

2011 VISITOR IMPACT TO SEATTLE/KING COUNTY

	Seattle-King Co.	Washington State
<u>Visitor Volume</u>		
Total Overnight Visitors	9.9 Million	
<i>Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau</i>		
<u>Visitor Expenditures (category figures rounded)</u>		
Food Service	\$1.2 Billion	
Lodging	\$1.0 Billion	
Retail Sales	\$755 Million	
Local Transportation and Gas	\$920 Million	
Arts/Recreation/Entertainment	\$570 Million	
Visitor Air Transportation	\$1.3 Billion	
Total Visitor Expenditures	\$5.9 Billion	\$16.4 Billion
<i>Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau</i>		
<u>Tourism Industry Employment</u>		
Total direct employment	51,000 Jobs	150,900 Jobs
Total direct earnings from travel spending	\$2.3 Billion	\$4.5 Billion
<i>Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau</i>		
<u>State/local taxes paid by visitors</u>		
Lodging Taxes	\$87.3 Million	
State/County Auto Rental	\$63.4 Million	
State Gas	\$30.1 Million	
B&O	\$23.5 Million	
Local Sales	\$90 Million	
State Sales	\$168 Million	
Total state/local taxes paid by visitors	\$463 Million	\$1.8 Billion
<i>Source: Dean Runyan Associates for Seattle's Convention and Visitors Bureau</i>		