

**SEATTLE SOUTHSIDE**  
***Travel Impacts, 2003-2019p***

May 2020



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TRAVEL IMPACTS, 2003-2019P  
TUKWILA, SEATAC, & DES MOINES**

*Prepared for the*

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# SEATTLE SOUTHSIDE TRAVEL IMPACTS, 2003-2019P

## TUKWILA, SEATAC & DES MOINES

This study, prepared for Seattle Southside Regional Tourism Authority, documents the economic significance of the travel industry in the Seattle Southside area of King County from 2003 through 2019. The estimates for 2019 are preliminary. The separate estimates for Tukwila, SeaTac and Des Moines are reported at a summary level for 2019 only. Overnight visitor volume estimates and average spending estimates for the larger Seattle Southside are also provided in this report.

### REPORT CONTENTS

The main body of this report contains five sections:

- *Seattle Southside Travel Trends* (annual estimates of economic impacts and lodging sales for the larger Seattle Southside)
- *Travel Impacts in Des Moines, SeaTac and Tukwila* (summary estimates for 2019p, only)
- *Visitor Volume* (major trends and characteristics)
- *Detailed Spending and Visitor Volume Tables*
- *Detailed Impact Tables*

The report also contains appendices that provide an overview of methodology and definitions of terms and concepts.

### INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of the following with respect to the interpretation of these estimates:

- All monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation.
- Sub-county estimates such as contained in this report are necessarily less reliable than county and state level estimates because of data limitations. Nonetheless, these estimates were generally prepared with the same methodology used to estimate county and state level travel impacts and visitor volume.

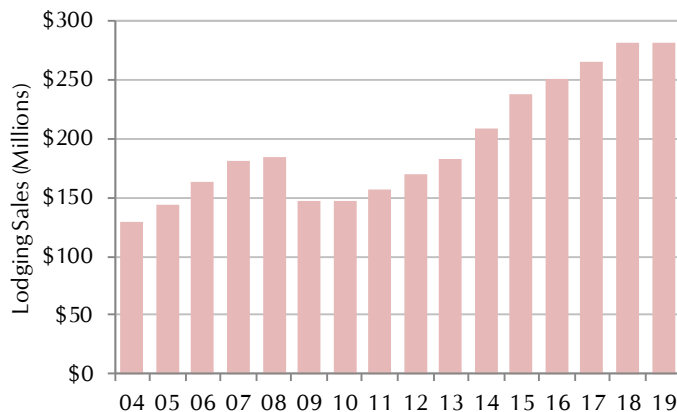
## SEATTLE SOUTHSIDE TRAVEL TRENDS

Travel spending in the Seattle Southside increased by 2.3 percent from 2018 to 2019p. Travel-generated earnings and tax receipts also increased. This was the tenth consecutive year of growth in the Seattle Southside travel industry.

### Seattle Southside Travel Trends

	Spending (\$Millions)	Earnings (\$Millions)	Employment	Tax Receipts (\$Millions)		
				Local	State	Total
2003	395.9	124.3	4,480	15.3	21.4	36.7
2004	422.5	130.2	4,540	16.2	22.7	38.9
2005	461.4	141.9	4,790	17.8	24.5	42.3
2006	486.9	146.8	4,720	22.7	25.6	48.3
2007	528.0	157.7	4,880	25.2	27.7	52.9
2008	532.3	158.0	4,810	25.7	27.6	53.3
2009	463.9	149.5	4,530	22.7	24.9	47.6
2010	473.5	147.6	4,350	22.7	25.1	47.9
2011	504.9	149.8	4,340	24.0	26.4	50.4
2012	537.5	157.2	4,460	25.7	28.2	53.9
2013	564.6	169.2	4,640	27.3	29.7	57.0
2014	620.5	184.5	4,840	30.3	32.5	62.8
2015	665.0	194.7	4,870	33.3	35.1	68.3
2016	690.5	203.2	4,910	34.9	36.9	71.8
2017	721.2	211.8	4,950	36.5	38.6	75.1
2018	770.3	230.0	5,120	38.5	40.8	79.2
2019p	787.9	240.3	5,110	39.1	41.8	80.9
Annual Percentage Change						
17-19p	2.3	4.5	-0.2	1.6	2.5	2.1
03-19p	4.4	4.2	0.8	6.0	4.3	5.1

### Seattle Southside Lodging Sales



Lodging sales (in current dollars) were \$281.6 million in 2019 (preliminary), an increase of 0.2 percent over 2018.

Source: Washington State Department of Revenue. Lodging sales calculated from 1% Additional Hotel/Motel tax for Des Moines, SeaTac and Tukwila.

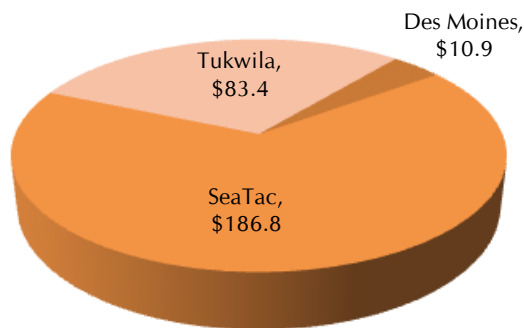
## TRAVEL IMPACTS IN DES MOINES, SEATAC AND TUKWILA

The preliminary 2019 impact estimates for the three cities within the Seattle Southside are shown below. Lodging sales are shown in the pie chart. In general, these estimates are a function of lodging sales, the number of private homes for visiting friends and relatives, and the volume of sales in other types of establishments that serve visitors (e.g., restaurants, entertainment and retail). *(Note: These small area estimates are necessarily less reliable than the estimates for the larger Seattle Southside due to data limitations.)*

### Travel Impacts within Seattle Southside, 2019p

	Travel			Tax Receipts		
	Spending (\$Million)	Earnings (\$Million)	Employment (jobs)	Local (\$Million)	State (\$Million)	Total (\$Million)
Des Moines	49.4	15.7	330	2.5	2.6	5.1
SeaTac	311.0	101.5	2,130	15.4	16.5	31.9
Tukwila	427.5	123.1	2,650	21.2	22.7	43.9
Seattle Southside	787.9	240.3	5,110	39.1	41.8	80.9

### Lodging Sales within Seattle Southside 2019p

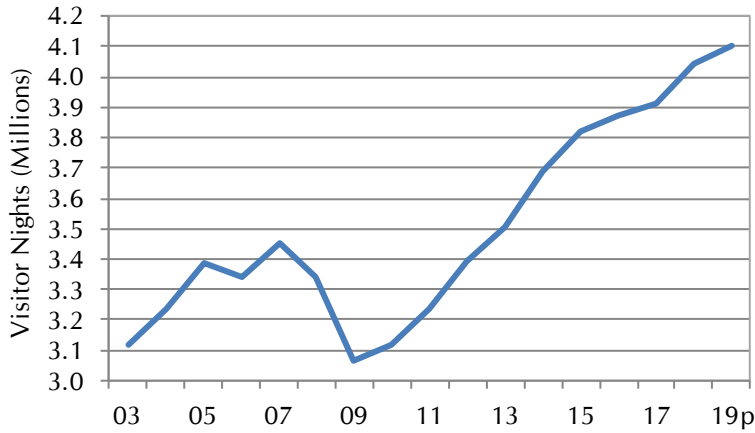


Although Tukwila has the greatest estimated visitor spending, SeaTac has 66 percent of all lodging sales. However, its share of visitor-related sales in food services, entertainment and retail is comparatively smaller.

Source: Washington State Department of Revenue.  
Lodging sales calculated from 1% Additional Hotel/Motel tax for Des Moines, SeaTac and Tukwila.

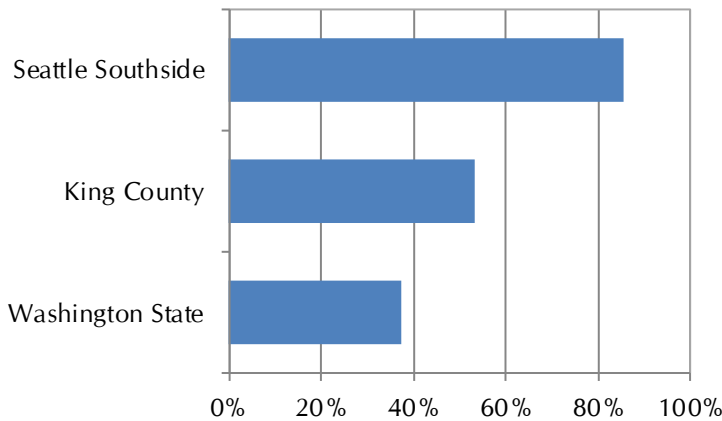
## VISITOR VOLUME

### All Overnight Person-Nights



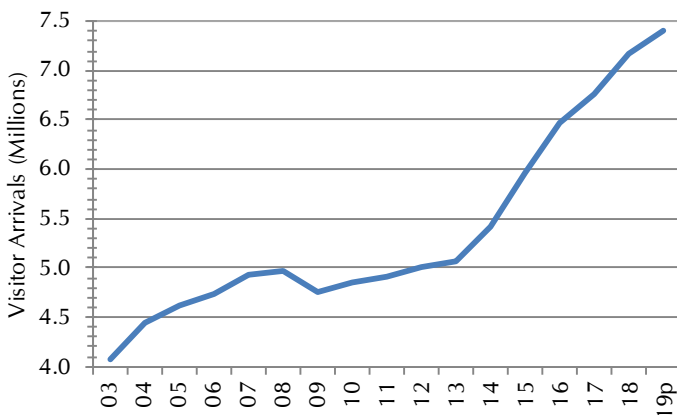
The estimate of all overnight visitor-nights (the number of nights that all individual visitors stayed in the Seattle Southside) is shown in the top line chart. The overall trend in visitor volume corresponds to the trends in travel spending and related impacts shown previously. In 2019p volume increased about 1.5 percent.

### Hotel/Motel/STVR Visitor-Nights, 2019p



More than eighty percent of all visitor nights in the Seattle Southside are attributable to Hotel/Motel/Rented Home stays. This percentage is much greater than for King County and Washington State. (See bar chart to left. STVR are short term rental homes subject to lodging tax.)

### Visitor Air Arrivals at SeaTac International Airport Domestic Flights



Visitor air arrivals (domestic only) to SeaTac airport have also increased for the tenth year in a row. (Note: Visitor air arrivals do not include return flights that were initiated at SeaTac, nor passengers making connecting flights.)

Source: U.S. Department of Transportation Airline Origin and Destination survey.

## DETAILED SPENDING AND VISITOR VOLUME TABLES

The following three tables are inter-related. The first, Visitor Spending by Type of Traveler Accommodation, reports the total annual spending estimates for each type of visitor. The second, Average Expenditures for Overnight Visitors, reports the average daily and average trip expenditures for each type of visitor for 2019p. The third table, Overnight Visitor Volume, reports annual visitor volume for each type of visitor. Volume is broken out in terms of trips and nights and visitors (persons) and travel parties. In general, multiplication of an average spending numbers with the appropriate volume number will yield the annual total spending number for that type of visitor. (See appendix B.)

Day travel represents less than four percent of all visitor spending in the Seattle Southside (\$2.5 million in 2019p). Due to data limitations, reliable estimates of visitor volume and average expenditures cannot be reported for day travel.

### Visitor Spending by Type of Traveler Accommodation (\$Million), 2010-2019p

	2010	2012	2014	2015	2016	2017	2018	2019p
All Overnight	447.1	506.9	588.4	634.1	659.3	688.0	734.4	751.1
Hotel, Motel, STVR*	431.3	489.5	570.2	615.9	640.6	668.7	714.2	730.4
Other Overnight	15.8	17.4	18.2	18.2	18.7	19.2	20.2	20.7
Day Travel	18.9	21.5	23.7	24.4	25.0	25.9	27.5	28.4
Spending at Destination	466.0	528.4	612.1	658.5	684.3	713.9	761.9	779.5

Note: Destination spending does not include ground transportation expenditures for travel to other Washington destinations. STVR stands for short term vacation rentals or rented homes subject to lodging tax.

### Average Expenditures for Overnight Visitors, 2019p

	Travel Party		Visitor (Person)		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$438	\$1,039	\$208	\$487	2.1	2.4
Other Overnight	\$148	\$427	\$56	\$163	2.6	2.9
All Overnight	\$389	\$968	\$183	\$451	2.2	2.4

### Overnight Visitor Volume, 2017-2019p

	Visitor-Nights (000)			Party-Nights (000)		
	2017	2018	2019p	2017	2018	2019p
Hotel, Motel, STVR	3,339	3,454	3,515	1,576	1,640	1,666
Other Overnight	575	588	590	256	262	263
All Overnight	3,914	4,043	4,105	1,832	1,902	1,929

	Visitor-Trips (000)			Party-Trips (000)		
	2017	2018	2019p	2017	2018	2019p
Hotel, Motel, STVR	1,425	1,474	1,500	665	691	703
Other Overnight	160	164	164	71	73	73
All Overnight	1,585	1,638	1,664	736	764	776

## DETAILED IMPACT TABLES

The following table shows spending estimates for all categories of visitors, including day travel, earnings and employment estimates by industry sector, and travel-generated tax receipts.<sup>1</sup>

### Seattle Southside Travel Impacts, 2010-2019p

	2010	2012	2014	2015	2016	2017	2018	2019p
<b>Total Direct Travel Spending (\$Million)</b>								
Destination Spending	466.0	528.4	612.1	658.5	684.3	713.9	761.9	779.5
Other Travel*	7.5	9.1	8.4	6.5	6.2	7.3	8.4	8.4
Total Direct Spending	473.5	537.5	620.5	665.0	690.5	721.2	770.3	787.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>								
Accommodations	158.4	178.5	219.9	250.1	262.8	275.7	294.9	295.9
Food Service	130.0	149.2	171.1	183.8	192.7	201.7	216.6	228.0
Retail, Entertainment & Local Transport	177.6	200.7	221.1	224.6	228.8	236.5	250.4	255.7
Destination Spending	466.0	528.4	612.1	658.5	684.3	713.9	761.9	779.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>								
Accom. & Food Serv.	111.1	118.5	138.6	147.1	154.3	161.6	175.9	184.9
Retail, Entertainment & Local Transport	36.5	38.7	45.9	47.7	48.9	50.2	54.1	55.4
Total Direct Earnings	147.6	157.2	184.5	194.7	203.2	211.8	230.0	240.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>								
Accom. & Food Serv.	3,190	3,270	3,580	3,620	3,670	3,720	3,870	3,870
Retail, Entertainment & Local Transport	1,160	1,190	1,260	1,250	1,240	1,230	1,250	1,250
Total Direct Employment	4,350	4,460	4,840	4,870	4,910	4,950	5,120	5,110
<b>Government Revenue Generated by Travel Spending (\$Million)</b>								
Local Tax Receipts	22.7	25.7	30.3	33.3	34.9	36.5	38.5	39.1
State Tax Receipts	25.1	28.2	32.5	35.1	36.9	38.6	40.8	41.8
Total Local & State	47.9	53.9	62.8	68.3	71.8	75.1	79.2	80.9

Details may not add to totals due to rounding.

\*Other Travel reflects ground transportation expenditures for travel to other Washington destinations.

<sup>1</sup> The economic impacts for the Seattle Southside do not include travel to and from SeaTac International Airport. This passenger air travel accounted for 16,100 jobs with earnings of \$1.7 billion in 2019.