

Visit Vancouver USA Update



September 13, 2021
City Council Workshop

Teresa Brum, Economic Development Division Manager
Cliff Meyers, President & CEO, Visit Vancouver USA



Presentation Overview

- Staff Overview
- Visit Vancouver USA Presentation
- Questions and Discussion



Staff Update

- City of Vancouver contracts with Visit Vancouver USA for visitor services
- Funding source is Lodging Tax
- Lodging Tax purpose is “to invest in facilities, events and activities that increase overnight and day-visitors to the City of Vancouver and result in increased tourism-related revenues”
- Visit Vancouver contract with City expires 12/31/2021
- Today’s presentation is an update on the State of Tourism in Vancouver

Questions and Discussion

VANCOUVER
CITY HALL



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STATE OF TOURISM AND THE LOCAL VISITOR ECONOMY

Cliff Myers, President & CEO
Visit Vancouver USA

STATE OF TOURISM AND THE LOCAL VISITOR ECONOMY

AGENDA

1. Introductions/Overview
2. Destination Marketing & Visit Vancouver USA
3. Our Local Visitor Economy & the Effects of the Pandemic
4. What's Next?
5. Questions

- As the official destination marketing organization for Vancouver & Clark County, **Visit Vancouver's mission is to increase visitor spending** through competitively marketing the area as a destination for meetings, conventions, sporting events, group tours, and leisure travelers.

- In short, **our job is to influence demand** by leveraging the power of destination sales & marketing.



DESTINATION VIDEO



[Link to YouTube video](#)

VISIT VANCOUVER FUNDING

CURRENT

- **Lodging Tax:** 15% of 4% tax on stays of less than 30 days; approx. 50% for Conv Center debt service, remaining 35% for LTAC and similar
- **Tourism Promotion Area:** \$2/room/night (since 1998)
- **Private:** online advertising sales

	Pre COVID	Current
Public Funding (of 4% lodging tax)	15% = \$.390	15% = \$.234
Self-Assessed Fees (TPA per room)	\$2 = \$1.26	\$2 = \$.850
Private Funding	<u>\$0.02</u>	<u>\$0.02</u>
TOTAL	\$1.67	\$1.10

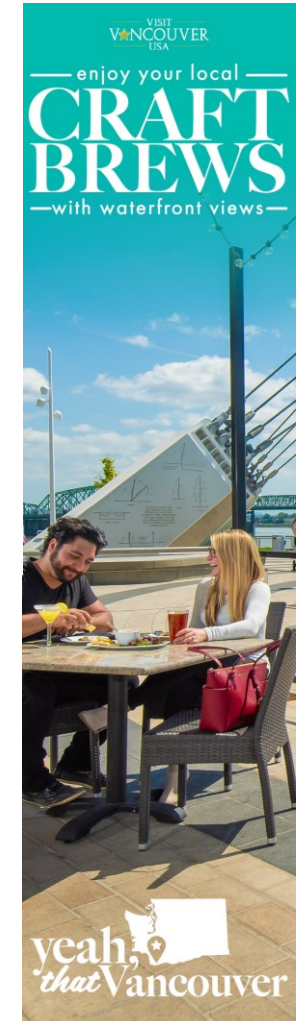
DESTINATION MARKETING & VISIT VANCOUVER

VISIT VANCOUVER USA



MARKETING & COMMUNICATIONS

2019



GROUP SALES

	<u>Leads</u> <u>Distributed</u>	<u>Definites</u> <u>Booked</u>	<u>Future</u> <u>Room</u> <u>Nights</u>
<u>2019</u>	218	104	29,366

MARKETING & COMMUNICATIONS

2020

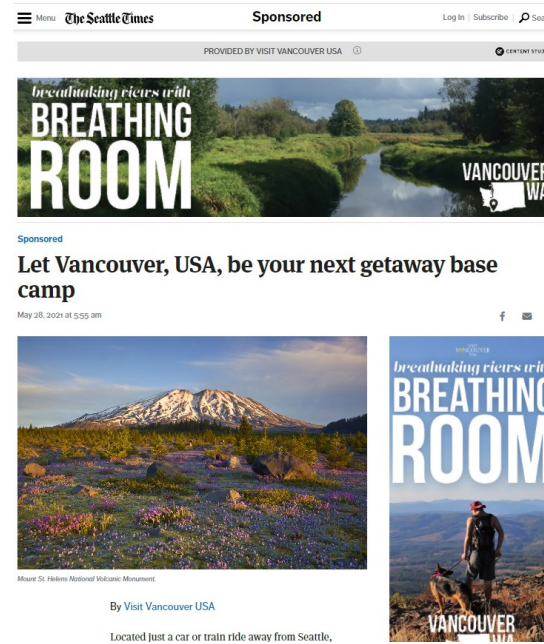
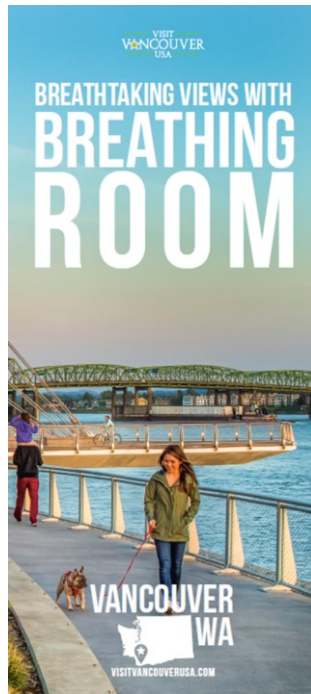


GROUP SALES

	<u>Leads</u> <u>Distributed</u>	<u>Definites</u> <u>Booked</u>	<u>Future</u> <u>Room</u> <u>Nights</u>
<u>2020*</u>	86	23	12,390
	*Includes 52 group cancellations		

MARKETING & COMMUNICATIONS

2021



GROUP SALES

	<u>Leads</u> <u>Distributed</u>	<u>Definites</u> <u>Booked</u>	<u>Future</u> <u>Room</u> <u>Nights</u>
<u>2021 YTD*</u>	64	27	11,945
*Includes 22 group cancellations			

KEY PERFORMANCE METRICS

GROUP ROOM NIGHTS

- Future booking commitments & actualized pick up reports

SPORTS EVENTS

- Future booking commitments & actualized pick up reports

CLARK COUNTY HOTEL PERFORMANCE

- Weekly/Monthly hotel data (occupancy/ADR/RevPAR) provided by STR

OVERALL ECONOMIC IMPACT

- Tourism Economics data provided by WTA

DATA ANALYTICS RESEARCH & DEVICE TRACKING

- Datafy (previously See Source)

WHAT'S THE IMPACT OF OUR WORK?

Since 2005, Visit Vancouver USA has invested more than **\$16 million** in sales and marketing programs designed to expand the local visitor economy.

During that same time period, we've helped directly book more than **244,000 room nights**.

Prior to the pandemic, tourism annually supported **\$554 million** in spending and **4,723 jobs**.

A WORTHY DESTINATION

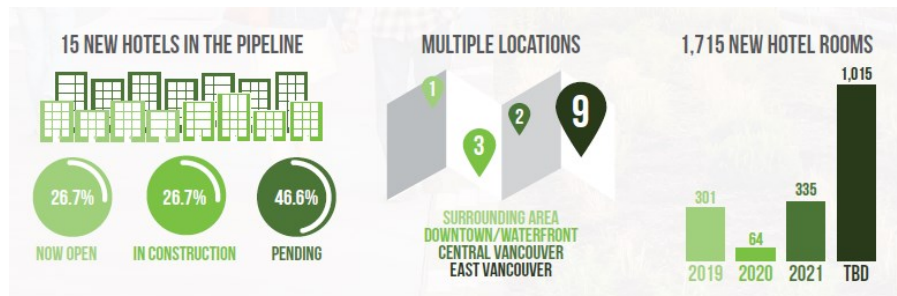
It's no secret Clark County is booming.

In the tourism sector, what is still somewhat underappreciated is the fact that Vancouver & Clark County have emerged as a fantastic destination worth visiting.



A WORTHY DESTINATION

There are now **38 HOTELS & OVER 3,000 HOTEL ROOMS** in the local market. There are at least three **more hotels currently under construction** and even more in different stages of development. **Indeed, supply is not the issue here!**



There are **668 FANTASTIC RESTAURANTS** operating throughout Vancouver & Clark County, attracting renowned chefs & food travelers.



2019

TOURISM IMPACT

Tourism provides strong benefits to our local economy and creates positive effects that ripple throughout the entire business community.



In 2019, visitors to Clark County generated a total economic impact of **\$554.8 million**

Tax revenue collected from Clark County visitors in 2019 totaled **\$65.8 million** in state & local taxes



Clark County tourism created **\$142 million** in job earnings

CLARK COUNTY TOURISM IN 2019

Diverse set of visitors

- Business travelers
- Leisure visitors
- Convention attendees
- Sports participants

69.6% annual average hotel occupancy

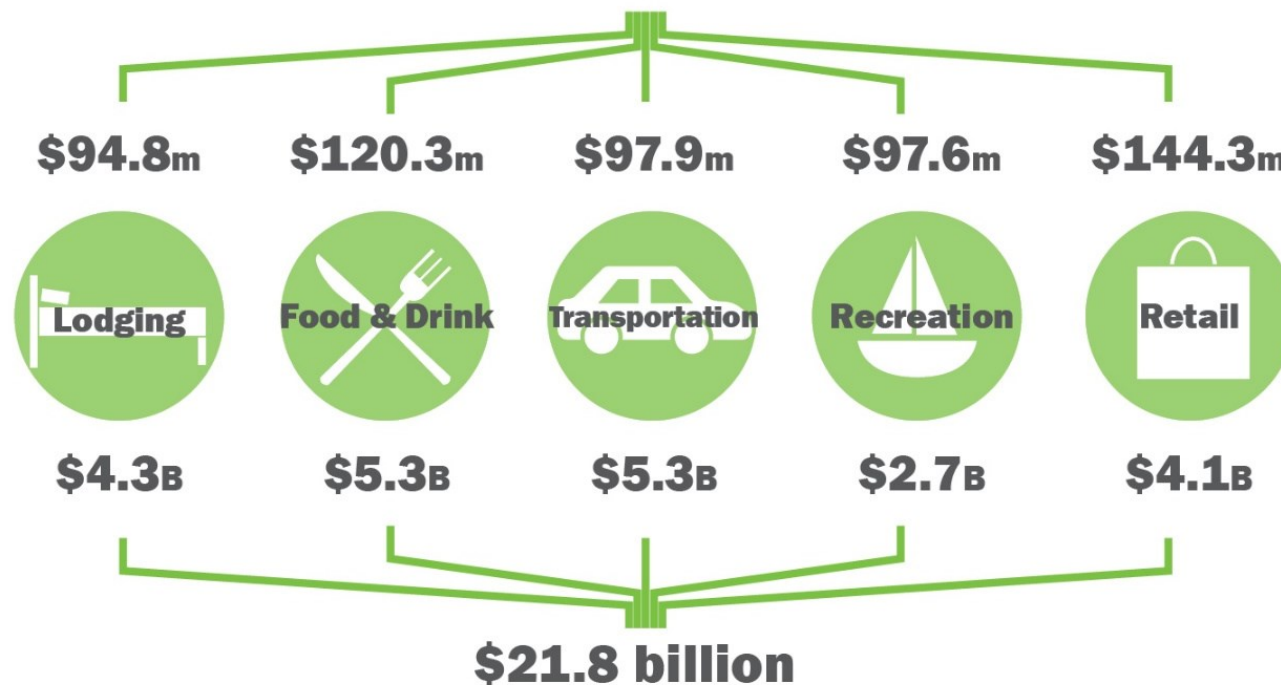
4.61 million visitors
(includes day visitors)

29,366 future group room
nights booked

2019

CLARK COUNTY VISITORS CONTRIBUTE

Clark County 2019 Destination Spending by Commodity
\$554.8 million



Washington State 2019 Destination Spending by Commodity

Source: Tourism Economics

SLEEP

EAT

MOVE

ENJOY

SHOP

2020

CLARK COUNTY

VISITATION (000's)

Commercial Lodging	637 (18.4%)
Visiting Friends & Relatives	543 (15.6%)
Day Visitors	<u>2,291</u> (66.0%)
TOTAL	3,471

SPENDING (\$M)

Commercial Lodging	\$184.0
Visiting Friends & Relatives	\$ 83.2
Day Visitors	<u>\$127.7</u>
TOTAL	\$394.9
State & Local Taxes	\$64.7M

Source: Tourism Economics / Washington Tourism Alliance

2020

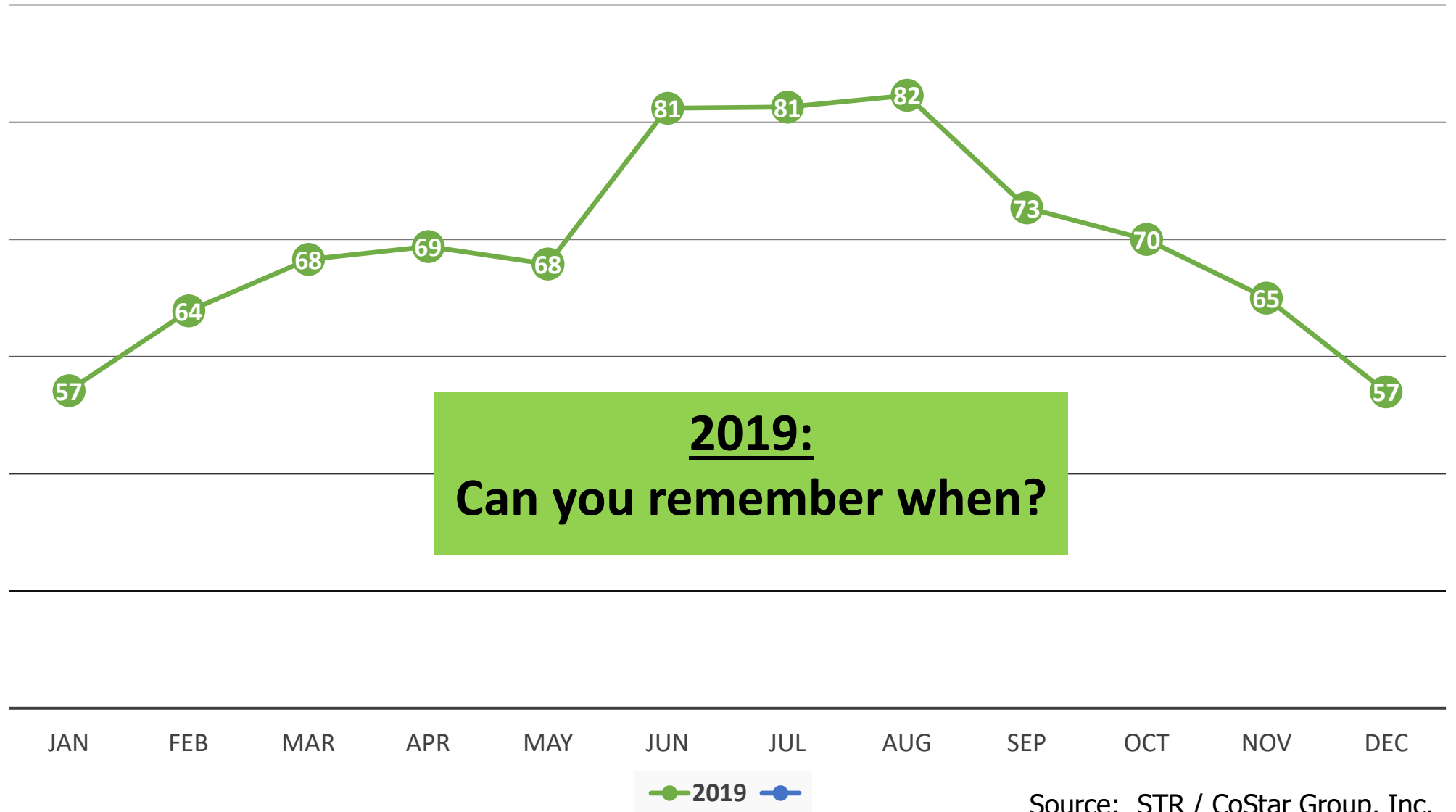
PER VISITOR SPENDING

Commercial Lodging	\$288.85
Visiting Friends & Relatives	\$153.22
Day Visitors	\$ 55.74

Source: Tourism Economics / Washington Tourism Alliance

EFFECTS OF THE PANDEMIC

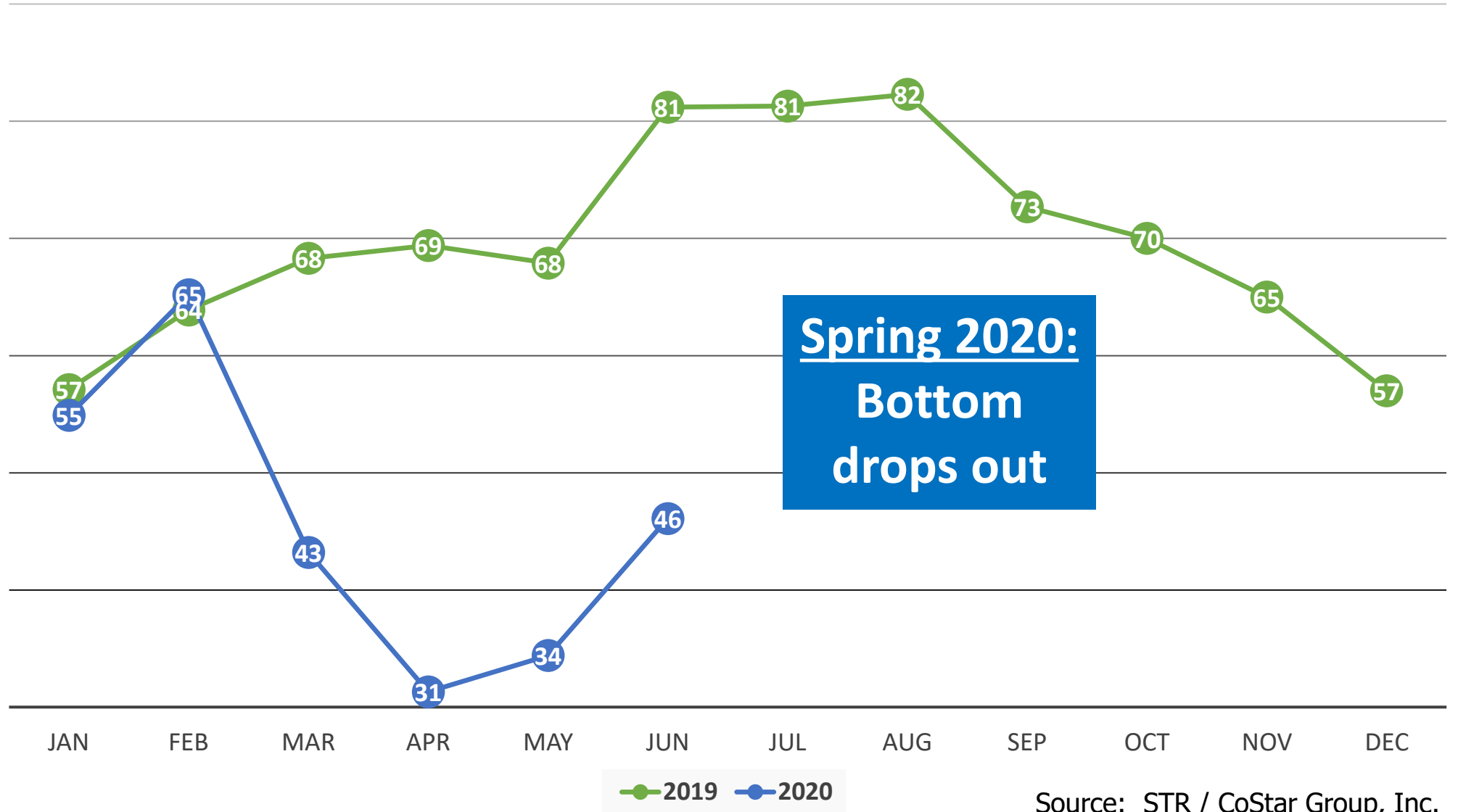
MONTHLY CLARK COUNTY HOTEL OCCUPANCY 2019



Source: STR / CoStar Group, Inc.

EFFECTS OF THE PANDEMIC

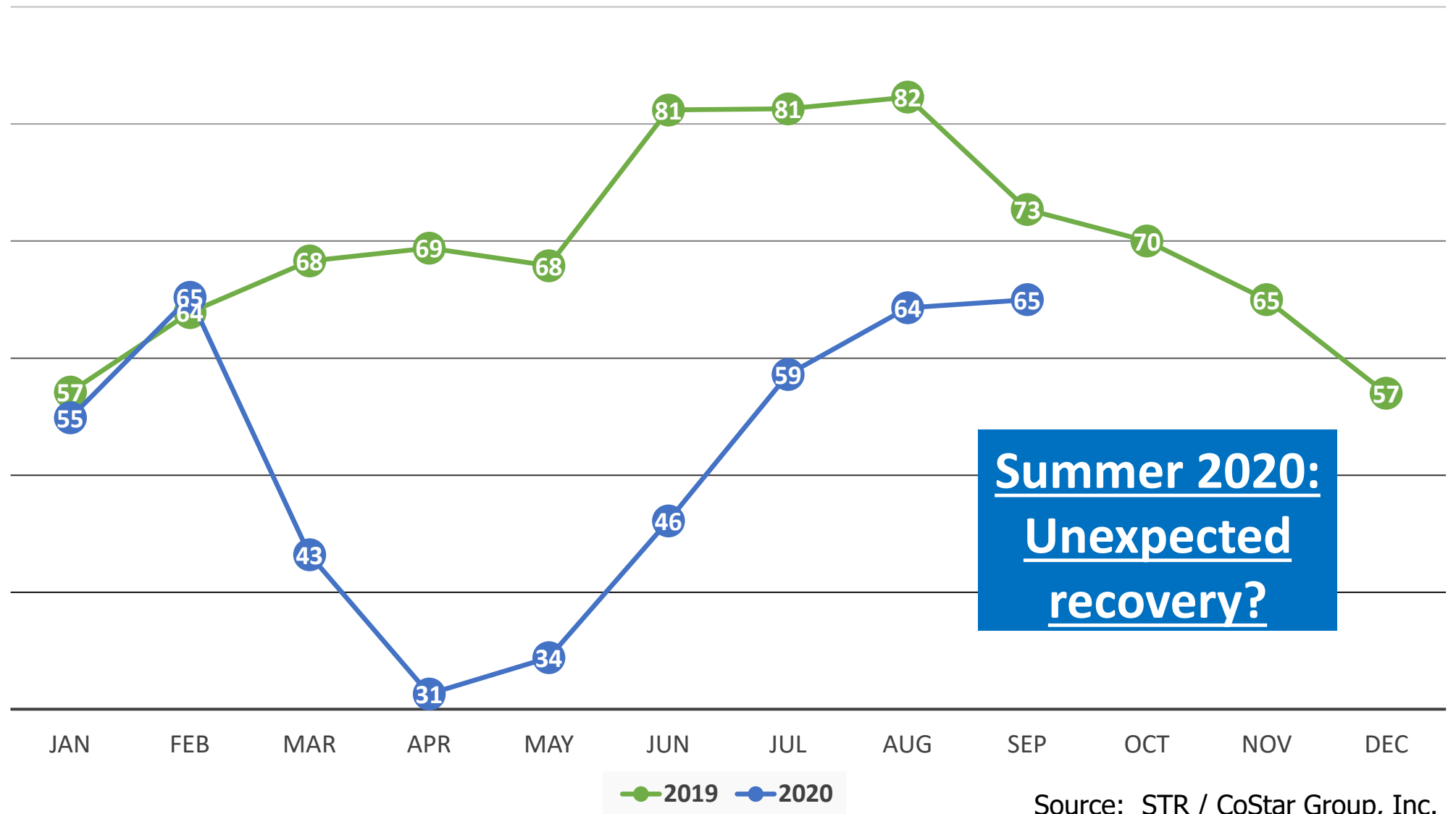
MONTHLY CLARK COUNTY HOTEL OCCUPANCY 2019-2020



Source: STR / CoStar Group, Inc.

EFFECTS OF THE PANDEMIC

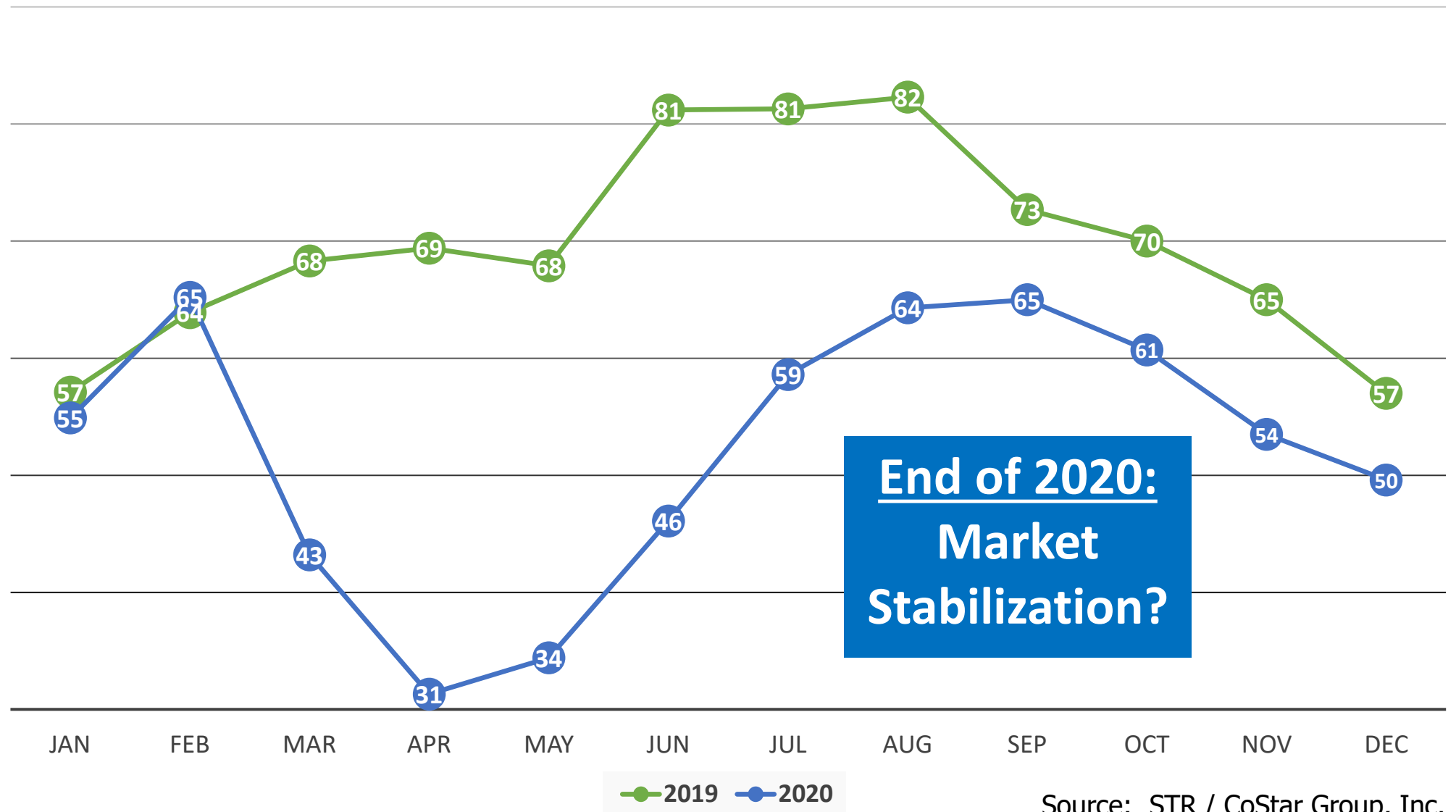
MONTHLY CLARK COUNTY HOTEL OCCUPANCY 2019-2020



Source: STR / CoStar Group, Inc.

EFFECTS OF THE PANDEMIC

MONTHLY CLARK COUNTY HOTEL OCCUPANCY 2019-2020



Source: STR / CoStar Group, Inc.

2020 vs. 2019

Clark County Hotel Performance (STR)

	<u>2020</u>	<u>2019</u>	<u>% Difference</u>
Occupancy %	52.2	69.7	-25.1%
ADR (\$)	90.63	113.2	-19.9%
RevPAR (\$)	47.34	78.84	-40.0%
Room Revenue			-39.8%
Rooms Sold			-24.9%

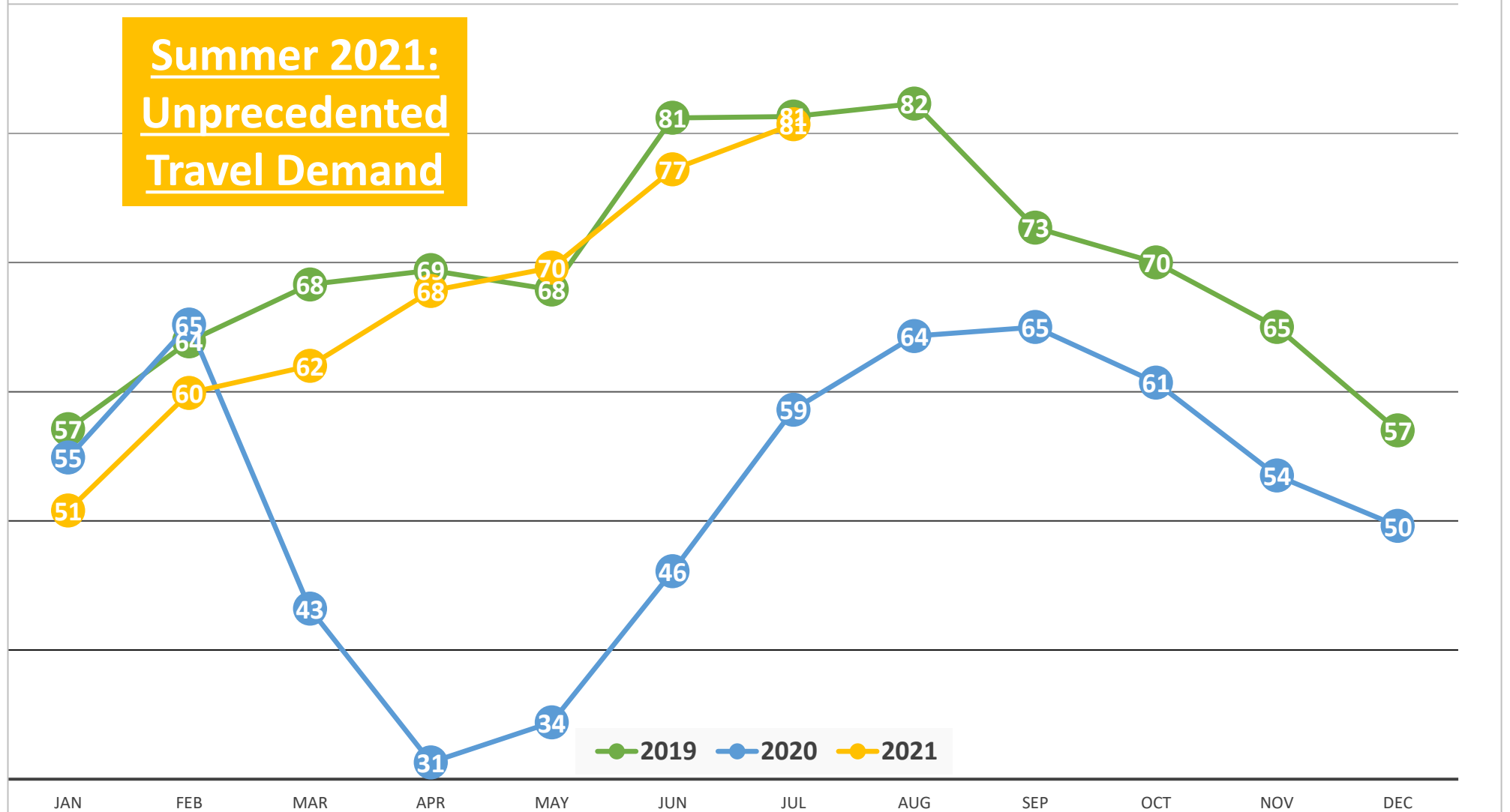
2020 vs. 2019

<u>Clark County Visitor Economy (Tourism Economics / WTA)</u>			
	<u>2020</u>	<u>2019</u>	<u>% Difference</u>
Total Visitors (millions)	3.43	4.61	-25.6%
Total Visitor Spending (\$millions)	\$374.9	\$554.8	-32.4%
Total Visitor Generated Taxes (\$millions)	\$45.3	\$65.8	-31.2%

EFFECTS OF THE PANDEMIC

MONTHLY CLARK COUNTY HOTEL OCCUPANCY 2019-2020-2021

Summer 2021:
Unprecedented
Travel Demand



Source: STR / CoStar Group, Inc.

ALIGNED INDUSTRY ADVOCACY



WHAT'S NEXT?

BRAND REFRESH

VISIT
VANCOUVER
WASHINGTON • THE ORIGINAL

VISIT
VANCOUVER
Washington
EST. 1857

VISIT
VANCOUVER
WASHINGTON

VISIT
VANCOUVER
WASHINGTON
EST. 1857



INCREASED INVESTMENT FOR DESTINATION MARKETING

**Regional
DMO
Funding
(pre-COVID)**

PORTLAND	\$27,469,155
SEATTLE	\$23,990,698
SPOKANE	\$5,098,617
SALEM	\$4,411,793
BEAVERTON	\$3,778,000
BEND	\$3,315,270
EUGENE	\$2,934,497
YAKIMA	\$2,842,601
TACOMA	\$2,607,816
TRI-CITIES	\$2,486,509
LINCOLN CITY	\$2,065,055
<u>VISIT VANCOUVER</u>	<u>\$1,670,291</u>

INCREASED INVESTMENT FOR DESTINATION MARKETING (\$MIL)

	Pre COVID	Current	Proposed
Public Funding (of 4% lodging tax)	15% = \$.390	15% = \$.234	50% = \$.782
Self-Assessed Fees (TPA per room)	\$2 = \$1.26	\$2 = \$.850	<u>\$5 =</u> <u>\$2.13</u>
Private Funding	<u>\$0.02</u>	<u>\$0.02</u>	<u>\$0.15</u>
TOTAL	\$1.67	\$1.10	\$3.06

INCREASED INVESTMENT FOR DESTINATION MARKETING

November 1st, 2021

Our next Council Workshop; a perfect
opportunity to pick up the topic!

STATE OF TOURISM AND THE LOCAL VISITOR ECONOMY

THANK YOU!