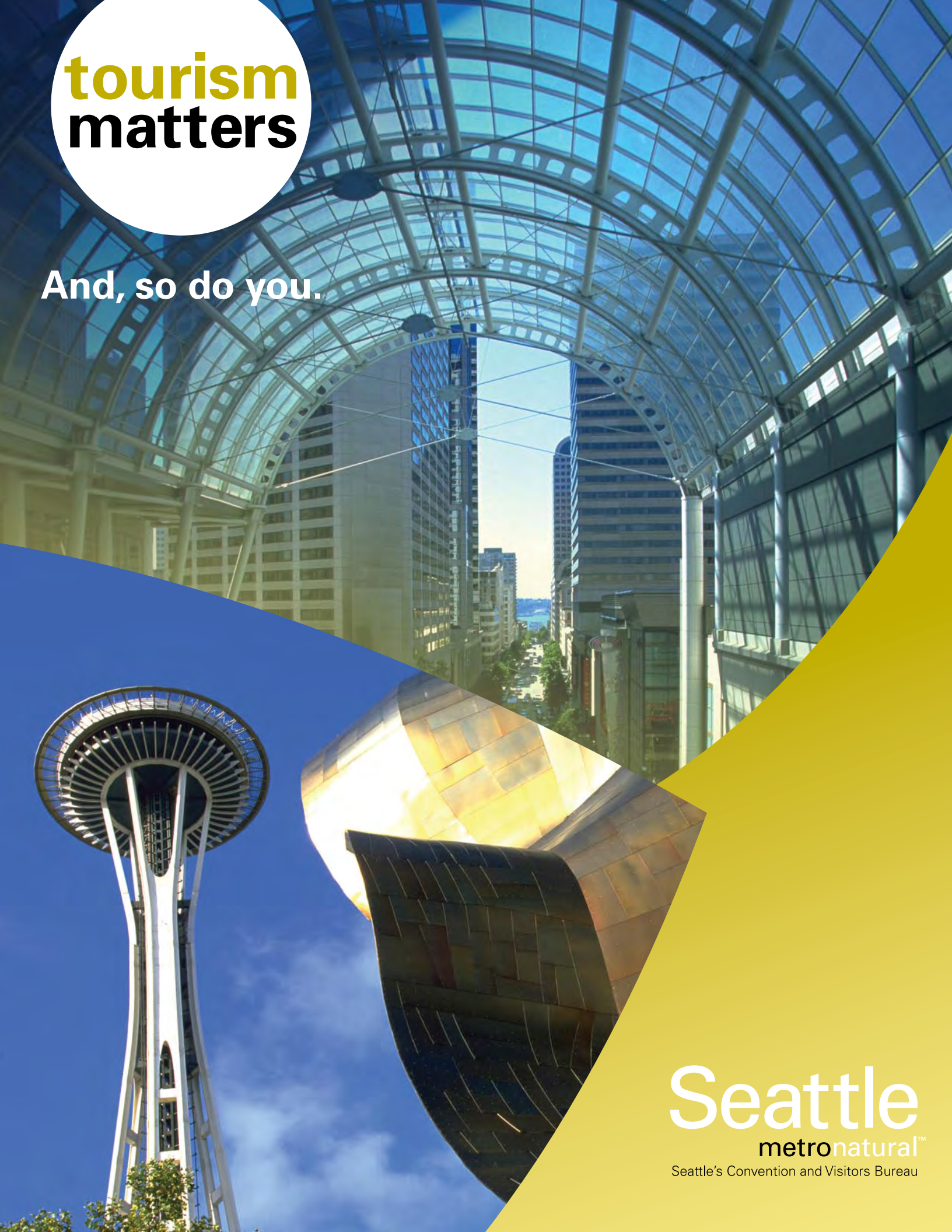


**tourism
matters**

And, so do you.



Seattle
metronatural™
Seattle's Convention and Visitors Bureau

Businesses like yours are critical to what makes Seattle one of the top tourist and convention destinations in America.

From Microsoft to microbrews, there is something for every visitor, and you are an important part of Seattle's visitor experience.

Join Seattle's Convention and Visitors Bureau (SCVB) as a member and take full advantage of our successful effort to keep Seattle — and your business — top of mind for visitors and locals alike.

"We have been a member of the Seattle CVB since our inception and it is the best partnership that we could possibly have for our business. They provide incredible networking opportunities with potential clients, exposure to our target audience, and timely information to assist us in selling our services. On top of all that, we have discovered hundreds of other alliances with the other bureau members."

*— Christine Skrak, President / CEO
Triumph Expo & Events, Inc.*

Join the Destination Marketing Team.

As a non-profit economic development agency, SCVB is responsible for competitively marketing the Seattle area as a destination for conventions, tour groups and individual travelers. The goal of these marketing efforts is to enhance the employment opportunities and economic prosperity of the region.

Members benefit from SCVB's marketing programs and opportunities to gain direct access to the visitor market.

Year over year, visitors spend billions of dollars in King County.* That direct spending benefits hotels, retailers, restaurants, attractions, transportation services and businesses just like yours. Additionally, visitors support jobs for 63,700 people and contribute \$468 million annually in state and local taxes.*

*Data compiled for SCVB by CIC Research, Inc.



Share the Wealth.

We understand you have to make difficult decisions on how to spend your marketing resources. At SCVB, we view your membership as an investment in the \$6 billion tourism market.

Membership dues and income from service contracts with the City of Seattle, King County, the Port of Seattle, and the Washington State Convention & Trade Center make up the majority of our revenue. We reinvest these funds — approximately \$12 million each year — in marketing programs that position our city and SCVB members directly in front of the visitor.



Put out the Welcome Mat.

At every membership level there are great benefits and all members can access additional marketing opportunities that allow direct access to the visitor market and the opportunity to welcome new business.

Make the Most of your Membership.

As a member you have additional opportunities to reach out to the lucrative visitor market by participating in member-only opportunities.

- PUBLICATION & WEB ADVERTISING • MAILING LISTS • EMAIL MARKETING**
- SEATTLE VISITOR INFORMATION CENTER PROMOTIONAL OPPORTUNITIES**
- DIRECT MAIL INSERTIONS • SEATTLE SUPER SAVER PROGRAM • CONVENTION BOOKING NOTICES**



Advertise in these SCVB Publications

“Bell Harbor has been a member of Seattle’s Convention and Visitors Bureau since we opened in 1996. The bureau has been a fantastic partner providing valuable information, ongoing support but most importantly, they have brought us valuable business from around the country that we could never have found on our own. I highly recommend becoming a member of the SCVB!”

*– Shelley Tomberg
Vice President, Columbia Hospitality*



We Work for You.

At Seattle's Convention and Visitors Bureau more than 50 employees work full-time to promote Seattle as the number-one choice for destination travel. These dedicated professionals have one goal — to make sure your membership dollars are used efficiently, effectively and result in boosting your bottom line.

CONVENTION SALES

Dedicated to generating meeting and convention business for the Washington State Convention & Trade Center, SCVB members and the City of Seattle.

CONVENTION SERVICES

Connects members to visitors and meeting planners. The team includes Convention Services and Convention Housing.

TOURISM DEVELOPMENT

Works with professional travel planners (tour operators, wholesalers, travel agents, group leaders, airlines, cruise lines and other segments of the travel trade) from around the world to increase experiential leisure travel to Seattle and the Pacific Northwest.

CULTURAL TOURISM

Promotes Seattle and the region as a premier destination to experience arts, history, culture and heritage.

MARKETING SERVICES

Responsible for supporting all SCVB divisions in their marketing efforts through web development, collateral materials, brand execution and strategy.

PUBLIC RELATIONS

Increases the economic impact of tourism in the city and county by stimulating editorial media coverage and by strategically working across leisure, business, convention trade and travel trade markets.

SEATTLE SPORTS COMMISSION

Creates a positive economic impact for the Puget Sound region by promoting, developing and attracting sports and recreational events.

MEMBERSHIP & VISITOR SERVICES

Assists member businesses in reaching and attracting the lucrative visitor market through the Seattle Visitor Center & Concierge Services, SCVB publications, web strategies, brochure distribution and a host of signature events, seminars and orientations.

"The exposure and sales increases that we have experienced as a direct result of our association and membership in Seattle's Convention and Visitors Bureau has been invaluable. So have the friendships that we have made with other members and with SCVB staff. It is a pleasure to work with people who share the vision that Seattle is an ideal venue for tourists and locals alike."

*— Charles and Rose Ann Finkel
The Pike Brewing Company*

visitseattle.org

Join us Today. It's easy.

Just call SCVB's membership department at 206-461-5841 or access information on our website: **www.visitseattle.org/members**. We'll answer questions about dues and benefits. When you join, we'll send a new member packet with marketing tools you can put to use immediately.

Met•ro•nat•u•ral \,mə-trō-'nɑ-chə-rəl\ — *adj.*

1 : having the characteristics of a world-class metropolis within wild, beautiful natural surroundings **2** : A blending of clear skies and expansive water with a fast-paced city life — *n.* **3** : one who respects the environment and lives a balanced lifestyle of urban and natural experiences **4** : Seattle

Seattle
metronatural™
MEMBER

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