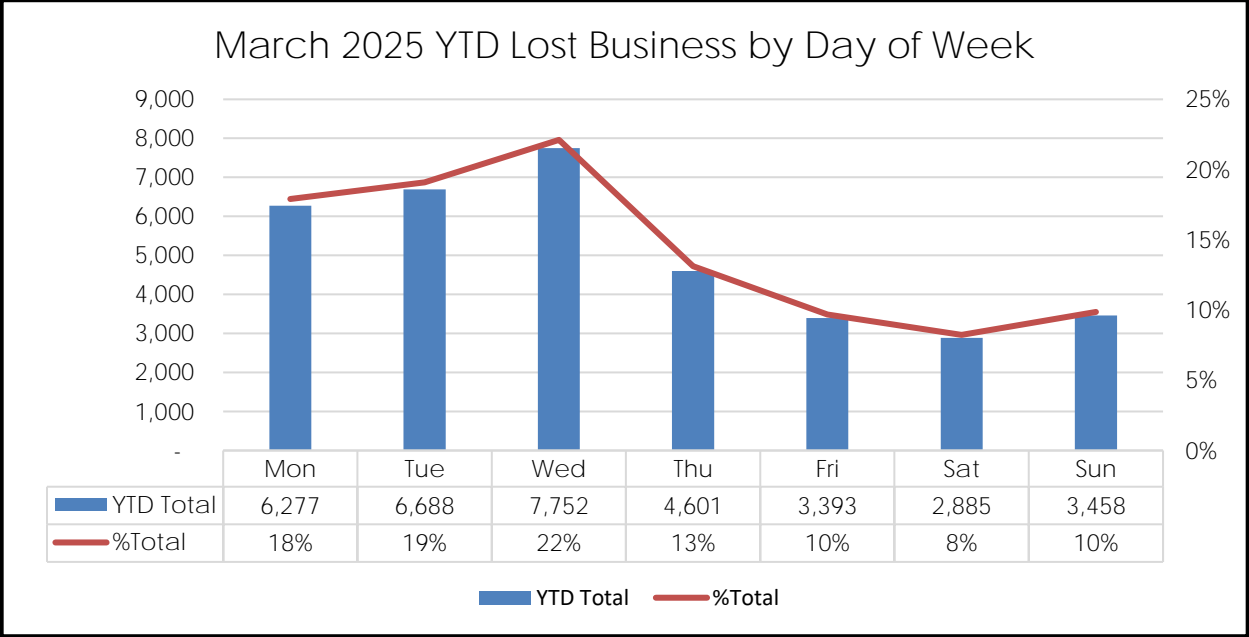
Lost Business Report Detail for Q1 2025

The graph below shows the lost business for the first quarter of 2025 by economic impact.

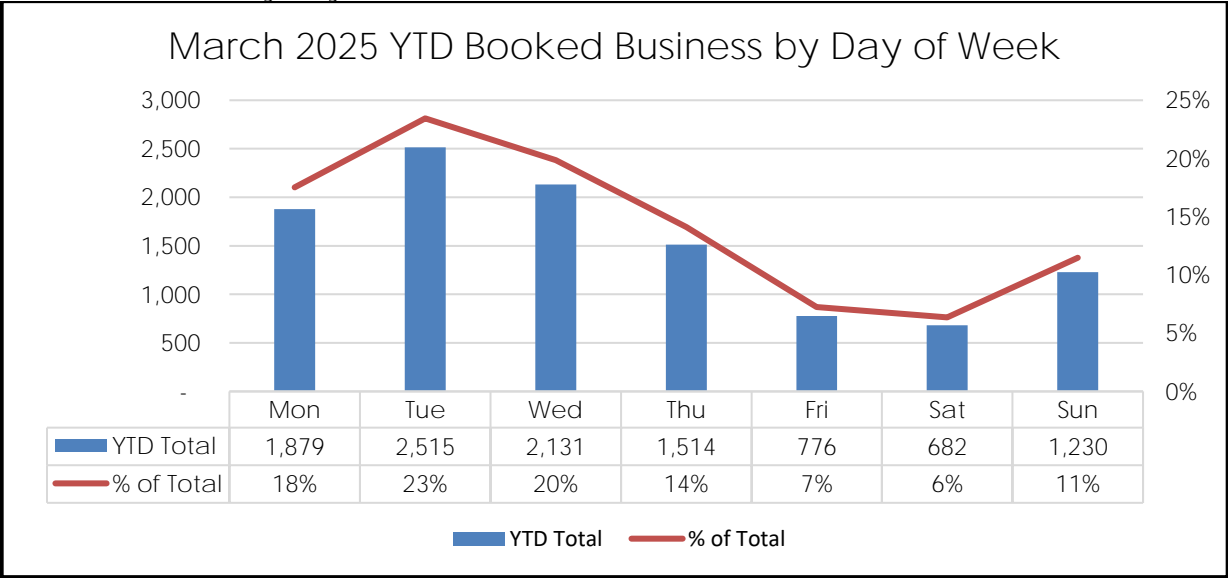




Lost Business by Day of Week Compared to Booked Business by Day of Week
 The two graphs below show the lost business by day of week followed by the booked business by day of week. These will be monitored over the course of the year.

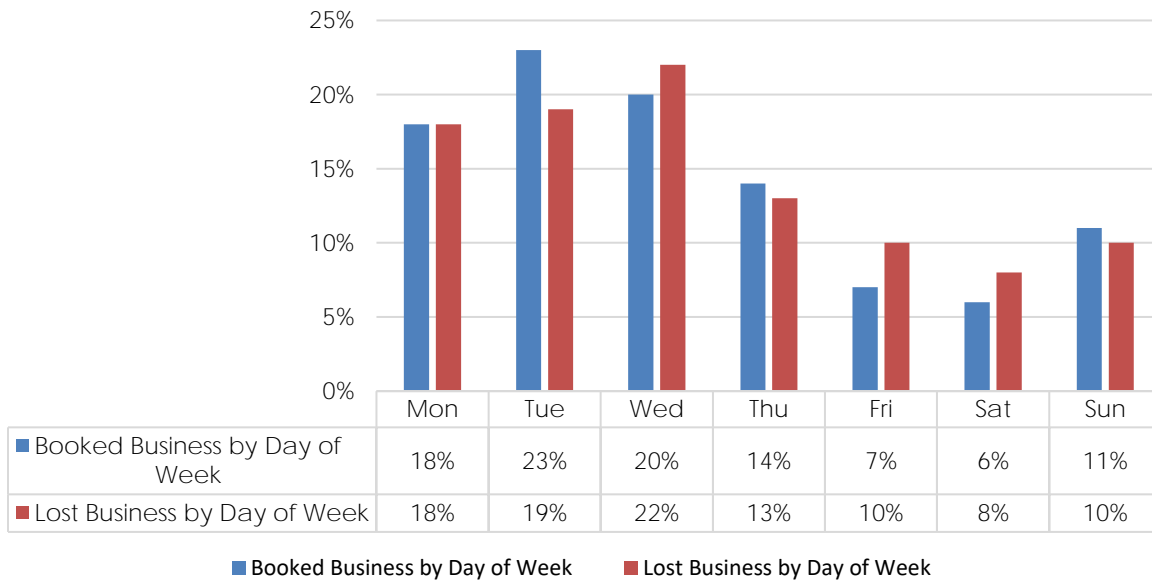


Booked Business by Day of Week



2025 YTD Day of Week: Booked vs Lost

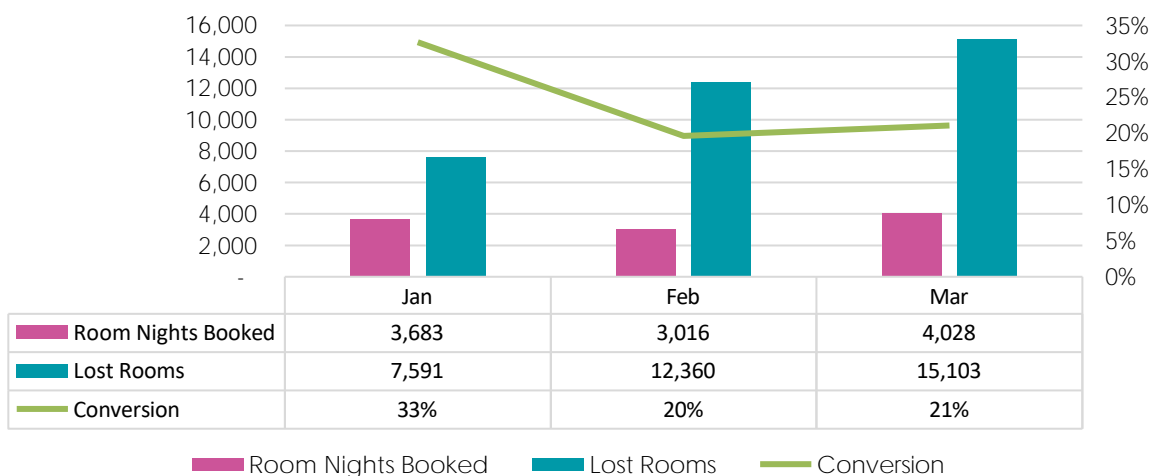
March 2025 YTD Day of Week: Booked vs Lost



Conversion Report

The graph below shows the conversion rate for Visit Bellevue Destination Sales by month through March 2025. The average conversion rate for the first quarter of 2025 was 24%. As a comparison, the average conversion rate for the first quarter of 2024 was 20%.

Conversion by Month Through Q1 2025



Destination Sales Team Update

It was show time for Destination Sales in March with attendance at MPI Cascadia Educational Conference, **ConferenceDirect's** Annual Partner Meeting (APM), and the Meetings Industry Council of Colorado (MIC). At MPI Cascadia, a joint conference between the Washington and Oregon chapters of Meeting Professionals International, Visit Bellevue had eighteen hosted buyer appointments with planners that book business in Oregon and Washington. The ConferenceDirect APM meeting provided Visit Bellevue with four one-on-one appointments and eight table appointments with ConferenceDirect. In each appointment, the ConferenceDirect associate discussed their book of business. The final show was the MIC of Colorado where Visit Bellevue had a



tradeshow booth and had eleven hosted buyer appointments. All three of the events supported our continuance of extending the Visit Bellevue brand and deepening recognition of Bellevue as a destination.

Bellevue Visitor Experience & Tourism Development BellHop Program

The BellHop service has provided rides to 7683 passengers in March, 22k passengers year to date and 147+k passengers overall. The busiest hours of service continue to change based on return to office, the 10am hour has surged along with 2pm and 7 – 9pm and the busiest days of the week in March were Monday & Saturday, all days are performing well. In 2025, We have expanded the hours to help accommodate the wave of workers coming back to in-person work by starting the service at 7:30am during the weekdays. We have also introduced the new Kia EV9's into the fleet within the last few weeks.



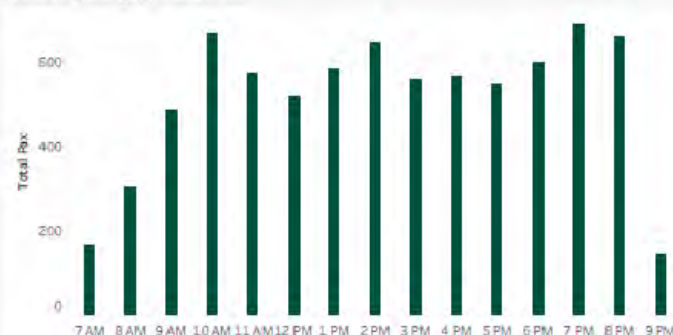
Bellhop's Make an Impact

- **Passengers Served: 147K +**
- **Gas Saved: 26K +**
- **Average Wait Time: 10:37**
- **Passenger Rating: 4.91**
- **Top Pickup & Dropoff Locations: Bellevue Collection, Hotels, Grocery Stores, Office Buildings, Botanical Garden & Transit**
- **Ridership: 1/3 Visitors, Residents, Workforce**
- **New Vehicle Types Introduced**



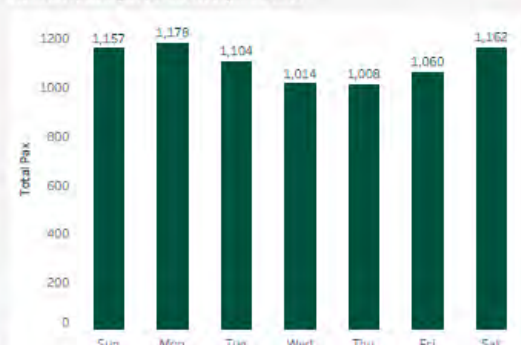
Hourly Pax

Number of passengers per service hour



Day of the Week Pax

Number of passengers per service day of the week



Bellevue Airport Shuttle

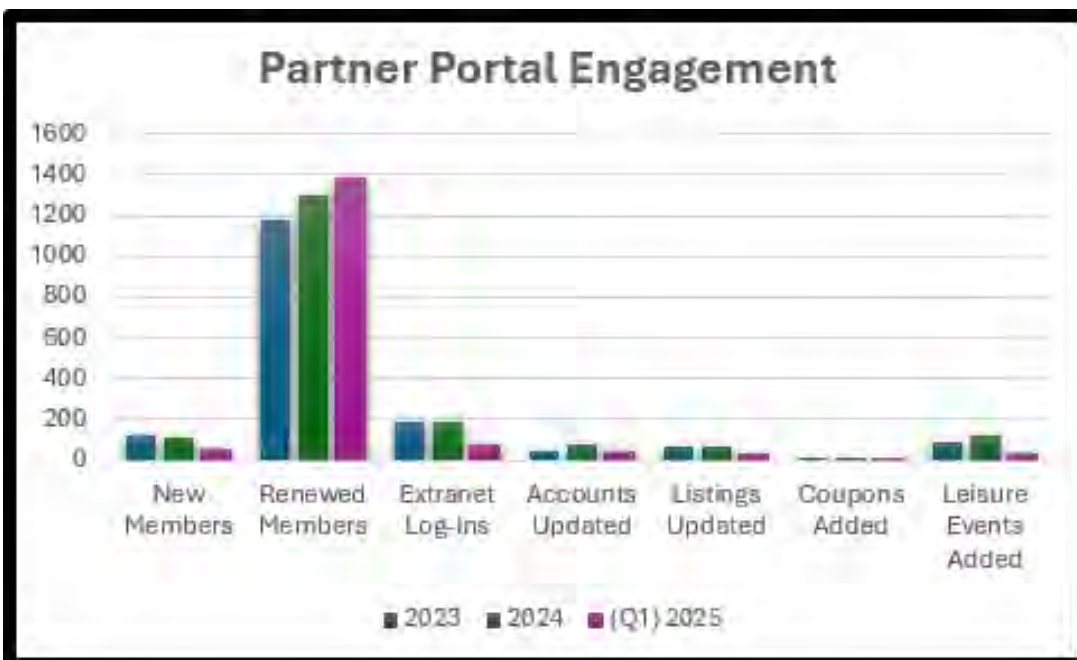
The new [Bellevue Airport Shuttle Service](#) is operating daily between 4am – 10pm with departures and arrivals every hour. The shuttle delivers customers to five key Bellevue hotels direct from SEA for \$30 per passenger. We are excited to offer this new service for our visitors and groups. See [Visit Bellevue's news feature](#) covering the launch event and service. The program has served over 2,400 passengers.



Destination Stewardship & Community Relations

Visit Bellevue's Destination Stewardship & Community Relations department was created to ensure that Bellevue's rapid growth as a visitor destination is aligned with the needs of the community, the integrity of the environment, and the long-term health of the local economy. This department leads key initiatives that support the principles of responsible tourism, inclusive economic development, and environmental stewardship, while also serving as the connective tissue between Visit Bellevue and our community stakeholders, cultural institutions, and tourism-related businesses. Our [Destination Sustainability Program](#) Inspired by Strategic Initiative 6.4 in the Bellevue Destination Development Plan and built in alignment with the City of Bellevue's Sustainable Environmental Plan (2026–2030) has been developed to ensure tourism continues to enrich Bellevue for generations to come. This plan embraces a holistic approach to sustainability across three key pillars: Social Sustainability – Creating cultural, recreational, and quality-of-life benefits for residents, workers, and visitors alike.

Partner Portal Engagement	2023	2024	(Q1) 2025
New Members	127	113	56
Renewed Members	1178	1296	1393
Extranet Log-Ins	186	188	79
Accounts Updated	48	81	40
Listings Updated	71	71	35
Coupons Added	12	6	10
Leisure Events Added	89	118	30

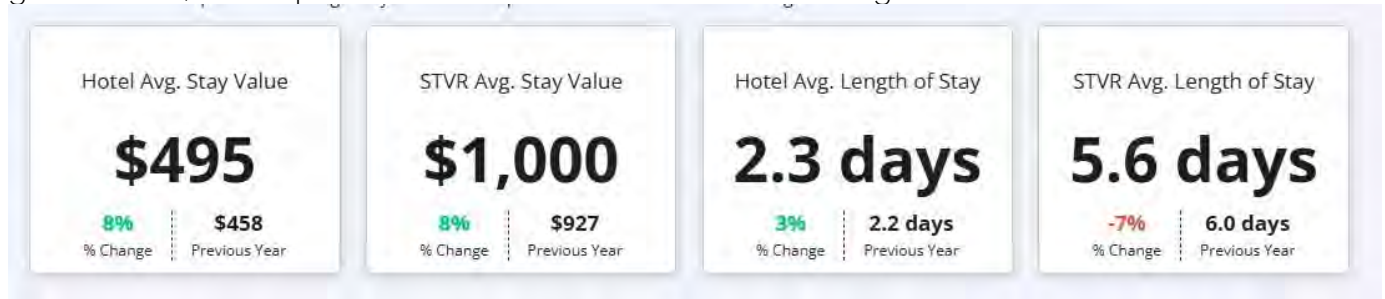


Visitor Trends

Our advanced data insights system powered by Zartico geolocation data and Visa Destination Insights provide us with domestic and international visitor spending and visitation data. Below are a

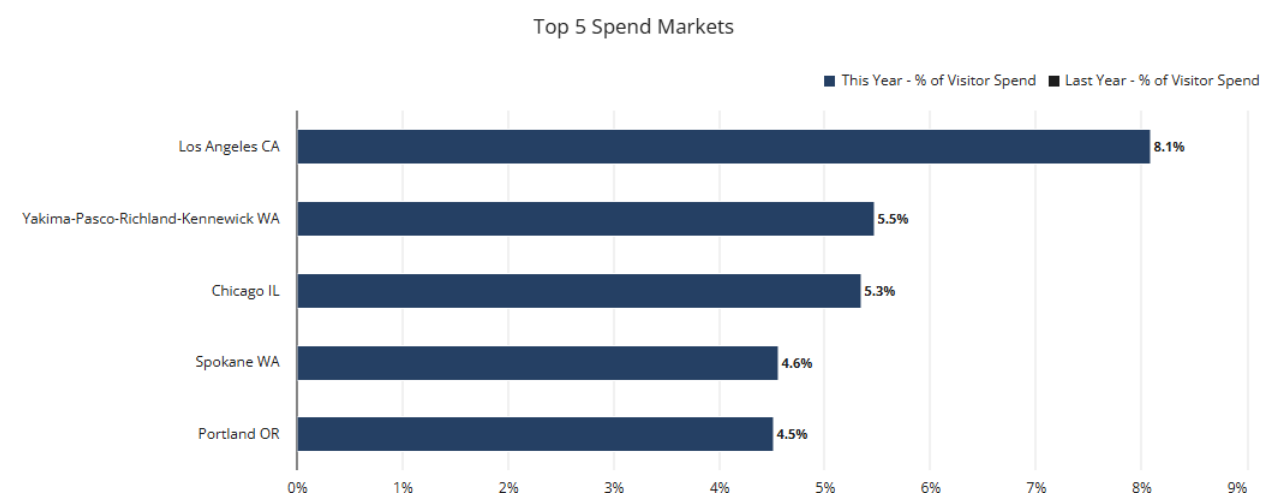


few current key spending metrics and domestic visitor trend data relating to top origin markets by geolocation, and top accommodation visitors for Bellevue regions.



The Quality Visit Index shows how our top origin markets experience our destination compared to our overall visitor according to key attributes of a quality visit: accommodation and visitor spend, and engagement with our website content.

Top 25 Quality Visit Markets ▾					
Visitor Market Area	Quality Visit Index ▾	% of Visitors	% of Visitor Spend	% of Accommodation Visitors	% of Accommodation Spend
Spokane WA	▲ 121	8.1%	4.5%	18%	26%
Sacramento-Stockton-Modesto CA	▲ 119	1.3%	2.3%	14%	6%
Yakima-Pasco-Richland-Kennewick WA	▲ 115	5.2%	5.4%	19%	24%
Eugene OR	▲ 115	1.0%	0.6%	24%	27%
San Diego CA	▲ 114	0.8%	1.7%	28%	24%
Portland OR	▲ 108	8.1%	4.5%	15%	28%
Boise ID	▲ 107	1.2%	0.6%	15%	19%
Denver CO	▲ 106	1.3%	3.5%	22%	4%
Las Vegas NV	▲ 106	1.5%	1.1%	11%	25%
San Francisco-Oakland-San Jose CA	▲ 103	3.1%	3.5%	18%	9%



An aerial night photograph of the Bellevue city skyline. The image shows several illuminated high-rise buildings, with the most prominent one being a tall, modern skyscraper on the left. The city lights reflect on the water in the background, which is framed by a dark, silhouetted forested area. The sky is a deep purple and blue, suggesting twilight. A dark blue rectangular overlay covers the right side of the image, containing the title and subtitle in white text.

Bellevue Tourism Promotion Area

April 2024 Advisory Board

Agenda

Progress

Scope of Work Updates

Financials

Going Forward

Summary

BELLEVUE TOURISM PROMOTION AREA



Our Leadership



BRAD JONES

Executive Director



JANE KANTOR

Director of Sales



SHEILA FREEMAN

Director Marketing &
Communications



MEREDITH LANGRIDGE

Director of Visitor
Experience

Visit Bellevue



BRAD JONES
Executive Director



JANE KANTOR
Director of Sales



SHEILA FREEMAN
Director of Marketing



MEREDITH LANGRIDGE
Director of Visitor Experience



STEPHANIE STEELE
Senior Destination Sales Manager



MARTY MCCORMACK
Destination Sales



KRISTINE VANNOY
Destination Sales



ANNA YAN
Communications Manager



MEGAN ADAMS
Partnership Manager



CELESTINA HENDRICKSON
Event Services Manager

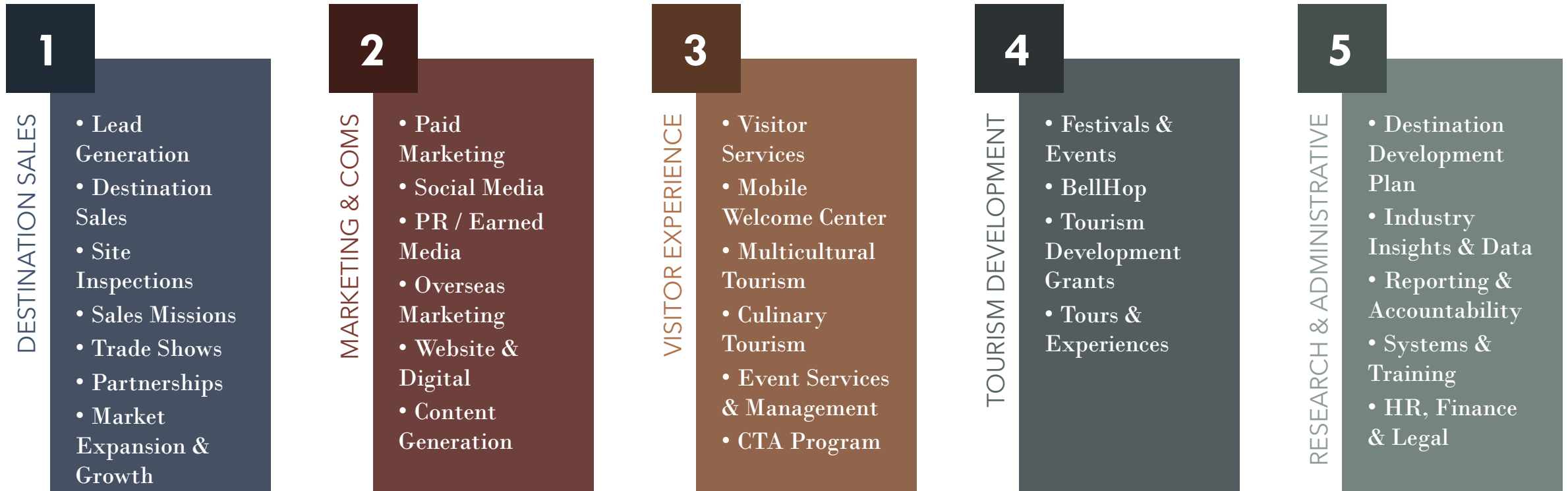


TREY JACKSON
Marketing Manager



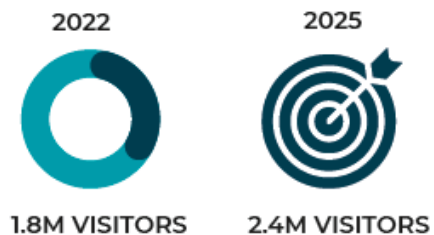
LENNY GUTIERREZ
Mobile Welcome Center

Work Plan & Program

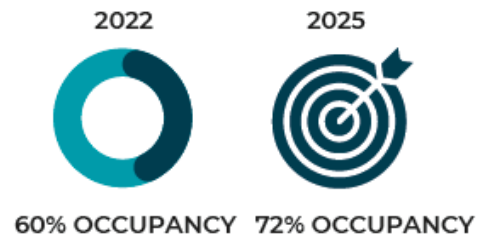


TPA Goals

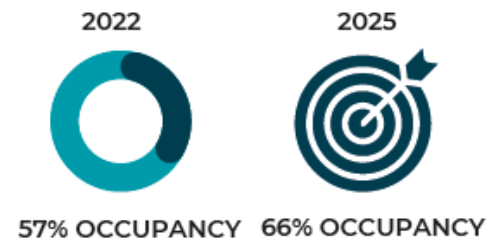
OVERNIGHT VISITORS



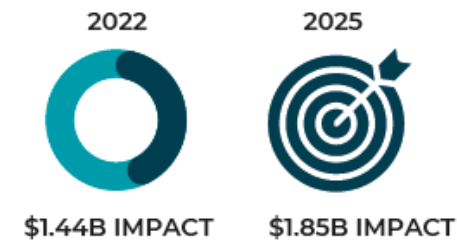
CITYWIDE HOTEL OCCUPANCY



WEEKEND HOTEL OCCUPANCY



ECONOMIC IMPACT





Overnight Visitors

Year	JAN	FEB	MAR	Q1 TOTAL
2024	140,864	159,629	168,883	469,376
2023	117,473	134,181	143,949	395,603
2022	90,482	107,705	136,495	334,682
2019	145,375	160,658	170,526	476,559



Citywide Hotel Occupancy

Year	JAN	FEB	MAR	Q1 AVERAGE
2024	55%	62%	66%	61%
2023	46%	52%	56%	51%
2022	35%	42%	53%	43%
2019	57%	62%	67%	62%

Weekend Hotel Occupancy

Year	JAN	FEB	MAR	Q1 AVERAGE
2024	49%	55%	57%	54%
2023	45%	55%	52%	50%
2022	39%	48%	53%	47%
2019	51%	54%	56%	54%

Economic Impact

Year	JAN	FEB	MAR	Q1 TOTAL
2024	\$ 109.9 M	\$ 124.5 M	\$ 131.7 M	\$ 366.1 M
2023	\$ 91.6 M	\$ 104.6 M	\$ 112.2 M	\$ 308.4 M
2022	\$ 70.5 M	\$ 84.1 M	\$ 106.4 M	\$ 261 M
2019	\$ 103.8 M	\$ 121.4 M	\$ 130.2 M	\$ 355.4 M

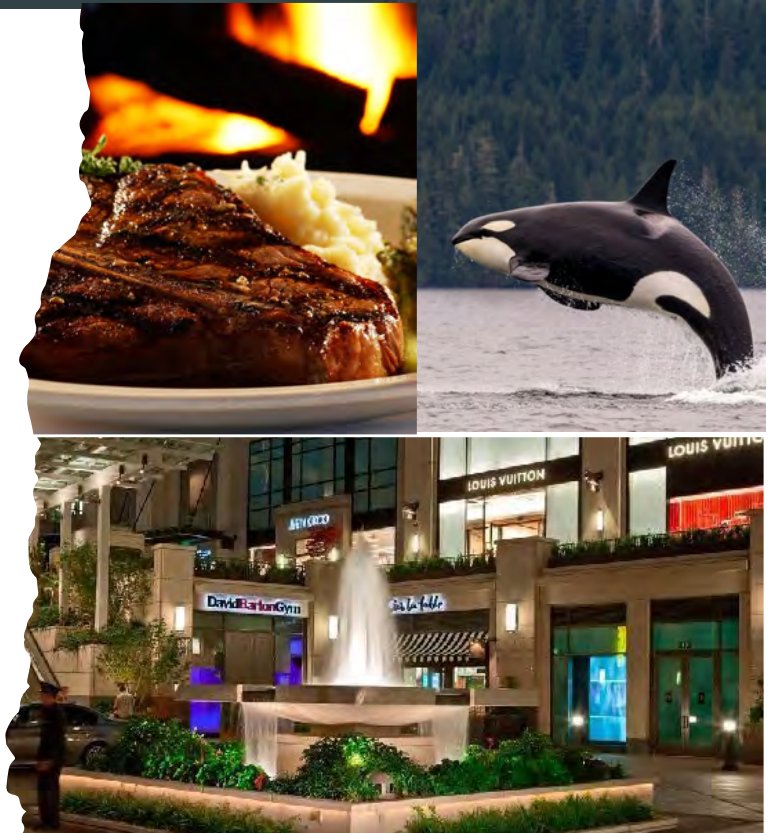
A person with dark hair, seen from behind, wearing a blue and white plaid shirt and dark pants, stands on a floor covered in large, colorful, abstract shapes. A semi-transparent dark grey rectangle is centered over the image, containing the text 'Administrative Items' in a white serif font.

Administrative Items

BELLEVUE TOURISM PROMOTION AREA

Bellevue Destination Development Plan

The Bellevue Destination Development Plan (DDP) update is in full swing, the consultant is busy meeting one-on-one with over 20 partners and stakeholders. On April 25th, we will get the full download of our analysis of progress within the current plan along with a situation analysis or list of priorities that have been identified as needing revision, added, or deleted. These suggestions and recommendations will lead us into the Destination Planning phase of the plan to vision the updated strategies and prioritization.



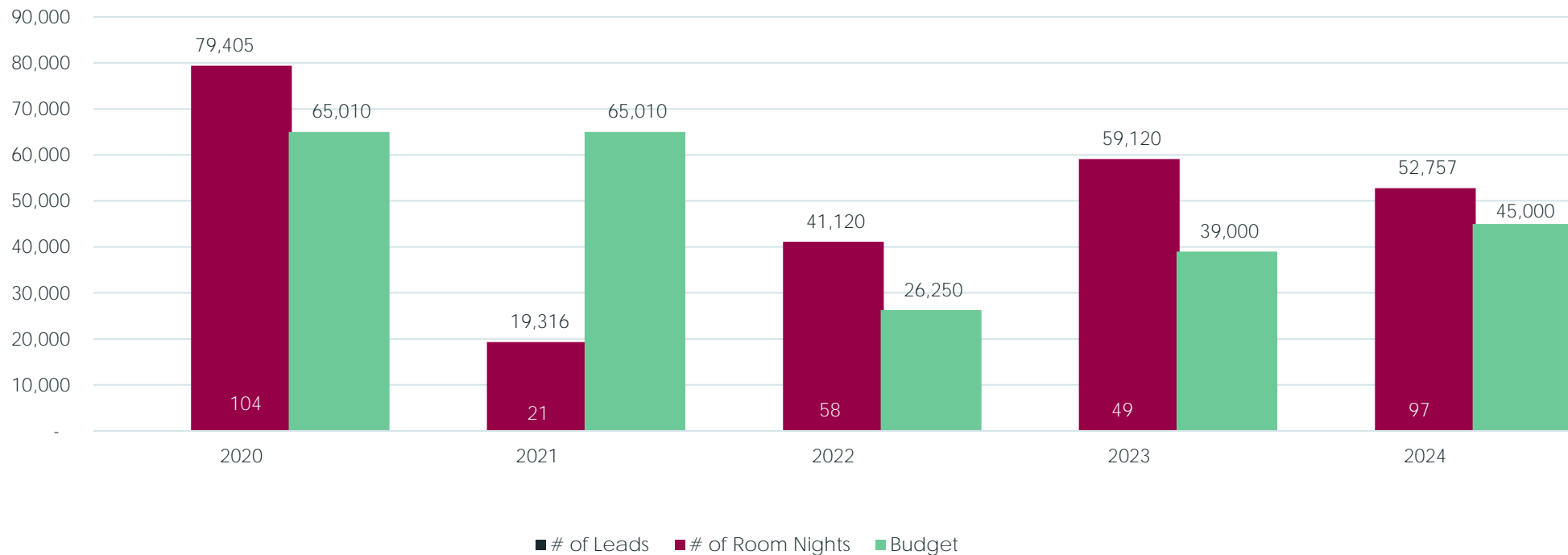
A smiling woman with curly hair, wearing a light blue button-down shirt, is shaking hands with an older man with grey hair, who is wearing a dark suit. They are in a modern office or business setting with large windows in the background. A dark semi-transparent rectangle is overlaid on the image, containing the text "Destination Sales".

Destination Sales

BELLEVUE TOURISM PROMOTION AREA

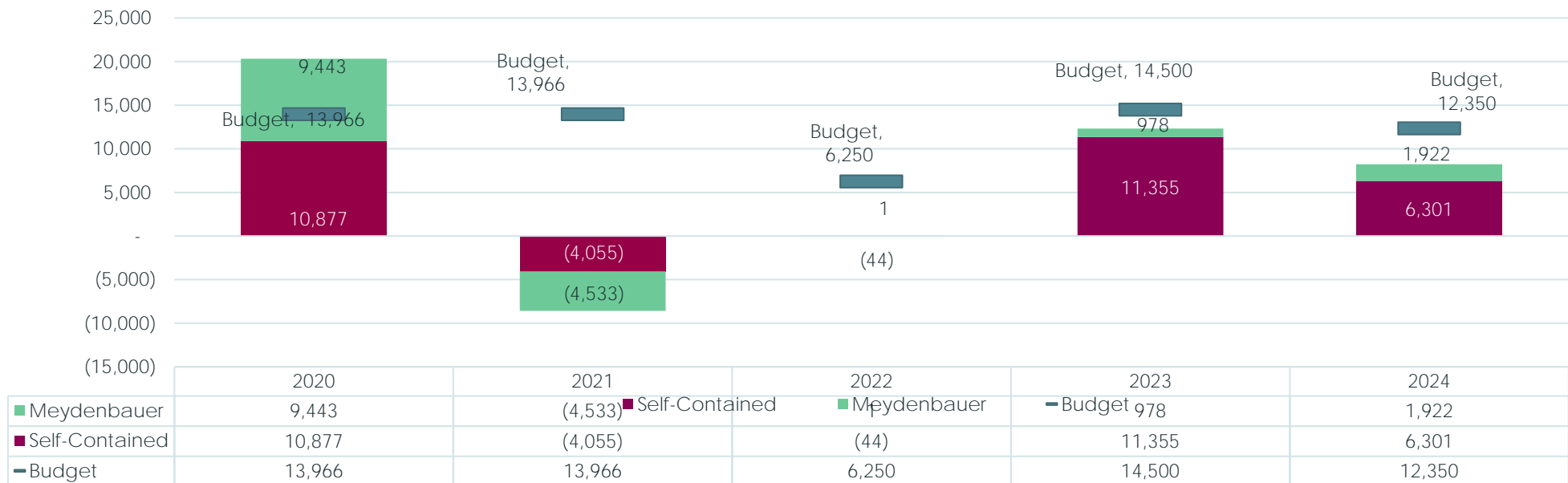
Destination Sales Leads

Room Night Leads Through March



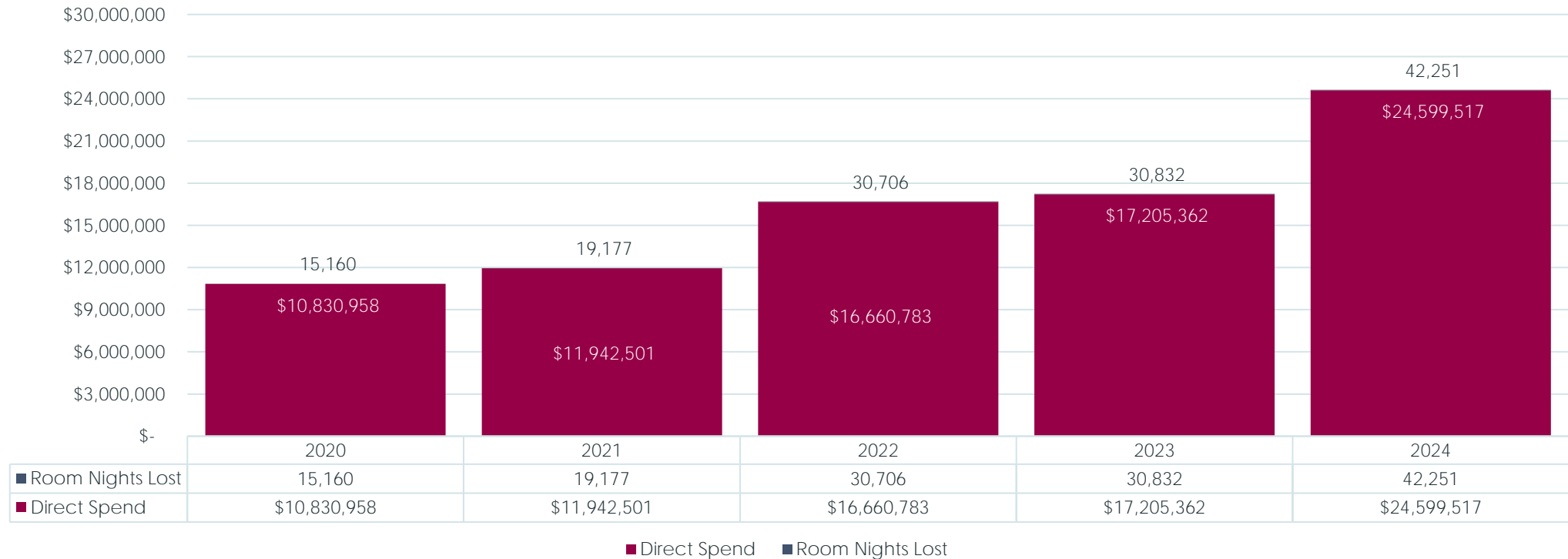
Destination Sales Bookings

Room Nights Booked 2020 - 2024 Through March



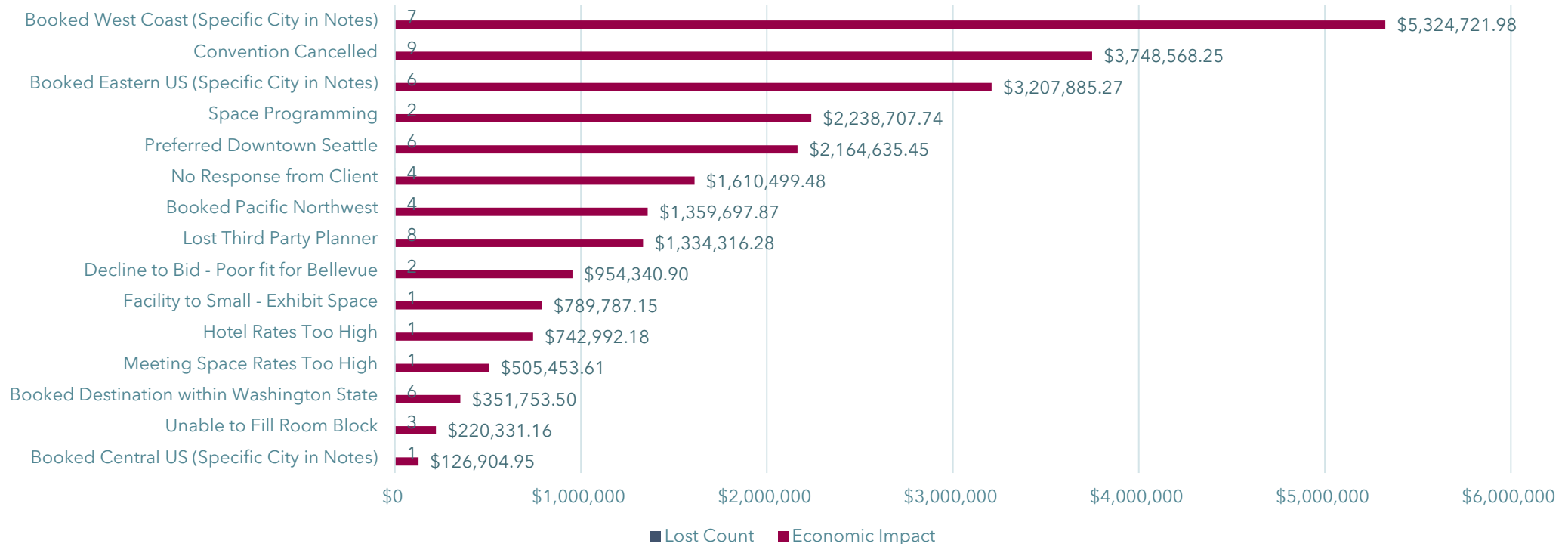
Lost Business

Room Nights Lost 2020 - 2024 Through March



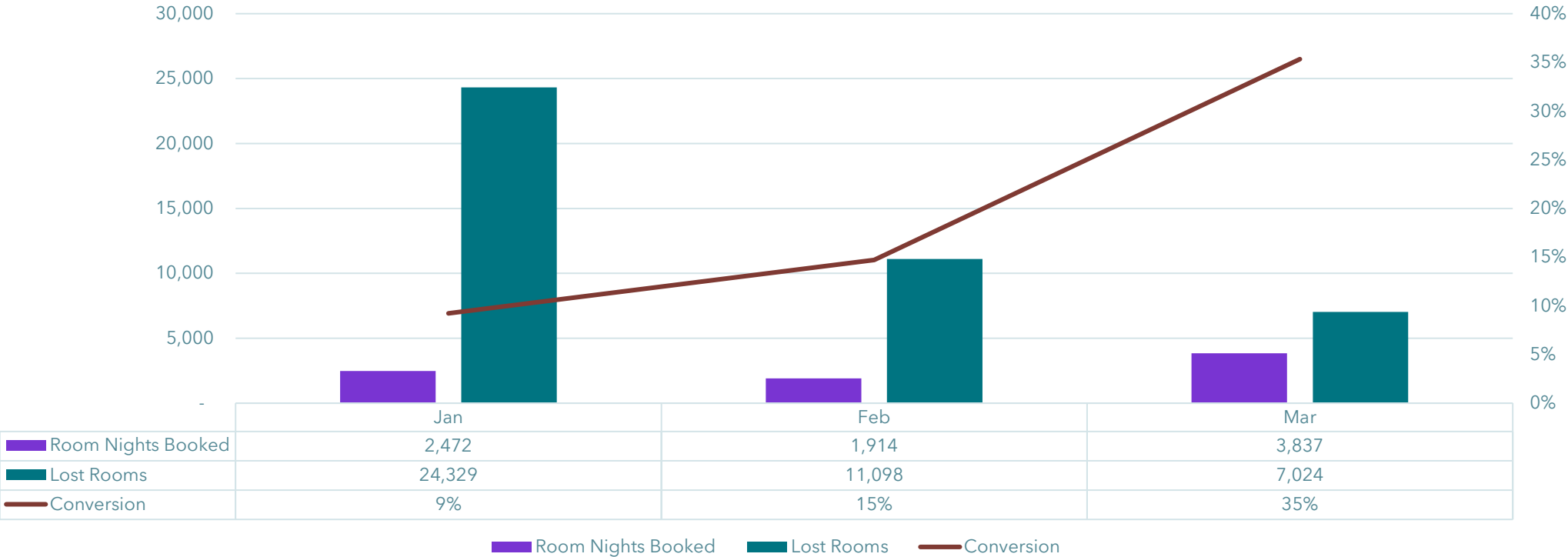
Lost Business

2024 Q1 Lost Business by Economic Impact



Conversion Rate

Conversion By Month Through Q1 2024





Q1 Destination Sales

Q1 2024 SALES PROGRAMS

- Ongoing Sales Prospecting
- Denver Sales Mission
- Trade Shows – Destination Showcase – MPI – PCMA
- Sales Paid Marketing & Mico Brand
- Site Inspections

Q1 SALES OPPORTUNITIES

- ConferenceDirect
- State of WA Tourism Conference Bid
- Cruise, Sports, Incentive, Corporate, Festivals, & eSports



Going Forward

Q2 2024 SALES PRIORITIES

- Ongoing Sales Prospecting
- Sales Mission
- Trade Shows – IPW – Cruise 360 – Spring ETA Symposium
- Sales Paid Marketing & Micro Brand
- Site Inspections

THIRD PARTY OPPORTUNITIES

- ConferenceDirect, HelmsBriscoe
- Sports Partnerships
- Cruise, Sports, Incentive, Corporate, Festivals, & eSports



Marketing & Communications

BELLEVUE TOURISM PROMOTION AREA

Paid Media Update

Paid Media

Q1 January 1, 2024- March 31, 2024



2,649,527

Impressions

6% to 2024 goal of 40m.

85,081

Website Clicks

46% to 2024 goal of 185k.

\$0.16

Cost Per Click (CPC)

100% to 2024 goal of \$4.00.

3.21%

Click-Through Rate (CTR)

100% to 2024 goal of 2%

Always On

In Q1, we launched our Always On campaign, featuring evergreen content that showcased the best of Bellevue. Utilizing just 10% of our annual budget, we achieved remarkable results, notably in website clicks and click-through rates. These metrics highlight a strong audience engagement and a genuine interest in Bellevue, underscoring the effectiveness of the content delivered throughout the campaign.

Social Media

Social Media

Organic and Boosted

January 1, 2024- March 31, 2024



2,373,105

Impressions

20% to 2024 goal of 11.5m.

110,218

Engagements

49% to 2024 goal of 225k.

55,543

Clicks

62% to 2024 goal of 90k.

25,074

Audience

109% to 2024 goal of 25K.


1,397

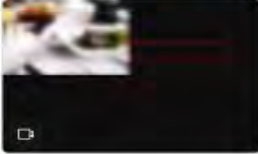
Messages

63% to 2024 goal of 2200.

Top 3 Posts

	
Total Engagements	2,327
Reactions	152
Comments	15
Shares	34
Post Link Clicks	1,299
Other Post Clicks	1,327

	
Total Engagements	1,461
Reactions	42
Comments	7
Shares	11
Post Link Clicks	619
Other Post Clicks	782

	
Total Engagements	1,292
Reactions	31
Comments	0
Shares	3
Post Link Clicks	515
Other Post Clicks	741

Website Traffic

Web Traffic

January 1, 2024- March 31, 2024



95,000

Users

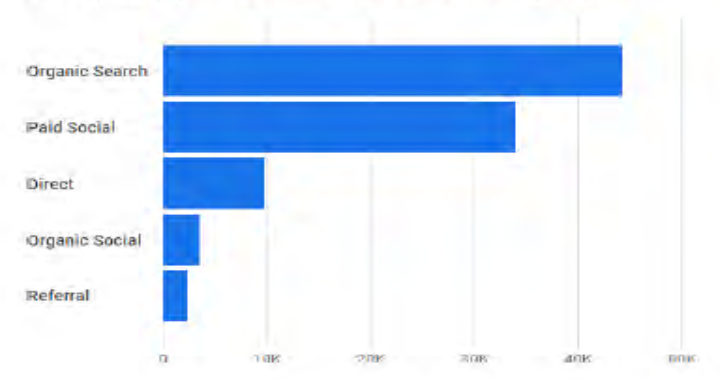
31.7% to 2024 goal of 300k.

111,546

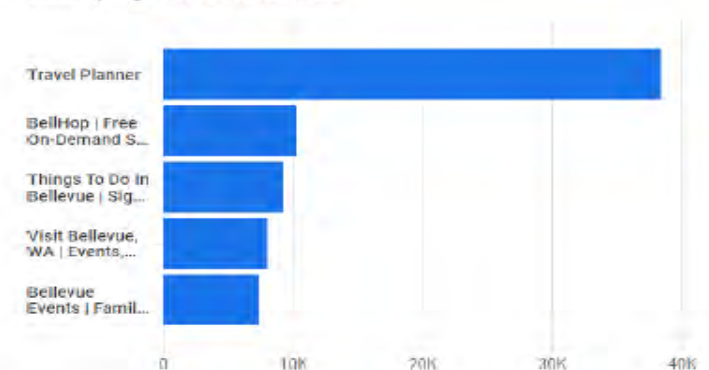
Sessions

28% to 2024 goal of 400k.

Users by Session primary channel group (Default channel group)



Views by Page title and screen class



Public Relations & Earned Media

PR

January 1, 2024- March 31, 2024



16

Placements

19% to goal of 85 placements.

178 million

Engagements

100% to goal of 100m.

\$1.6 million

Media Value

100% to goal of \$1m.

Earned Media

Upcoming Highlights

LA Media Event:

The event was a success and we connect with 12 quality travel writers, 8 of which have already inquired about a press visit.

Group Press Trips:

Exciting itineraries are on the horizon, including an outdoor adventure trip in June and a trip designed for planning professionals in September.

Group Press Trips:

As a key component of our international campaign, we're launching a PR program in Japan. This will feature our new culinary ambassador, Chef Shota, aiming to capture significant media interest and spotlight Bellevue's vibrant culinary scene.

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

Communications Program

COMMS

January 1, 2024- March 31, 2024



23,460

Engagements

36% to 2024 goal of 65k.

34%

Open Rate

100% to 2024 goal of 15%

8.24%

Click Through Rate (CTR)

*100% to goal of 3% -6%

204

New Subscriptions

7% to 2024 goal of 3K.

505

Website Referrals

10% to goal of 5,000

Email Marketing

Revision Recommendations

Based on the industry averages and the performance of the 2023 email marketing program, here are the SMART goal recommendations for 2024:

1. New Opt-in Subscribers:

- 2024 Goal: 2300 new opt-in subscribers. This goal considers both the current growth trend and focused efforts on lead generation campaigns. That number would be a 20% increase from our current 11.6k contact list.

2. Website Referrals:

- 2024 Goal: a realistic target is 2,000 website referrals. This accounts for improved targeting and user journey optimization without being unattainable. This number should reflect the CTR and the number of engagements. The formula for expected referrals is # of emails sent X CTR. So 65,000x 3% = 1950 referrals, not 5,000.

These SMART goals are Specific, Measurable, Achievable, Relevant, and Time-bound, and they have been set with a view to pushing for improvement over previous performances while remaining within the realm of what is realistically achievable.

Measures to Help: We have multiple sweepstakes and giveaways planned to increase subscriptions as well as the implementation of pop-up banners with CTAs to subscribe

Overseas (Japan) Marketing

**Social and
Digital**



**PR/Media
Outreach**



**Influencer
Collabs**



ワシントン州ベルビューへようこそ！

私たちに深く染みこんだ米国北西部の強くしなやかな精神があります。大自然の美と回復力、世界を変えるアイデアに期待、興奮し、ファッション、芸術、文化に触発されたお料理などで感性の冒険を楽しむことは、ベルビュー市民の気質とも共えるのです。ベルビューへようこそ。創造性とイノベーション、そしてライフスタイルの最先端を感じていただける場所に皆様をお迎えいたします。ここは未来を創るフューチャリストが集った最終目的地 - 誰もが憧れる魅惑の場所。



BELLE THE BOBCAT

Activating Visit Bellevue's Yuru-Chara

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、手つかずの自然美と大都会の利便性が魅力です。文化芸術が豊かに思ふき、ショッピング、ファッションやグルメも充実。シアトル東側の「イーストサイド」と呼ばれる経済の中心地でもあるベルビューには、革新を掲げるグローバルな企業が本拠を構えています。

[詳しくはこちら](#)

BELLEVUE TOURISM PROMOTION AREA

CULINARY TOURISM

- Committed to promoting our community destination and those who produce and prepare the local food and beverage product while creating unique and memorable visitor experiences.
- Create, promote, and incubate immersive local destination culinary experiences and partnerships integrating meals, tours, tastings, lodging, education, innovation, and entertainment to develop dynamic opportunities.
- Create media and storytelling that combine culinary and other cultural activities to attract and engage new consumers and expanded audiences. Build engaging culinary media and public relations programs aligned with visitor experiences, special events, and content.
- Our goals of the program are to attract overnight visitors, activate Bellevue, promote Bellevue's amazing culinary scene, and create new culinary events for Bellevue.





Culinary Tourism Programs

We are delighted to share with the world that Bellevue is launching a new Culinary Tourism Program.

We have finished our contractual relationship with **Chef Shota Nakajima**. In 2024, Chef Shota will become our culinary tourism ambassador.

Team Shota 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.





Going Forward

Q2 2024 MAR COMS PRIORITIES

- Q2 Paid Media Campaign
- Overseas Marketing Activation
- PR Pitching - IPW
- Spring Summer Visitor Guide
- SEO – Organic Search
- Content Planning & Culinary Tourism
- Communications The Vue – Insiders
Edge – Planners Edge & Aspire

A fashion show runway scene with three models. The model in the foreground is wearing a long-sleeved dress with large orange, brown, and white abstract patches. Behind her, a model in a grey patterned dress is walking away, and another model in a black long-sleeved top and a colorful patterned skirt is also walking away. The background is a bright, out-of-focus runway setting.

Visitor Experience & Tourism Development

BELLEVUE TOURISM PROMOTION AREA

BellHop Update

Top Pickup & Dropoff Locations

Bellevue Collection
Hotels
Grocery Stores

Office Buildings
Botanical Garden
Transit Center

Ridership

1/3: Visitors
1/3: Residents
1/3: Office Workers



50,250+

Passengers Served

First seven months
(Aug - Mar) BellHop
provided 36k rides
with 50k passengers
served.



23,500+

Gallons of Gas Saved

Improving Bellevue's carbon
footprint while building a
premier safe / clean
destination city



10:30

Average Wait Time

BellHop is providing free
services and performing
within typical wait times of
mainstream TNC's



4.87

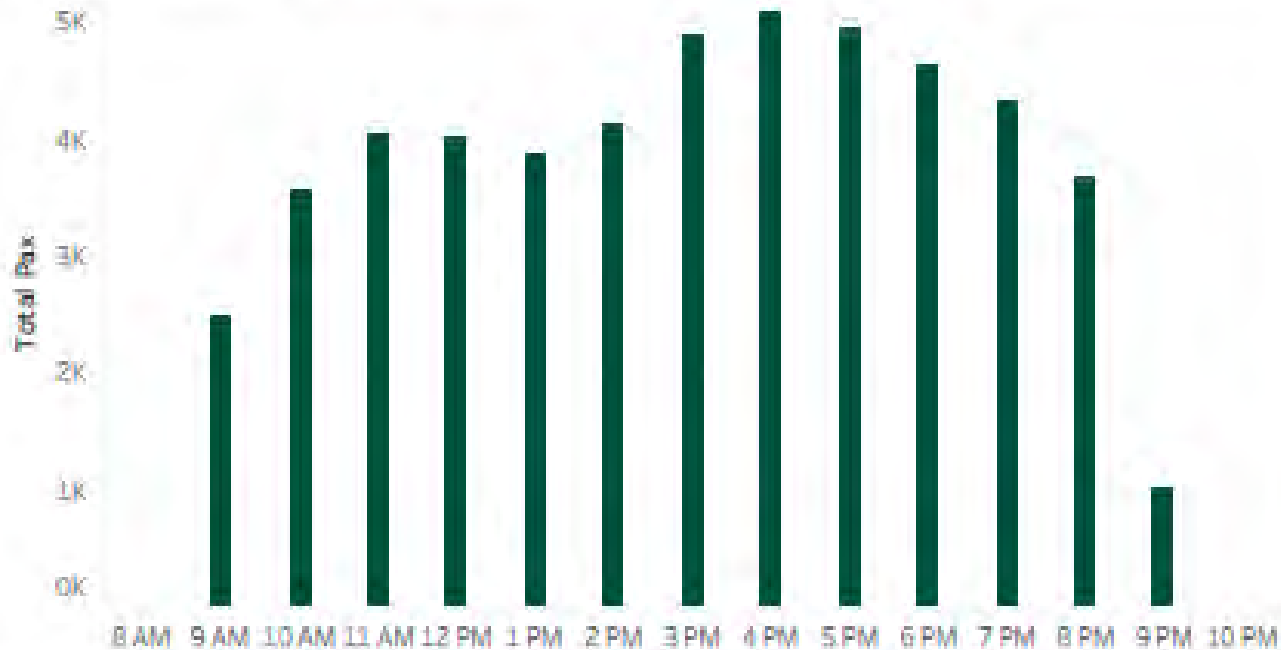
Passenger Rating

BellHop is part of Bellevue's
Certified Tourism
Ambassador program and
dedicated to exceptional
visitor experience

BellHop Update

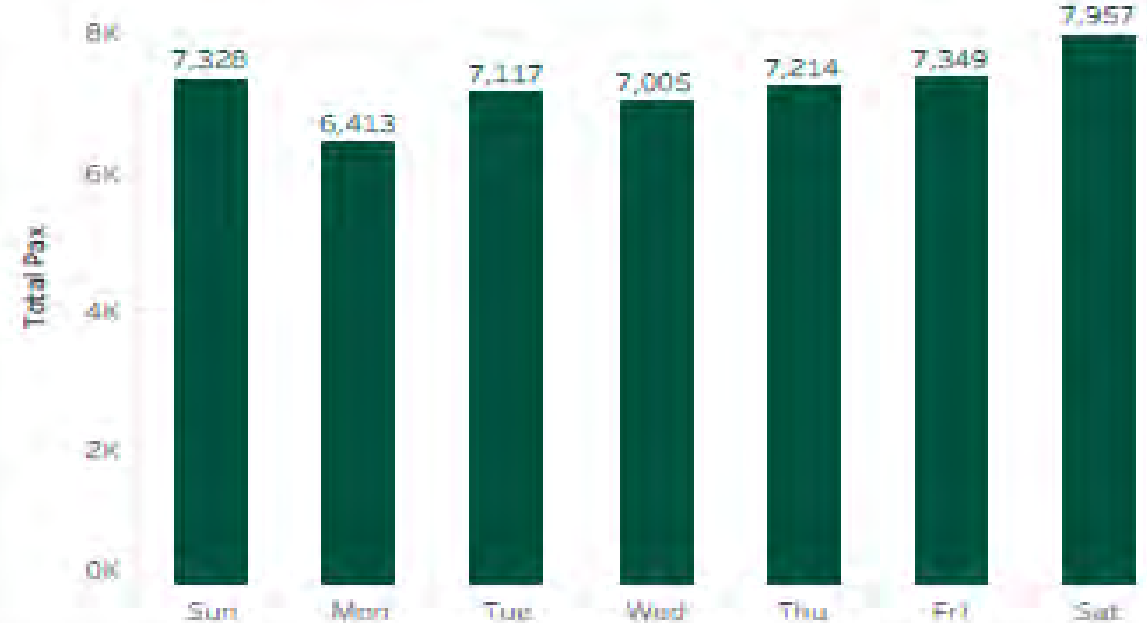
Hourly Pax

Number of passengers per service hour



Day of the Week Pax

Number of passengers per service day of the week



Visitor Kiosk Program



Bellevue's Visitor Kiosk Program is the ultimate connected on-the-go resource for visitors. Easily find dining options, local attractions, events, and more. In 2024 we are growing these sleek info-hubs from three to six Bellevue hotel counters, enhancing our visitor experience and information in our vibrant destination.



Visitor kiosks have had 1,300+ user sessions with the most popular categories being things to do & shopping. The average user session is 2:45 long.

CULINARY TOURISM EVENT

- Currently working to contract with a Best-in-Class culinary event production company to manage the event.
- Looking to create a unique high-quality experiential culinary event with several chef and regional ingredient showcases inclusive of Food & Beverages.
- Looking to make our culinary event a true showcase of Bellevue's many cultures.
- Our focus is to create a *Destination Event* where we encourage and incentivize a weekend- long experiences that are packaged together.
- Evaluating Labor Day Weekend 2024 Event.
- Searching for creative and unique venues to host the weekends long event.





Bellevue Tours - Tourism Development

- A cornerstone of Bellevue's tourism development will be to provide highly curated, experience-based tour programs to our visitors
- In Summer 2024 we are working to launch Lake Washington Duffy Boat Tours
- In 2024 Summer & Fall we are working to launch a sampling of Land-Based tours that pick-up and drop off at Bellevue Hotels
- Visit Bellevue will provide tourism development grants to these operators that will be used to mitigate risk and provide a testing and development period.
- Visit Bellevue will support the programs with extensive marketing, communications, and partner engagement to drive success.
- We will use polls and surveys to gather opinions and KPI's to inform sentiment and behaviors.



Meet Bike Hop

A new tourism development program designed to elevate the Bellevue Visitor Experience by providing complimentary use of E-bikes to overnight visitors staying @ our hotels.

The new pilot program will kick off for Summer 2024 and extend through 2025.

In 2024 we will partner with four hotels and expand that to 8 hotels in 2025.

Visit Bellevue will partner with stakeholders for the procurement, maintenance, management, training, and support of the program.

Perfect for Blended visitors and developing Bellevue as a leisure destination with EasTrail, outdoors, and wellness as a driver.



EASTRAIL

Anticipated Trail Connections 2021-2026

Years shown reflect assumptions that are current as of October 2021 and are subject to change based on new information

- OPEN
- 2022 OPEN BY DEC 2022
- 2023 OPEN BY DEC 2023
- 2024 OPEN BY DEC 2024
- 2026 OPEN BY DEC 2026
- NOT YET FUNDED

- (A) WSDOT - 2.5 miles of Trail
- (B) I-90 Crossing
- (C) SE 32nd Street Trestle/118th Connector
- (D) WSDOT I-405 Overpass
- (E) Wilburton Trestle
- (F) NE 8th Street Overcrossing
- (G) 520 Trail Corridor Connector (Construction starts 2022)
- (H) Totem Lake Connector (Open 2022)
- (I) Cross Kirkland Corridor to Woodinville
- (J) Redmond Central Connector Phase III



Eastrail & Bellevue



WILBURTON TRESTLE



- \$16.5M State, local, private
- Complete late 2025/



Going Forward

Q2 2024 VISITOR EXPERIENCE & TOURISM DEVELOPMENT PRIORITIES

- Mobile Welcome Center Summer
- Festivals & Events
- Tourism Development Programs
- Culinary Tourism Programs
- BellHop Phase Two
- Japan Visitor Activation

An aerial photograph of a city, likely Bellevue, showing a mix of urban development and green spaces. The image is heavily stylized with a dark blue, semi-transparent overlay that covers most of the frame. The text 'Finance & Budget' is centered within this overlay in a white, serif font. At the bottom, the text 'BELLEVUE TOURISM PROMOTION AREA' is visible in a smaller, white, sans-serif font.

Finance & Budget

BELLEVUE TOURISM PROMOTION AREA

TPA Collections (Revenue)

The TPA collections in Bellevue for Q1 2024 totaled \$570,142. The collections are \$91,682 (+19%) above our initial estimates and budget assumptions.

Bellevue Tourism Promotion Area (TPA) - 541	Jan '24	Feb '24	Mar '24
Revenue (Based on previous year occupancy)	\$ 183,000	\$ 183,000	\$ 143,000
Department of Revenue Fee (1%)	\$ 1,830	\$ 1,830	\$ 1,430
Legislative Authority Fee (Up to 5%)	\$ 9,150	\$ 9,150	\$ 7,150
Net Revenue	\$ 172,020	\$ 172,020	\$ 134,420
Actual Revenue	\$ 230,324	\$ 164,400	\$ 175,419
	\$ 58,304	\$ (7,620)	\$ 40,999

TPA Expenses

Our expenses for this period were \$702,361 by department and program of work. We are a little behind in our expenses due to timing variances.

DESCRIPTION	Month to Date				Roll Qtr (last 3 months)				Year to Date				
	Actual	Budget	Variance	Prior Year	Actual	Budget	Variance	Prior Year	YTD Actual	YTD Budget	Variance	Annual Budget	% Expended
EXPENSES													
TOURISM DEVELOPMENT	70,581	75,000	(4,419)	0	215,558	232,507	(16,949)	0	215,558	232,507	(16,949)	644,507	33.45%
FESTIVALS AND EVENTS	6,000	11,000	(5,000)	0	6,071	47,897	(41,826)	0	6,071	47,897	(41,826)	267,860	2.27%
ADMIN & RESEARCH	521	0	521	0	38,786	0	38,786	0	38,786	0	38,786	32,400	119.71%
DESTINATION SALES	37,910	123,953	(86,043)	0	175,985	319,103	(143,118)	0	175,985	319,103	(143,118)	826,127	21.30%
MARKETING AND COMMUNICATION	83,447	116,150	(32,703)	0	170,463	262,832	(92,369)	0	170,463	262,832	(92,369)	821,630	20.75%
Marketing	198,459	326,103	(127,644)	0	606,864	862,339	(255,475)	0	606,864	862,339	(255,475)	2,592,524	23.41%
INDIRECT COST ALLOCATION	5,000	5,000	0	0	15,000	15,000	0	0	15,000	15,000	0	60,000	25.00%
Indirect	5,000	5,000	0	0	15,000	15,000	0	0	15,000	15,000	0	60,000	25.00%
Total Expense	203,459	331,103	(127,644)	0	621,864	877,339	(255,475)	0	621,864	877,339	(255,475)	2,652,524	23.44%

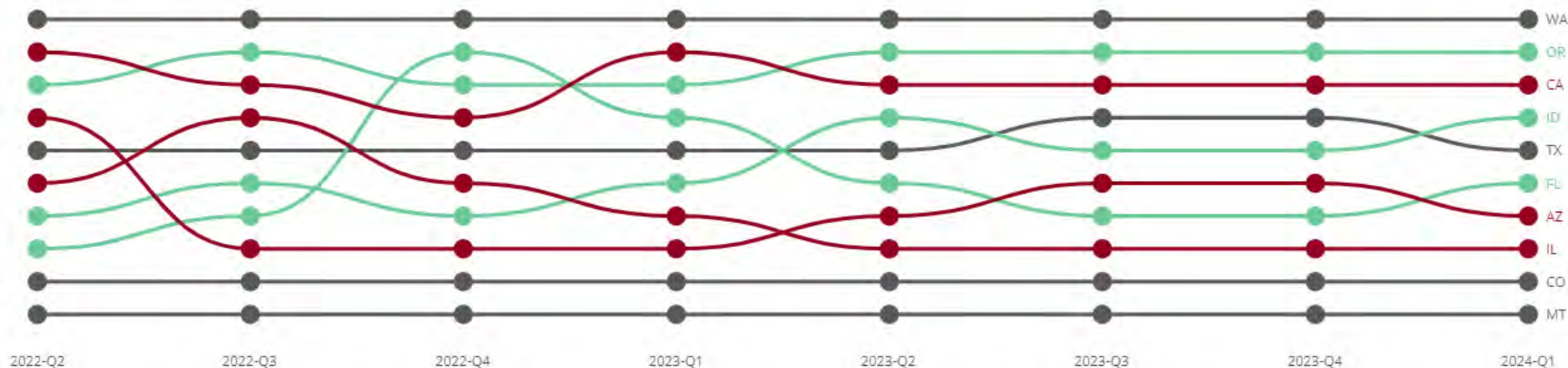


Research & Data

BELLEVUE TOURISM PROMOTION AREA

Visitor Origin Trends

Top Markets, by Rank
by Quarter



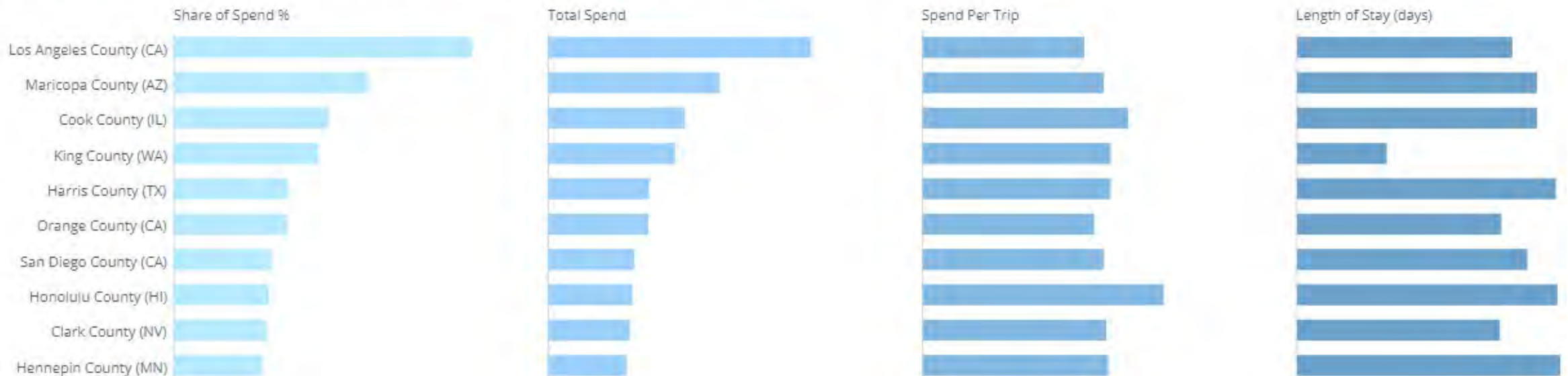
- Washington
- Oregon
- California
- Idaho

- Texas
- Florida
- Arizona
- IL, CO, MT, NY

Visitor Origin Trends

High-Value Markets

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



- Bellevue's **High Value** Overnight Visitor Markets – Based on Share of Spend, Total Spend, Spend per Trip & Length of Stay.
 - Los Angeles County (CA)
 - Maricopa County (AZ)
 - Cook County (IL)
 - King County (WA)
 - Harris County (TX)
 - Orange County (CA)
 - San Diego County (CA)
 - Honolulu County (HI)
 - Clark County (NV)

Visa Destination Insights

- **Domestic Visitor Spending** for January & February.
- Hotel & Lodging segment spending was up **26%** but other segments were stagnant.

MARKET SEGMENTS

Current Period: JAN (01) – FEB (02) 2024

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



Visa Destination Insights

MARKET SEGMENTS

Current Period: JAN (01) – FEB (02) 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 for January & February.

Hotel & Lodging segment spending was up **50%**, Restaurants & Dining up **18%** other segments were down.

International Visitor Spending

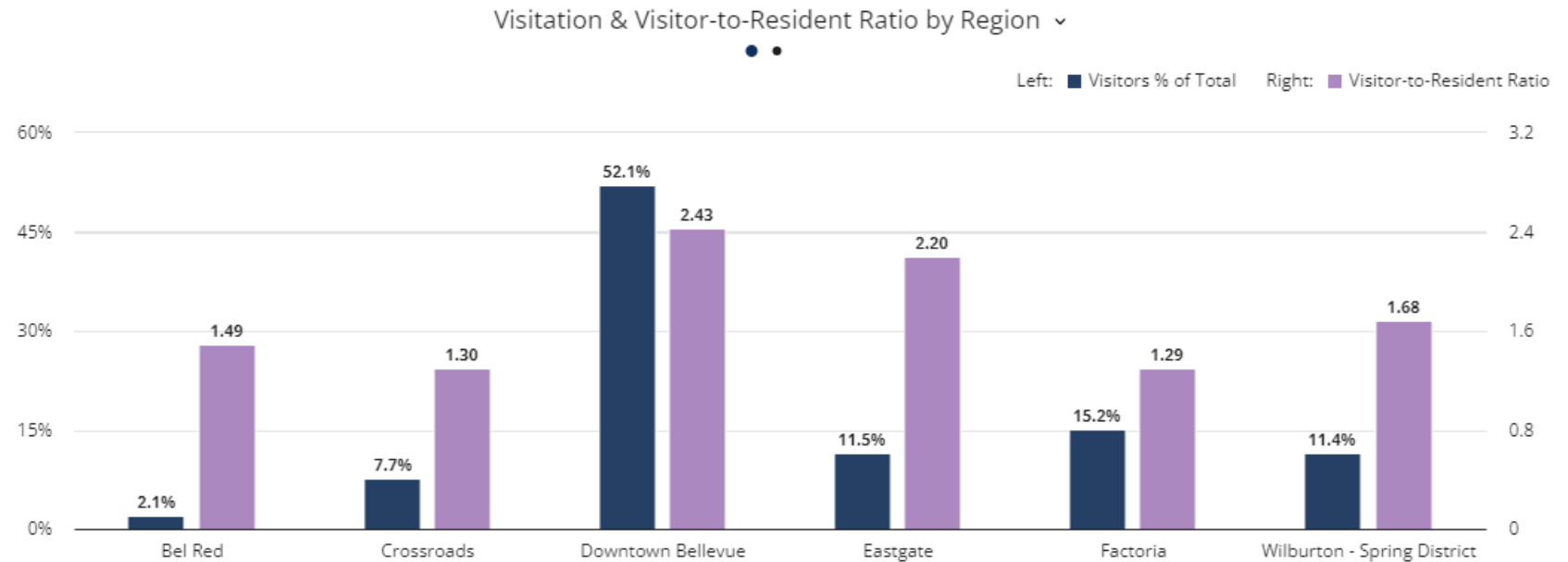
INTERNATIONAL VISITOR ORIGIN

Selected Period: JAN (01) – FEB (02) 2024

Origin country	Spend ▼	YoY % Change	Card Count	YoY % Change
<input type="checkbox"/> China Mainland	\$2,088,352	+12%	4,043	+22%
<input type="checkbox"/> Canada	\$1,590,688	+12%	7,705	+11%
<input type="checkbox"/> India	\$439,568	+55%	1,198	+44%
<input type="checkbox"/> United Kingdom	\$323,334	+69%	752	+25%
<input type="checkbox"/> Taiwan	\$233,652	+9%	452	+12%
<input type="checkbox"/> South Korea	\$205,319	+9%	634	+27%
<input type="checkbox"/> Japan	\$158,413	+3%	691	+6%
<input type="checkbox"/> Mexico	\$152,198	+52%	630	+29%
<input type="checkbox"/> Germany	\$144,039	+94%	713	+61%
<input type="checkbox"/> Republic Of Ireland	\$135,898	+67%	312	+71%



Research & insights



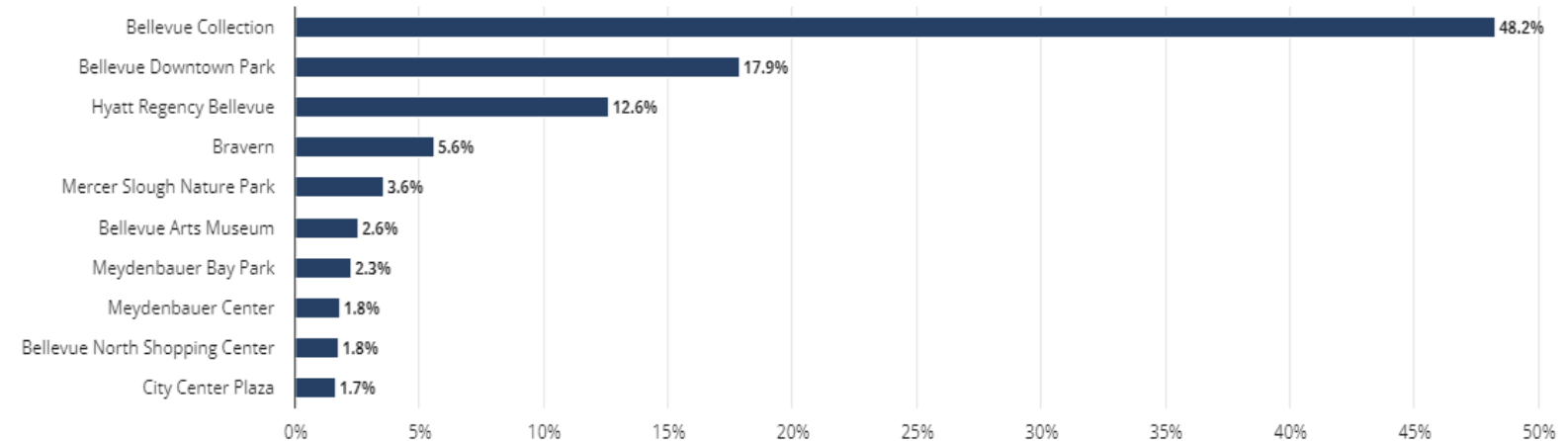
We have established visitor regions within Bellevue

Visitor to Resident ratios by region help us understand the capacity and demand for destination development & management.



Downtown Region POI's

Top 10 Primary Places of Impact



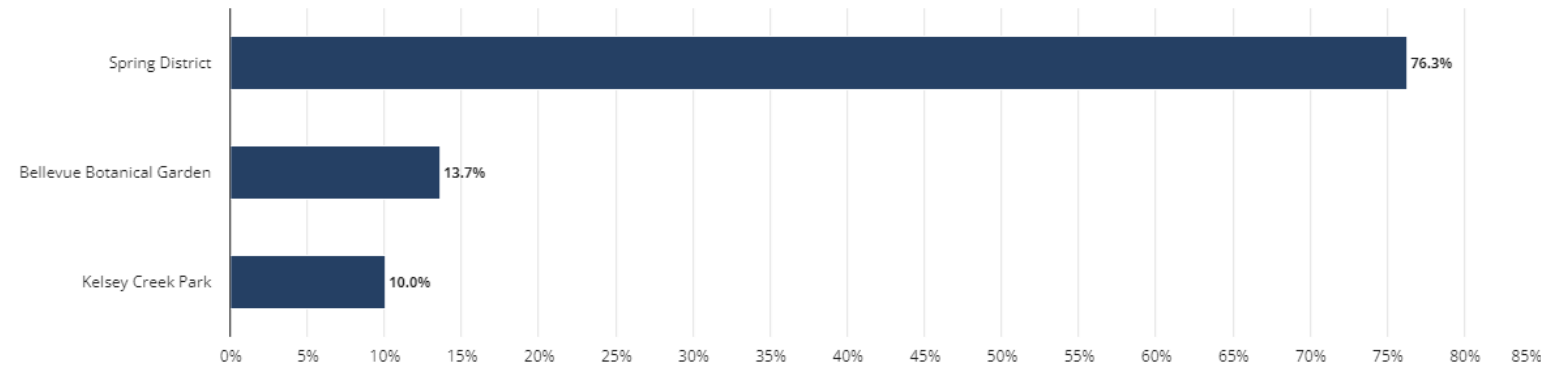
The Downtown Region within Bellevue is most popular

52% of visitor are to Downtown Region. The Visitor to Resident ratio is 2.43. The highest visited area is Bellevue Collection (48%), Bellevue Downtown Park (18%) Hyatt (13%) Bravern (6%)

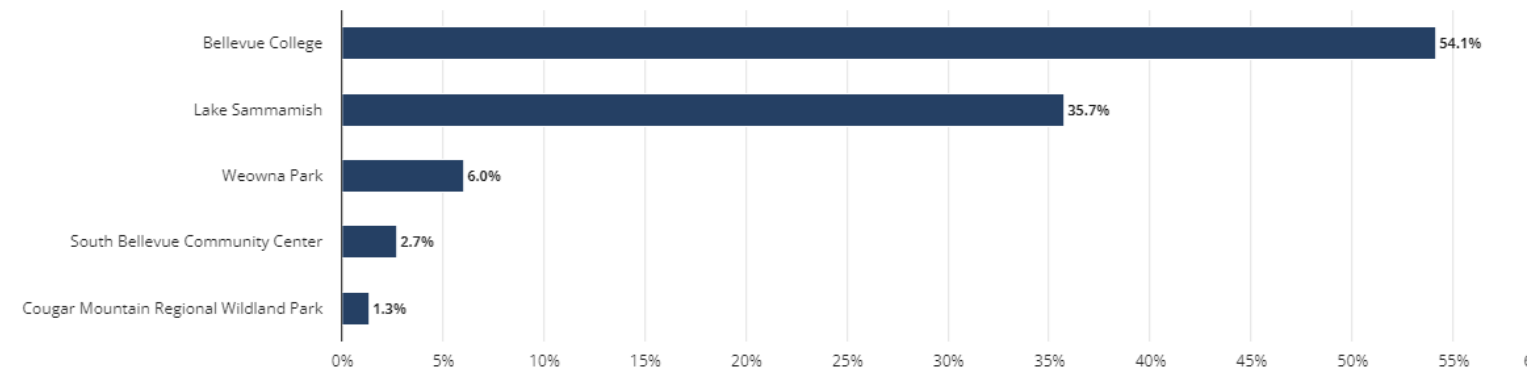


Wilburton & Eastgate POI's

Top 10 Primary Places of Impact



Top 10 Primary Places of Impact





Thank You – Q & A