



CAPTURING THE LUCRATIVE TOURIST

Creative and Successful Programs that Bring Tourists to Your Door

Thursday, July 24, 2014 | 7:30am - 9:30am

World Trade Center Seattle, 2200 Alaskan Way, Fourth Floor, Seattle, WA 98121

Port of Seattle's Century Agenda Breakfast Series

Tourism is one of our region's main sources of revenue. We're fortunate to have a large base of visitors to our region and yet, many businesses feel they aren't capturing as much business from this market as they could. How do we capitalize on these potentially lucrative tourists already visiting our region?

Join us for an informative panel discussion followed by a Q & A.

You'll Learn About:

- Creative ways to capture more revenue from the tourists who are visiting your area
- Challenges others have faced and how to avoid them
- Innovative ways to partner with other businesses for increased success
- Social media strategies that will drive tourists to your door

Panelists include:

- **Nathan Perea**, CEO & Director of Economic Development, Snoqualmie Valley Chamber of Commerce
- **Debbie Wardrop**, General Manager, The Resort at Port Ludlow
- **Kevin Clark**, President & CEO of Argosy Cruises
- **Chad Mackay**, President and COO of El Gaucho Hospitality

Moderator: Bill Bryant, Chairman of Bryant Christie Inc. (BCI), Port of Seattle Commissioner

This program has been brought to you with assistance from The Capella Group and the World Trade Center Seattle.

Event Details:

\$35 WTCSE Members
\$45 Non-Members
Breakfast – 7:30am
Program – 8am to 9am
Q & A - 9am to 9:30am

Questions? Contact Michelle Kim:

Mkim@WTCSeattle.com
or 206-441-5144

To Register:

[Click Here](#) or visit
www.wtcseattle.com/events



The Port of Seattle's Century Agenda is a 25-year strategy for supporting working families and building a sustainable regional economy through targeted business initiatives and partnerships with public and private sectors. In support of this work, the World Trade Center Seattle invites you to bring your vision of success to the breakfast table. Want to learn more? Visit portseattle.org and search "Century Agenda."