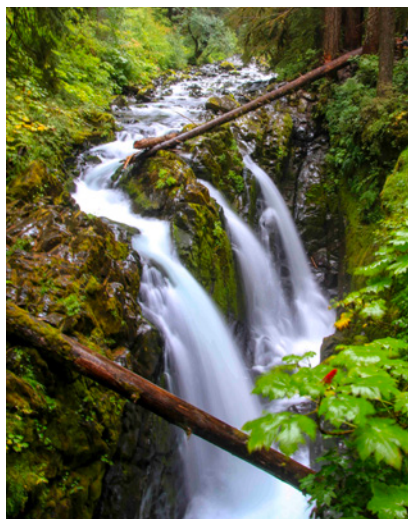
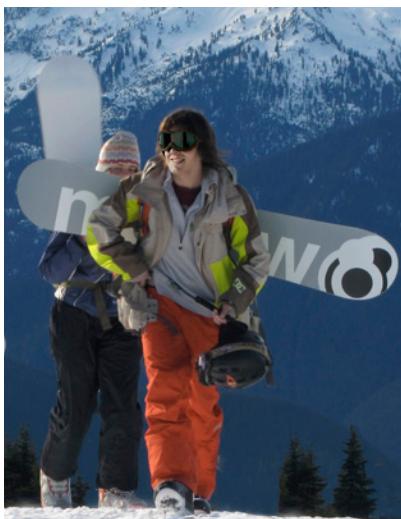


2017–18 TOURISM HIGHLIGHTS

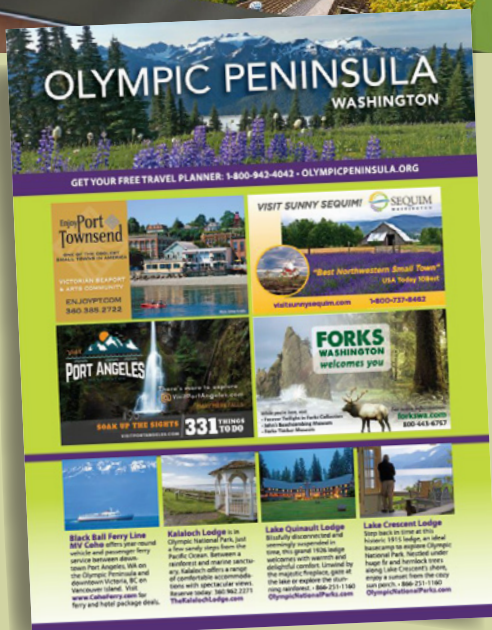
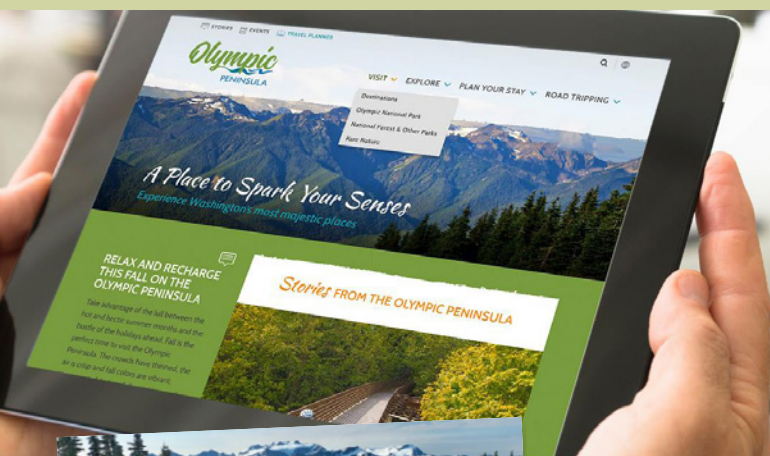


IN 2017, VISITORS TO THE OLYMPIC PENINSULA (Clallam, Jefferson and Mason Counties combined) spent \$550.6 million. As a region, this puts the Olympic Peninsula area #7 in the state for visitor spending, behind only King, Pierce, Snohomish, Spokane, Whatcom and Chelan counties. This visitor spending on the Olympic Peninsula generated \$28.1 million in state tax revenues, and another \$11.1 million in local tax revenues. On a state-wide basis, visitor spending generated \$490 in tax revenue for each Washington household.

Olympic Peninsula Tourism Commission (OPTC) marketing funds come from lodging tax paid by visitors who stay in area hotels, B&Bs, vacation rentals, RV parks, and campgrounds.

MARKETING OUTREACH

New Destination Website



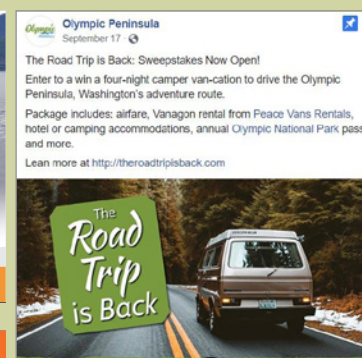
Co-op Advertising

Shoulder Season Campaign



Digital Marketing Campaign

Social Media Outreach



Olympic Peninsula GeoTour

ADVOCACY

WASHINGTON TOURISM ALLIANCE (WTA)

OPTC, along with other partners on the Olympic Peninsula, engaged with WTA in the successful efforts to secure a long-term funding solution for a dedicated statewide tourism marketing program. During the 2018 legislative session, E4SSB 5251 passed unanimously by both houses of the legislature and was signed into law, effective June 7, 2018. Christina Pivarnik continues to represent the Olympic Peninsula on the WTA Board.

A percentage of each funding partner's marketing budget is invested in OPTC for destination marketing purposes.

Lodging tax collections for the Olympic Peninsula are tracked through WA Department of Revenue and are an indicator of tourism activity. In 2017, \$3.5 million was collected from all Clallam, Jefferson and Mason Counties' jurisdictions, an increase of 11.1% over 2016. This is the fourth consecutive year for strong year-over-year growth in lodging tax, and 2018 is again forecasted to see growth over 2017.

Additionally, unincorporated Grays Harbor County, which includes the Lake Quinalt area, collected \$1.725 million in lodging tax in 2017, an increase of 6.67% over 2016.

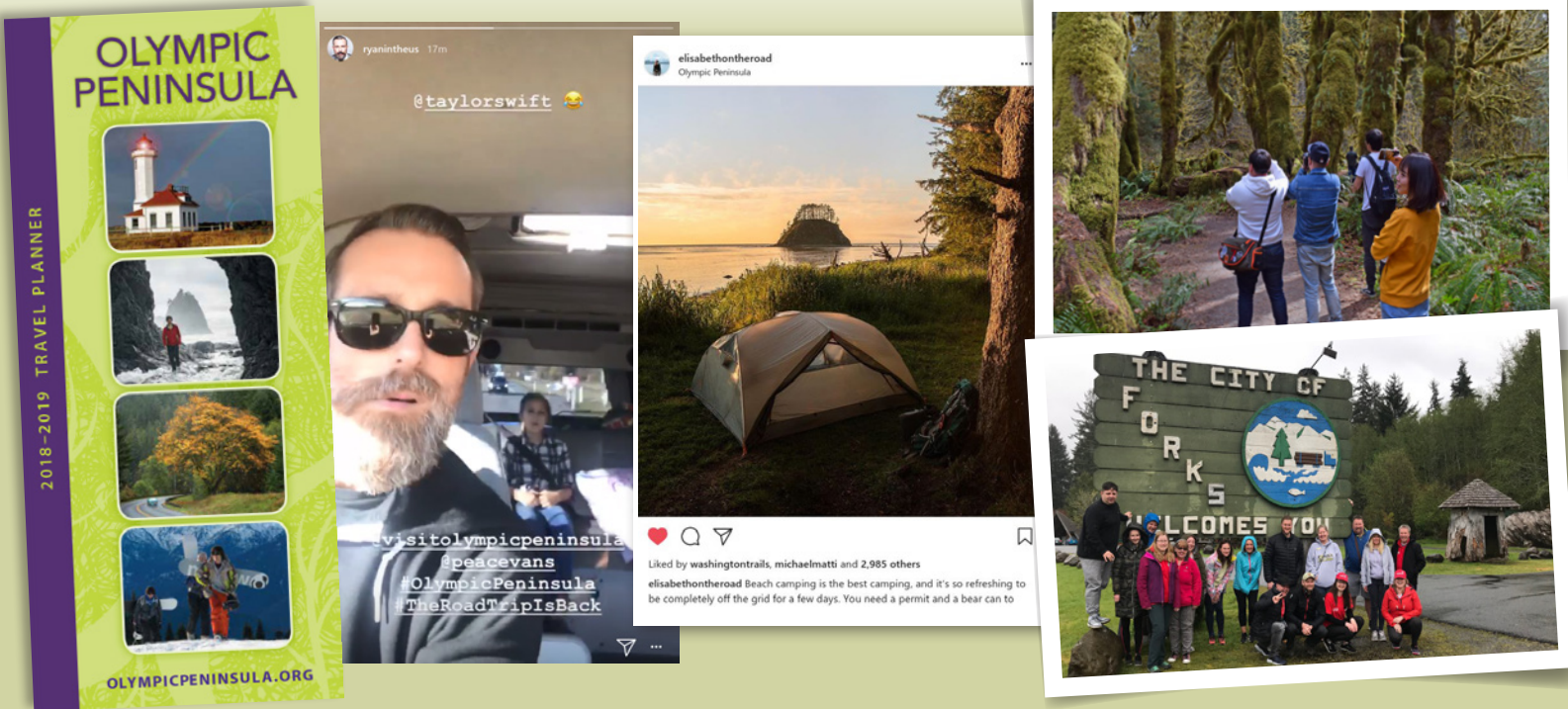
WASHINGTON STATE DESTINATION MARKETING ORGANIZATIONS (WSDMO)

The Olympic Peninsula is represented by the Olympic Peninsula Visitor Bureau at WSDMO, with other state DMOs, working on issues of legislation, education, trending issues and shared concerns. WSDMO works in collaboration with WTA as several WSDMO members are on the WTA Board. In July 2018, Marsha Massey was appointed by the governor to serve on the Washington Tourism Marketing Authority Board, which will oversee WTA and its implementation of the statewide tourism marketing program.

MEDIA/TRAVEL INDUSTRY FAMILIARIZATION TOURS

An important part of promoting travel to the Olympic Peninsula is to arrange for qualified travel planners, travel writers and bloggers, and social media influencers to experience the destination for themselves and share that knowledge through their various medium. These educational trips allow the travel professionals to get to know our destination first-hand, to sample our lodging and restaurants, to experience the iconic sites and the small-town charm, to meet our people and learn our stories. These trips result in print, social and online media

coverage across the world, as well as new product development and product familiarity for those booking travel arrangements to the Olympic Peninsula. These programs are only possible because of the tremendous support of Visit Seattle, the Port of Seattle, and our numerous sponsoring partners around the Peninsula. In 2017, we hosted 15 "FAM" trips with 46 participants. Through October 2018, we have hosted 11 "FAM" trips with 47 participants.



CONSUMER ENGAGEMENT

OLYMPIC PENINSULA TRAVEL PLANNER

- Includes information on each city/region, calendar of events, full lodging guide, special interests, and map
- 110,000 produced and distributed in 2017
- Distribution included:
 - > 17,762 direct to people making travel plans
 - > 25,588 Visitor Information Centers and other
 - > 60,000 Certified Folder (ferries, airports, hotels, etc.)
- YTD September 2018: +4.6%
- Digital downloads YTD Sept 2018: 3,484

DIGITAL NEWSLETTERS

- Monthly e-newsletters include partner news and events
- Total database 54,000 opt-in consumers
- Average open rate of 21%

SOCIAL MEDIA



@OlympicPeninsula • 47,168 followers



@VisitOlympicPeninsula • 1,765 followers



@VisitOlympics • 3,957 followers

PARTNER ENGAGEMENT

TOURISM SUMMIT

- October 26-27, 2017 in Port Angeles
- Theme: "Raising the Tide"
- 135 participants, sponsors and vendors
- Annual gathering for industry stakeholders
- Partnered with Olympic Culinary Loop "Lunch and Learn"

SHARED LEADS/CO-OP MAILINGS

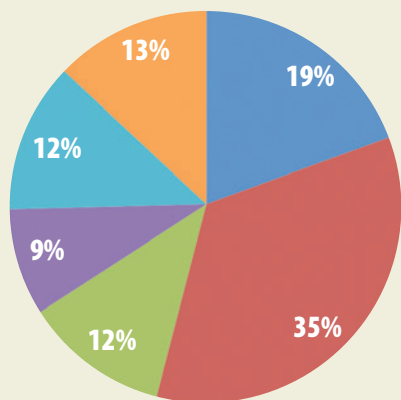
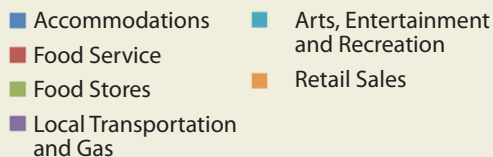
- OPTC partners share consumer requests for information
- Domestic bulk mail program includes partner buy-in opportunity
- Annual Visitor Center mail-out program offered (220 VICs & AAAs)

COMMUNICATIONS

- Monthly e-newsletter to over 500 travel industry businesses and concierges across the Olympic Peninsula, as well as Seattle, Portland and Victoria BC
- Industry Facebook account



AVERAGE VISITOR SPENDING



2017p VISITOR SPENDING BY COMMODITY PURCHASED *Figures in millions of dollars**

	CLALLAM	JEFFERSON	MASON
Accommodations	58.4	29.8	19.2
Food Service	99	52	39.5
Food Stores	29.8	19.5	15.9
Local Transportation & Gas	22.6	13.9	11.2
Arts, Entertainment, Recreation	33.9	18.4	15.2
Retail Sales	36	19.1	17.3
TOTAL DIRECT TRAVEL SPENDING	279.7	152.6	118.3
% Change, Year Over Year	10.2%	5.9%	6.8%
Tax Revenue Generated (State/Local)	20.4	10.7	8.1
% Change, Year Over Year	10.2%	5.9%	8.0%
EARNINGS (\$Millions)	93.9	36	37.2
EMPLOYMENT	4,230	1,600	1,290

SUMMARY: OLYMPIC PENINSULA *(not including Quinault area):*

- Direct visitor spending totaled \$550.6 million (+8.2%)
- Visitor spending generated \$39.2 million in state/local taxes (+8.6%)
- Combined payroll of \$167.1 million (+6.4%)
- Responsible for 7,120 jobs (+1%)

**From Dean Runyan Assoc., Washington State County Travel Impacts & Visitor Volume 2000-2017p, issued May 2018*

OPTC PARTNERS

The Olympic Peninsula Tourism Commission (OPTC) is a cooperative partnership of tourism marketing entities across the Olympic Peninsula. 2018 funding partners:

- The cities of Port Townsend, Sequim and Port Angeles
- The Chambers of Commerce for Forks and Clallam Bay/Seki
- Unincorporated Clallam County (through the Olympic Peninsula Visitor Bureau)
- Unincorporated Jefferson County (through the Tourism Coordinating Council)
- Unincorporated Mason County
- The Lake Quinault Innkeepers Assoc., representing Grays Harbor County

OPTC generally meets the first Thursday of the month, rotating among partner destinations. All are welcome. Please call 360-452-8552 for upcoming dates and locations.

2017 LODGING TAX

2015 2016 2017

