

## 2009 VISITOR IMPACT TO SEATTLE/KING COUNTY

### Seattle-King Co.

#### Visitor Volume

**Total Overnight Visitors** 8.8 Million

*Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau*

#### Visitor Expenditures

Food Stores	\$71 Million
Food Service	\$553 Million
Lodging	\$533 Million
Retail Sales	\$257 Million
Local Transportation and Gas	\$498 Million
Arts/Recreation/Entertainment	\$206 Million
Visitor Air Transportation	\$376 Million
<b>Total Visitor Expenditures</b>	<b>\$6.9 Billion</b>

*Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau*

#### Tourism Industry Employment

<b>Total direct employment</b>	<b>50,000 Jobs</b>
<b>Total direct earnings from travel spending</b>	<b>\$779 Million</b>

*Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau*

#### State/local taxes paid by visitors

Lodging Taxes	\$73 Million
State Auto Rental	\$16 Million
Country Auto Rental	\$10 Million
State Gas	\$54 Million
B&O	\$22 Million
Local Sales	\$83 Million
State Sales	\$158 Million
<b>Total state/local taxes paid by visitors</b>	<b>\$416 Million</b>

*Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau*

#### Visitor Profile

Median Age	40 yrs.
Median Household Income	\$74,300
Average Travel Party Size	2.1 people
Per Day Travel Party Expenditures	\$204
Average # of Nights Stayed	5.7

*Source: CIC Research, Inc., compiled over most recent four-year survey period via visit intercept surveys.*

#### Purpose of Trip

Visiting Friends/Relatives	37%
Pleasure/Vacation/Special Events	43%
Business	10%
Convention/Conference/Meetings	5%
Other	5%

*Source: CIC Research, Inc., compiled over most recent four-year survey period via visit intercept surveys.*

**Transportation to King County**

Arrived by Air	51%
Arrived by Auto	46%
Other	3%

*Source: CIC Research, Inc., compiled over most recent four-year survey period via visit intercept surveys.*

**Origin of Visitors**

Domestic	78%
International	22%

**Top 4 States of Residence:**

Washington	13%
California	11%
Oregon	7%
Texas	4%

*Source: CIC Research, Inc., compiled over most recent four-year survey period via visit intercept surveys.*

**Accommodations in King County**

Hotel/Motel	47%
Private Home/Other	53%

*Source: CIC Research, Inc., compiled over most recent four-year survey period via visit intercept surveys.*