

## 2010 VISITOR IMPACT TO SEATTLE/KING COUNTY

	Seattle-King Co.	Washington State
<b><u>Visitor Volume</u></b>		
<b>Total Overnight Visitors</b>	<b>9.3 Million</b>	
<i>Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau</i>		

<b><u>Visitor Expenditures</u></b>		
Food Stores	\$172 Million	
Food Service	\$1.2 Billion	
Lodging	\$1.1 Billion	
Retail Sales	\$573 Million	
Local Transportation and Gas	\$1.1 Billion	
Arts/Recreation/Entertainment	\$457 Million	
Visitor Air Transportation	\$882 Million	
<b>Total Visitor Expenditures</b>	<b>\$5.5 Billion</b>	<b>\$15.2 Billion</b>
<i>Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau</i>		

<b><u>Tourism Industry Employment</u></b>		
<b>Total direct employment</b>	<b>49,000 Jobs</b>	<b>143,800 Jobs</b>
<b>Total direct earnings from travel spending</b>	<b>\$2.26 Billion</b>	<b>\$4.3 Billion</b>
<i>Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau</i>		

<b><u>State/local taxes paid by visitors</u></b>		
Lodging Taxes	\$80 Million	
State/County Auto Rental	\$26 Million	
State Gas	\$57 Million	
B&O	\$24 Million	
Local Sales	\$87 Million	
State Sales	\$166 Million	
<b>Total state/local taxes paid by visitors</b>	<b>\$440 Million</b>	<b>\$992 Million</b>
<i>Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau</i>		

<b><u>Visitor Profile</u></b>	
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
<i>Source: CIC Research, Inc., compiled over most recent four-year survey period via visit intercept surveys.</i>	

<b><u>Purpose of Trip</u></b>	
Visiting Friends/Relatives	37%
Pleasure/Vacation/Special Events	43%
Business	10%
Convention/Conference/Meetings	5%
Other	5%
<i>Source: CIC Research, Inc., compiled over most recent four-year survey period via visit intercept surveys.</i>	

## Seattle-King Co.

### **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.*