



Seattle's Convention and Visitors Bureau

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News Release

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SEATTLE ANNOUNCES NEW “VALUE SEASON”

Discounts on Hotels, Attractions, Tours and Dining Throughout Fall & Winter

SEATTLE – Seattle's Convention & Visitors Bureau (SCVB) has announced that its long-running Seattle Super Saver program will operate year-around and feature extensive fall and winter value-added offers and new cultural packages that correspond with the program's lowest hotel rates of the year.

Travelers accustomed to finding the lowest available fall and winter hotel rates via the Seattle Super Saver program during its 14-year run now have additional reason to celebrate the season. Running November 1, 2004 through March 31, 2005, Seattle Super Saver Value Season will offer program patrons a free value guide (upon check-in) with more than 60 discount offers from top Seattle attractions, performing arts organizations, retailers, restaurants, professional sports teams and tour and transportation companies. All offers are valid through March 31 and feature a range of percentile discounts, two-for-ones and gift certificates.

The Seattle Super Saver Value Season will also offer cultural hotel packages this fall and winter. Now through January 2, 2005, eight Seattle Super Saver hotels will offer packages that include priority ticket vouchers to the Seattle Art Museum's exhibit called *Spain in the Age of Exploration 1492-1792*. Co-organized with the Patrimonio Nacional of Spain, the exhibition features more than 100 works of art and science drawn primarily from Spanish collections including paintings, sculpture, tapestries, scientific instruments, maps, armor and books by artists such as Hieronymus Bosch, Titian, El Greco, Gianlorenzo Bernini, Diego Velázquez and Francisco de Goya. The ticket vouchers offered through this package

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allow patrons to skip the exhibit's long lines by going directly to Will Call for the next-available timed entry. Same-day admission is guaranteed. Travelers may book one-night exhibit packages via the Seattle Super Saver web site or call the toll-free number to book longer stays. More packages are expected to be available via the Seattle Super Saver program now through March.

The Seattle Super Saver program began in 1990 as a way to stimulate hotel stays during Seattle's tourism off-season. Seattle Super Saver helped pioneer convention and visitor bureau consumer housing programs and has generated nearly \$22 million in revenue throughout its 14-year run. In late 2003, SCVB built its own online booking engine and greatly enhanced program features. The well-received overhaul positioned Seattle Super Saver as a viable alternative to private sector web-based hotel bookers and led, for the first time in program history, to the extension of the program throughout the following summer. In September of 2004, SCVB announced that the program would operate year-around with the additional value components between November and March.

The Seattle Super Saver program guarantees the best available rates plus a unique package of benefits and services not available via any other Seattle hotel distribution channel, including no booking or hidden fees, no pre-payments and no cancellation fees (up to 24 hours prior to check-in). Participating properties can match the lowest available rates during requested dates while also offering options for upgrades to higher room categories or suites at substantially discounted rates at the time of the reservation. At check-in, Seattle Super Saver hotels draw from best available guestrooms and suites depending on availability. Other online bookers typically offer leftover room inventories to customers.

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 location, 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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