



## Tourism Destination Development Plan

*SeaTac, Washington*

Hunden Strategic Partners, in collaboration with MMGY NextFactor (Team), is currently studying the tourism destination landscape in SeaTac, Washington, along with the impact and possibilities related to Seattle-Tacoma International Airport, in order to create an actionable 10-year destination development plan for the City. The Team will study all essential elements of thriving, modern tourism-centric destinations, including necessary transportation infrastructure, a diverse economic base, varied hospitality and lifestyle amenities, and a robust community fabric to host travelers well.

Hunden will complete a comprehensive competitive assessment of the City of SeaTac against similar airport city destinations, and will choose in collaboration with the City three comparable markets to extensively assess as peer markets. Hunden will perform SWOT analyses for each city and profile the various relevant tourism assets.

The completed Plan will identify and prioritize investments in multimodal mobility and public transit, digital engagement and wayfinding, accommodations, culinary and retail, **festivals and events, conference facilities, outdoor parks and recreation, sports tourism, and arts, culture and the creative economy.**

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**Client:** City of SeaTac

**Time Period:** 2022 – Present