



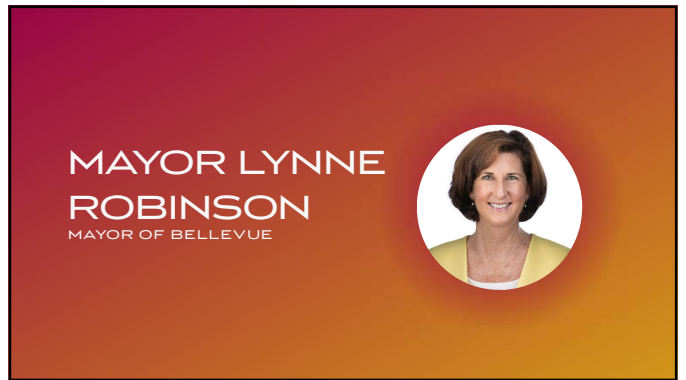
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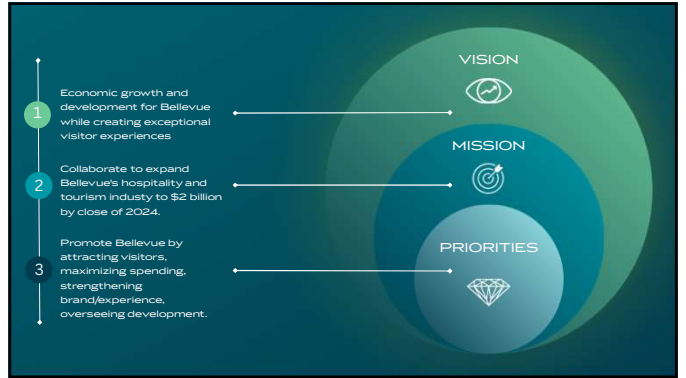
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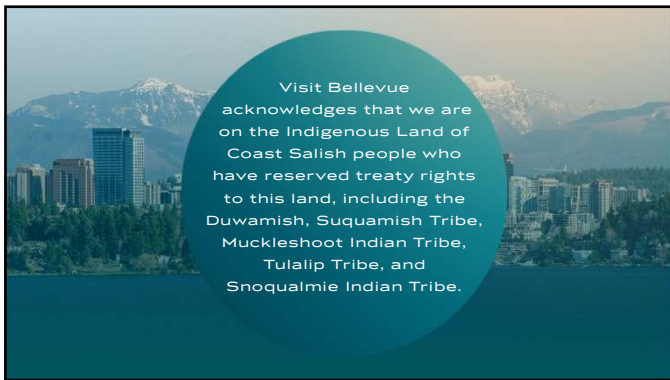
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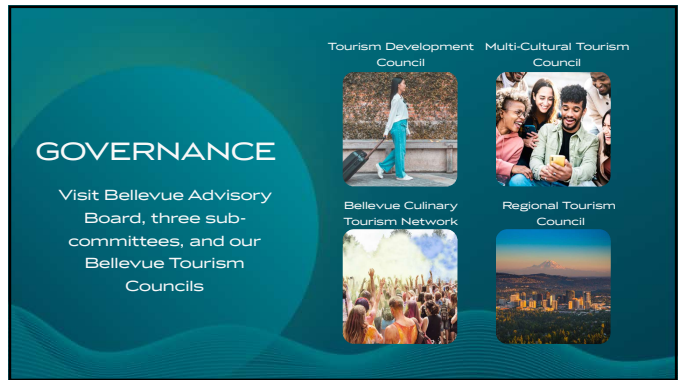
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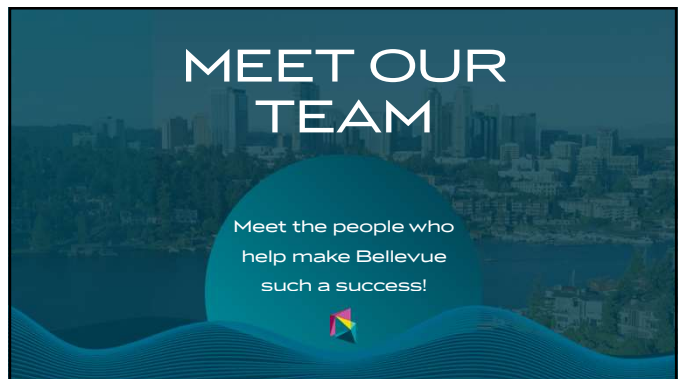
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VB TEAM

Jane Kantor | Stephanie Steele |
 Meredith Langridge | Sheila
 Freeman | Megan Adams | Anna
 Yan | Trey Jackson | Marty
 McCormack | Kristine Vannoy |
 Lenny Gutierrez | Celestina
 Hendrickson

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DESTINATION DEVELOPMENT PLAN

XXX RESONANCE
+

Update...

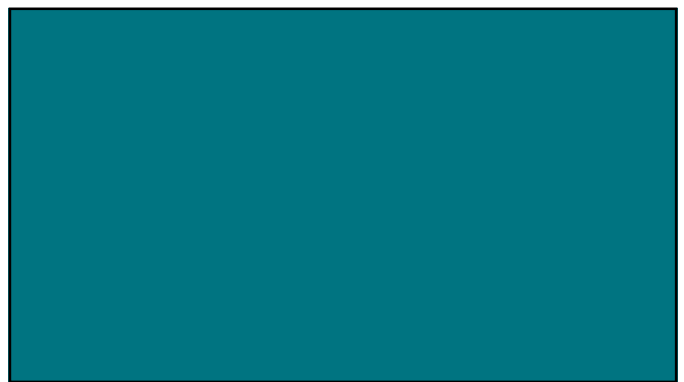
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VISITOR STATS

1.9 MILLION
OVERNIGHT
VISITORS
95% of Pre-Pandemic
Levels

\$1.5 BILLION IN
ECONOMIC
IMPACT
94% of Pre-Pandemic
Levels

14



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VISITOR STATS

95% DOMESTIC
BUSINESS
TRAVEL
of Pre-Pandemic Levels

65%
INTERNATIONAL
TRAVELERS
of Pre-Pandemic Levels

15

BRAD JONES

EXECUTIVE DIRECTOR
VISIT BELLEVUE

18



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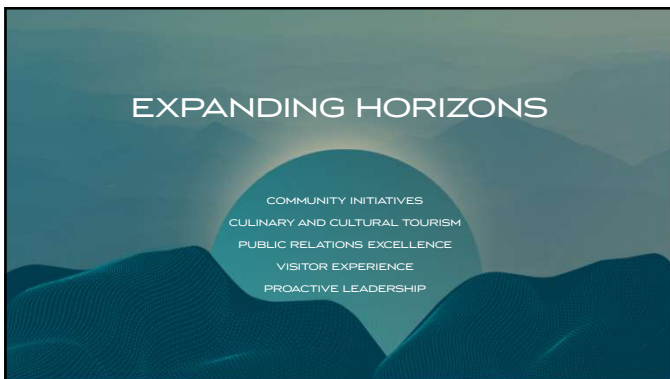
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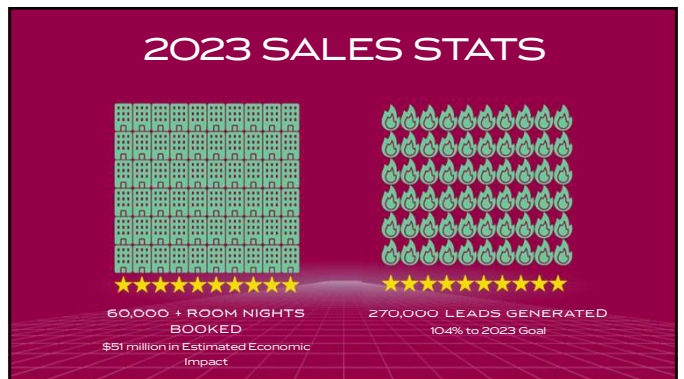
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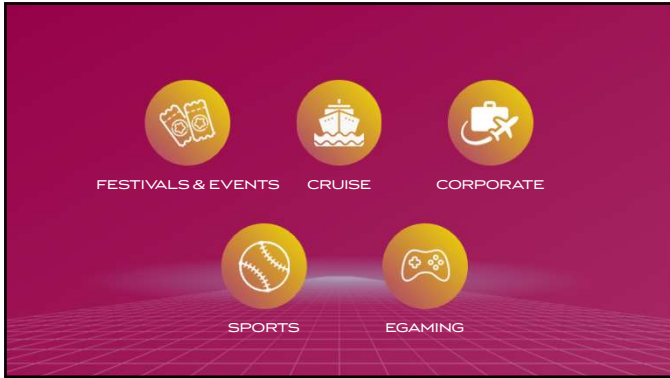
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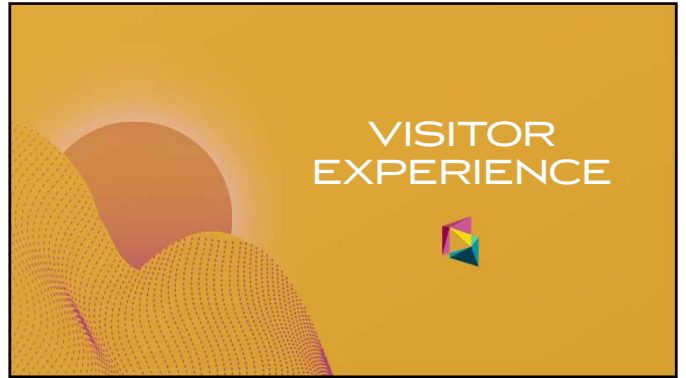
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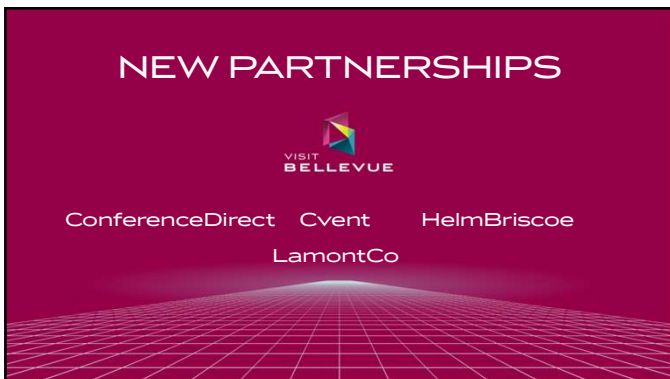
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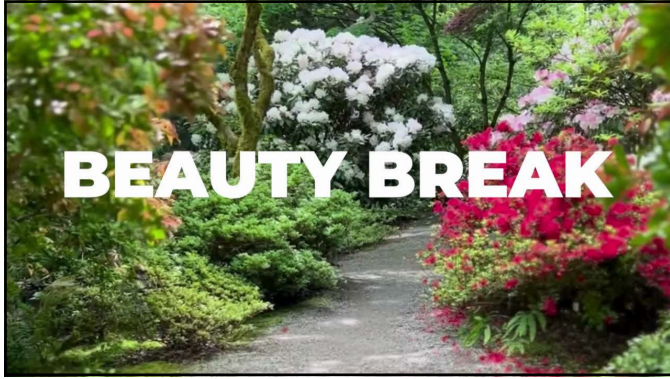
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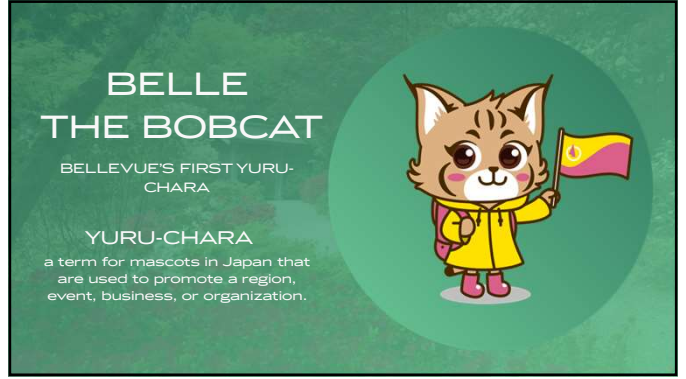
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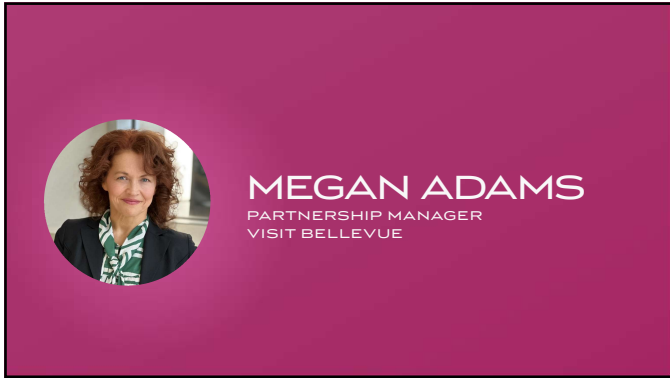
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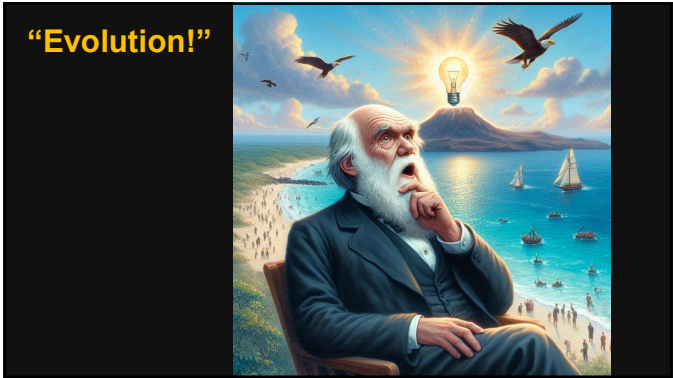
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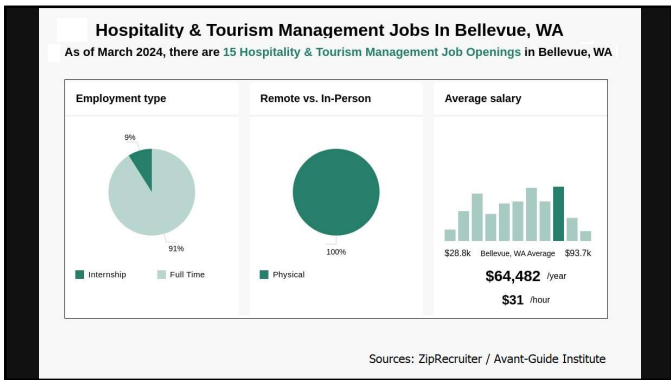
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Statistical Trends

55



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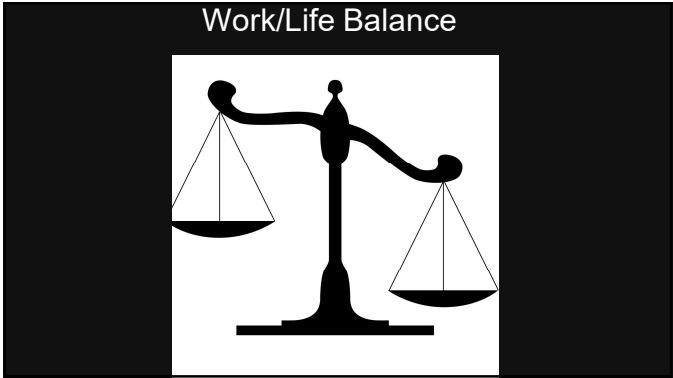
Work and Life are Blurring

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Mindset Trends

Measurable changes in sentiment

57



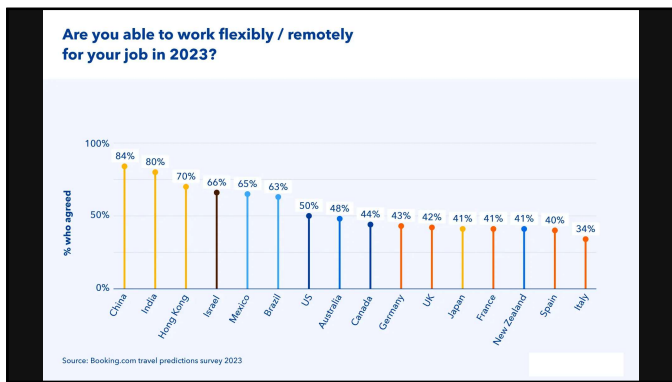
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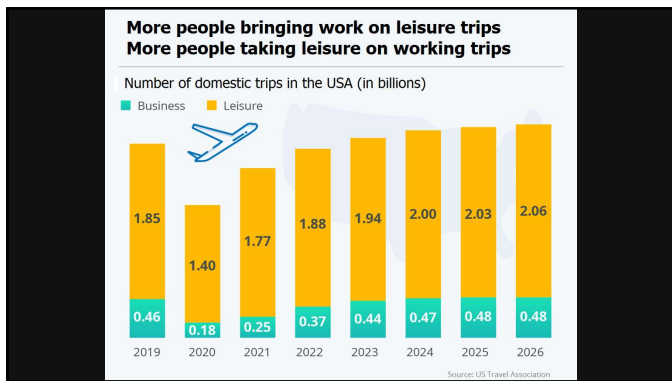
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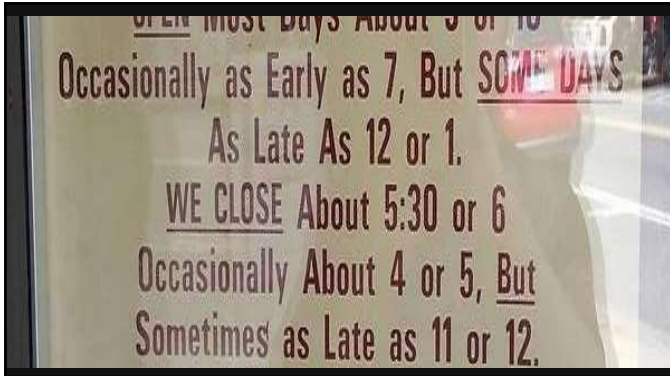
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**Thought Exercise:
Questions to Ask Your Team**

- What would it mean to make our offerings more "Intellectual" or "Social"?
- What more can we do to help leisure tourists get work done?
- Would our hours change if we were geared exclusively towards leisure or corporate travelers?
- How can we better embrace the concept of work/life integration when it comes to our employees?

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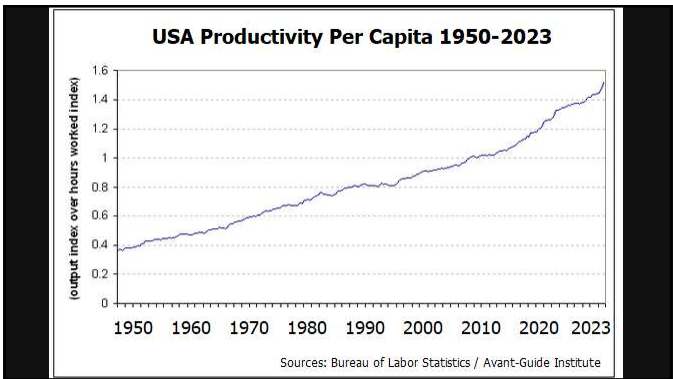
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**Humans are
Increasingly Busy**

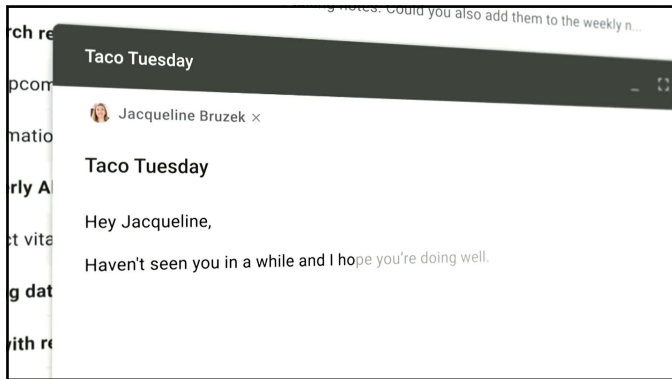
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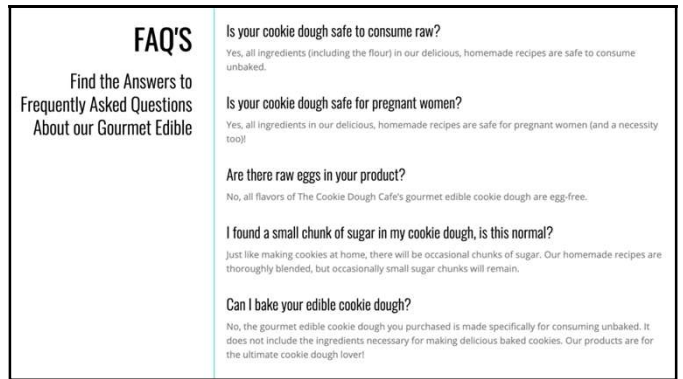
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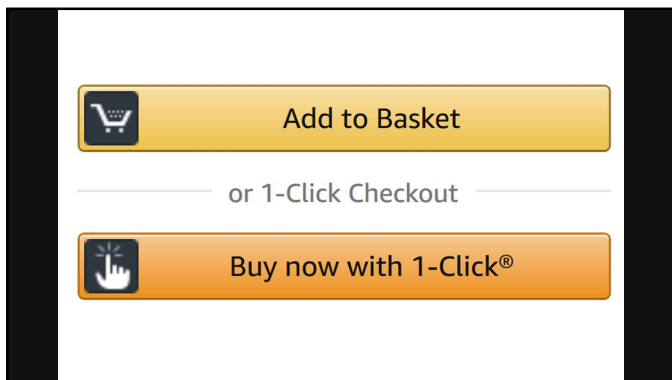
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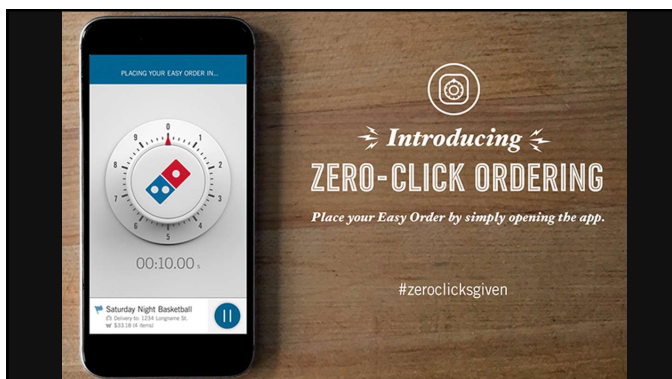
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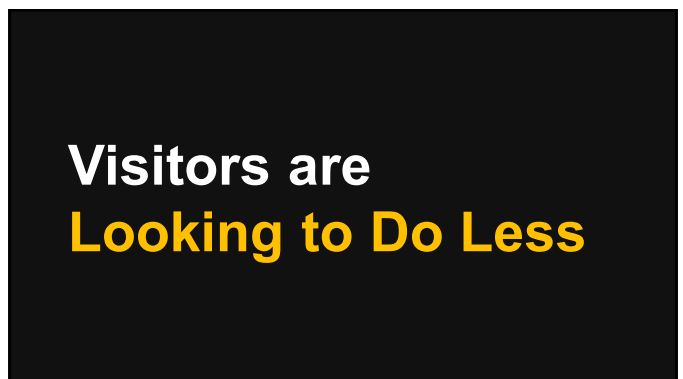
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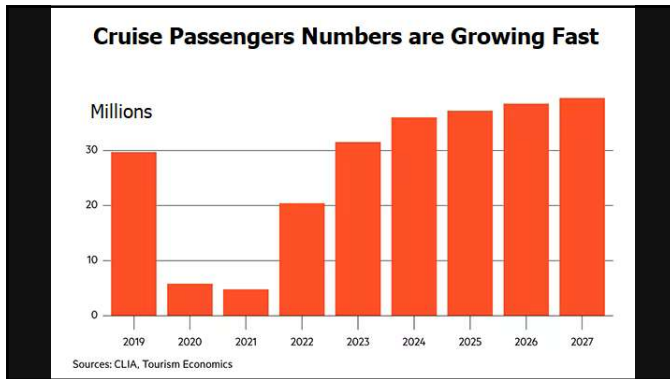
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Thought Exercise: Questions to Ask Your Team

- "How can we make interacting with us faster and easier?"
- "How can we improve our self-help sales and service"
- "Are we easy to work with at 3am?"
- "What would all-inclusive look like?"

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Bragability is Driving Travel

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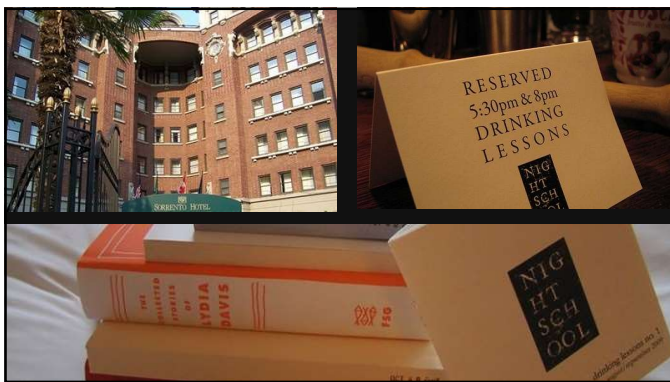


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**Thought Exercise:
Questions to Ask Your Team**

- "What are our most unique selling points?"
- "Are they truly unique?"
- "How can we make them even more strange?"
- "Are we plating for the camera?"

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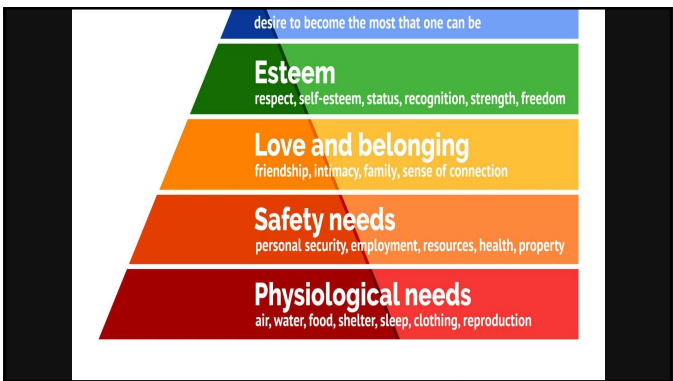
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**Purpose is the
Future of Hospitality**

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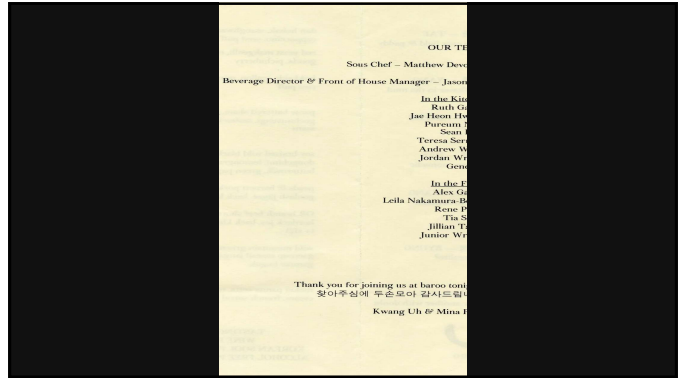
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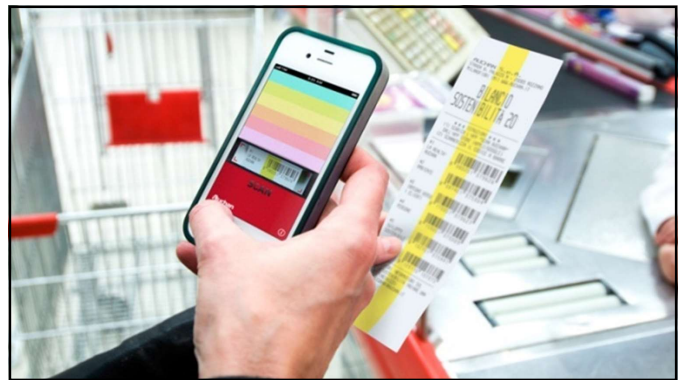
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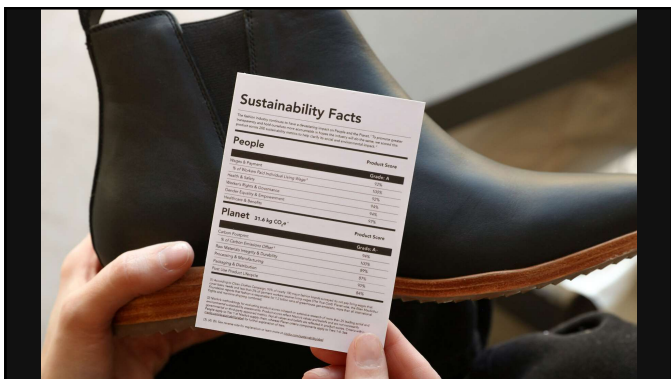
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I Have To

Do all these things to succeed

I Get To

Create meaningful experiences that positively impact people's lives

100

Questions to Ask Your Team

"How can we help our visitors attain what they strive for:

- Health
- Love
- Family
- Friendships
- Time
- Positive Mindset
- Gratitude
- Achievement/Success
- Self-Improvement/Growth

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"It's not the largest or strongest that survive...

but those most responsive to change

- Charles Darwin

101

Recap

- Work and Life are Blurring
- Humans are Increasingly Busy
- Visitors are Looking To Do Less
- Bragability is Driving Travel
- Purpose is the Future of Tourism

99

Exclusive to
Visit Bellevue Annual Meeting & Destination Awards

Trends With Benefits Leading the Way Forward in Tourism

Daniel Levine – The Avant-Guide Institute

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