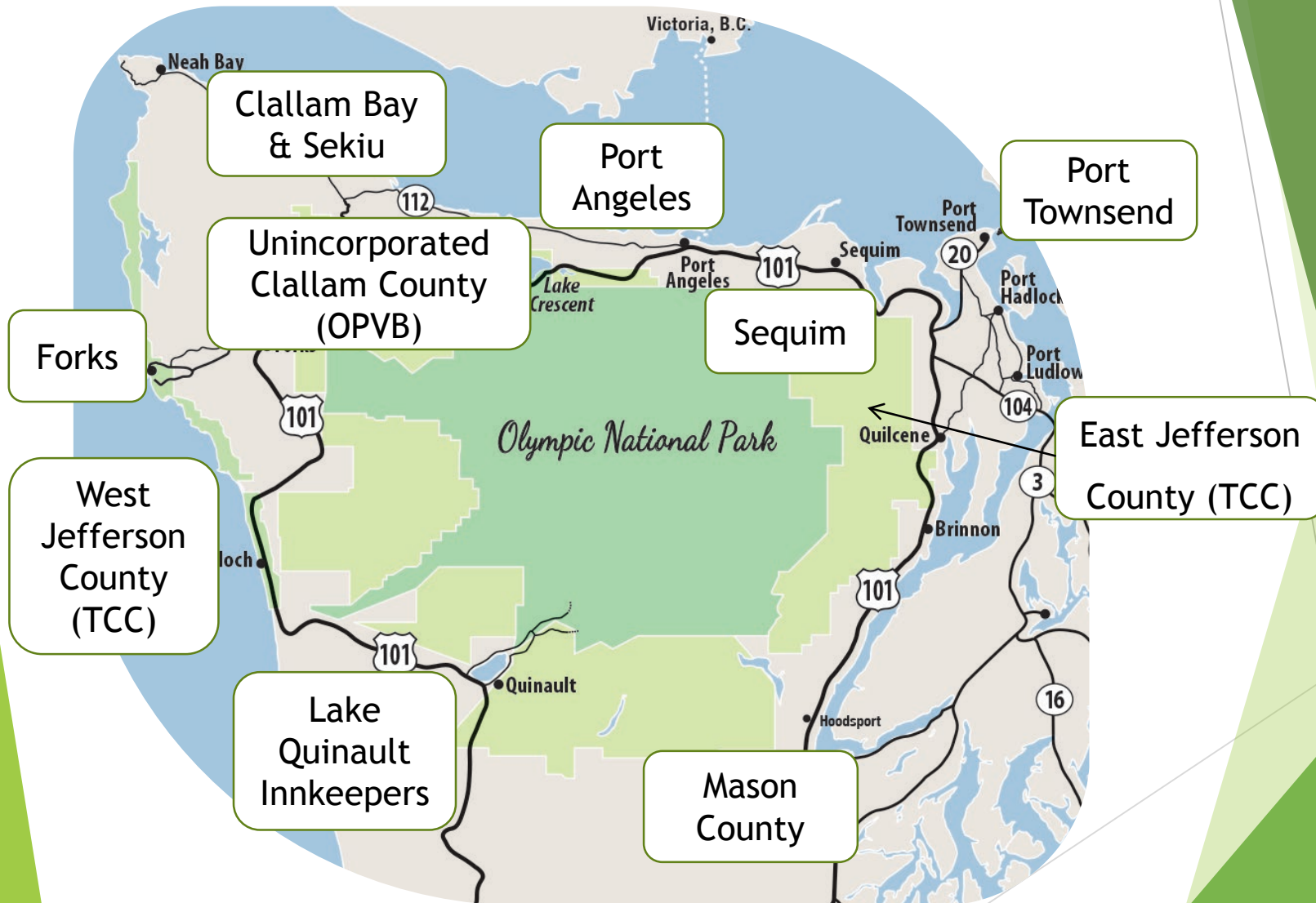




2019 Tourism Highlights

October 22, 2019

2019 OPTC Funding Partners

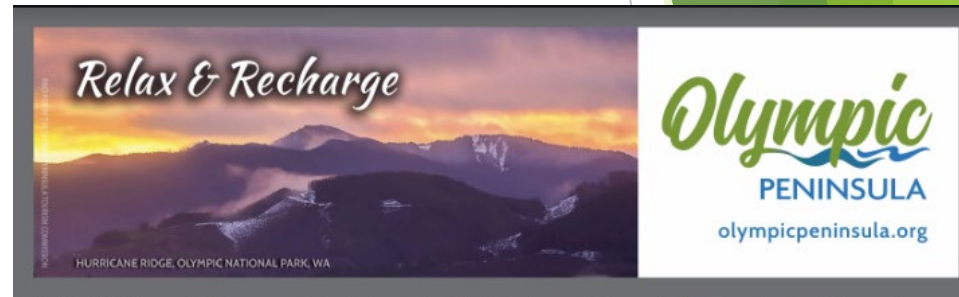
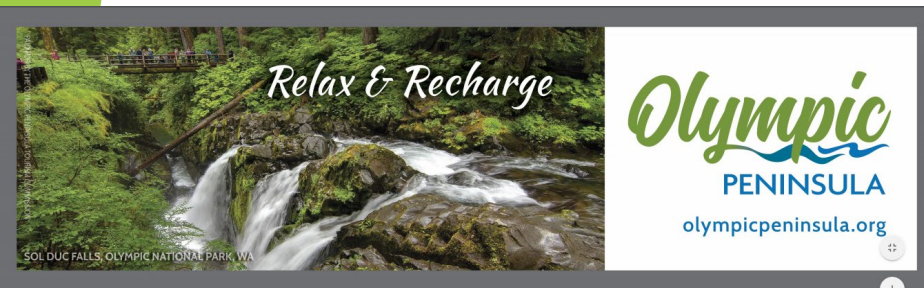


Olympic Peninsula Tourism Commission (OPTC): Collaborative Efforts

- ▶ Advertising (shoulder-season emphasis)
- ▶ Create co-op advertising opportunities
- ▶ Digital & Social Media Engagement
- ▶ Website creation and management
- ▶ Media / Public Relations / Communications
- ▶ Familiarization Tours
- ▶ Visitor Services/Fulfillment
- ▶ Tourism Summit
- ▶ Tourism Advocacy and Legislative Engagement

Bus Ads - Fall 2019

Metro Seattle, Pierce County, Portland Markets



Port of Seattle Spotlight Ads



SeaTac International Airport

April through June, 2019

- * Main Terminal
- * Single sided


October through December, 2019

- * South Satellite Terminal:
Delta and most international
carriers
- * Double sided




Social Media



**Olympic Peninsula**
Published by visitolympicpeninsula [?] · March 28 · 🌐





Murhut Falls in the Duckabush River drainage on Murhut Creek, is nearly 130 feet tall. A perfect short hike for kids. #olympicpeninsula



31,542
People Reached

575
Engagements

Boost Again

	48,313 Followers @OlympicPeninsula
	2,678 Followers @visitolympicpeninsula
	4,229 Followers @VisitOlympics
	13k Monthly Viewers @VisitOlympics

**visitolympicpeninsula**





Liked by lindabarnfather and 1,055 others

visitolympicpeninsula The #1 reason we love the #OlympicPeninsula: It's like nowhere else in the world. With 3 distinct biospheres (#mountains, #beach, #rainforest) the possibilities for adventure and discovery are endless. Few locals have even experienced ALL that this unique place offers. We love our little corner of the world and hope everyone gets a chance to visit someday!

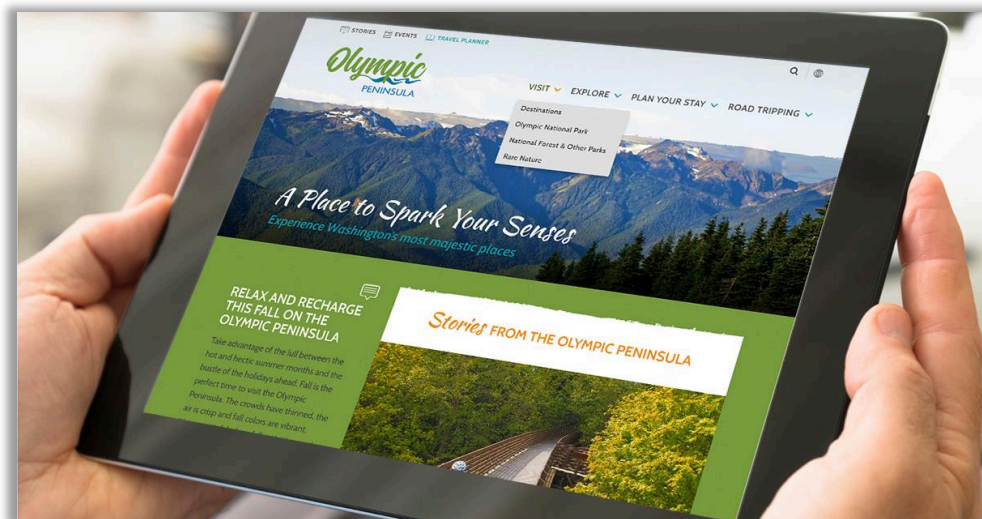


TheRoadTripsBack.com Campaign (v2)

- ▶ Launched mid-August 2019 (2 months)
- ▶ Targeting CA, AZ, TX, FL, NY
- ▶ Over 800,000 Facebook impressions and over 20,000 link clicks
- ▶ Over 19,000 campaign landing pageviews on website
- ▶ 7,985 sweepstakes entries (and we have a winner!)
- ▶ Over 3,100 new opt-ins for future communications
- ▶ Final report summary underway

Redesigned Website - 1st Anniversary

- ▶ Report Card - October, 2018 through September, 2019
 - ▶ Web Visits - 112,120 (+35%)
 - ▶ Unique web visitors - 107,547 (+70%)
 - ▶ Page views - 282,444 (+38%)
 - ▶ Web leads / Travel Planner requests - 3,928 (+56%)



OlympicPeninsula.org

Visitor Services / Fulfillment: Olympic Peninsula Travel Planner



- ▶ Total Travel Planners Printed, 2019: 110,000
- ▶ Distribution, YTD through September 2019:
 - ▶ Direct Consumer Requests: 12,746
 - ▶ Area Visitor Center distribution: 11,411
 - ▶ Certified Folder* Distribution: 59,000
 - ▶ Other Bulk / Box Distribution: 16,454

▶ Note: Certified Folder handles distribution on WA State Ferries, Coho Ferry, hotel lobbies and key visitor centers off-Peninsula, from Portland to Bellingham.

Metrics: Olympic National Park Visits

2019 Another strong year, despite early government shutdown and February snow

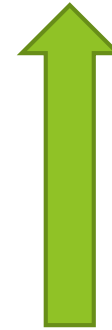
- ▶ **2019 YTD Aug. - 2,492,964**
- ▶ **UP 3.4% year over year**



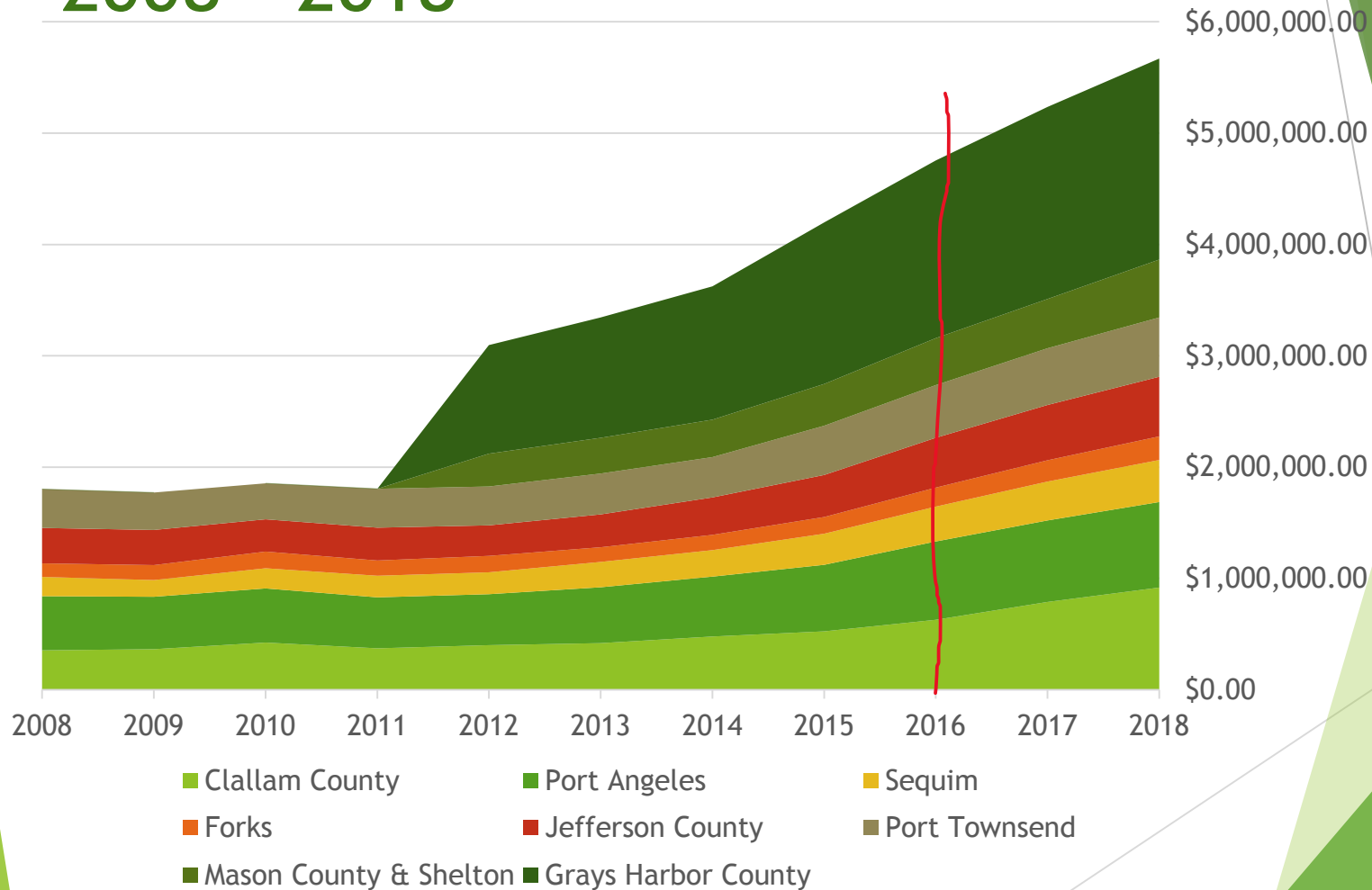
Metrics:

Olympic Peninsula Lodging Tax (YTD Sept 2019)

- ▶ Clallam-wide: \$1,575,846 (+11.9%)
- ▶ Jefferson-wide: \$ 772,942 (+8.9%)
- ▶ Mason-wide: \$ 428,141 (+25.2%)
- ▶ Grays Harbor (uninc): \$1,379,642 (+14%)

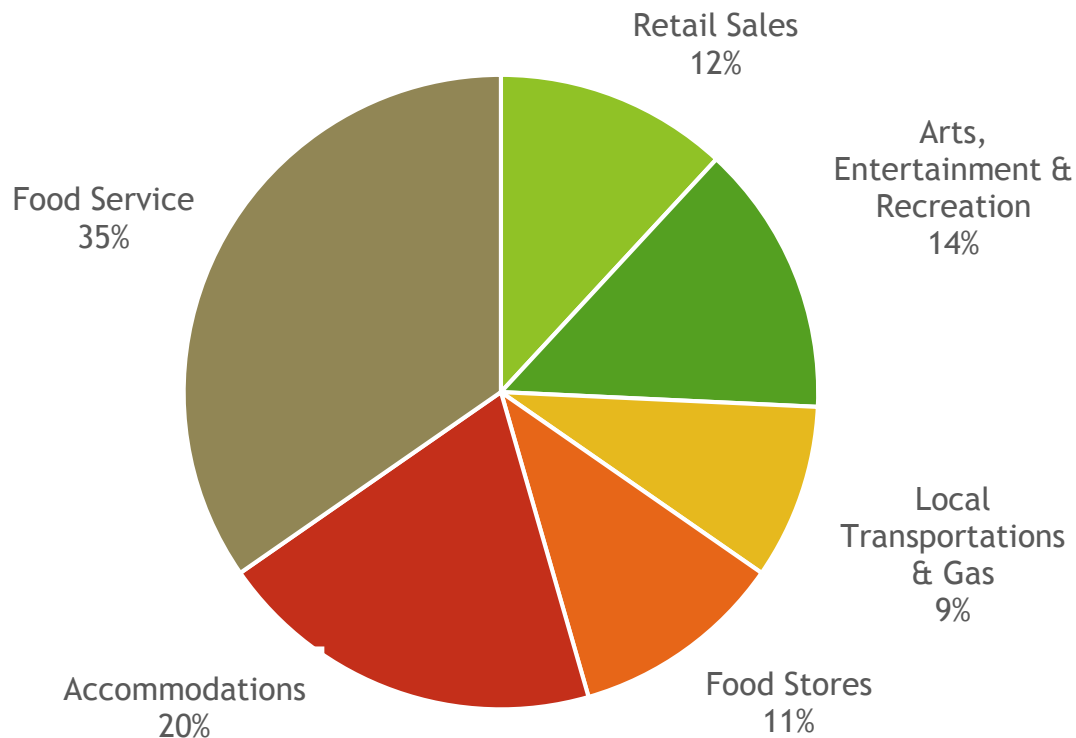


Olympic Peninsula-wide Lodging Tax Collections 2008 - 2018



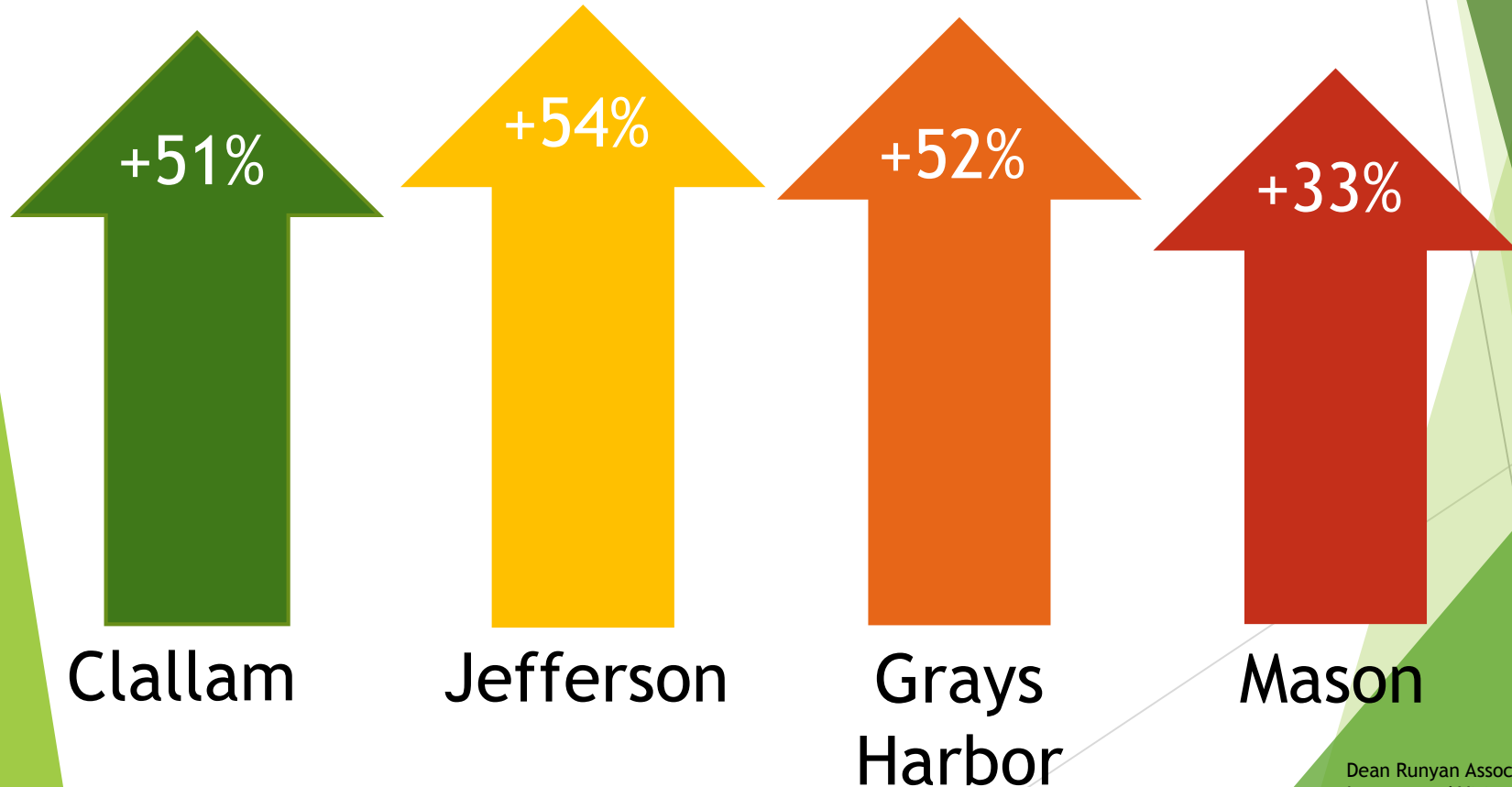
Olympic Peninsula Visitor Spending by Commodity Purchased - 2018

Total OP (4 counties) Visitor Spending = \$975.6 Million



Visitor Spending Impacts 2010-2018

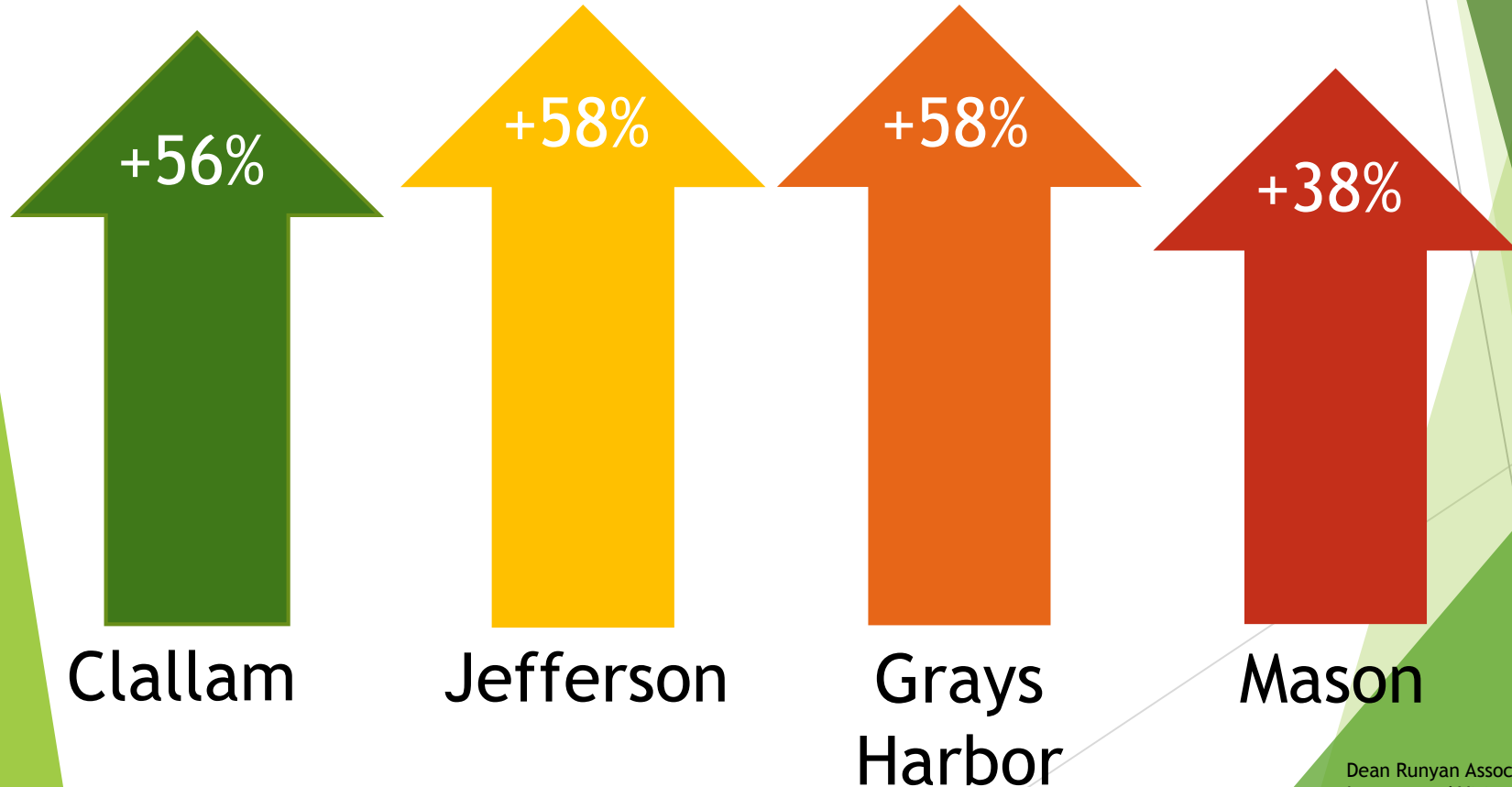
Direct Travel Impacts:
SPENDING (\$ Millions)



Visitor Spending Impacts 2010-2018

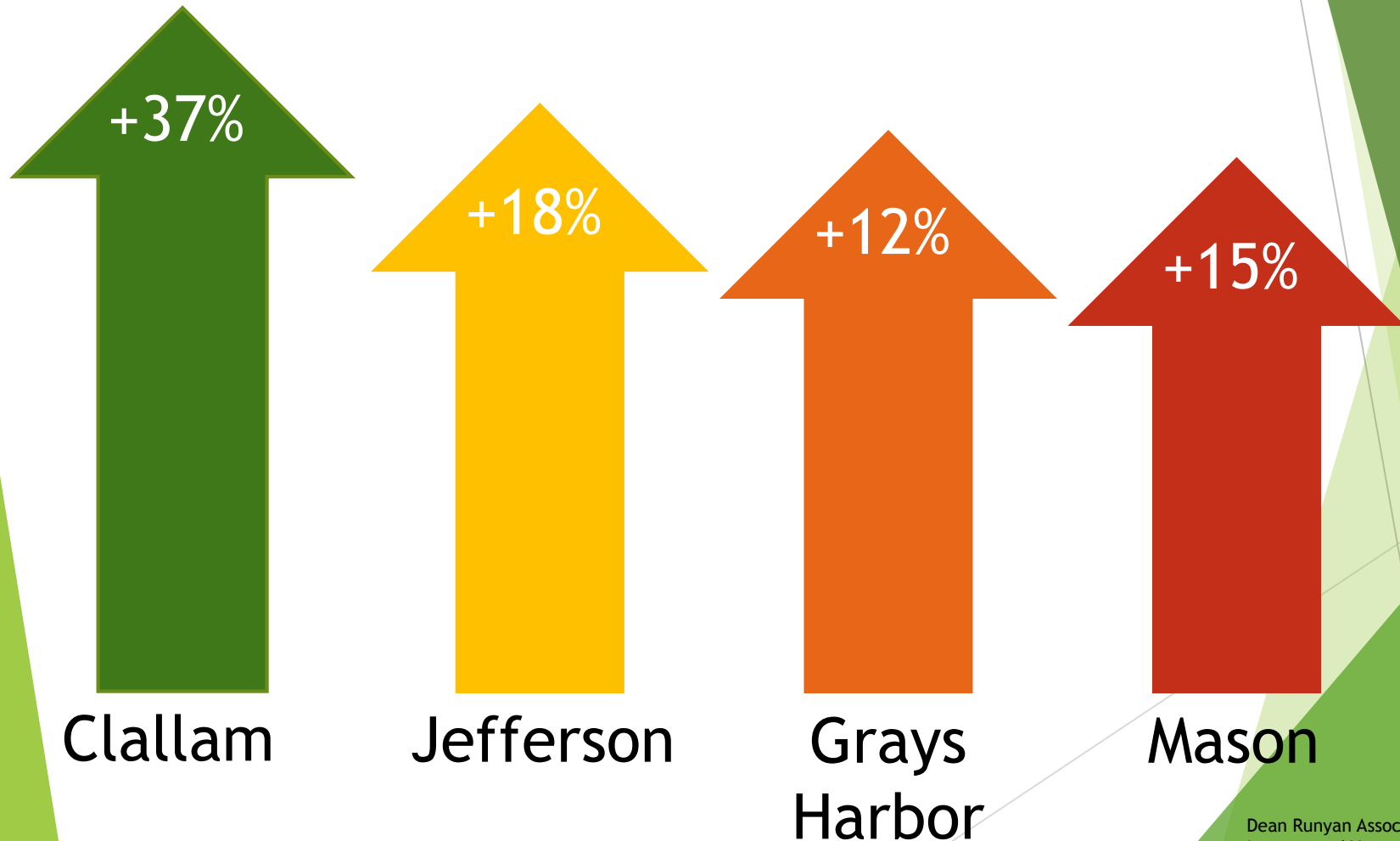
Direct Travel Impacts:

TAX REVENUE FROM SPENDING (\$ Millions)



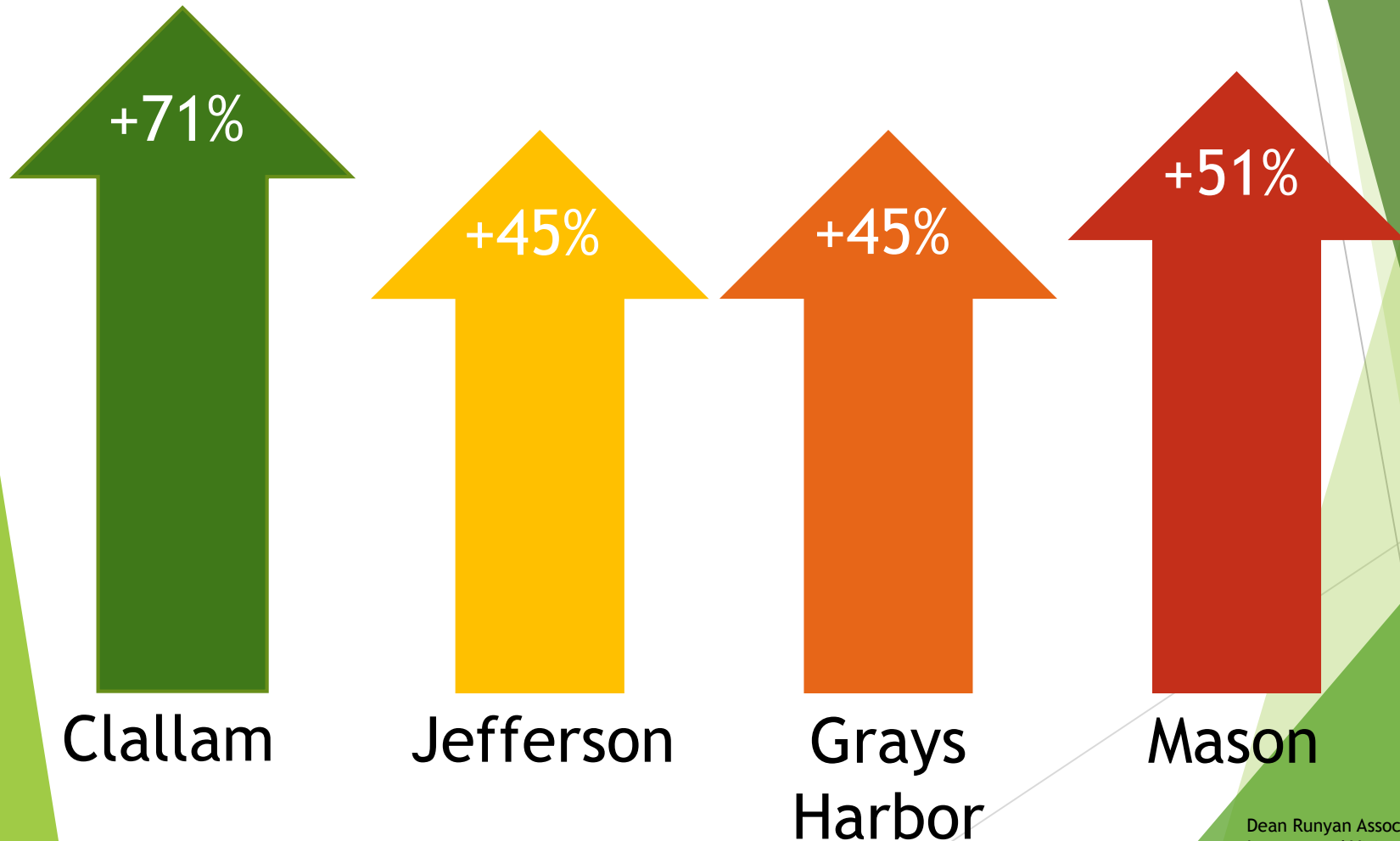
Visitor Spending Impacts 2010-2018

Direct Travel Impacts:
EMPLOYMENT



Visitor Spending Impacts 2010-2018

Direct Travel Impacts:
EARNINGS (\$ Millions)



Visitor Spending Impacts Tax Offsets



\$500/per WA household

2009 - 2019: What's Changed?



Influences: Seattle Market Growth

Seattle No. 1 for growth this decade

Since 2010, Seattle's population has increased by 18.7 percent, the fastest growth rate among the 50 largest U.S. cities.



► Influences: Alaska Cruise Market

- 2009: 875,433 pax // 2019: 1.2 million pax (+38%)
- 2019 – 212 vessel calls (Two – 4,000 pax ships)

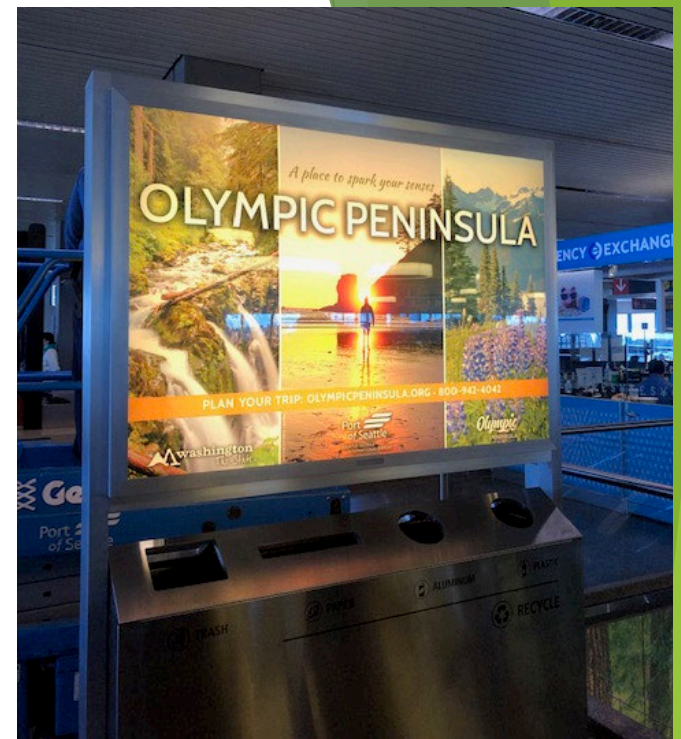
■ WHAT'S NEXT?

- Continued growth to serve growing demand for Alaska, the Pacific NW and West Coast itineraries
- Forecast for 2020 = 1.4 million passengers
- New cruise terminal (#3) at Terminal 46 / 2022 season



Influences: Sea Tac International

- ▶ Number of pax traveling on SEA's long-haul international flights
 - ▶ 2009 = 1,487,773
 - ▶ 2019 = 3,480,810 (+ 134%)
- ▶ Number of long-haul international services
 - ▶ 2009 = 12
 - ▶ 2019 = 26 (+117%)
- ▶ Number intercontinental destinations
 - ▶ 2009 = 9
 - ▶ 2019 = 17 (+89%)
- ▶ Serving cities in: UK / Ireland, France, Germany, Netherlands, Iceland, Dubai, Japan, So. Korea, China, Hong Kong, Taiwan



Influences: Short Term Vacation Rentals (STVRs)



Twelve months, ending August 2019:

- Available listings up +22.4%
- Bookings up +23%
- Annual occupancy = 53% (up 4.2%)
- Average rate: \$197
- Average rate, Hotel comps: \$126

Looking Ahead...

- ▶ Olympic Peninsula Tourism Development Strategic Plan
 - ▶ Outcome of 2018 Tourism Summit and DestinationNEXT
 - ▶ A thoughtful, collaborative look to the future
 - ▶ RFP for professional services underway
- ▶ Tourism Summits
 - ▶ Olympic Peninsula - early Spring, 2020 - dates TBA
 - ▶ Washington State - Fall, 2020
- ▶ OPTC meets monthly - all are invited to continue the conversations

Let's Collaborate!

A photograph of three mountain goats in a grassy, hilly environment. One goat is in the foreground, facing the camera. Two other goats are in the background, one facing left and one facing right. The goats have thick, light brown fur. The background shows a grassy slope with some rocks and a dirt path.

Olympic

PENINSULA
TOURISM COMMISSION

Marsha Massey
Olympic Peninsula Visitor Bureau
director@olympicpeninsula.org
360-458-8552
OlympicPeninsula.org