



**VISIT
BELLEVUE**

ANNUAL REPORT

2025

WE RECOGNIZE, RESPECT, AND HONOR.

Visit Bellevue acknowledges that our destination is located on the Indigenous Land of the Coast Salish peoples, including the Duwamish, Suquamish Tribe, Muckleshoot Indian Tribe, and Snoqualmie Indian Tribe. We thank and honor the caretakers of this land, which has been their home since time immemorial. We thank and honor their connection to the land and region, and pay respect to Coast Salish Elders past and present. We commit to care for the land and water, and equity.

Our Commitment

Visit Bellevue is dedicated to:

- Supporting Indigenous-owned businesses and cultural initiatives.
- Promoting inclusive storytelling and authentic representation in tourism.
- Partnering with local Indigenous communities to celebrate their history and contributions.

We encourage visitors to learn more about the Indigenous heritage of this land and to engage with the rich traditions, stories, and perspectives that continue to shape Bellevue today.



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DEFINING A DESTINATION AND PURPOSEFUL GROWTH

In 2025, Visit Bellevue advanced the city's evolution as a destination where economic vitality, community values, and visitor experience progressed together. Guided by the Bellevue Destination Development Plan (DDP), the organization focused on intentional growth, measurable outcomes, and strategic investment, ensuring tourism delivers shared value for residents, businesses, and visitors alike.

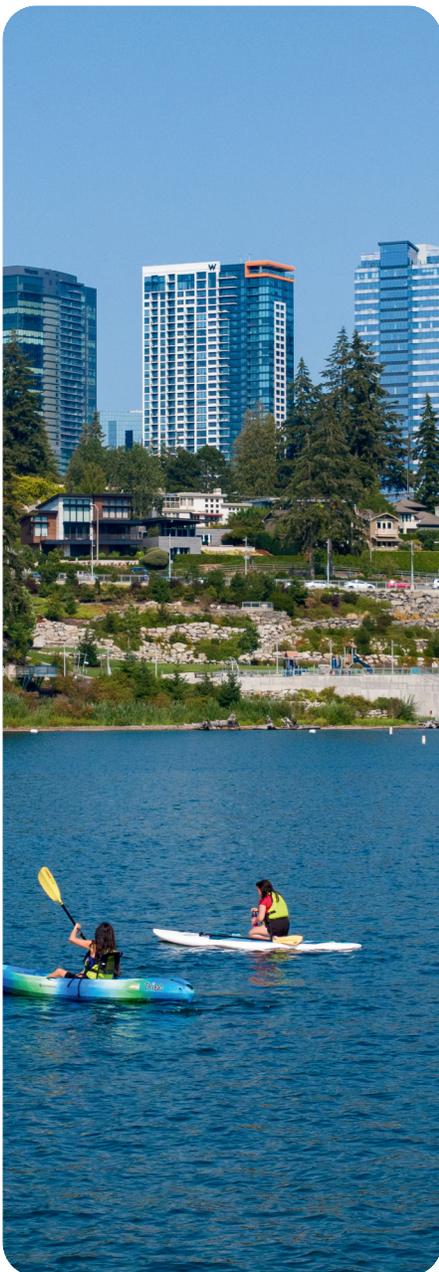
The year represented a pivotal shift from recovery-driven activity to destination maturity. Visit Bellevue's strategies moved beyond restoring demand to strengthening long-term competitiveness diversify demand across seasons, and reinforce the city's sense of place. Through coordinated efforts across destination sales, marketing, communications, and tourism development, the organization supported peak-period performance while expanding shoulder-season demand to promote year-round economic stability.

Collectively, these efforts generated strong and measurable outcomes. Bellevue welcomed 2.2 million overnight visitors in 2025, reinforcing its growing market share within King County and the broader region. As Bellevue continues to evolve as a premier regional destination, this year's progress reflects purposeful investment and sustainable momentum. Together, we are savoring growth and welcoming tomorrow with confidence.

2025 Key Achievements

- 2.2 million overnight visitors, strengthening Bellevue's position as a leading destination within the region
- \$760 million in overnight visitor spending, contributing to more than \$2 billion in total economic impact citywide
- 72,000 future contracted room nights generated through destination sales efforts
- 300,000+ room night leads in the sales pipeline, supporting sustained demand in future years
- 970 million marketing and communications impressions delivered across paid, earned, and owned channels
- 900,000 engagements driven through integrated campaigns, content expansion, and audience targeting

A STRATEGIC VISITOR ECONOMY INVESTMENT



In 2025, the Bellevue Tourism Promotion Area (TPA) served as a critical and strategic resource for driving incremental visitation, strengthening hotel performance, and generating measurable economic impact. Building on programs established in 2024, TPA funding allowed Visit Bellevue to shift from program launch to optimization, shifting focus toward effectiveness, return on investment, and sustained growth for Bellevue’s lodging and tourism sectors.

TPA-supported initiatives strengthened destination marketing, advanced destination sales efforts, and enhanced tourism development programs that directly support overnight stays and lodging revenue. Marketing investments increased visibility and engagement in priority domestic and international markets, while destination sales activities contributed to increased demand across both leisure and group segments. Tourism development and visitor experience initiatives further differentiated Bellevue by improving transportation options, supporting events and culinary experiences, improving weekend hotel occupancy, and enhancing visitor services that encourage longer stays and increased spending.

Equally important, the TPA’s public-private partnership structure ensures accountability, transparency, and alignment with industry and community priorities. Through ongoing collaboration with hotel partners and the City of Bellevue, Visit Bellevue continuously evaluates performance and refines strategies to maximize impact. As Bellevue continues to mature as a destination city, the TPA remains an essential tool for fueling economic growth, supporting hotel success, and sustaining a visitor economy that delivers long-term value to the Bellevue community.

BUILDING STRONGER FOR BELLEVUE'S FUTURE

Visit Bellevue's success is powered by a dedicated and experienced team committed to advancing Bellevue as a destination city. In 2025, the organization benefited from team continuity across all departments, enabling consistent execution, strategic alignment, and strong performance. This stability allowed staff to focus on optimizing programs, strengthening partnerships, and delivering measurable results that support economic growth, a quality visitor experience, and community well-being.

With no changes to staff in 2025, Visit Bellevue leveraged institutional knowledge and cross-department collaboration to build on the programs and initiatives launched in prior years. This continuity supported more effective decision-making, improved coordination across marketing, destination sales, visitor experience, community relations, and destination stewardship, and ensured that investments were implemented with accountability, efficiency, and purpose.

With a strong team in place and a proven ability to deliver results, Visit Bellevue is well positioned to support Bellevue's continued growth as a premier visitor destination in the Pacific Northwest while maintaining alignment with community priorities and long-term goals.



DESTINATION SALES

Drives overnight visitation by promoting Bellevue for conventions, meetings, events, and corporate travel



MARKETING & COMMUNICATIONS

Elevates Bellevue's brand by creating awareness, visibility, strategic content, public relations, and targeted paid media campaigns



VISITOR EXPERIENCE

Enhances visitor experience through training, coordination, visitor services, festivals, and tourism development



DESTINATION STEWARDSHIP & COMMUNITY RELATIONS

Develops built environments and enables conditions to spur growth in the arts, innovation, sustainability, accessibility

THE VALUE OF OVERNIGHT VISITORS

Overnight visitors play a quiet but essential role in Bellevue’s economic ecosystem. Their spending supports thousands of jobs, strengthens both small and large businesses alike, and helps fund the public services residents rely on every day. While their presence is often most visible in hotels, restaurants, and retail districts, the economic benefits of overnight visitation extend throughout the city and the ripple effects of overnight visitation reach in many supporting industries.

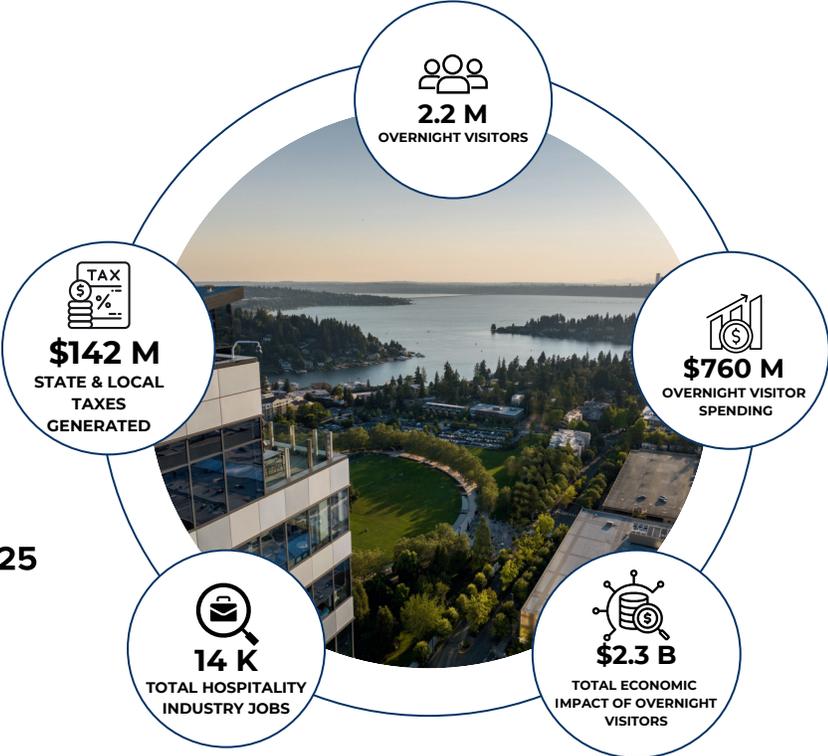
If Overnight Visitor Spending Disappeared

To illustrate the role overnight visitors play in supporting Bellevue’s economy, economic modeling shows that their absence would create a significant funding and spending gap—one that would ultimately need to be absorbed by Bellevue households.

- City services would require new resident funding, equivalent to an additional \$1,419 per household each year to maintain current service levels.
- Local economic activity would contract sharply, requiring households to replace an estimated \$48,610 per year in spending to sustain today’s business and employment base.

These figures underscore the critical role overnight visitation plays in maintaining Bellevue’s economic vitality, supporting public services, and ensuring the city remains a thriving and vibrant place to live, work, and visit.

The Bellevue Visitor Economy- 2025



BELLEVUE'S HOTEL INDUSTRY

HOTELS: THE VISITOR ECONOMY FOUNDATION

Bellevue's hoteliers, hospitality teams, and lodging partners are at the heart of our city's visitor experience. They provide more than places to stay, Bellevue's hotels serve as foundational infrastructure, delivering high-quality service, enhancing visitor satisfaction, and creating a welcoming environment that encourages repeat visitation and long-term demand.

By partnering with Visit Bellevue and investing in tourism development, our hotels help:

- Attract high-value visitors, strengthening the city's economy and tax base.
- Host conventions, meetings, and corporate travel, driving the business of tourism.
- Support major events and activations, strengthening the city's destination appeal.
- Provide jobs and economic opportunities, benefiting the local workforce.

As Bellevue's tourism industry continues to mature, hotel partners remain essential to sustaining momentum and ensuring the city thrives as a premier destination for business, leisure, and events.

BELLEVUE HOTEL LODGING METRICS (2019 - 2025)

	SUPPLY	DEMAND	OCCUPANCY	REVENUE	ADR	REVPAR
2019	2,017,598	1,420,278	70%	\$261,689,981	\$184	\$130
2022	1,912,600	1,145,298	60%	\$214,006,728	\$188	\$113
2023	1,912,600	1,193,801	62%	\$232,362,063	\$195	\$122
2024	1,928,188	1,411,967	68%	\$272,329,697	\$208	\$141
2025	1,949,830	1,485,552	68%	\$273,896,653	\$ 210	\$ 142

THE STRATEGY BEHIND THE DESTINATION

The updated DDP provides a long-term strategic framework to guide Bellevue's continued evolution into a true destination city. While the original DDP plan focused on launching key actions, the updated DDP establishes six interconnected priorities that align partners, investments, and decision-making around a shared vision for sustainable, community-centered growth.

In 2025, Visit Bellevue advanced this framework by focusing on initiatives that sharpened Bellevue's identity and enhanced the visitor experience, most notably through culinary development. Culinary programs, events, and storytelling served as a powerful expression of Bellevue's diversity, creativity, and sense of place, translating strategy into experiences that deliver shared value for residents, businesses, and visitors alike.

The updated DDP defines this vision, positioning Bellevue as a city that seamlessly blends:



Strategic Priorities for Sustainable Growth

The plan focuses on six key areas to drive economic growth, enhance visitor experiences, and enrich community life:

- Urban Lifestyle & Placemaking – Strengthening Bellevue's identity as a world-class city.
- Arts & Innovation – Supporting creative industries and cultural experiences.
- Recreation & Experiences – Expanding outdoor activities and unique attractions.
- Culinary Destination – Positioning Bellevue as a premier food and beverage hub.
- Conferences & Events – Enhancing Bellevue's reputation as a top-tier meeting destination.
- Built Environment & Enabling Conditions – Investing in infrastructure, accessibility, and sustainability.

This roadmap ensures that Bellevue remains a dynamic, inclusive, and attractive city for residents, businesses, and visitors alike—fostering long-term prosperity and quality of life.

STRATEGIC PRIORITIES

Bellevue blends urban sophistication, cultural richness, natural beauty, and innovation. Building on the foundation established by the original Destination Development Plan, this updated plan shifts focus from start-up and structure to growth and refinement. It provides a strategic framework to guide investment, enhance programming, and support innovation, ensuring Bellevue continues to evolve as a distinctive, competitive destination aligned with the city's aspirations and quality of life.

STRATEGIC PRIORITY 1

Urban Lifestyle & Placemaking

To foster well-rounded retail destinations, vibrant public spaces and engaging community activities, Visit Bellevue and its partners will implement initiatives that emphasize the city's exceptional quality of life and commitment to Pacific Northwest wellness. This includes promoting healthy living through accessible green spaces, wellness programs and a focus on sustainable urban development.



STRATEGIC PRIORITY 4

Culinary Destination

It takes intentional and strategic planning to become a culinary destination that not only showcases the city's diverse flavors and creativity but also encourages visitors to choose Bellevue in their vacation itinerary. Partnering with local chefs, restaurants and food festivals can help curate a distinctive and ever-evolving experience.



STRATEGIC PRIORITY 2

Arts & Innovation

As a quickly maturing city, Bellevue has the opportunity to distinguish itself as a destination at the intersection of arts and technology. By activating events, installations and collaboration opportunities that celebrate this intersection, the city can become the hub of art, culture and technology advancement.



STRATEGIC PRIORITY 5

Conferences & Events

From international conferences to local festivals, there are ample opportunities for Visit Bellevue and its partners to build upon existing events and create new activations that enhance the city's reputation as a premier destination for business and leisure travelers.



STRATEGIC PRIORITY 3

Recreation & Experiences

Located in the heart of the Pacific Northwest, Bellevue's natural beauty and access to recreational opportunities create a formidable foundation to attract visitors looking for outdoor adventures. By leaning into this strength, Bellevue can create experiences that leave lasting impressions and encourage repeat visits.



STRATEGIC PRIORITY 6

Built Environment & Enabling Conditions

Ensuring that the visitor experience is both enjoyable and accessible is an important aspect of promoting destination stewardship. Improving Bellevue's vibrancy only goes as far as a visitor can experience it. By prioritizing transportation, public spaces and sustainable development, Visit Bellevue and its partners can ensure that the city creates an ecosystem where visitors feel welcome and safe.



LODGING PERFORMANCE & GROWTH

Bellevue's lodging industry continued to perform strongly in 2025, reflecting the city's evolution into a more established and competitive destination. Rather than focusing on recovery, Visit Bellevue's efforts centered on managing growth intentionally, supporting healthy demand while strengthening the long-term stability of the lodging sector.

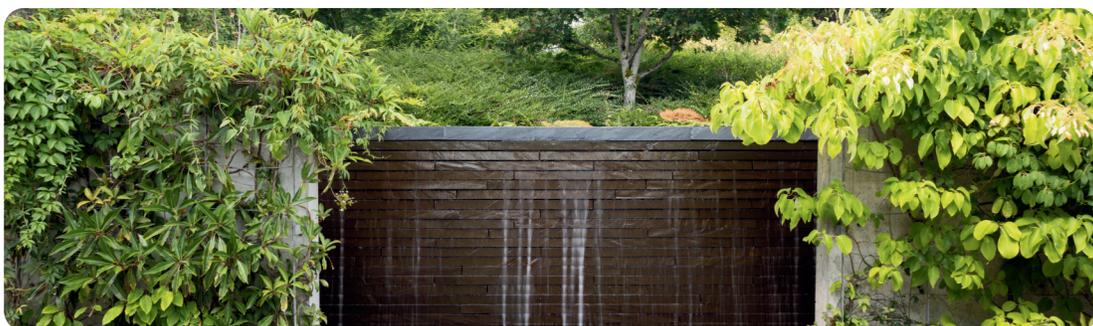
Visit Bellevue aligned destination sales, marketing, and visitor experience strategies to ensure growth delivered shared value. During peak periods, efforts amplified demand and maximized performance, while targeted initiatives during shoulder periods and weekends helped smooth occupancy patterns and support consistent revenue throughout the year.

These strategies contributed to strong overnight visitation, sustained lodging performance, and meaningful economic impact for Bellevue in 2025.

Strategic investment in marketing and sales generated future demand, strengthened the booking pipeline, and reinforced Bellevue's appeal for both leisure and group travel. These efforts helped sustain lodging performance while positioning the destination to remain competitive amid evolving travel patterns and market conditions.

Equally important, Visit Bellevue approached growth with balance. By focusing on quality visitation, seasonality management, and alignment with broader destination development priorities, the organization helped ensure that lodging success supports, not strains, community infrastructure and quality of life.

Bellevue's lodging industry advanced through a model of thoughtful growth, strengthening performance today while preparing for tomorrow. This included expanding equitable access through our partnership with Wheel the World, achieving accessibility certification, and broadening distribution channels where travelers can directly book accessible accommodations. Together, these efforts reinforce a resilient, inclusive lodging sector that supports Bellevue's continued success as a destination city.



OVERALL GOALS & PACE

OVERNIGHT VISITORS

2025 RESULT



2.2M VISITORS

2026 GOAL



2.4M VISITORS

RECENT RESULTS 2022: 1.8M 2023: 1.93M 2024: 2.2M

CITYWIDE HOTEL OCCUPANCY

2025 RESULT



68% OCCUPANCY

2026 GOAL



72% OCCUPANCY

RECENT RESULTS 2022: 60% 2023: 63% 2024: 68%

WEEKEND HOTEL OCCUPANCY

2025 RESULT



64.5% OCCUPANCY

2026 GOAL



67% OCCUPANCY

RECENT RESULTS 2022: 57% 2023: 61% 2024: 64%

ECONOMIC IMPACT

2025 RESULT



\$2.03B IMPACT

2026 GOAL



\$2.125B IMPACT

RECENT RESULTS 2022: \$1.4B 2023: \$1.5B 2024: \$1.9B



TPA IMPACT SUMMARY

- Overnight Visitor Two Year TPA Impact: +280k Overnight Visitors
- Hotel Occupancy was 68% Two Year Impact +9%
- Weekend Occupancy 64.5% +1% Two Year Impact +6%
- Visitor Spending \$760M +\$54M Two year Impact \$183M
- Economic Impact \$2,03B +141M Two Year Impact +\$533M

DESTINATION SALES

Visit Bellevue's Destination Sales team served as a key driver of group business, overnight stays, and visitor-generated economic impact in 2025. Efforts focused on contracting and prospecting new business, strengthening industry relationships, and generating incremental group demand across a diverse mix of national, regional, and emerging markets.

With a full year of staffing at four full-time positions, including the addition of a dedicated small-market sales manager, the team expanded its capacity and market reach. Destination Sales participated in 16 industry trade shows and conducted three targeted sales missions, engaging with meeting planners and industry partners across association, third-party, sports, cruise, emerging segments. Outreach included events hosted by leading organizations such as the American Society of Association Executives, ConferenceDirect, HelmsBriscoe, LamontCo, Meeting Professionals International, and Professional Convention Management Association, as well as sports and cruise market engagements.

To support conversion and booking momentum, the team leveraged an event sponsorship program and introduced a year-end signing bonus to incentivize bookings at Bellevue hotels and Meydenbauer Center. The Destination Services Manager supported confirmed business through convention services, including marketing collateral, digital campaigns, social media outreach, and destination services designed to drive attendance and enhance the delegate experience.

Prospecting and lead generation were supported by industry-standard platforms including Cvent, Mint+, and Simpleview CRM, strengthening sales distribution, tracking, and conversion. In 2025, the team also expanded its toolkit through paid third-party marketing partnerships and the launch of a Destination Sales microbrand supported by a targeted paid media campaign.

2025 Destination Sales Highlights

- 298,426 room night leads generated, achieving 99% of the annual goal
- 71,246 room nights contracted, exceeding the booking goal by 9%
- 16 industry trade shows attended and 3 targeted sales missions conducted
- Expanded sales capacity with the addition of a small-market sales manager

These results reflect strong market demand, effective sales strategies, and Bellevue's continued growth as a competitive destination for meetings and conferences.



OVERALL GOALS & PACE

LEADS GENERATED

2025 RESULT



298K RM NIGHTS

2026 GOAL



325K RM NIGHTS

RECENT RESULTS 2022: 240K 2023: 269K 2024: 295K

BOOKED BUSINESS

2025 RESULT



71K RM NIGHTS

2026 GOAL



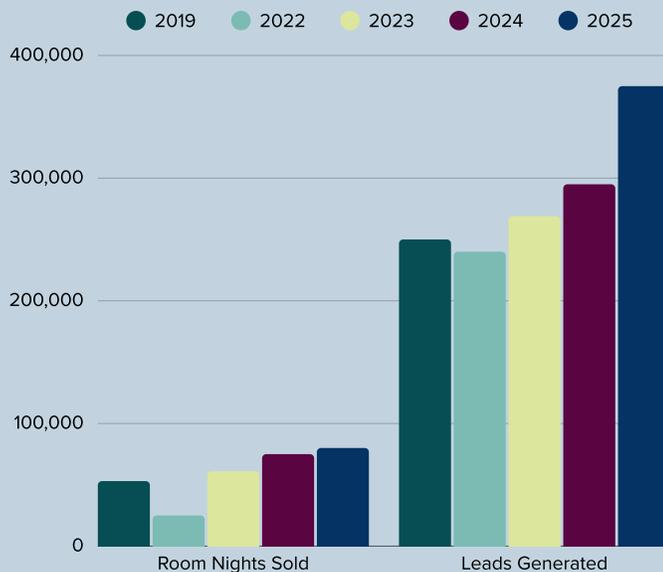
76K RM NIGHTS

RECENT RESULTS 2022: 25K 2023: 61K 2024: 75K



2025 TPA IMPACT SUMMARY

- Expanded sales capacity with a full year of four destination sales staff
- 298,426 room night leads generated, reaching 99% of goal
- 71,246 room nights contracted, exceeding goal by 9%
- Stronger market reach and conversion through 16 trade shows, 3 sales missions, and booking incentives



MARKETING & COMMUNICATIONS

Visit Bellevue's marketing and communications efforts played a central role in driving visitation, hotel demand, and economic impact. Campaigns were intentionally aligned with Bellevue's natural travel cycles, amplifying interest during peak planning and travel periods while sustaining awareness during quieter months. Through a coordinated mix of digital platforms, paid media, public relations, and content, marketing investments translated awareness into engagement and visitation, supporting strong destination performance throughout the year.

1.5MSessions Up
150% YOY

Website & SEO

VisitBellevue.com functioned as the primary trip-planning and conversion hub for prospective visitors. Expanded content, improved user experience, and continued SEO investment significantly increased visibility and engagement across the planning journey. Spikes mirroring travel intent patterns reinforce the site's role in capturing demand at critical decision points.

1.3MClicks
580% to goal

Social Media & Content

Social media served as Bellevue's primary inspiration and engagement engine, using storytelling, short-form video, and authentic voices to introduce new audiences to the destination. Content not only built awareness but also drove meaningful action, becoming one of the top referral sources to Visit Bellevue's website and partner pages.

594KClicks
297% to goal

Paid Media

Paid media scaled reach and captured high-intent travelers during key booking windows. A strategic mix of performance-driven advertising and brand-building media prioritized quality engagement over raw impressions, resulting in strong efficiency and conversion outcomes. Campaigns adapted throughout the year to support seasonal demand and long-term brand visibility.

\$11.6MEarned Media Value
232% to goal

Public Relations & Earned Media

Public relations efforts generated high-impact earned media that elevated Bellevue's credibility and visibility in national and international markets. Coverage highlighted Bellevue's culinary scene, wellness offerings, events, and overall destination appeal, reinforcing long-term brand perception and driving incremental interest throughout the year.

52%Open Rate
44% increase YOY

Email Marketing

Email marketing functioned as a highly effective nurture channel, engaging a qualified audience of travelers, planners, and locals. While list growth was modest, engagement remained exceptionally strong, supporting repeat visitation, event participation, and website traffic at minimal cost.

OVERALL GOALS & PACE

PAID MEDIA GOALS



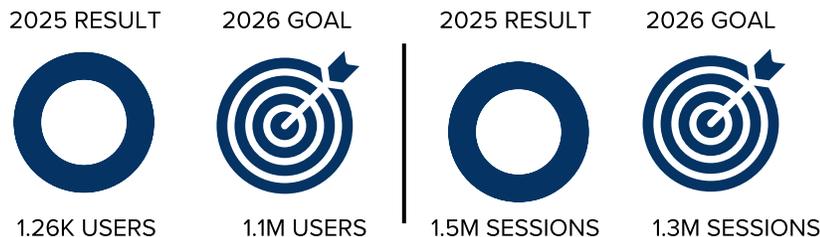
2024 TOTAL: 31.5 MILLION IMPRESSIONS / 345K CLICKS / \$0.46 CPC / 3.4% CTR

SOCIAL MEDIA GOALS



2024 TOTAL: 24.1 MILLION IMPRESSIONS / 701K ENGAGEMENT / 279K CLICKS / 28.2K AUDIENCE

WEBSITE GOALS



2024: 605K / 630K 2025: 1.26M / 1.51M

*Impressions (IMPR), Cost Per Click (CPC), Engagements (ENG)

OVERALL GOALS & PACE

PUBLIC RELATIONS GOALS



2025 TOTAL: 407 EARNED MEDIA PLACEMENTS / \$11.6M MEDIA VALUE / 140.1 M READERSHIP



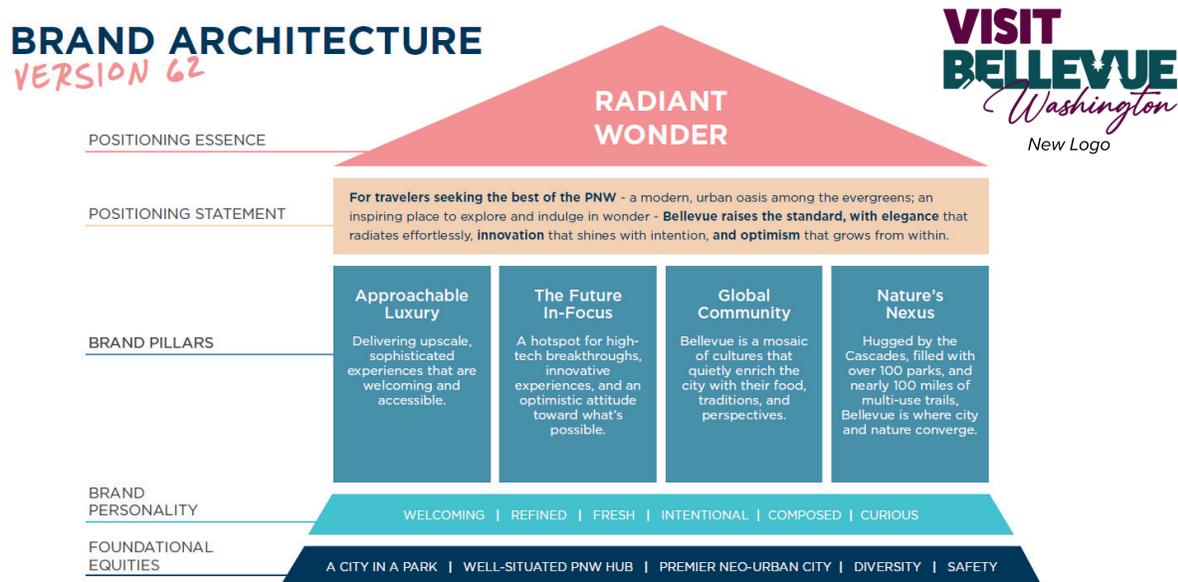
2025 TPA IMPACT SUMMARY

- Expanded reach and visibility, driving 235 million impressions across paid, owned, and earned channels. **Total 301 million TPA driven Impressions**
- Significantly increased engagement, generating more than 900,000 total engagements across platforms. **Total 1.2 million TPA driven engagements**
- Doubled website traffic, with 1.49 million sessions driven by TPA-supported content, SEO, and campaigns. **Total 1.8 million TPA driven sessions**
- Improved marketing efficiency, delivering above-benchmark performance across paid media and social channels

DEFINING BELLEVUE'S AUTHENTIC IDENTITY

In 2025, Visit Bellevue introduced a refreshed brand that reflects the city Bellevue has become—and the destination it is continuing to grow into. Building on years of insight, research, and on-the-ground experience, the new brand represents a shift from positioning Bellevue as a place of contrast to inviting visitors to discover what makes it genuinely distinctive. The evolution from Welcome to the Edge to UnExpect it signals a move away from defining Bellevue by what it borders or balances, toward expressing the sense of surprise, delight, and refinement that visitors experience firsthand.

The new brand is centered on authenticity and discovery. UnExpect it reflects Bellevue's ability to exceed expectations through its culinary depth, cultural richness, natural beauty, and modern urban energy, often in ways visitors don't anticipate. It conveys a city that is confident, welcoming, and quietly sophisticated, where global influences and local character coexist seamlessly. This evolution provides Visit Bellevue with a more flexible, experience-led platform for storytelling, one that aligns with the Destination Development Plan and supports long-term destination growth. As Bellevue continues to mature as a destination city, the brand serves not just as a marketing expression, but as a shared narrative, guiding how the city is experienced, communicated, and remembered.



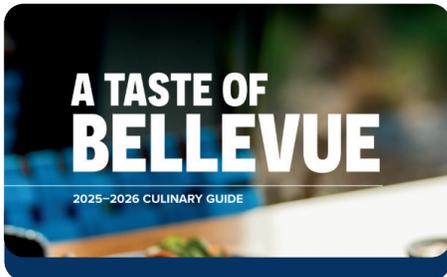
CULINARY TOURISM

In 2025, Marketing & Communications played a central role in advancing Strategic Priority 4 of the Destination Development Plan: Culinary Destination. Visit Bellevue moved decisively from concept to execution, launching a comprehensive culinary tourism ecosystem that integrates content, experiences, partnerships, events, and and citywide activations.



CHEF SHOTA & BELLEVUE EATS

Season two featured Chef Shota Nakajima, delivering 923,505 impressions, 73,627 clicks, and eight episodes elevating Bellevue's culinary credibility.



CULINARY GUIDE

A standalone Culinary Guide showcased Bellevue's dining scene through high-impact storytelling, strategic magazine distribution, and strong stakeholder and visitor engagement.



CULINARY WEEKS

Four seasonal Culinary Weeks: Berry, Crab, Noodle, and Dumpling, created repeatable, food-driven visitation opportunities engaging restaurants, hotels, and local audiences.



RADIANT TABLE

The Radiant Table debuted as a 16 night sold-out, ticketed dining experience blending cuisine, art, and storytelling to elevate Bellevue's destination perception.

OVERSEAS MARKETS

In 2025, Visit Bellevue advanced a more focused and strategic approach to international destination marketing, aligning global efforts with the Destination Development Plan's priorities for sustainable growth and long-term competitiveness. Rather than pursuing broad, exploratory outreach, Visit Bellevue concentrated on markets with strong brand alignment, clear access, and measurable return potential. This approach reflects a shift toward intentional global destination building—leveraging proven frameworks, regional partnerships, and culturally relevant storytelling to grow international awareness and overnight visitation.

JAPAN

Japan remained a key international market in 2025, transitioning from active campaign mode to an always-on maintenance strategy. After re-establishing Bellevue's presence through culturally tailored digital content, the focus shifted to sustaining awareness and repeat visitation efficiently. This was accomplished by a Japanese Instagram profile, hosting 3 Japanese FAMs, and paid media.

This approach preserves brand equity in a mature, high-value market while leveraging existing content and partnerships, allowing Visit Bellevue to redirect resources toward new growth opportunities such as South Korea.



SOUTH KOREA

Following a data-driven evaluation, South Korea was selected as Visit Bellevue's next primary international growth market. The market offers direct flight access, a fully recovered outbound travel base, and digitally native FIT travelers whose interests in culinary, shopping, design, safety, and urban-nature balance closely align with Bellevue's brand.

Visit Bellevue enters the South Korea market with momentum already in place, supported by regional airline promotion and prior Superfam participation. The campaign will follow a proven digital-first model—localized content, influencer partnerships, and paid media across Korean platforms—enabling faster execution and measurable results within a single fiscal year.

VISITOR EXPERIENCE & TOURISM DEVELOPMENT

Visit Bellevue's Visitor Experience programs are designed to enhance how visitors move through, engage with, and experience Bellevue—while directly supporting overnight stays, visitor spending, and resident quality of life. In 2025, Visit Bellevue expanded transportation options, strengthened visitor services, piloted innovative experiences, and refined programs using real-time data, visitor and community feedback.

BELLHOP

BellHop remains a signature Visitor Experience program and a model for sustainable, first- and last-mile mobility. This free, electric, on-demand shuttle addresses transportation gaps across Bellevue while reducing congestion and emissions. In 2025, new funding partners Amazon and the City of Bellevue enabled expanded service hours and fleet capacity, including the addition of Kia EV9 electric vehicles.

BellHop served 87,603 passengers in 2025, with 72% of rides shared, traveling 57,518 passenger miles at an average ride time of 9 minutes. The service maintained a 4.92 out of 5 user rating and avoided an estimated 73.3 metric tons of CO₂ emissions. Since launch, BellHop has served nearly 250,000 passengers, saving an estimated 197 metric tons of CO₂.

MOBILE WELCOME CENTER – VUEFINDER

In 2025, Visit Bellevue rebranded the Mobile Welcome Center as Vuefinder, An UnOrdinary Welcome Center, aligning the program with the organization's broader brand evolution. Vuefinder delivered visitor services and destination information at high-traffic locations, conventions, and community events throughout the year serving as both a visible welcome point and a platform for gathering real-time visitor insights.

Vuefinder supported 17 conventions, attended 25 community events, and assisted approximately 15 familiarization tours. Through these efforts, Visit Bellevue collected 5,515 Bellevue Cares Visitor Surveys, providing critical insights to inform destination planning, stewardship, and service improvements.



FESTIVALS AND EVENTS INCUBATOR PROGRAM

The Festivals & Events Incubator Program supports the attraction and growth of events that generate overnight stays and measurable economic impact. Funding priorities include technology, arts, wellness, culinary, multicultural, shopping, creative economy, and convention-related events, with awards ranging from \$5,000 to \$50,000. In 2025, seven events received \$73,000 in funding, generating an estimated \$4.48 million in economic impact. Supported signature events such as the Northwest Chocolate Festival, Fly Fishing Show, Global Beauty Awards, Varsity All Cheer, Theatre 33, and the Emerald Cup Competition.

BELLEVUE AIRPORT SHUTTLE

The Bellevue Airport Shuttle provides affordable reliable transportation between Seattle-Tacoma International Airport and downtown Bellevue improving access and reducing friction for overnight visitors and residents. In 2025, service expanded to eight downtown hotels with extended operating hours. The program served 8,005 riders, averaging 667 bookings per month, demonstrating strong demand for reliable airport connectivity.

BIKEHOP PROGRAM → RIDE BELLEVUE

The BikeHop pilot program increased awareness of Bellevue's outdoor recreation assets through complimentary e-bike access at five hotels. In 2025, the program recorded more than 2,400 hours of usage. While visitor interest was strong, operational complexity identified the need for a more scalable, visitor-ready model. In 2026, BikeHop will transition to Ride Bellevue, partnering with professional operators to deliver a sustainable program aligned with long-term visitor experience and operational goals.

DESTINATION SERVICES PROGRAM

Destination Services provided comprehensive support to more than 25 groups in 2025, including attendance-building initiatives, site visits, curated destination insights, volunteer coordination, and on-site resources. Of 25 groups supported, 16 achieved 80% or greater room-night pickup, and four exceeded 100%, reflecting strong attendee engagement and effective destination support.

BELLE THE BOBCCAT

Belle the Bobcat continued to serve as a highly visible destination yurachara, attending 25 community events in 2025. Belle also became the official mascot for the City of Bellevue's Grand Connection campaign, supporting visitor engagement through interactive wayfinding and information tools.



OVERALL GOALS & PACE

FESTIVALS AND EVENTS

2025 RESULT



\$11.2M VISITOR
SPENDING

2026 GOAL



\$15M VISITOR
SPENDING

2025 RESULT



16K WEEKEND
ROOM NIGHTS

2026 GOAL



30K WEEKEND
ROOM NIGHTS

2025 RESULT



30K OVERNIGHT
VISITORS

2026 GOAL



58K OVERNIGHT
VISITORS

2025 RESULT



\$25M ECONOMIC
IMPACT

2026 GOAL



\$35M ECONOMIC
IMPACT



2025 TPA IMPACT SUMMARY

- Expanded mobility and access, serving 87,603 BellHop passengers and reducing transportation barriers across downtown Bellevue
- Enhanced visitor services and data collection, engaging thousands of visitors through Vuefinder and collecting 5,515 visitor surveys
- Increased overnight visitation through events, generating \$4.48 million in economic impact via the Festivals & Events Incubator Program
- Improved accessibility and inclusivity, verifying 25 hotels, restaurants, and attractions through the Wheel the World partnership

DESTINATION STEWARDSHIP & COMMUNITY RELATIONS

Destination Stewardship & Community Relations was fully launched in 2025 to ensure Bellevue's visitor economy grows in a way that delivers shared value for residents, businesses, and visitors alike. In its inaugural year, the department established foundational partnerships and programs that advance sustainability, accessibility, community engagement, work force development, and long-term destination competitiveness—while also contributing to increased visitor spending and local economic vitality.

BELLEVUE BOUND

Visit Bellevue launched Bellevue Bound, a podcast and video series designed to spotlight the people, places, and experiences that define Bellevue's character, educates our workforce, and brings awareness to visitor experiences throughout Bellevue and the area. In 2025, seven episodes were released, covering topics ranging from Snowflake Lane to outdoor adventures.

In its first year, Bellevue Bound generated nearly 10,000 views and more than 140 hours of watch time on YouTube. Produced in partnership with Just Talk Studios, the series incorporates interview footage, B-roll, and sizzle reels for social media. Plans are underway to expand the program in 2026, including culinary-focused episodes hosted by Anna Yan.

WHEEL THE WORLD

Visit Bellevue partnered with Wheel the World to advance accessibility and inclusive travel. The program verified accessibility features at 25 hotels, restaurants, and attractions, which were then promoted to Wheel the World's global network of travelers with disabilities.

Accessibility verification will continue in 2026, with an additional 25 businesses and the development of accessibility-friendly itineraries for adults and families.



BELLEVUE CARES

Bellevue Cares is Visit Bellevue’s corporate social responsibility (CSR) program, developed to support local nonprofits while appealing to convention planners and engaging their event attendees. In 2025, Destination Stewardship vetted nonprofit partners aligned with the Destination Development Plan and developed donation opportunities and team-building experiences.

Bellevue Cares will officially launch publicly in February 2026, positioning Bellevue as a destination where meetings and events can provide meaningful community impact. Partners include:

DONATION PARTNERS:

BelRed Arts District • Issaquah Alps Trails Club • Jubilee Reach • Outdoors for All • The Sophia Way

HELPING HANDS PARTNERS:

BelRed Run/Walk Club • Issaquah Alps Trails Club • Jubilee Reach • KidsQuest Children’s Museum

PARTNER ENGAGEMENT

Partner engagement is central to Destination Stewardship’s mission. In 2025, Visit Bellevue added 128 new partner listings and received 716 partner-submitted calendar listings. Attendance at partner activation meetings exceeded goals by 8%.

A new quarterly networking series, **Bellevue Boost**, launched to connect hospitality professionals and share industry best practices.

PARTNER ENGAGEMENT KPIS:

- Bellevue Boost Attendance: 161
- New Partner Listings: 128
- Partner Event Listings: 716
- Partner Activation Attendance: 91



REGIONAL PARTNERSHIPS

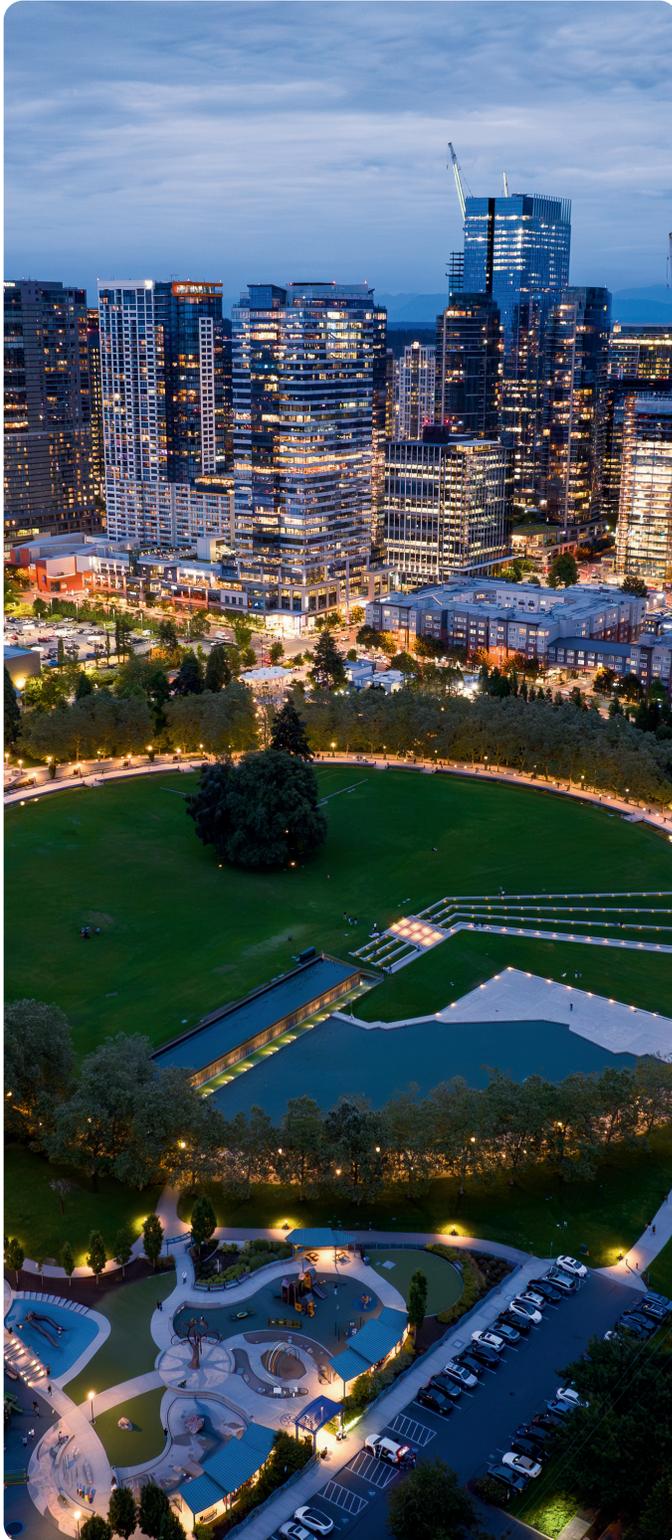
Visit Bellevue continued to strengthen regional collaboration through leadership of the Eastside Regional Tourism Committee, convening quarterly to align on shared opportunities, large-scale events, and advocacy efforts.

Participating partners include: Bothell, Issaquah, Kirkland, Redmond, and Snoqualmie—supporting coordinated tourism promotion and regional readiness for major events such as the World Cup.

STEWADING BELLEVUE’S FUTURE

Destination Stewardship ensures that tourism growth strengthens Bellevue’s community fabric. By investing in accessibility, nonprofit partnerships, regional collaboration, and responsible destination practices, Visit Bellevue is building trust, enhancing livability, and positioning Bellevue for long-term success as a welcoming and resilient destination city.

THANK YOU



On behalf of Visit Bellevue, Bellevue's official destination management organization, thank you for the continued trust and partnership that made this work possible. In 2025, we focused on advancing tourism with measurable impact and long-term vision, savoring growth as we responsibly welcome tomorrow.

Through your investment in the Tourism Promotion Area, Visit Bellevue was empowered to manage growth intentionally, amplifying demand, enhancing the visitor experience, supporting local businesses, and stewarding Bellevue's evolution as a destination city. From sales and marketing to visitor experience, culinary development, and destination stewardship, each initiative was guided by purpose, data, and collaboration.

We are proud of the progress achieved and deeply appreciative of the partnerships that brought this work to life. As Bellevue continues to mature as a destination, Visit Bellevue remains committed to welcoming tomorrow with confidence, building on today's momentum to ensure tourism continues to benefit residents, businesses, and visitors alike.

**VISIT
BELLEVUE**

11100 NE 6TH Street, Bellevue, WA 98004
P: (877) 425-2075
www.visitbellevue.com