MISSION
To plan, collaborate and implement destination marketing to inspire and connect visitors with unique experiences and local products and generate sustainable tourism growth county-wide.

VISION
To be a favorite year-round Pacific Northwest destination for regional and global visitors and to strengthen the county economy through sustainable tourism growth by promoting authentic experiences while protecting and preserving natural resources and heritage.

2019 WORK & MEASURABLE OUTCOMES

BUDGET

WEBSITE

- 83% New Visitors
- 193,000 users
- $6.76 MILLION Direct spending from web
- OVER 90,000 Referrals TO PARTNERS WEBSITES

SOCIAL MEDIA

- ORGANIC FOLLOWERS 16,223 UP 2% OVER 2018
- 1,422 Twitter followers
- 1,819 Instagram followers UP 13% OVER 2018
- organic 3,751 AVERAGE POST REACH

E-NEWS

- 19,620 OPT-IN SUBSCRIBERS
- 20% OPEN RATE
- 18% CLICK THRU
- 6% increase over 2018
2019 WORK & MEASURABLE OUTCOMES

PRINT MATERIALS

337,674 PIECES produced and distributed

- Beach Visitors Guides
- Annual Events Calendars
- Discovery Trail Maps
- Beach Guest Directories
- Wedding Planners
- Meeting Planners
- Lure Brochure

15,777 Digital Downloads

$2.2 million Local Economic Impact for Beach Visitors Guides distributed 2019

ROI: $110 IN LOCAL SPENDING FOR EACH $1 SPENT

MEDIA RELATIONS

23 PIECES

- TV segments and/or commercials
- 50+ media inquiries fielded
- Press releases
- Media alerts
- Bylines
- Media e-news to subscribers

Earned Media Value: Over $8 Million

ROI: $107 IN EARNED MEDIA VALUE FOR EACH $1 SPENT

2019 HIGHLIGHTS

- Beach Visitors Guides
- Annual Events Calendars
- Discovery Trail Maps
- Beach Guest Directories
- Wedding Planners
- Meeting Planners
- Lure Brochure

2019 Special Campaign Grant
Take YOUR Time from Pacific County Tourism Fund (CONTINUED)

2019-20 Special project grant for Pacific County Tourism Fund for Business Travel and Outdoor Recreational Development (collaboration with Pac. Co EDC)

*Best year ever for visitor spending and lodging tax collection

ECONOMIC IMPACT OF TOURISM IN PACIFIC COUNTY*

| Pacific Co. Visitor Spending In 2019 | $200.3 million |
| Visitor spending per Pacific Co. resident | $9,053 ↑ 10% in 2019 |
| Over 2,440 Jobs In Pacific County | | Visitor Spending has grown by 50% or $51 million since 2013 |
| Lodging taxes collected in Pacific Co. | $1,358,000 = $61.6 million in Lodging Sales |

*Dean Runyan Associates, Washington State Travel Impacts & Visitor Volume 2010 - 2018p

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