



Seattle's Convention and Visitors Bureau

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News Release

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MILESTONE HOTEL GUESTS RECEIVE GRAND SEATTLE WELCOME *Seattle Hoteliers Mark Start of Summer Travel Season with Big Bookings*

SEATTLE – When Kelly Amen called the Seattle Super Saver toll free reservation line to book a trip to Seattle, she expected the best available rate at one of the city's top hotels. She got it - and a whole lot more. She and her family were escorted from the Seattle airport by limo, welcomed by the general manager of the AAA Five Diamond Fairmont Olympic Hotel, upgraded to the presidential suite, offered a complimentary dinner at one of the hotel's award-winning restaurants and presented with a Seattle gift basket and passes to many of the city's top attractions.

Amen, her husband Todd and four children, of Evergreen, Co., had unwittingly helped achieve a booking milestone for the 81 hotels which participate in the independent Seattle Super Saver program, establishing 50,000 room nights booked since a major upgrade and re-launch of the program in fall 2003.

“We’re extremely grateful to the Amen Family and the thousands of other travelers who have chosen our home-grown Seattle Super Saver program over the mega online bookers,” said Don Welsh, President & CEO of Seattle’s Convention and Visitors Bureau (SCVB). “While our numbers are relatively small compared to our larger competitors, they represent a real success story for Seattle hotels. Thanks to the superior service and value our hoteliers offer, Seattle Super Saver now has a presence in a very competitive marketplace.”

Seattle Super Saver is the first of its kind in the U.S. to be operated by a non-profit convention and visitors bureau and, unlike other web-based hotel booking companies, is for the exclusive benefit of travelers and Seattle hotels. A bold, \$100,000 program overhaul 18 months ago included the construction of an online booking engine, new web site and other features that have proved extremely popular with travelers. Since then, more than 1.2 million visits were made to the Seattle Super Saver

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web site and the program's call center answered more than 30,000 calls, logging a combined 28,000 net bookings and earning more than \$5.5 million in net revenue for Seattle hotels. The number of participating hotels has doubled to 81 and the program has been expanded to run year-around.

"Since the inception of the Super Saver program, the Fairmont Olympic Hotel has been a proud partner with Seattle's Convention & Visitors Bureau and hotel community in the marketing of our fine city and we look forward to welcoming new and returning Seattle Super Saver guests in the future," said Dennis Clark, General Manager of the Fairmont Olympic Hotel. In addition to the upgrade to the presidential suite, the hotel also provided a complimentary in-room amenity package for the family as well as a complimentary dinner at Shuckers, one of the hotel's restaurants.

Other gifts provided by the convention and visitors bureau included Seattle City Passes for the whole family, good for free admission to the Space Needle, Argosy Cruises, Pacific Science Center, Museum of Flight, Woodland Park Zoo and Seattle Aquarium. This is the Amen family's first visit to Seattle. Following a business meeting for Todd Amen, the family had scheduled four extra days in Seattle for sightseeing when they booked the hotel through the Seattle Super Saver program in late May.

Travelers may book at www.seattlesupersaver.com or by calling toll free within the U.S. and Canada at (800) 535-7071; from outside the U.S. and Canada, the number to call is (206) 461-5882. Phone lines are staffed by knowledgeable reservationists who personally inspect each property and can advise of hotel features and locations, as well as make bookings. Reservation lines are open 8:30 a.m. - 5 p.m. (Pacific time), Monday through Friday; and 9 a.m. - 1 p.m. Saturday and Sunday.

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