

# Marketing Mentions TCC March 2023





STATE OF  
WASHINGTON  
TOURISM



Tourism Advocacy Day in  
Olympia March 14, 2023



SHB 1258 Talking Points

- What is SHB 1258
- Why it matters to 24 & 35
- Why \$26M
- How we compare to others

Statewide Tourism Bill Hearing Next  
Week in Senate Committee

[SHB 1258](#) is scheduled for a hearing Tuesday at 8 a.m. in the Senate Business, Financial Services, Gaming & Trade Committee.

Time	Location	Leg. District	Representative
9 - 9:15 pm	LEG 132B	24	Chapman
10:45 - 11:00 am	JLOB 404	35	Couture
TBD		35	Griffey
11:30 - 11:45 am	LMB 115	35	MacEwen
1 - 1:15 pm	JAC 212	24	Van De Wege



# Bridge, Roundabouts, Fish Barrier Removals... Oh My!

## North Peninsula Construction 2023

Olympic Peninsula Tourism Commission  
February 2, 2023

Steve Roark, Olympic Region Administrator

**Past video** - Jefferson County Board of Commissioners and Washington State Department of Transportation Special Meeting held Thursday, February 23, 2023

<https://media.avcaptureall.cloud/meeting/f28eaf3e-ff40-48a1-99ed-12c771c46875>

**Upcoming Zoom** - Clallam Co BOCC and WSDOT Discussion on MONDAY, March 13 at 9:00AM. Zoom: Listen in, audio only, call 253-215-8782 and use meeting ID: 875 561 7844 and passcode: 12345

Participate in the meeting via Zoom video conference, visit <https://zoom.us/j/8755617844> and use meeting ID: 875 561 7844 and passcode: 12345

**On-Going web** - TCC's Construction Central post and page – <https://enjoyolympicpeninsula.com/construction-central/>

<https://enjoyolympicpeninsula.com/construction-central/>



Enjoy Olympic  
Peninsula

From Canal to Coast & Sea to Summit

## Construction is Coming

POSTED ON MARCH 10, 2023 BY 53



Washington State Department of Transportation's 2023 construction projects and expected delays

WSDOT's North Olympic Peninsula Construction will entail Bridge, Roundabouts, Fish Barrier Removals... OH My! Read all about it

### Construction Central

WSDOT's North Olympic Peninsula Construction will entail Bridge, Roundabouts, Fish Barrier Removals... OH My! Stay informed with the facts, and join the various solutions designed to help all weather this season of construction, as we look forward to improved transportation for residents, visitors (and fish too) for many years to come. WSDOT's centralized Construction Open ... Continue reading

Enjoy Olympic Peninsula



# HCB Messaging – Mitigation

**“Go High, Go Low – better yet – Stay Put and ENJOY!”**

**“Go High”** routes Hood Canal Bridge traffic to/from the north to the Port Townsend – Coupeville Ferry (or even the potential of a fast foot-ferry from Seattle to Port Townsend during the four construction weekends.)

**“Go Low”** directs Hood Canal Bridge traffic from/to the south to travel the Hwy16-3 interchange out of Gorst to where SR106 connects with Hwy 101’s – *VERY scenic* – route up the Hood Canal

**“Stay Put and ENJOY”** is a call to travelers and all lodging and hospitality hosts to plan to stay on the Peninsula Sunday night, relax and ENJOY the extra full day of summer fun to be found throughout the Olympic Peninsula.

**“Bypass the Bridge – Extended Weekend Stay”** - Encouraging lodging to package "island life" and "lock-in" themed promotions pushing for arriving before 11PM Friday, and staying over Sunday night so as to - *relax* - and avoid the Hood Canal bridge closures all together. TCC will be working in conjunction with OPTC and our tourism partners to list special Sunday Night Markets, Restaurant Romps, “Everyone’s a Local” deals and discounts, etc.

**Consider:** Incentives on lodging, tasting room and restaurant promotions. Entertainment offerings.

(4 Sunday’s July30-Aug. 20)





# SPORTS TOURISM

Chimacum Creek School, Fairgrounds, Irondale Field, Memorial Stadium

The sports tourism sector generated **\$39.7 billion in direct spending in 2021**, including spending by sports travelers and tournament operators. This spending generated a total economic impact of \$91.8 billion which supported 635,000 total jobs and generated \$12.9 billion in total tax revenues.

— source: <https://www.sportstravelmagazine.com/wp-content/uploads/2022/05/Sports-ETA-SOTI.pdf>

## Success - RCO.WA.GOV

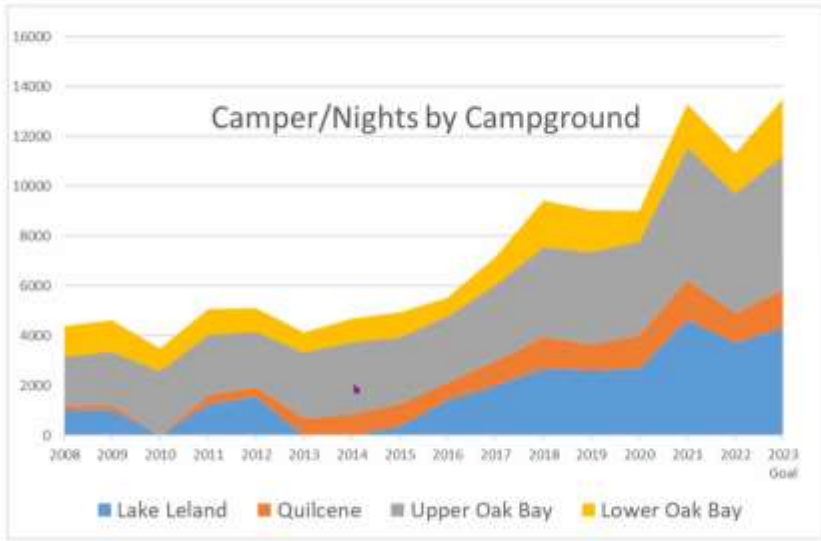
Jefferson County Replacing Memorial Field Lighting – 2017-19 Grant: \$112,500

<https://rco.wa.gov/wp-content/uploads/2019/05/YAF-Grants-2016.pdf>

Opportunity - US Soccer Foundations - grant funds available for COAF (Community Outdoor Athletic Facilities), dedicated to fund the development, improvement, and maintenance of outdoor community athletic facilities statewide, with \$2.2M earmarked for coastal region of western WA.



Group camping needed at:  
Lake Leland, and “run of house” at Quilcene



**PRIORITY:  
Parks and  
Recreation**



## Olympic Peninsula – E. Jefferson Co. Campgrounds

### County Parks

- Lake Leland Park Campground
- Oak Bay Campground Upper & Lower and Upper & Lower
- Quilcene Campground

### Lesser known State Parks

- Fort Townsend Historical State Park
- Kinney Point State Park is a 67-acre marine state
- Mystery Bay Marine State Park

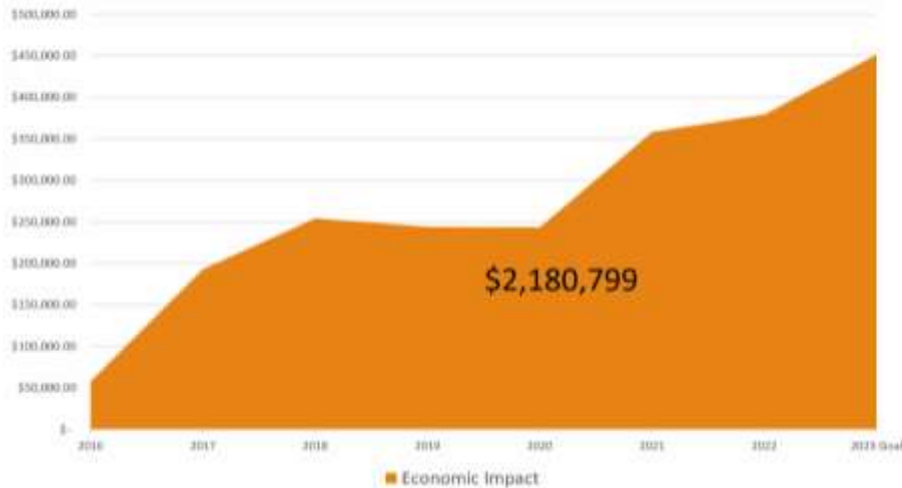
### Olympic National Forest Campgrounds

- Dosewallips area - Falls View & Seal Rock Campgrounds
- Duckabush area - Collins Campground

### Private -

- Cove RV Park & Country Store

Jefferson County Campgrounds  
Cumulative Economic Benefits  
for Local Economy



**PRIORITY:  
Parks and  
Recreation**

## Backpacking Washington's new edition now available!

New edition has been fully updated and expanded, all including 20 brand new routes. Hikes 14-50 miles, all perfect for a weekend or week trip.

Get your copy today!

<https://craigromano.com/>

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ounty Tourism folks. I spent a dreary day  
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30 comments 8 shares



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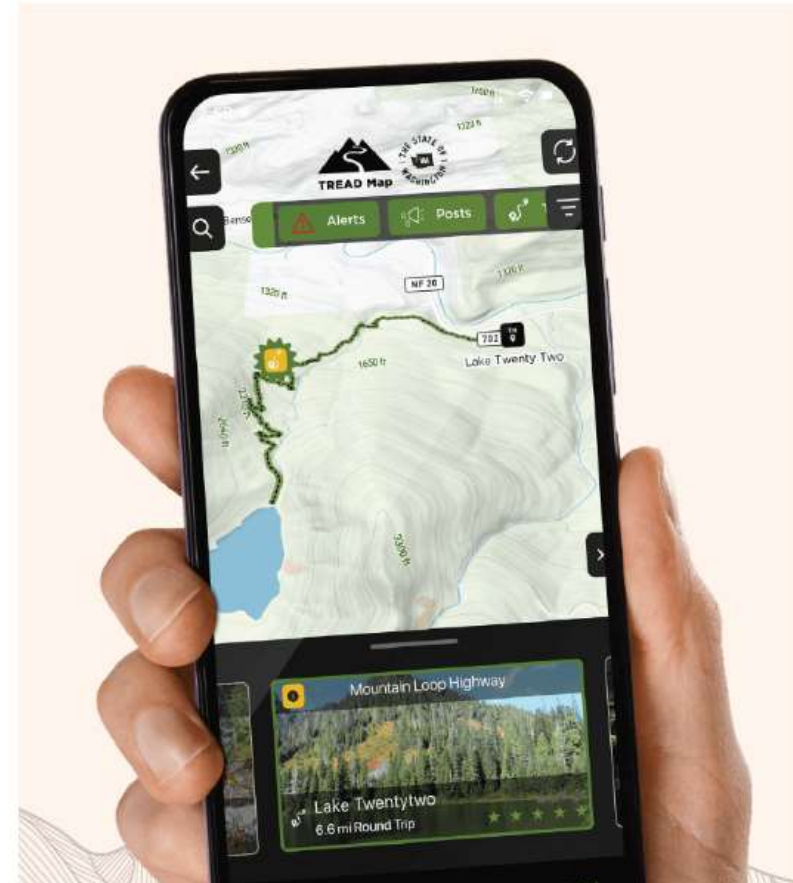


Share

## Why Download TREAD Map?

This hyper-local trail mapping app was built by outdoor enthusiasts in Washington State who understand what users want to know. Is a tree down on the trail? Is the parking lot full? In addition to trail updates, the app also equips outdoor enthusiasts to:

- Learn about alternative destinations when trails are overcrowded
- Access and provide real-time trail condition
- Post trip reports, photos, and videos
- Find trails based on specific interests or criteria
- Know what parking passes or permits are required
- Connect with other trail enthusiasts
- Learn about trail closures and hazards such as wildfires



A screenshot shows one of the many trails in the TREAD Map app.

Learn more: <https://www.dharmamaps.com/project/detail/tread-map>

# Hidden Gems



Enjoy Olympic Peninsula  
From Canal to Coast & Sea to Summit

From Secret Beaches to Little-known Accommodations, Discover new ways to Enjoy the Olympic Peninsula!

## "Don't Judge A Book By Its Cover"

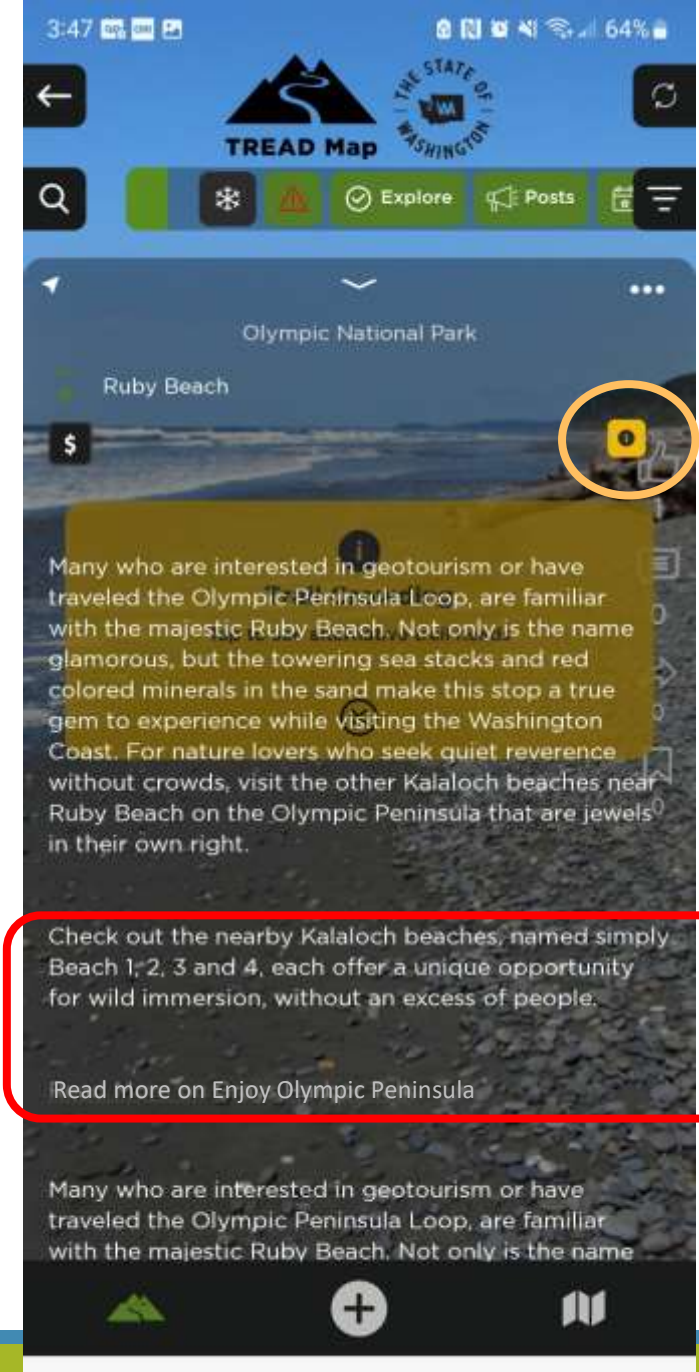
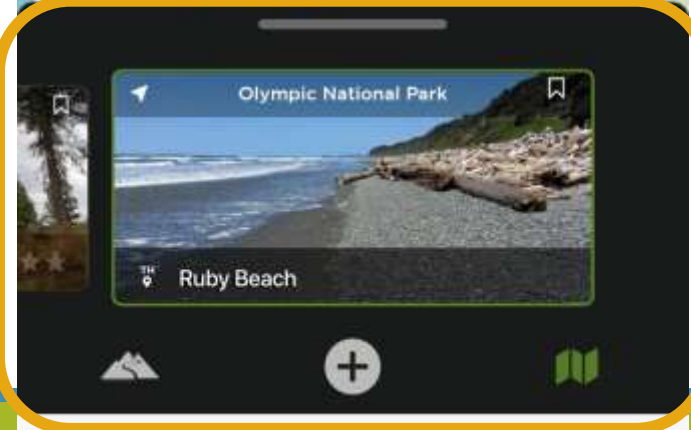
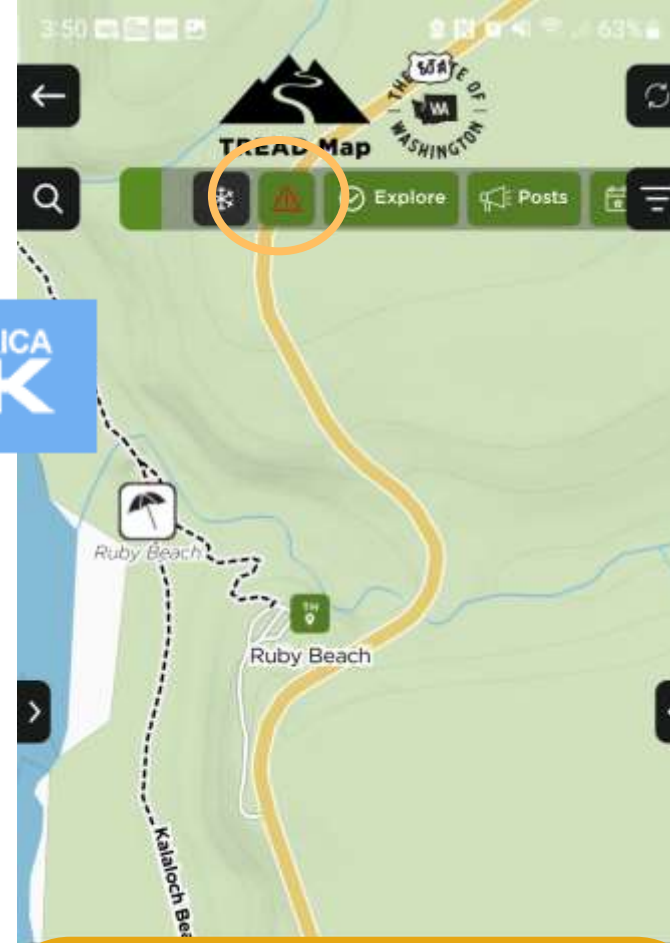


Kalaloch Resort, Beach One and Beach Two, photo credit: Jess Caldwell @NorthAmericaTalk

The same can be said for any West-End beach not named "Ruby"

Sure Ruby Beach is a gem of a destination (*pun intended*), but did you know that Beach One, Beach Two, Beach Three, Four and even 1st Beach, 2nd Beach, are all more are equally worth your visit?

Avoid the crowds flocking to **Ruby Beach** and explore a **number** of (*pun again*) wild Washington coastal beaches that don't often get noticed because of a less-than-sexy name...





**MARKETING  
UPDATE**

**OPTC MEETING  
March 2, 2023**

# MEDIA COVERAGE

- **Wanderlust UK:** *The Pacific Northwest in Living Colour*
  - Assisted / November 2022 fam
  - Magazine feature on the PNW
- **Northwest Travel & Life** (March/April '23)
  - *Walk Among Giants at Lake Quinault, WA*
    - Assisted / December 2022 fam
  - *Spring Break Close to Home* (includes Sequim / Dungeness Spit )
  - *Amazing Coastal Hikes* (includes Hole-in-the-Wall, Rialto Beach)
- **National Geographic**
  - *This grand trail will one day connect Washington, D.C., to Washington State*
- **2023 Inaugural Good Housekeeping Awards**
  - Olympic National Park & Port Angeles
- **Travel & Leisure**
  - *This Little-known Season is Actually the Best Time to visit the PNW*



# FAMILIARIZATION TOURS

## IN THE WORKS:

- Jennifer Keller, SheBuysTravel.com, content creator - *postponed*
  - Hope to re-book for March 2023
- SWT / Go West Post Fam, March 5-6, 2023
  - 10 people: international tour operators, inbound receptive tour operator, media
- SWT / RTK (Germany) Fam, March 14-16, 2023
  - \* German travel agents
- Port of Seattle / TERRA Magazine (Germany), mid April 2023
  - Germany's largest nature travel magazine
- Accessibility Fam / late April 2023

# TRAVEL & ADVENTURE SHOW, LOS ANGELES

- February 18-19, Los Angeles
- State of Washington Booth
  - Bellingham
  - Kitsap Peninsula
  - Olympic Peninsula
  - Walla Walla
- Snapshot of LA Attendees:
  - Ages 35-65 = 60%
  - Ages 65+ = 32%
  - Income: \$100,000+ = 67%
  - Income: \$150,000+ = 31%
  - Income: \$250,000+ = 22%
  - 77% spend \$5,000+ per year on travel
  - 42% spend \$10,000+ per year on travel
  - 71% will travel internationally this year
  - 84% will travel domestically this year
  - 68% will take 3 or more drive distance getaways this year





# Play

Enjoy & Do

# Relax

EnjoyOlympicPeninsula.com

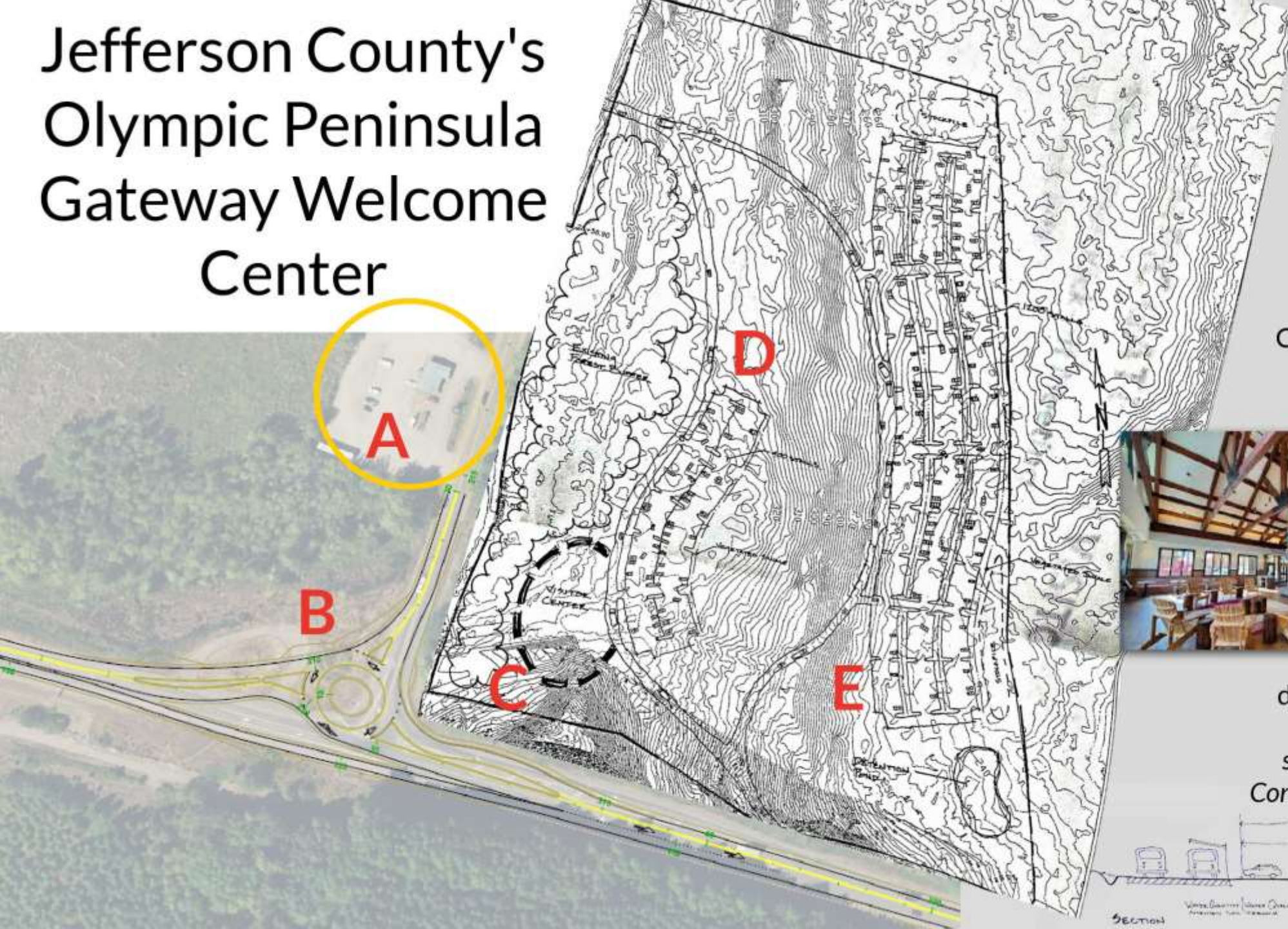
## ADVERTISING: ANNUAL PUBLICATIONS



## ScenicWA Byways & Road Trips Guide



# Jefferson County's Olympic Peninsula Gateway Welcome Center



Site elements (not to scale)

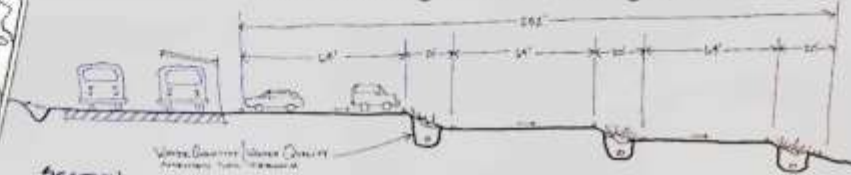
A. Current Gateway VIC,  
93 Beaver Valley Rd.  
Port Ludlow

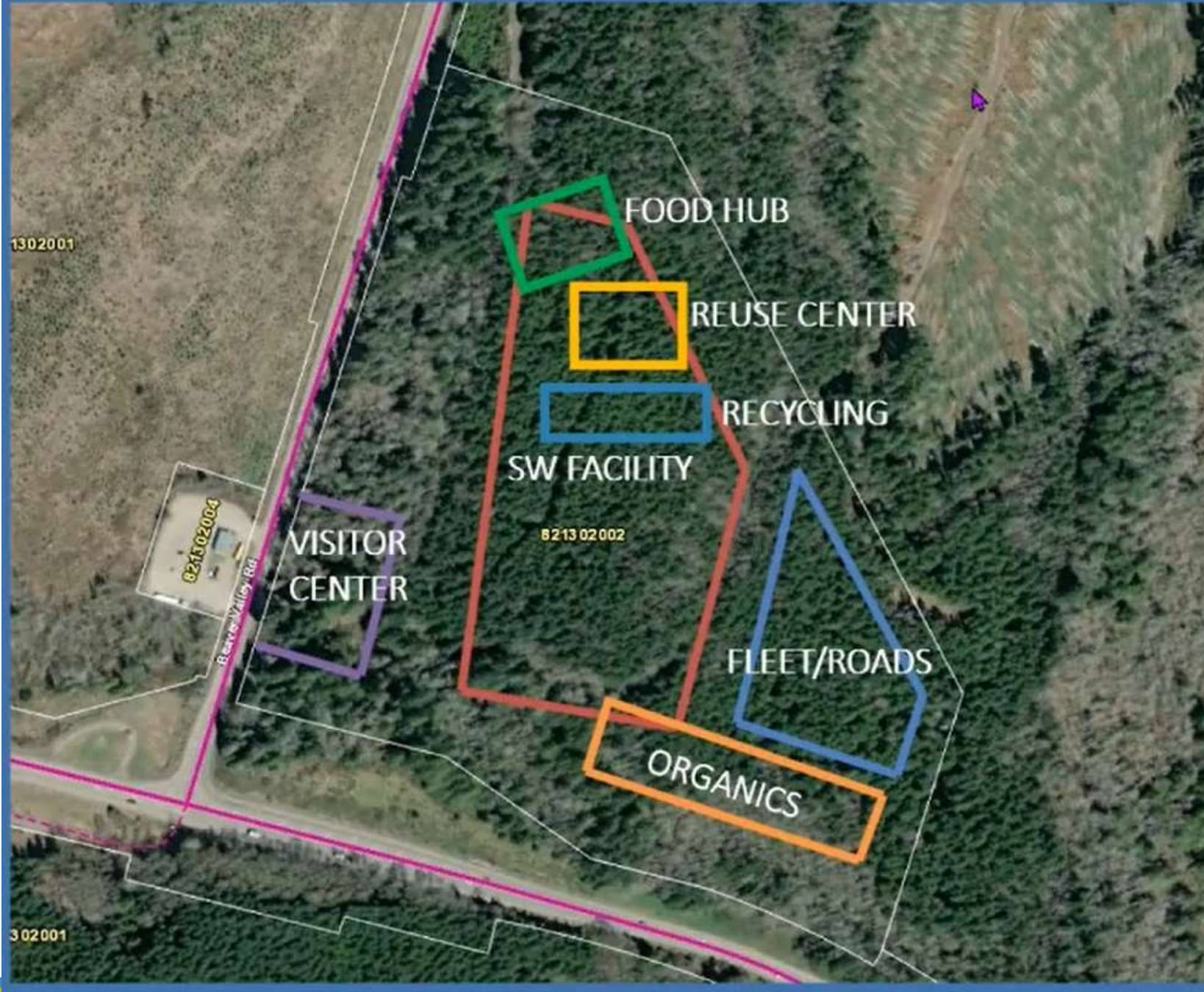
B. Intersection Safety  
Improvement - Roundabout,  
source - WSDOT, 2/7/2023

C-E. Gateway Welcome Center  
Site concept:  
c. Gateway Welcome Center,



d. Parking - Transit - Rest Stop,  
e. RV/Trailer - Camping  
source - JeffCo. client, Miller Hull  
Consulting + SvR Design, 2/4/2003





## TRASH vs. TOURISM

“Olympic Peninsula's Gateway”  
as possible home to SWT  
Station at SR104 & 19 ...

**"Kind of like having a toilet in  
the foyer... Very convenient  
but..."**

- Commissioner Greg Brotherton

Jefferson County Board of  
Commissioners Regular Meeting  
Tuesday – February 21, 2023



So happy that the Olympic Peninsula  
is full of  
Authentic opportunities for JOY!



# Questions?

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360.440.7006

