Appendix I
Economic & Demographic Scan

Introduction

The following Appendix provides a detailed overview of Bellevue's major economic and demographic characteristics. Throughout, the scan includes benchmark geographies to help provide context to Bellevue's position. In most cases, Bellevue is compared with five communities with similar economic and demographic profiles. Like Bellevue, these benchmark cities are also located in major metropolitan regions. The benchmark cities include Arlington County, VA (In Virginia, the County is equivalent to the City); Boulder, CO; Cambridge, MA; Santa Monica, CA; and Sunnyvale, CA.

Notably, when examining retail and tourism trends, Bellevue is compared to benchmarks within King County, WA. Sales tax data is less readily available in states other than Washington, and the unique structure of sales taxes within each state make it difficult to compare Bellevue to the national benchmarks. As a result, Bellevue's retail position is compared to King County and other cities located within the county. This also provides greater context on what makes Bellevue's retail unique in the region, which is the primary source of shoppers and competition for retail sales.

Similarly, Tourism data, such as hotel stays, is locally collected and generally not available to the public. This scan utilizes some data provided by Visit Bellevue but cannot make comparison to other cities within King County or across the country. Instead in these cases, historical trends within Bellevue are examined to better understand how the sector is performing.

It is also important to note that the following examination of employment trends utilizes industry clusters previously defined by the City of Bellevue and consultants. These definitions were used to provide consistency with past economic reporting but also impose limitations. For example, not all employment categories were assigned to industry clusters in these definitions and thus were categorized as 'Other' in this report. The Other cluster is notably large and primarily contains employment in Manufacturing, Personal Services, Back Office, and Wholesale Trade.

This does not affect the analysis or strategic directions in this scan or plan update, but it is recommended that in the future, Bellevue update the industry cluster definitions to incorporate all employment categories — removing the need for an Other category. This would ensure all industries are fully captured in the analysis and would also ease the collection and presentation of data going forward.
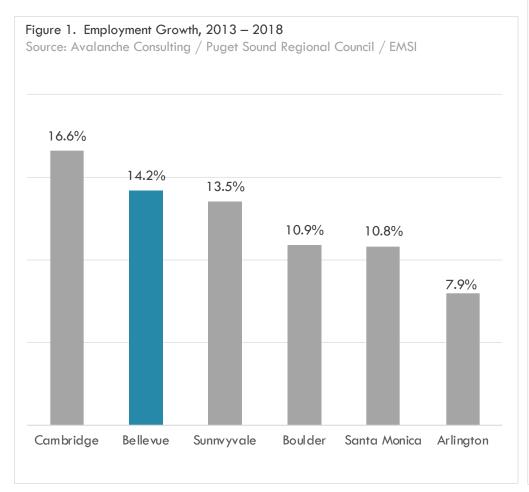
Overall

Employment Growth

Bellevue's overall economy is growing rapidly. Between 2013 and 2018, employment in Bellevue increased by more than 17,500 jobs – a gain of 14.2%.

On an absolute basis, Bellevue created the most jobs among the benchmark cities – followed by Cambridge (15,600), Arlington (13,100), and Sunnyvale (11,100).

On a proportional basis, employment growth in Bellevue outpaced the US average and all benchmarked communities, except Cambridge, which saw 16.6% job growth over the same period.
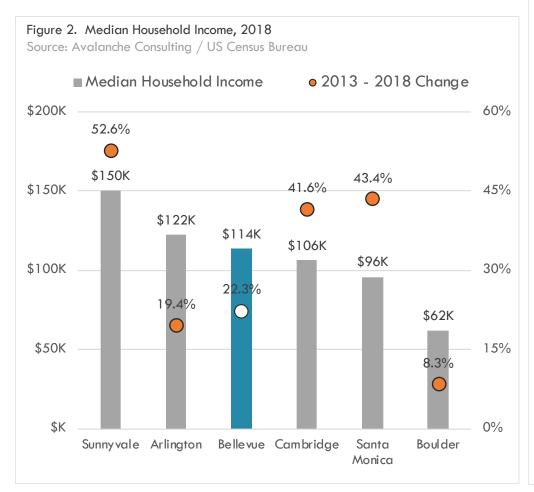
Figure 1. Employment Growth, 2013 – 2018
Source: Avalanche Consulting / Puget Sound Regional Council / EMSI

Income

In 2018, median household income in Bellevue approached $114,000. Nationally, median household income is less than $62,000.

Median household income levels in all benchmark communities are substantially higher than the US average — excepting Boulder, which has a high concentration of students who earn little or no income.

At more than $150,000 and $122,000 respectively, Sunnyvale and Arlington County have the highest household income levels.

Since 2013, median household income in Bellevue grew 22%. While this growth exceeded the US average, Sunnyvale, Cambridge, and Santa Monica all saw greater gains in household income.

Figure 2. Median Household Income, 2018
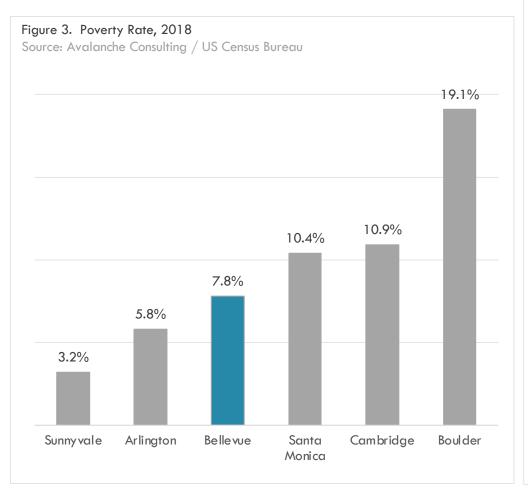Source: Avalanche Consulting / US Census Bureau

Poverty

In 2018, nearly 8% of Bellevue residents lived below the federal poverty line. This was roughly five percentage points less than the national average.

Both local and national poverty rates have steadily declined in recent years.

Among benchmark regions, only Sunnyvale and Arlington County have lower poverty rates. At just 3.2%, the percentage of Sunnyvale residents living in poverty is among the lowest in the US.

High poverty rates (19%) in Boulder are largely distorted by the high concentration of students in the city, who as adults without income are considered in poverty.

Figure 3. Poverty Rate, 2018
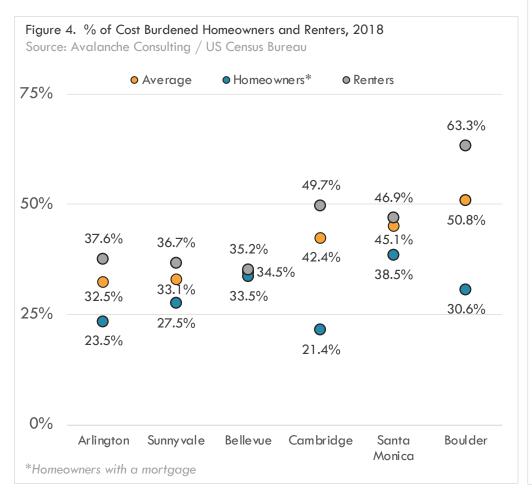Source: Avalanche Consulting / US Census Bureau

Housing Affordability

Homeowners and renters are considered "cost burdened" if housing expenses consume 30% or more of household income. In general, renters are more likely to be cost-burdened than homeowners.

Approximately 35% of Bellevue households are cost-burdened. The proportion is slightly higher than in Arlington and Sunnyvale, but lower than in Cambridge, Santa Monica, and Boulder.

Unlike most other benchmark communities, there is very little difference in the proportions of cost-burdened renters and homeowners in Bellevue.

In contrast, renters in locales such as Cambridge and Boulder are more than twice as likely to be cost-burdened relative to their homeowning counterparts.
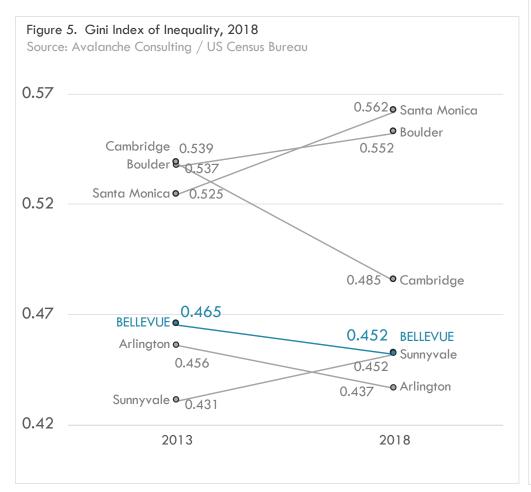
Figure 4. % of Cost Burdened Homeowners and Renters, 2018
Source: Avalanche Consulting / US Census Bureau

*Homeowners with a mortgage

Income Equality

The Gini Index is a measure of income inequality. The Gini coefficient ranges from 0 to 1. A value of 0 reflects absolute equality while a value of 1 indicates absolute inequality.

With a Gini coefficient of 0.452, income inequality in Bellevue is less than the national average and all benchmark communities except Sunnyvale and Arlington.

Notably, the Gini index fell in Bellevue over the past five years — meaning that incomes became *more equal*. Among benchmark communities, only Cambridge and Arlington similarly saw greater income equality.

Figure 5. Gini Index of Inequality, 2018
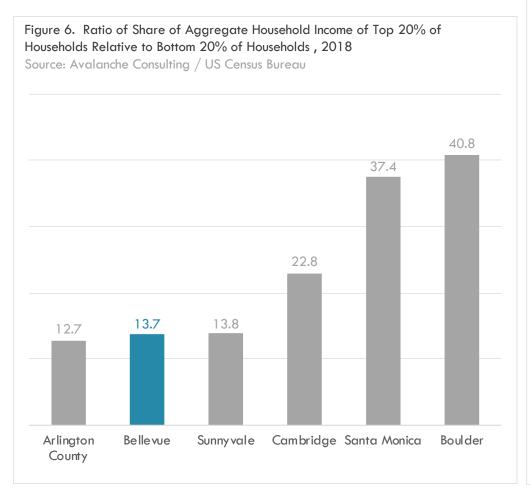Source: Avalanche Consulting / US Census Bureau

Income Equality (continued)

The distribution of household income in a community can also provide an illuminating snapshot of economic inequality.

In Bellevue, for example, the top 20% of households captured 49% of all income in the city in 2018. In contrast, the bottom 20% of households in Bellevue accounted for less than 4% of all income in the city.

This represents less income disparity than most of the benchmark cities. In Boulder, for example, the top 20% of households accounted for 57% of all income in the city; the bottom 20% captured less than 2% of all income in Boulder.

Only Arlington had less income disparity than Bellevue – by a small margin.

Figure 6. Ratio of Share of Aggregate Household Income of Top 20% of Households Relative to Bottom 20% of Households , 2018
Source: Avalanche Consulting / US Census Bureau

Economic Resilience
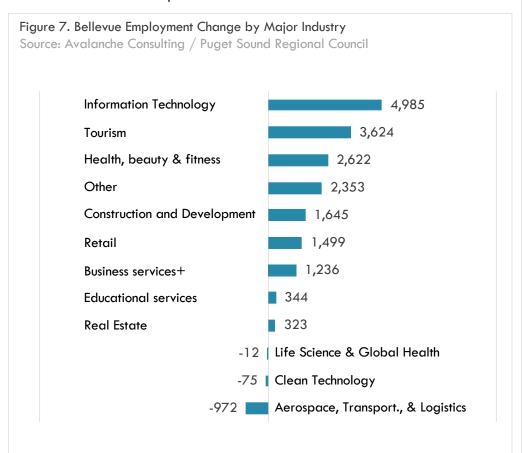
Employment Growth by Industry

Over the past five years, more than 17,500 new jobs were created in Bellevue. No other benchmark region added as many jobs during this period.

Information Technology created nearly 5,000 jobs – accounting for more than a quarter of the new jobs in Bellevue.

The industries with the next largest employment increases were Tourism (3,600 jobs); Health, Beauty & Fitness (2,600); Construction & Development (1,600); Retail (1,500); and Business Services (1,200).

Over the same time period, Aerospace, Transportation, & Logistics lost nearly 1,000 jobs. Both Life Science & Global Health and Clean Technology employment in Bellevue also dipped slightly.

As noted in the introduction, Other includes a wide range of additional industries – from vehicle maintenance to film production.

Figure 7. Bellevue Employment Change by Major Industry
Source: Avalanche Consulting / Puget Sound Regional Council

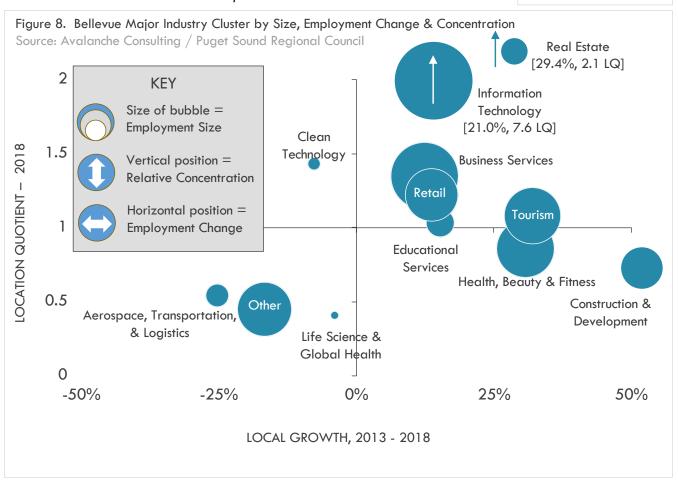| Industry	Jobs
Information Technology	4,985
Tourism	3,624
Health, beauty & fitness	2,622
Other	2,353
Construction and Development	1,645
Retail	1,499
Business services+	1,236
Educational services	344
Real Estate	323
Life Science & Global Health	-12
Clean Technology	-75
Aerospace, Transport., & Logistics	-972

Industry Cluster Analysis

Information Technology is by far the most concentrated industry in Bellevue – with a location quotient (LQ) of 7.6 – meaning that on a per job basis, the industry is 7.6 times more concentrated than the US average. On a percentage basis, Information Technology grew 21% in Bellevue from 2013 to 2018.

The next most concentrated industries in Bellevue are Real Estate (2.1 LQ), Business Services (1.3 LQ), Clean Technology (1.4 LQ), and Retail (1.2 LQ).

Less concentrated local industries include Life Science & Global Health, which has an LQ of 0.4 LQ – meaning it is 60% less concentrated than the US average – and Aerospace, Transportation, & Logistics (0.5 LQ).

The fastest growing clusters in Bellevue from 2013 to 2018 were Construction & Development (53% growth); Tourism (32%); Health, Beauty, & Fitness (31%); and Real Estate (29%).

The Other cluster is based on previous industry cluster definitions and is notably large. It largely contains employment in Manufacturing, Personal Services, Back Office, and Wholesale Trade. *This does not directly affect the analysis of this scan, but it is recommended that cluster definitions be updated in the future.*
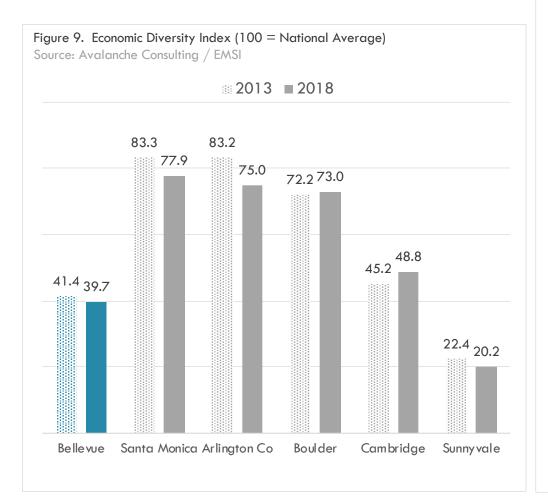
Figure 8. Bellevue Major Industry Cluster by Size, Employment Change & Concentration
Source: Avalanche Consulting / Puget Sound Regional Council

Economic Diversity

Like the concept of biodiversity, economic diversity measures the relative number of jobs in different industries within a community. Cities with large, highly concentrated industry clusters tend to have smaller employment numbers in other clusters – making them less economically diverse.

The Economic Diversity Index rates the distribution of industry employment in a community based on a national average distribution of 100 – with less economically diverse areas receiving lower scores.

With an Economic Diversity Index of 39.7, Bellevue is less economically diverse than all benchmark cities except Sunnyvale, CA (20.2).

Between 2013 and 2018, Bellevue became slightly less economically diverse. The decline in economic diversity likely reflects relatively high growth in Information Technology combined with small job losses in other clusters.

Figure 9. Economic Diversity Index (100 = National Average)
Source: Avalanche Consulting / EMSI
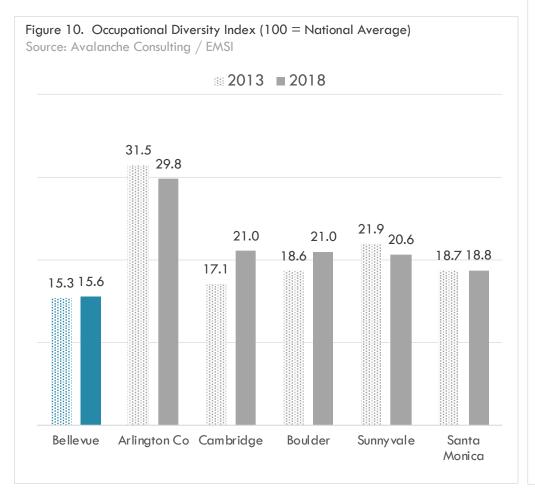
Occupational Diversity

The occupational diversity index measures the extent to which the occupations of individuals *employed* within a city mirror the distribution of occupations across the nation.

Regional economies typically specialize to some extent, but Bellevue's labor force reveals exceptionally low occupational diversity, with an Occupational Diversity Index rating of 15.6 – compared to a national average distribution of 100.

Lack of occupational diversity in Bellevue is largely driven by the high concentration of software developers in the city – a reflection of tremendous local strengths in this field.

Residents of Bellevue alone cannot supply this high concentration of software talent, but local employers are able to pull from the extraordinarily large pool of skilled workers available from across the Seattle region.

Among benchmark cities, Arlington, VA has the highest occupational diversity, with an index of 29.8, and Santa Monica has the lowest relative diversity, with an index of 18.8.

Figure 10. Occupational Diversity Index (100 = National Average)
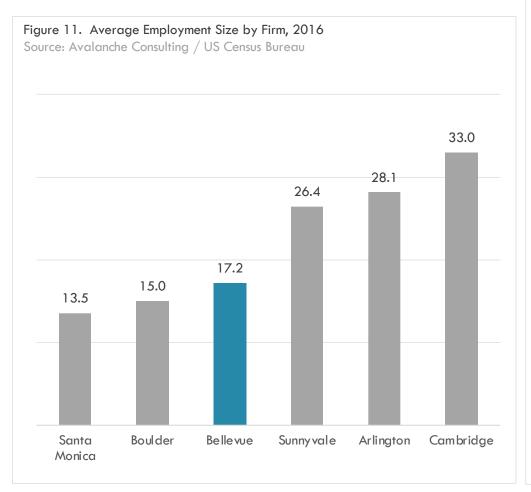Source: Avalanche Consulting / EMSI

Small Business & Entrepreneurship

Employer Size

In addition to industry diversity, the most economically resilient communities also feature a balance of small and large businesses.

Bellevue is home to several very large companies, but nearly 97% of all firms located in the city have 100 or fewer employees. On average, businesses in Bellevue employ slightly above 17 workers. Cambridge, Sunnyvale, and Arlington County are all home to much larger firms on average.

Although today the average firm size is relatively small in Bellevue compared to its benchmarks, this is likely to grow in coming years. Current expansion plans by companies such as Amazon, REI, and Facebook will likely results in a smaller number of companies accounting for a growing portion of the city's employment.

Note: new business and startup data is not available for cities – only counties, metropolitan statistical areas, and states.
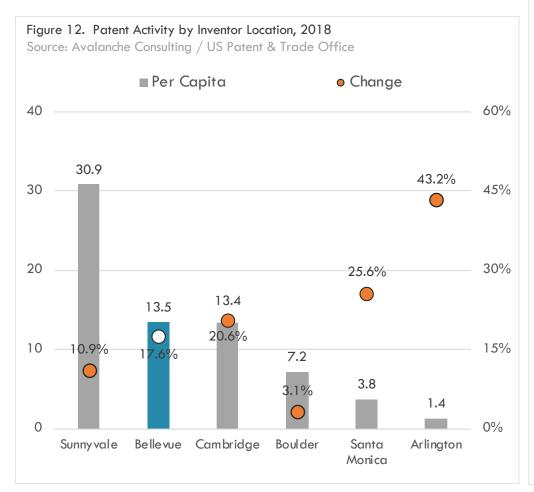
Figure 11. Average Employment Size by Firm, 2016
Source: Avalanche Consulting / US Census Bureau

Santa Monica	Boulder	Bellevue	Sunnyvale	Arlington	Cambridge
13.5	15.0	17.2	26.4	28.1	33.0

Patent Activity

Bellevue is a highly inventive city. In 2018, individuals living in Bellevue produced 13.5 patents for every 1,000 residents. This was roughly equivalent to Cambridge and a higher share than other benchmark cities, except Sunnyvale, which produced 30.9 per 1,000 residents.

From 2013 to 2018, the number of patents attributed to Bellevue residents rose nearly 18% on a per capita basis.

While communities such as Santa Monica and Arlington saw greater increases in patent production over this period, overall patent activity in both places remains significantly less than in Bellevue.
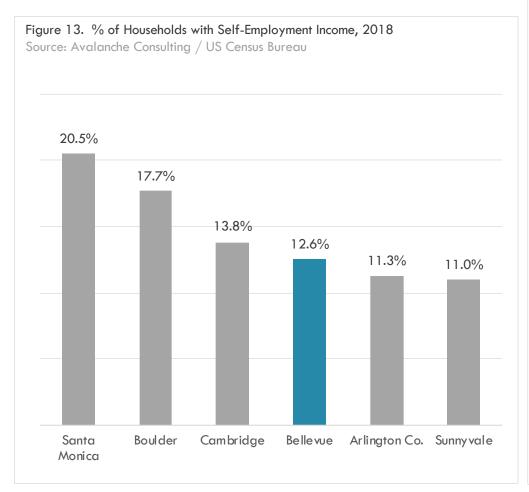
Figure 12. Patent Activity by Inventor Location, 2018
Source: Avalanche Consulting / US Patent & Trade Office

Self Employment

More than 12% of households in Bellevue reported receiving self-employment income in 2018. This could include individuals who own their own businesses or those working in "gig" positions, such as drivers for ridesharing companies.

Among benchmark regions, Bellevue ranks 4th in the proportion of households that reported self-employment income.

At more than 20%, Sunnyvale has the highest share of households within self-employment income. Both Boulder and Cambridge also feature greater proportions of households with self-employment income than Bellevue – at 18% and 14% respectively.
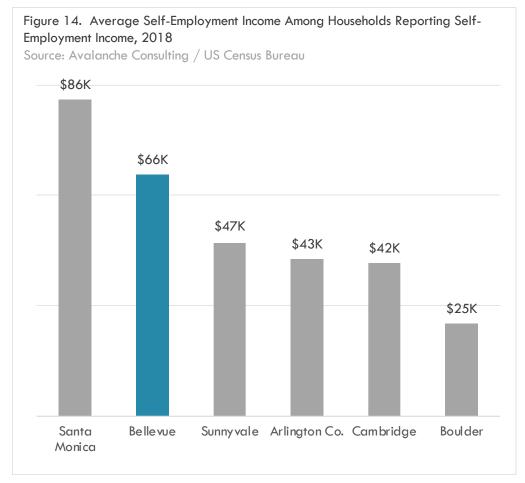
Figure 13. % of Households with Self-Employment Income, 2018
Source: Avalanche Consulting / US Census Bureau

Self Employment Income

Self-employed individuals in Bellevue earn relatively high incomes. In 2018, average self-employment income among Bellevue households that reported self-employment income was roughly $66,000.

This indicates that likely many self-employed individuals in Bellevue are *not* working in "gig" jobs, which tend to pay below average wages, but instead operating a services or other businesses.

Among benchmark regions, only Sunnyvale boasts greater self-employment income levels, with average self-employment income among Sunnyvale households that reported self-employment income slightly above $86,000.

Figure 14. Average Self-Employment Income Among Households Reporting Self-Employment Income, 2018
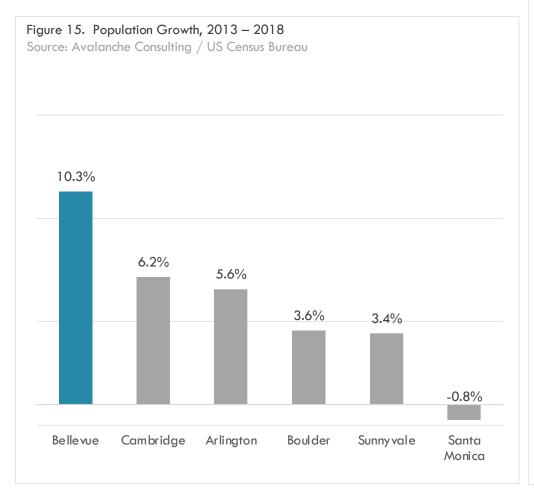Source: Avalanche Consulting / US Census Bureau

Talent

Population Growth

From 2013 to 2018, Bellevue's population grew more than 10% — surpassing 147,500 in 2018. This population growth rate exceeded the US average and all benchmark cities. Bellevue also benefits from a large and rapidly growing population in the surrounding region. In 2018, the Seattle region reached a population of nearly 4 million. The region's population grew 9% from 2013 to 2018 — faster than all benchmark regions: Boston, Boulder, Los Angeles, San Jose, and Washington DC.

Bellevue's growth is striking given its relative maturity and the limits of geography. Fast-growing communities are often located on the far edge of metropolitan areas and characterized characterized by an abundance of undeveloped land.

Being a more developed inner-ring community, Bellevue's growth has been facilitated by redevelopment patterns that have helped boost density throughout the city. Bellevue will likely be able to physically sustain significant growth for years to come as the city's population density remains less than all examined benchmark communities.
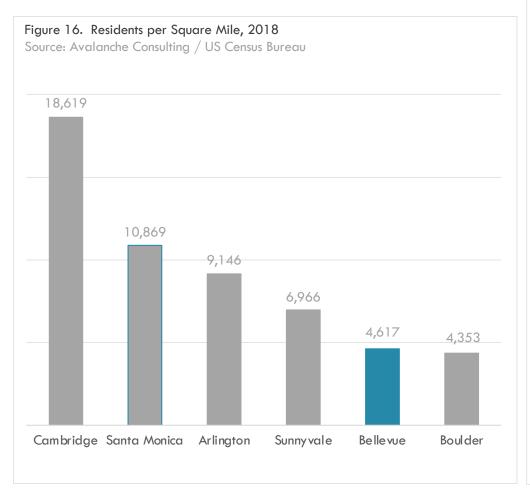
Figure 15. Population Growth, 2013 – 2018
Source: Avalanche Consulting / US Census Bureau

Population Density

Although downtown Bellevue features many high-rise office buildings and condos, overall the city has low population density.

In 2018, Bellevue's population density was approximately 4,600 people per square mile.

Among benchmark communities, only Boulder had fewer residents per square mile. While in contrast, Cambridge had four times the population density of Bellevue.

Santa Monica, Arlington, and Sunnyvale are also significantly more population dense than Bellevue.
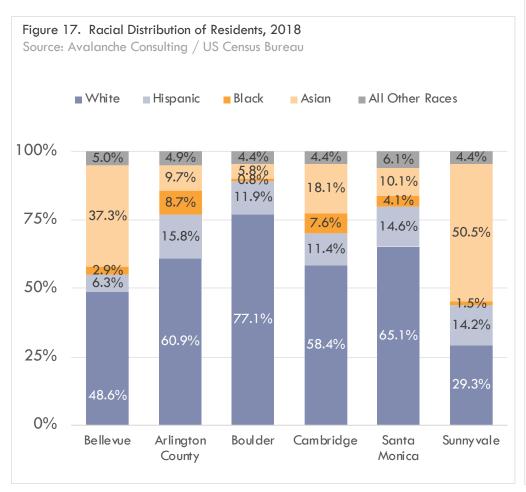
Figure 16. Residents per Square Mile, 2018
Source: Avalanche Consulting / US Census Bureau

Racial Diversity

Bellevue is a remarkably racially diverse community. White residents make up 49% of the city's population, followed by Asian residents (37%), Hispanic residents (6%), All Other Races (5%), and Black residents (3%).

Among the benchmark communities, only Sunnyvale is more racially diverse — with White residents comprising only 29% of the population.

Both Bellevue and Sunnyvale have the largest share of Asian residents at 37% and 51% respectively.

Figure 17. Racial Distribution of Residents, 2018
Source: Avalanche Consulting / US Census Bureau

■ White ■ Hispanic ■ Black ■ Asian ■ All Other Races

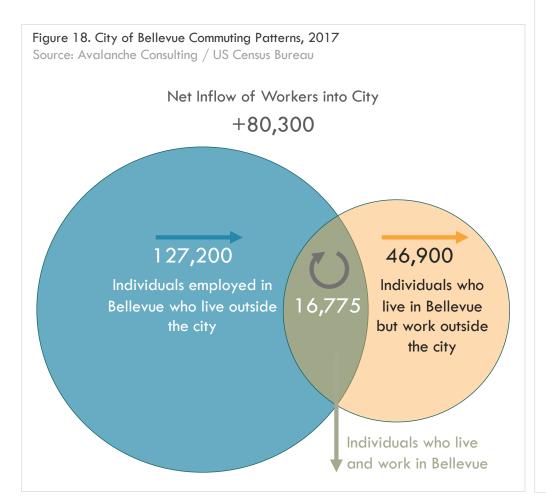|	Bellevue	Arlington County	Boulder	Cambridge	Santa Monica	Sunnyvale
All Other Races	5.0%	4.9%	4.4%	4.4%	6.1%	4.4%
Asian	37.3%	9.7%	5.8% / 0.8%	18.1%	10.1%	50.5%
Black	2.9%	8.7%		7.6%	4.1%	1.5%
Hispanic	6.3%	15.8%	11.9%	11.4%	14.6%	14.2%
White	48.6%	60.9%	77.1%	58.4%	65.1%	29.3%

Commuting Patterns

Bellevue is truly an employment destination, with almost three times the jobs in the city than working residents. These groups are also two distinct populations. There is relatively little overlap between those who live in Bellevue and those employed in Bellevue. Nearly 90% of workers employed in Bellevue live outside the city. At the same time, nearly 75% of employed Bellevue residents are employed elsewhere.

This is not uncommon for cities similarly positioned in large metropolitan areas — although the relatively high number of jobs in Bellevue is rare. All the benchmark cities see between 77% and 90% of their jobs filled by non-residents. Similarly, most see 70% to 90% of their residents working in other parts of their metropolitan areas.

The exception is Boulder, where 53% of working residents work within the city, but because Boulder is just outside the Denver metropolitan area, this may explain the difference.
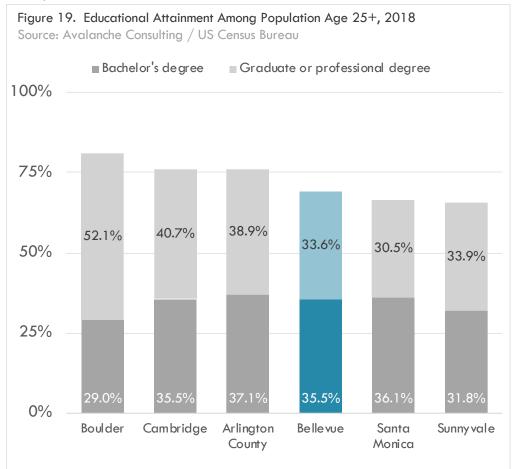
Figure 18. City of Bellevue Commuting Patterns, 2017
Source: Avalanche Consulting / US Census Bureau

Net Inflow of Workers into City
+80,300

127,200
Individuals employed in Bellevue who live outside the city

16,775

46,900
Individuals who live in Bellevue but work outside the city

Individuals who live and work in Bellevue

Educational Attainment

Bellevue is among the most educated communities in the US – ranking 3rd best educated among the nation's 200 largest cities.

Nationally, approximately one in three adults age 25 and older possess a bachelor's degree or higher level of education. In Bellevue, nearly 70% of adults age 25 and older hold a bachelor's degrees and possibly a graduate or professional degree.

Bellevue's benchmark communities are also very well-educated. Boulder, Cambridge, and Arlington County all have higher levels of educational attainment than Bellevue. This is largely explained by the presence of the University of Colorado in Boulder and Harvard and MIT in Cambridge. Arlington is also home to numerous 4-year universities.

The fact that Bellevue is as well educated as these major university centers reflects the city's success in attracting new residents with advanced degrees. Bellevue College, the city's large post-secondary educational institution, does not offer bachelor's or graduate degrees, and the Global Innovation Exchange (GIX) only confers a small number of degrees each year. This mans the city is not largely not producing its own workforce – which is dominated by occupations requiring bachelor's degrees and higher. Nearly all residents of Bellevue with advanced degrees at some point moved to the city from somewhere else.
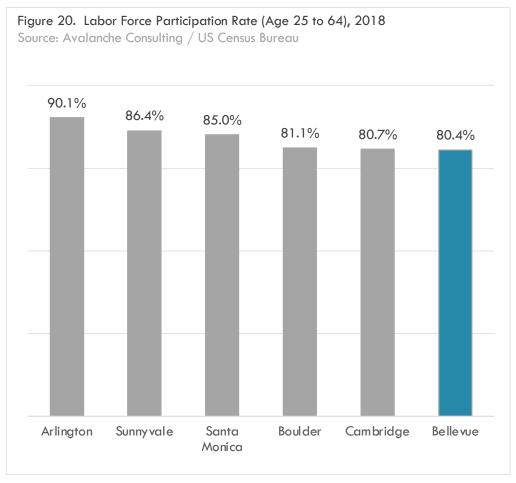
Figure 19. Educational Attainment Among Population Age 25+, 2018
Source: Avalanche Consulting / US Census Bureau

Labor Force Participation

Approximately 80% of Bellevue residents between the ages of 25 and 64 participate in the workforce.

Among benchmark communities, Bellevue has the lowest labor participation rate among its prime working age population (though it exceeds the US figure).

At just 56%, labor participation rates among Bellevue residents between the ages of 60 and 64 are especially low.

Figure 20. Labor Force Participation Rate (Age 25 to 64), 2018
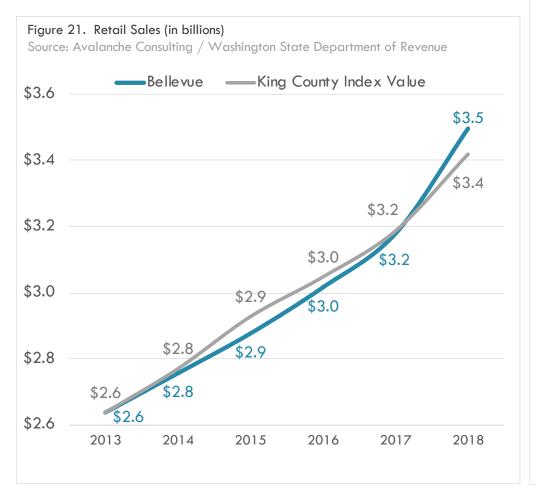Source: Avalanche Consulting / US Census Bureau

Retail

Historical Total Retail Sales

Retail sales have grown steadily in Bellevue in recent years, reaching $3.5 billion in 2018 – a 30% increase over five years.

On a percentage basis, these gains have largely tracked the combined totals for King County and its constituent cities.

From 2017 to 2018, however, retail sales in Bellevue rose 10% - faster than the 7.2% increase in in King County.
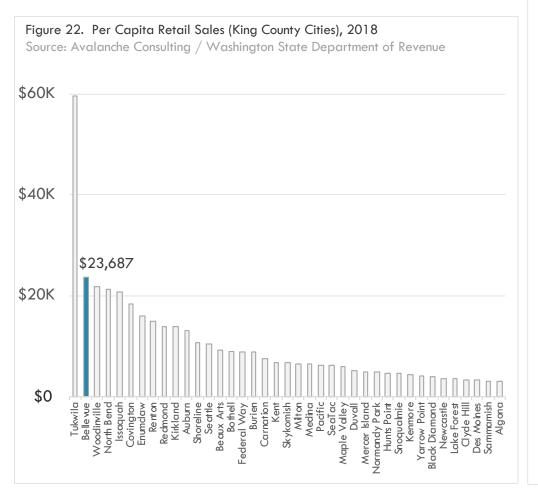
Figure 21. Retail Sales (in billions)
Source: Avalanche Consulting / Washington State Department of Revenue

Per Capita Retail Sales

In 2018, per capita retail sales in Bellevue totaled nearly $24,000.

Among the nearly 40 cities fully or partially in King County, Bellevue ranks second in retail sales per capita. At nearly $60,000, only Tukwila has greater per capita retail sales.

While retail sales in the city was bolstered by anchors such as Bellevue Square and The Shops at the Bravern, car dealerships were the largest contributor to local retail sales value. In 2018, automobile sales represented nearly 40% of all retail sales in Bellevue.

Figure 22. Per Capita Retail Sales (King County Cities), 2018
Source: Avalanche Consulting / Washington State Department of Revenue
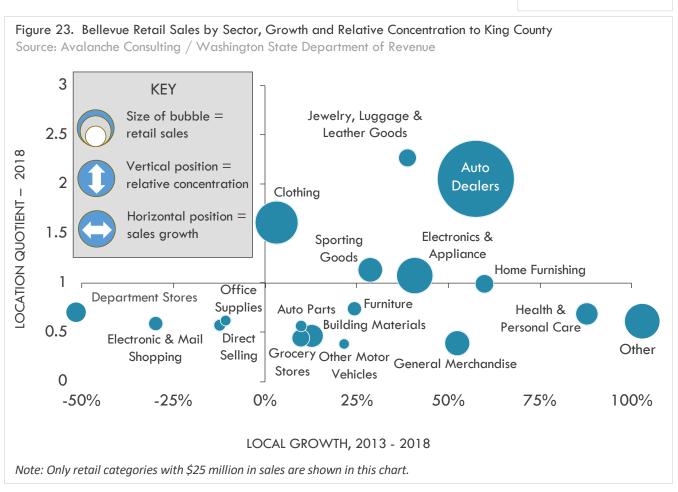
Total Retail Sales by Category

Despite frequent national talk of the coming "retail apocalypse," brick and mortar sales in Bellevue continue to increase among most retail categories.

Auto sales represent the largest share of taxable sales – $1.3 billion and nearly 40% of all sales in 2018, which is double the King County average. These sales are also growing rapidly – rising 58% from 2013 to 2018.

The next largest retail sales categories are Clothing ($429 million), Electronics & Appliance ($309 million), General Merchandise ($149 million), Sporting Goods ($144 million), and Building Materials ($125 million).

On a proportional basis, the retail sales categories more concentrated in Bellevue than King County are Jewelry, Luggage, & Leather Goods; Auto Dealers; Clothing; Sporting Goods; and Electronics & Appliance.

From 2013 to 2018, the fastest growing retail sales categories in Bellevue were Health & Personal Care (88% growth), Home Furnishing (60%), Auto Dealers (58%), General Merchandise (52%), and Electronics & Appliance (41%).

Figure 23. Bellevue Retail Sales by Sector, Growth and Relative Concentration to King County
Source: Avalanche Consulting / Washington State Department of Revenue

Note: Only retail categories with $25 million in sales are shown in this chart.
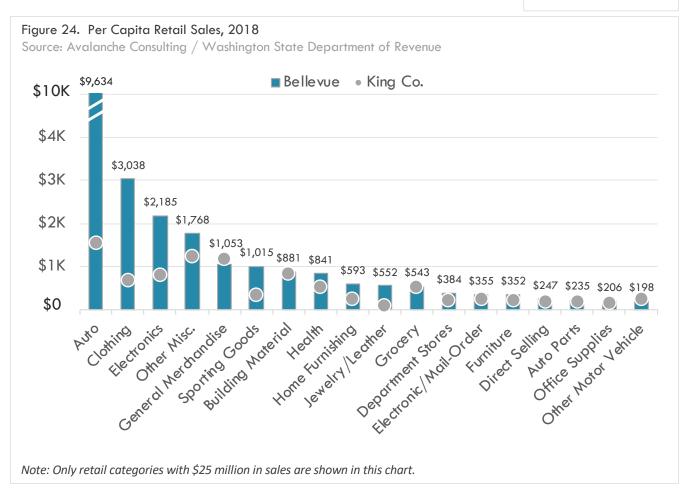
Per Capita Retail Sales by Category

Per capita retail sales in Bellevue exceed the countywide figure across almost every retail category.

Bellevue most outperforms the county average in Automobile sales. In 2018, per capita auto sales in Bellevue approached $10,000, whereas in King County, per capita auto sales were $1,500.

At more than $3,000 per person, clothing sales in Bellevue are more than 4 times greater than the King County average.

Other areas of relative retail strength in Bellevue include Electronics/Appliance stores, Sports Goods, Hobby & Musical Instrument Stores, Jewelry, Luggage & Leather Goods Stores, and Building Materials & Supplies Stores.

Per capita sales figures in Bellevue for Other General Merchandise Stores and Other Motor Vehicle Stores the countywide averages by slight margins.
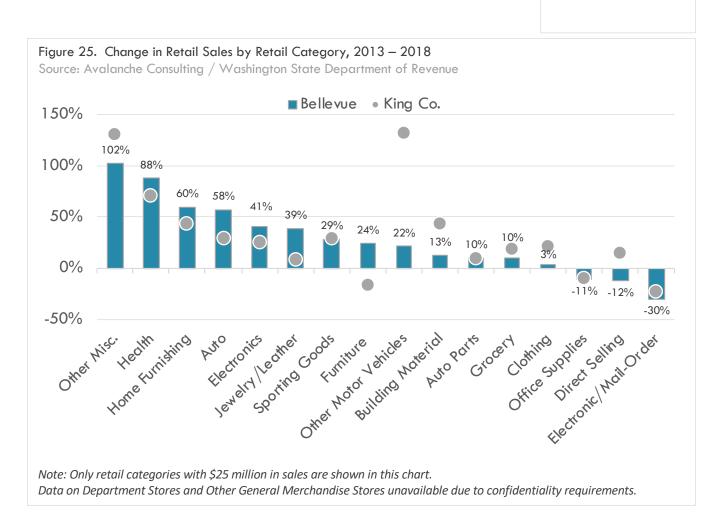
Figure 24. Per Capita Retail Sales, 2018
Source: Avalanche Consulting / Washington State Department of Revenue

Note: Only retail categories with $25 million in sales are shown in this chart.

Change in Retail Sales by Category

Retail sales in most categories grew in Bellevue over the past five years — often faster than growth in King County as a whole.

Sales from Other Miscellaneous Store Retailers in Bellevue doubled between 2013 and 2018. Health & Personal Care Stores and Home Furnishing sales in Bellevue climbed approximately 90% and 60% respectively. Auto sales rose 58% - nearly twice the countywide growth rate.

Due to the incredible volume of auto sales in Bellevue, the category was responsible for half of all the sales tax revenue increase in the city between 2013 and 2018.
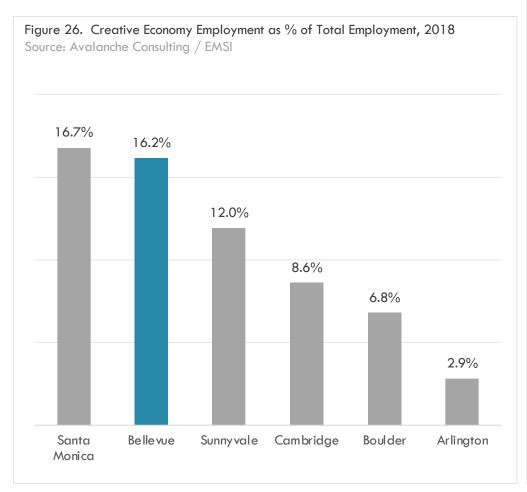
Figure 25. Change in Retail Sales by Retail Category, 2013 — 2018
Source: Avalanche Consulting / Washington State Department of Revenue

Note: Only retail categories with $25 million in sales are shown in this chart.
Data on Department Stores and Other General Merchandise Stores unavailable due to confidentiality requirements.

Creative Economy

Creative Economy Employment

As defined by the City of Bellevue's 2018 *Creative Edge* report, the Creative Economy includes a variety of sub-clusters in industries such as manufacturing, retail, information services, design, and performing arts.

More than 16% of all employment in Bellevue falls under the Creative Economy designation. Among benchmark regions, only Santa Monica has a greater proportion of Creative Economy employment.
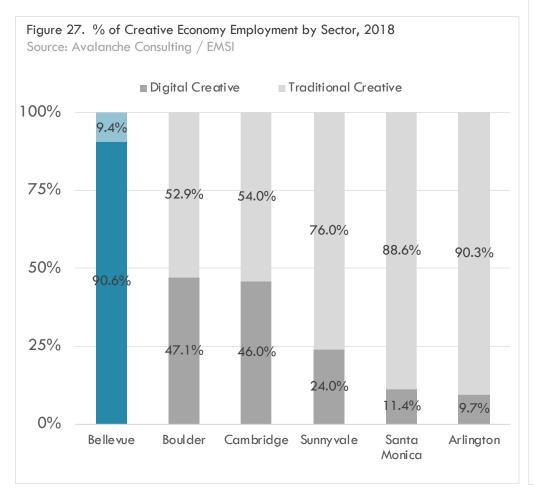
Figure 26. Creative Economy Employment as % of Total Employment, 2018
Source: Avalanche Consulting / EMSI

Creative Economy Employment by Sector

While Bellevue boasts the greatest share of Creative Economy employment among all examined benchmark regions, this statistic is bolstered by the inclusion of software publishing within the Creative Economy definition. With one of the highest concentrations of software jobs in the county, Bellevue's Creative Economy may appear disproportionately large and affluent than a more traditional creative economy.

For purposes of this scan, we will occasionally separate the Creative Economy into two sub-clusters – Digital Creative (which includes software) and Traditional Creative (which includes art museums, performance studios, and other similar operations).

Bellevue's Digital Creative sub-cluster is very large, but the Traditional Creative sub-cluster is the smallest among benchmark communities. In the other benchmark cities, Digital Creative represents an average of 28% of the Creative Economy. In contrast, Digital Creative comprises 91% of Bellevue's Creative Economy.
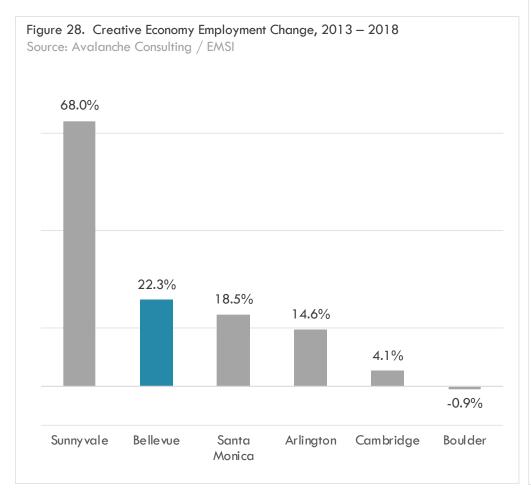
Figure 27. % of Creative Economy Employment by Sector, 2018
Source: Avalanche Consulting / EMSI

Change in Creative Economy Employment

Between 2013 and 2018, Creative Economy employment in Bellevue increased by approximately 22%.

Among benchmark regions, only Sunnyvale experienced greater Creative Economy employment gains during this period. Google was responsible for the lion's share of Sunnyvale's Creative Economy employment growth – local employment in internet publishing and web search portals increased by nearly 85% during the past five years.

In Bellevue, the Traditional Creative sub-cluster grew slightly faster than Digital Creative but created fewer total jobs.

Between 2013 and 2018, Traditional Creative employment in Bellevue grew more than 32% – creating slightly more than 500 new jobs. In contrast, Digital Creative grew 21%, but created more than 3,600 new jobs.

Figure 28. Creative Economy Employment Change, 2013 – 2018
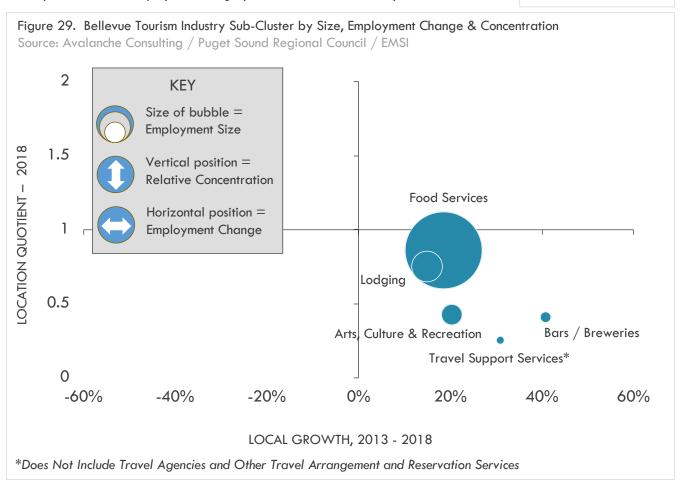Source: Avalanche Consulting / EMSI

Tourism

Tourism Employment by Sub-Cluster

Bellevue's tourism cluster consists of five sub-clusters – Travel Support Services, Food Services, Lodging, Bars / Breweries, and Arts, Culture & Recreation. All tourism sub-clusters are less concentrated in Bellevue than the US average.

Food Services is by far the largest and most concentrated tourism sub-cluster in Bellevue, with nearly 9,000 jobs and only 10% less concentrated than the US average. Followed by Lodging, with nearly 1,500 jobs and 20% less concentrated.

All sub-clusters are growing though – indicating that they will become more concentrated over time. The fastest growing (but still small) sub-cluster is Bars / Breweries.

Note: travel agency employment has been excluded from this analysis, because it disproportionately skewed the data due to Expedia's presence in Bellevue. Since Expedia is not truly a Tourism corporation, but rather information technology, and is now relocating their operations – this employment category is not included in the analysis.

Figure 29. Bellevue Tourism Industry Sub-Cluster by Size, Employment Change & Concentration
Source: Avalanche Consulting / Puget Sound Regional Council / EMSI

*Does Not Include Travel Agencies and Other Travel Arrangement and Reservation Services

Tourism Sales Collections

In recent years, both accommodation and convention/trade show tax revenues in Bellevue have posted healthy rates of growth.

Fueled by an increase in available hotel rooms and increasing traveler volumes, accommodation tax collections by the City of Bellevue reached $5.2 million in 2018 — an increase of nearly 60% from 2013.

Convention and trade show tax revenue also continues to grow — reaching $7.4 million in 2018, an increase of more than 25% from 2013.

Figure 30. Tourism Tax Collections (in millions)
Source: Avalanche Consulting / City of Bellevue

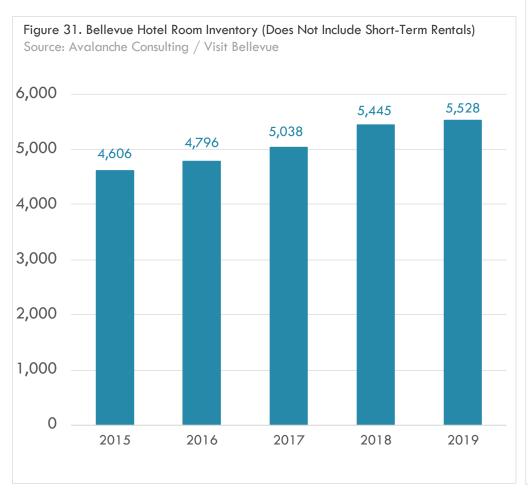# Hotel Inventory

In recent years, hotel room inventory grew steadily in Bellevue. Since 2015, the number of available hotel rooms in Bellevue increased by 20%.

Occupancy rates also steadily increased over the past few years, but Bellevue hotels remain heavily dependent on business travels — weekday occupancy and average daily rates remain higher than than weekends.

In 2019, the hotel occupancy rates for Bellevue hotels Sunday through Thursday approached 76%. On the weekends, however, average occupancy rates fall to approximately 65%.
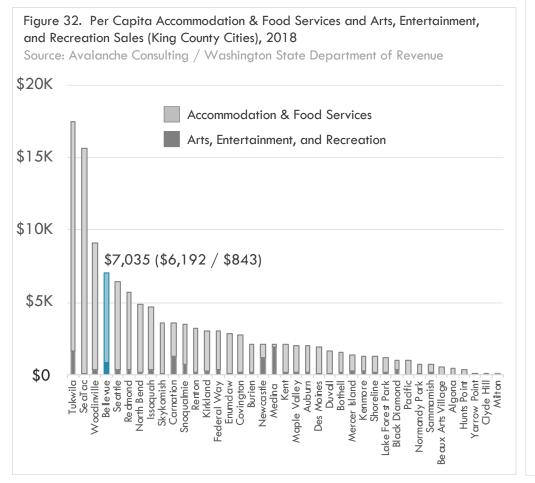
Figure 31. Bellevue Hotel Room Inventory (Does Not Include Short-Term Rentals)
Source: Avalanche Consulting / Visit Bellevue

Per Capita Tourism Sales

In 2018, per capita spending on Accommodation & Food Services and Arts, Entertainment, and Recreation in Bellevue exceeded $7,000. A high concentration of per capita sales is positive for a community, because it means that a higher share of outside dollars are being spent locally – generating tax revenues that benefit residents.

The only two cities in King County with a higher per capita Tourism sales share were Tukwila and Woodinville, which have much smaller populations – amplifying the relative concentration of visitor spending. The relative high concentration of per capita Tourism sales in Bellevue indicates that it is one of the top regional destinations for visitor spending.

At approximately $6,200 per person, Accommodation & Food Services represents the lion share of Bellevue's tourism related spending.

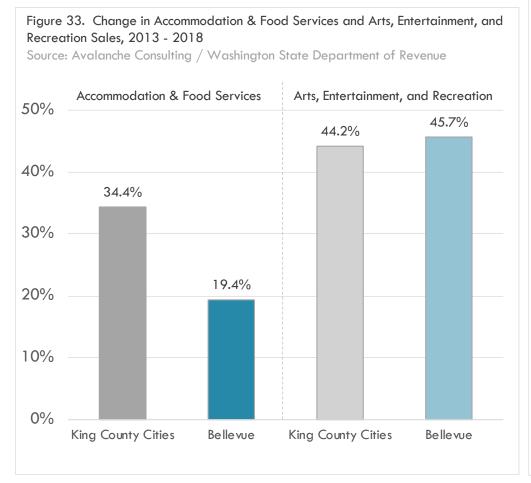Per capita Arts, Entertainment, and Recreation expenditures in Bellevue total less than $900.

Figure 32. Per Capita Accommodation & Food Services and Arts, Entertainment, and Recreation Sales (King County Cities), 2018
Source: Avalanche Consulting / Washington State Department of Revenue

Growth in Tourism Sales

Both Accommodation & Food Services and Arts, Entertainment, and Recreation sales activity within Bellevue rose in recent years.

Between 2013 and 2018, Arts, Entertainment, and Recreation sales in Bellevue rose nearly 46%, slightly outpacing the combined growth rate of all King County cities during this period.

Since 2013, Accommodation & Food Services sales in Bellevue rose slightly more than 19%. This increase was significantly less than the 35% growth rate posted by King County cities.

Figure 33. Change in Accommodation & Food Services and Arts, Entertainment, and Recreation Sales, 2013 - 2018
Source: Avalanche Consulting / Washington State Department of Revenue