Seattle Southside Regional Tourism Authority Calendar of Events Policy

The Seattle Southside Regional Tourism Authority (RTA) maintains a local and regional calendar of events on its website, SeattleSouthside.com. Adding events is easy. First, search our event listings to see if your event is already included. If the event is already listed, it's easy to request access to update your information. Any new event to be considered for inclusion must currently serve more than their local market, drawing visitors from outside a 50-mile radius of the site on a regular basis, and encouraging overnight stays in the area.

Objective: The overall objective of the calendar of events is to:
Assist in growing the tourism and hospitality industry by increasing the number of visitors who visit the website from 50 or more miles away, to help visitors planning trips to our region and to increase the amount of money visitors will spend during their stay.
Increase positive profile and image of the Seattle Southside region.
Showcase the great entertainment, festivals and events in the Seattle Southside region.

To be included on the event calendar, an event must:
Have a broader appeal than just to local participants in the region.
Present visitors with the opportunity to experience the Seattle Southside area's hospitality, heritage, culture, cuisine, sports and the arts.
Be open to the public and be an activity in which visitors can participate.
Be held at a site/location that visitors can access and expect to have a safe, fun, interesting, and/or educational experience.
Be legally operated according to Washington state tax, health and local city codes, laws and regulations.
Be able to draw visitors on its own merit from outside of a 50-mile radius of its location
Encourage 25% of attendees to obtain an overnight stay in the vicinity - the event should not be geared mainly towards local residents.

The events listed on the calendar are those that are visitor related events. Anything that would interest a visitor and that a visitor would be able to plan for and/or build a trip around are approved. Community events such as weekly/monthly runs, luncheons or trainings, religious events, chamber events, library readings, association or membership events, store sales, workshops, job fairs, conferences, bazaars, non-entertainment lounge/bar/restaurant events, auctions, meetings, lectures, seminars and fundraising events, etc. are not approved on this calendar.

How do I submit my event? Events must be submitted through the website or partner extranet.
Only one event may be submitted per form.
Event dates must be final; tentative dates are not acceptable.
Descriptions must be no longer than 650 characters in length, including spaces and punctuation.
Descriptions must be in sentence form. Please do not send events in all capital letters.
Descriptions are restricted to the event itself and should not include time, costs, dates, phone numbers, etc., as there are separate areas on the submission form to include such information.
Main event photo must meet size specifications: 1440 x 385 pixels. This is aspect ratio of 7:2. Do no submit logo or poster for the main image. Additional photos may be included.

All events submitted to our calendar go through an approval process, once we approve the event it will be live within 24-48 hours. All events that are submitted should have a timeframe of at least two weeks out from your event to allow enough time for a visitor to plan accordingly.

Listings may be edited or refused at the RTA's discretion. Please verify that your event is not already listed on our calendar before submitting. Questions may be directed to PartnerServices@SeattleSouthside.com.