



Olympic Peninsula

Tourism Master Plan Launch

APRIL 9, 2024

PURPOSE

Create a more consistent, sustainable and vibrant year-round visitor economy, with an emphasis on increasing visitor spending in spring, fall and winter



TOURISM MASTER PLAN 2024-2029

Tourism Master Plan Leadership Team

- **Marc Abshire**
Port Angeles Chamber of Commerce
- **Lissy Andros**
Forks Chamber of Commerce
- **Ben Braudrick**
City of Port Angeles
- **Sarah Copley**
Puget Sound Express
- **Pam Dahl**
Aramark / Lake Crescent Lodge
- **Commissioner Heidi Eisenhour**
Jefferson County
- **Barbara Hanna**
City of Sequim
- **Michele Jaeger**
Greenhouse Inn by the Bay
- **Bria Miller**
7 Cedars
- **Lorrie Mittmann**
Peninsula Adventure Sports
- **Renee Rux**
Quileute Tribe
- **Steve Shively**
Olympic Culinary Loop
Jefferson County Tourism Coordinating Council
- **Jessica Wiersma**
Black Ball Ferry Line
- **Marsha Massey**
Olympic Peninsula Visitor Bureau
Olympic Peninsula Tourism Commission
- **Debbie Wardrop**
DebbieWardrop LLC

**ECONOMIC
IMPACT OF
TOURISM**

**Olympic Peninsula
National Park**

\$320

Million

(2022, NPS)

**Olympic Peninsula
(Overall)**

\$979

Million

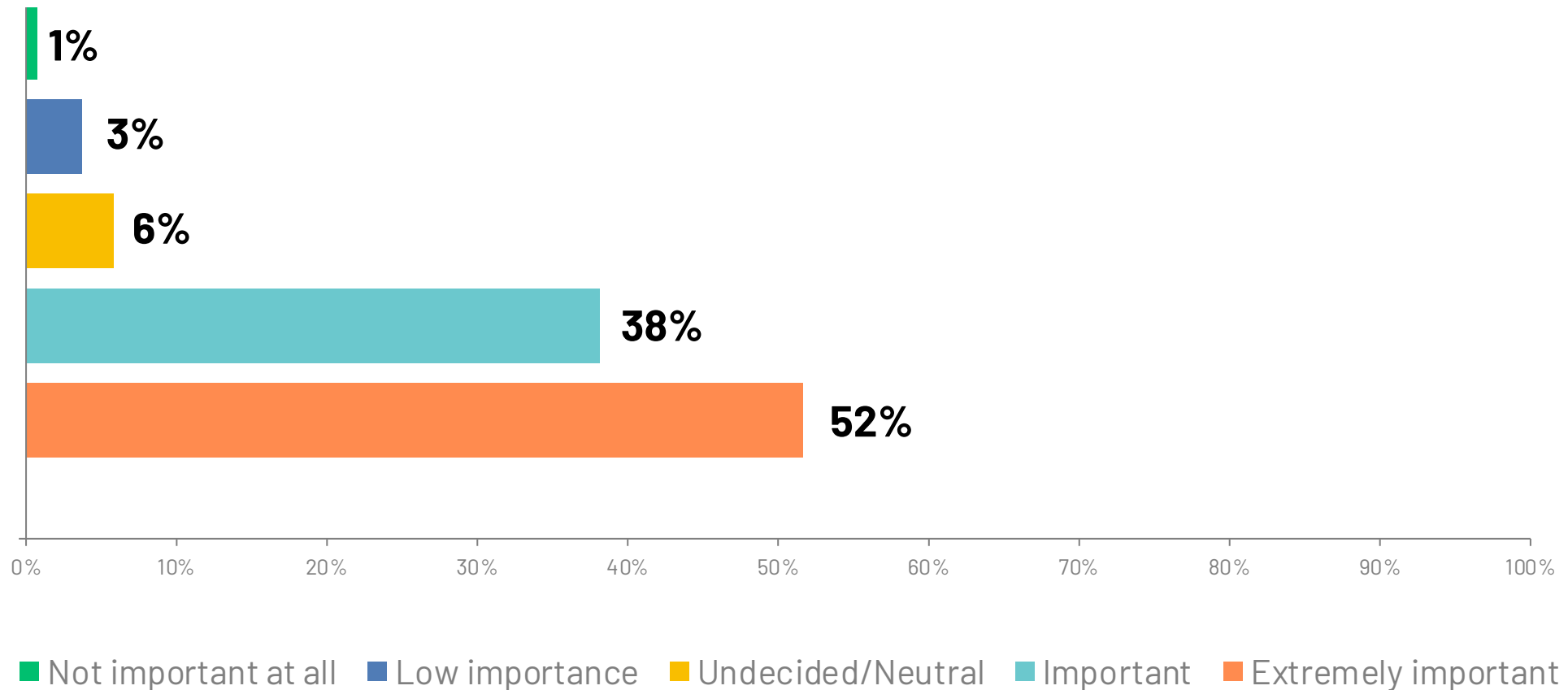
(2023, Tourism Economics)

**COMMUNITY
& INDUSTRY
RESEARCH**

- **DestinationNEXT Stakeholder Assessment**
- **10 Stakeholder Focus Groups**
- **50+ Individual Stakeholder Interviews**
- **4 Resident Town Halls: Port Townsend, Sequim, Port Angeles and Forks**
- **Resident Sentiment Survey**
- **Public/Private Planning Review**
- **Visioning Workshop**

Olympic Peninsula 2023 Resident Survey (1,440+ responses)

How would you rate the importance of tourism on the Olympic Peninsula economy?



12 Key Takeaways



1

Year-round vibrancy is job #1

2

“We’re more than just a park!”

3

**Create an expanded narrative
about the Olympic Peninsula**



Address perceived remoteness

5

**Rally everyone around one
destination brand**



6

90% of locals believe tourism is important or very important

7

**Develop lifestyle experiences
beyond outdoor recreation**

8

**There is significant interest in
Tribal tourism development**

9

**Infrastructure and amenity
upgrades are critical**

10

More transportation options are needed for locals and visitors

11

**The vast majority of visitors
Washington State Ferries**



12

**Workforce housing/development
must be addressed holistically**

The 2 Big Themes

Destination Development

Develop and diversify the various types of experiences that will entice people to visit the peninsula outside summer.

Destination Promotion

Develop and diversify storytelling that articulates what makes the Olympic Peninsula lifestyle so special outside summer.

Tourism Master Plan Strategic Framework

GOAL 1

Destination Sales & Marketing

Enhance targeted marketing efforts to increase awareness of spring, fall and winter travel seasons.

Industry Role:

Lead & Co-lead

GOAL 2

Destination & Community Development

Develop diversified year-round tourism product and visitor experiences to engage a wider variety of consumer lifestyles

Industry Role:

Convene & Support

GOAL 3

Public-Private Sector Alignment

Increase government, community and industry alignment around sustainable tourism development

Industry Role:

Influence & Enable

5 Short-Term Priorities

1

Promote why the difference is worth the distance

2

Promote how the Olympic Peninsula is more than a park

3

Promote staycations to increase spring, fall & winter business

4

Make visitors feel more welcome with new signage/branding

5

Improve mobility options to help support local businesses

5 Long-Term Impacts

1

A robust 4-season visitor economy

2

Global brand recognition

3

Tourism provides economic opportunity for all

4

Improved Tribal tourism collaboration

5

Reliable public and private transportation

Thank You

Greg Oates, SVP Innovation
MMGY NextFactor

