

# Briefing on the results of the 2019 economic impact analysis

# Study Overview

- Affirms that port-related jobs are numerous and usually well-paid
- Performed in partnership with Port of Tacoma and The Northwest Seaport Alliance
  - Sea-Tac International Airport not included: studied separately in 2018
- Seattle-based consulting firm
  - Allows for comparison to studies of other iconic Washington industries
- Findings will be used in storytelling materials such as videos and blogs.

The homework that will support our storytelling

# Cruise



**\$893.6 M**

Total Business  
Output

**5,500**

Total Jobs

**1.2 M**

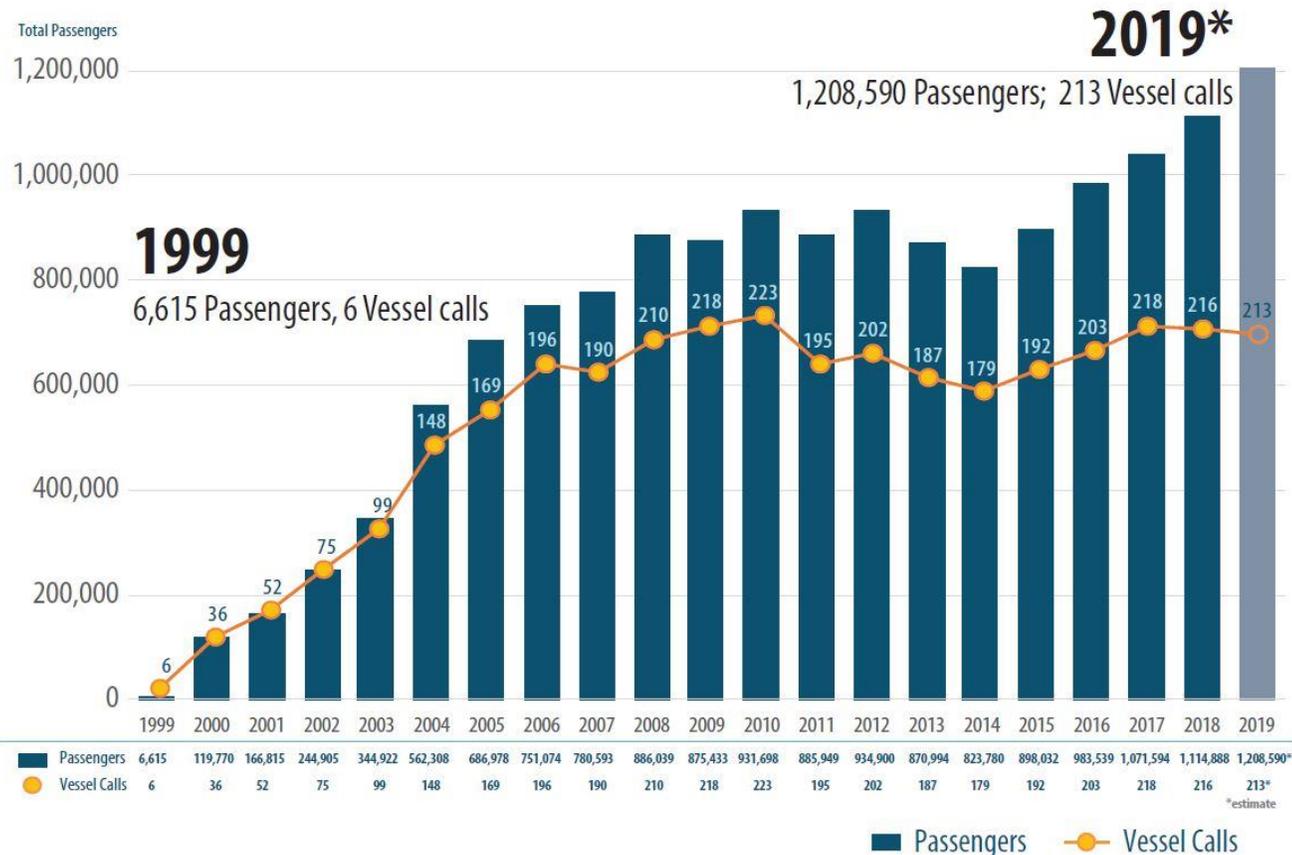
Passengers, 2019

**13%**

Compound Annual  
Growth Rate of  
Passengers, 2000-2019

Increasing visitors to Seattle and Washington state

# Strong Growth in Cruise Business



Increasing local procurement by the cruise lines

# Spending in Seattle by Cruise Passengers

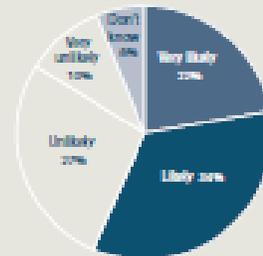
## What do they spend?

Average Cruise Visitor Spending in Seattle by Category, 2017

CATEGORY	PRE-CRUISE	POST-CRUISE
Lodging	\$398	\$243
Food and beverage	\$185	\$161
Entertainment	\$107	\$135
Transportation	\$94	\$92
Gifts, souvenirs, clothing	\$62	\$64
Other	\$4	\$2
<b>TOTAL AVERAGE SPENDING</b>	<b>\$850</b>	<b>\$697</b>

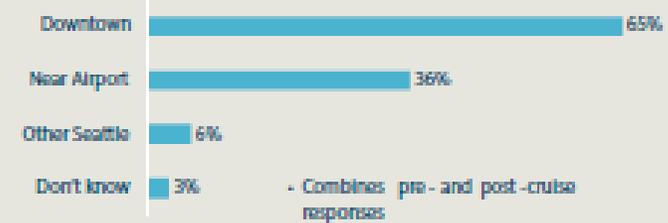
## Will they come back?

Likelihood of returning to Seattle in the next five years



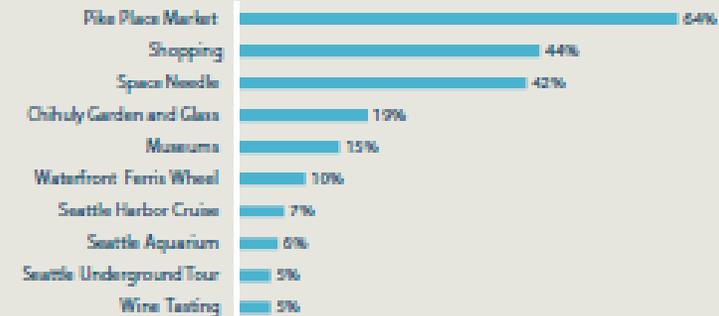
## Where do they stay?

### Seattle Area Lodging



## What do they do?

### Top 10 Activities in Seattle Area for cruise visitors



Data from an extensive survey effort in 2017

# Commercial Fishing

**\$1.4 B**

Total Business Output

**11,300**

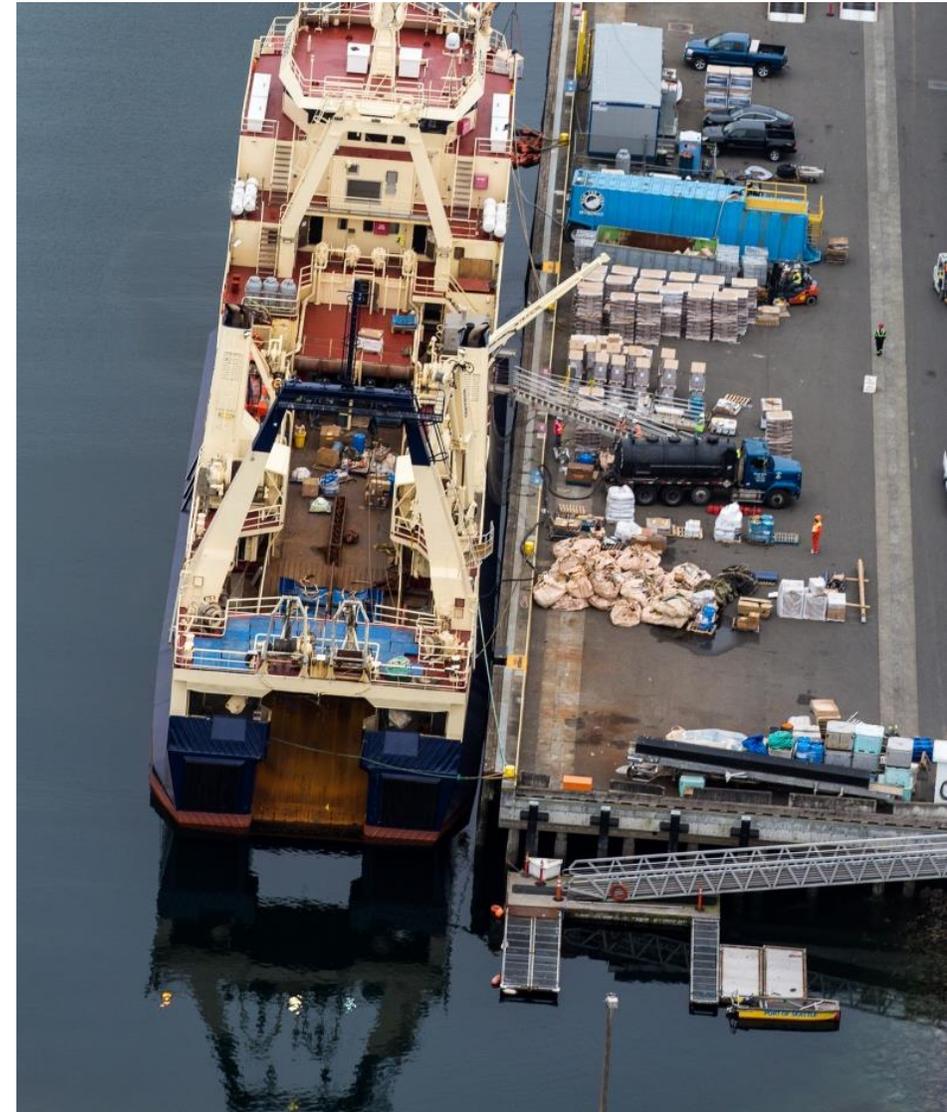
Total Jobs

**300**

Fishing Vessels Utilized Port of Seattle Facilities

**1.3 M**

Metric Tons Harvested by POS Customers in North Pacific Fisheries



An industry looking to the future as much as to the past

# The Seafood Catch

- Seafood catch by our vessels:
  - 13% of total US commercial fisheries harvest by value
  - 44% of all gross earnings from the North Pacific Fisheries
- The trade connection:
  - 72% of commercial fish biomass from North Pacific Fisheries was exported
  - Seafood is in the NWSA's top five export commodities by value



Unique amongst the nation's top fishing ports for the scale of homeporting

# The Northwest Seaport Alliance



## The Northwest Seaport Alliance (2017)

**\$12.4 B**

Total Business Output

**58,400**

Total Jobs

**\$4.0 B**

Total Income

**27.6 M**

Metric Tons of  
Cargo Handled

**3.7 M**

Twenty-Foot  
Equivalent Units (TEUs)

**146,900**

Autos Transported



The nation's fourth largest cargo gateway