

PACIFIC COUNTY TOURISM

Destination Organization

ANNUAL REPORT 2019

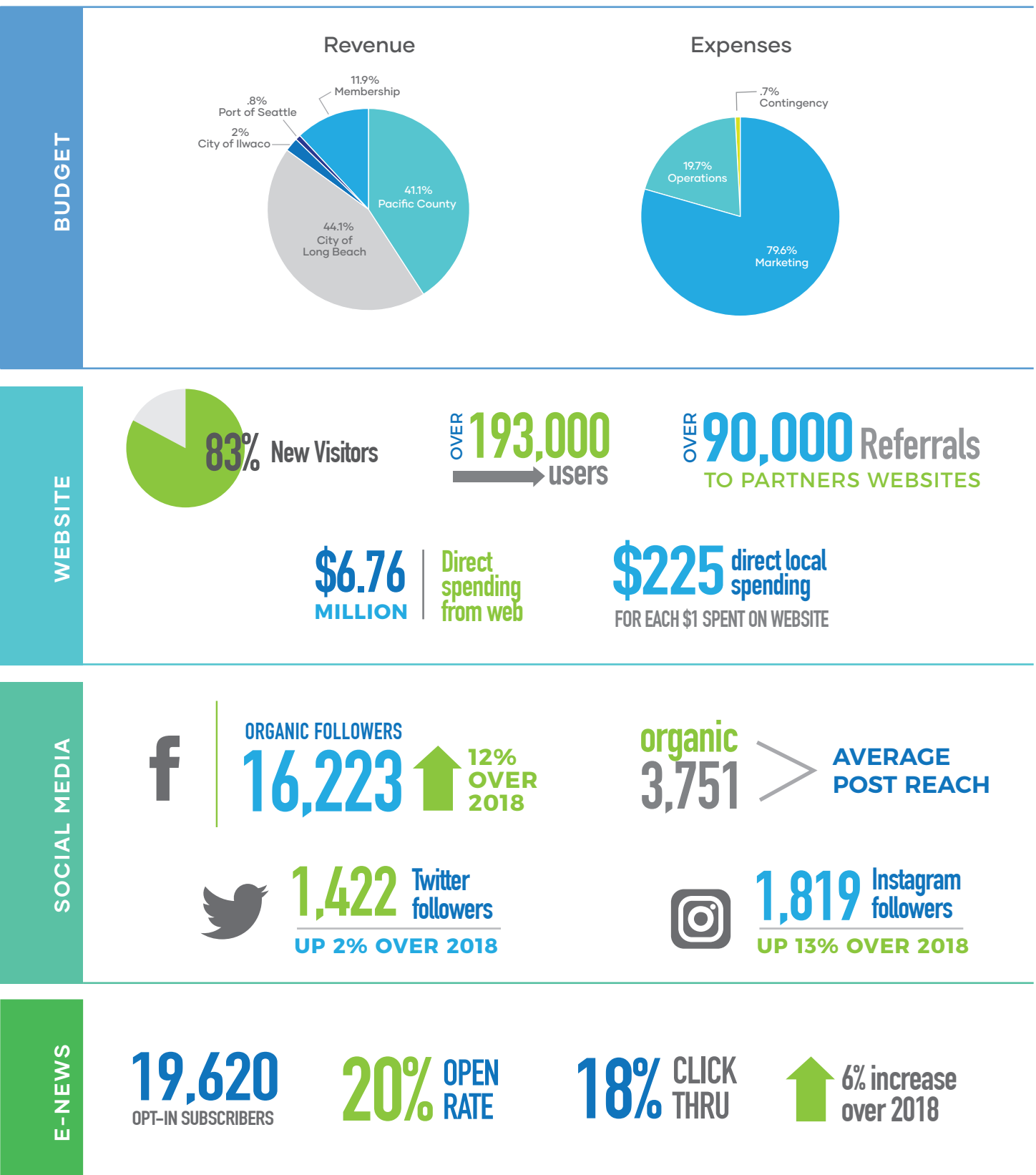
MISSION

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



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 HOSTED
Media

Earned Media Value: Over \$8 Million

PR/MR Activities

- Newspaper/radio
- Blogs/features
- Magazine articles
- Third party emails/enews
- Books
- TV segments and/or commercials
- 50+ media inquiries fielded
- Press releases
- Media alerts
- Bylines
- Media e-news to subscribers

ROI: \$107

IN EARNED
MEDIA VALUE
FOR EACH \$1 SPENT

2019 HIGHLIGHTS

**2019 Special
Campaign Grant
Take YOUR Time**

from Pacific County
Tourism Fund
(CONTINUED)

**Shoulder & Off-Season
Growth October- April ***  **30% increase
year over year**

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

↑ 7.7% Over 2018

WA State ↑ 4.5%
#5 GROWTH IN STATE



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

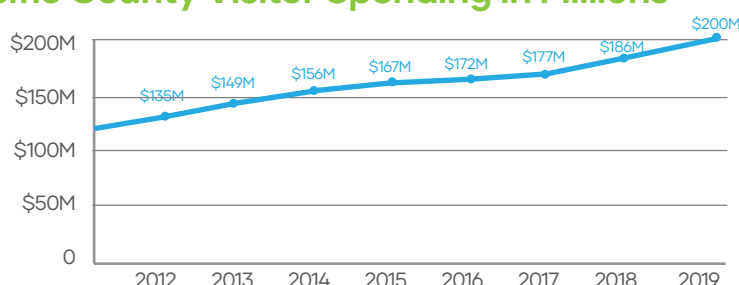
Lodging taxes
collected in
Pacific Co.

\$1,358,000



Approximately
\$61.6 million
in Lodging Sales

Pacific County Visitor Spending in Millions



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

Washington's
**LONG BEACH
PENINSULA**

**PACIFIC
COUNTY
TOURISM** BUREAU

VisitLongBeachPeninsula.com