2019 Tourism Highlights

October 22, 2019
2019 OPTC Funding Partners

- Lake Quinault Innkeepers
- West Jefferson County (TCC)
- Clallam Bay & Sekiu
- Unincorporated Clallam County (OPVB)
- Port Angeles
- Sequim
- Port Townsend
- East Jefferson County (TCC)
- Mason County
- Forks
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 on March 28 -

Murhut Falls in the Duckabush River drainage on Murhut Creek, is nearly 120 feet tall. A perfect short hike for kids. #olympicpeninsula

48,313 Followers
@OlympicPeninsula

2,678 Followers
@visitolympicpeninsula

4,229 Followers
@VisitOlympics

13k Monthly Viewers
@VisitOlympics

Like 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!
TheRoadTripIsBack.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%)
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

- Clallam County
- Port Angeles
- Sequim
- Forks
- Jefferson County
- Mason County & Shelton
- Port Townsend
- Grays Harbor County
Olympic Peninsula Visitor Spending by Commodity Purchased - 2018

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

- Food Service: 35%
- Accommodations: 20%
- Food Stores: 11%
- Local Transportations & Gas: 9%
- Retail Sales: 12%
- Arts, Entertainment & Recreation: 14%
- Total OP (4 counties) Visitor Spending = $975.6 Million
Visitor Spending Impacts 2010-2018

Direct Travel Impacts:
SPENDING ($ Millions)

- **Clallam**: +51%
- **Jefferson**: +54%
- **Grays Harbor**: +52%
- **Mason**: +33%
Visitor Spending Impacts 2010-2018

Direct Travel Impacts:
TAX REVENUE FROM SPENDING ($ Millions)

Clallam: +56%
Jefferson: +58%
Grays Harbor: +58%
Mason: +38%
Visitor Spending Impacts 2010-2018

Direct Travel Impacts: EMPLOYMENT

Clallam +37%
Jefferson +18%
Grays Harbor +12%
Mason +15%

Dean Runyan Assoc. / WA State Travel Impacts and Visitor Volume, 2000-2018
Visitor Spending Impacts 2010-2018

Direct Travel Impacts:
EARNINGS ($ Millions)

Clallam: +71%
Jefferson: +45%
Grays Harbor: +45%
Mason: +51%
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.

<table>
<thead>
<tr>
<th>City</th>
<th>Percent change since 2010</th>
<th>Population increase since 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>18.7%</td>
<td>114,412</td>
</tr>
<tr>
<td>Denver</td>
<td>16.8%</td>
<td>101,403</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>16.8%</td>
<td>125,599</td>
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<td>Austin</td>
<td>17.9%</td>
<td>144,252</td>
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<td>San Antonio</td>
<td>13.40%</td>
<td>178,533</td>
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<td>Raleigh</td>
<td>14.4%</td>
<td>58,421</td>
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<td>Charlotte</td>
<td>16.3%</td>
<td>120,535</td>
</tr>
<tr>
<td>Atlanta</td>
<td>15.0%</td>
<td>58,421</td>
</tr>
<tr>
<td>Miami</td>
<td>15.6%</td>
<td>62,483</td>
</tr>
</tbody>
</table>

Sources: U.S. Census
MARK NOWLIN / THE SEATTLE TIMES
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!

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