

Pacific County Tourism Bureau

**DESTINATION
MARKETING REPORT
2016**



LONG BEACH PENINSULA
VISITORS BUREAU

WEB

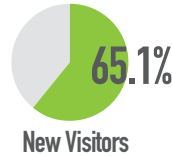
478,994
SITE VISITS

Average monthly
visitors | **OVER**
35,000

284,317
Unique Visitors

1,467,080
Total hits

Over 6,000
Utrip itineraries planned



ROI
over \$10.5 million

Ongoing content development
& search engine optimization

143,117 ↑ **13% increase**
Member referrals over 2015

80%
Unique

SOCIAL MEDIA



FACEBOOK FANS
organically increased by
14.5% in 2015 and
21.8% in 2016

AVERAGE WEEKLY REACH
grew from 6,000
to 18,00 in 2015
In 2016 to **27,000**

TOP POST
REACHED
104,441 2016



11.41% INCREASE
New Twitter followers



13.8% INCREASE
New Instagram followers

CONSUMER E-NEWS

14,000 SUBSCRIBERS

OPEN RATE
20.5%

11% CLICK
THRU

COLLATERAL PRODUCED & DISTRIBUTED

114,000
PIECES
produced and distributed

- Beach Visitors Guides
- Annual Events Calendars
- Discovery Trail Maps
- Beach Guest Directories
- Wedding Planners
- Meeting Planners in Print & Digital

\$1.2 million
ROI for Beach Visitors
Guides distributed

PUBLIC RELATIONS

20 HOSTED
Media

20+ custom
detailed itineraries
PLANNED

- 50+ media inquiries fielded
- 21 press releases
- 1 media alert
- 2 bylines
- Media e-news to 70 subscribers
- NW Travel Writers Conference

VISITORS CENTER

- Fulfillment of materials requests/leads programs
- Over 100,000 pieces of members' materials distributed
- 27,300 visitors served
- 18 trained volunteers worked over 5,600 hours
- Member lodging vacancies tracked during peak times

MEMBERSHIP PARTNERING

- From 305 to 316 members in 2016
- 52 weekly membership e-news sent to over 355 subscribers
- Donations and in-kind support
- Cross promotion and collaborative marketing
- Support through membership dues & listings
- Serving visitors

ADVERTISING

- Digital and print advertising in over 28 local, regional, state, and national outlets.

LOCAL & REGIONAL TOURISM PARTNERSHIP & ADVOCACY

- Travel Portland
- Oregon Coast Visitors Assoc.
- Visit Seattle
- Washington Tourism Alliance
- Washington State Destination Marketing Organizations
- U.S. Travel Association
- Astoria Warrenton Area Chamber of Commerce
- Destination Marketing Association – West
- Produced & distributed 12 monthly marketing reports containing measurable outcomes and tourism metrics to board, members, industry partners and stakeholders.

OTHER DESTINATION MARKETING

- Tradeshows and Marketplaces
- Research
- Professional Development
- Local & Regional Tourism Partnership & Advocacy

TOURISM METRICS

\$172.1 million

PACIFIC CO. VISITOR
SPENDING IN 2016

Unincorporated
Pac. Co. lodging
Tax collections


**5% Over
2015**

City of Long
Beach Lodging
Tax collections  **6% Over
2015**

\$1,147,982 Total lodging taxes collected
in Pacific County

UP ABOUT 6% OVER 2015, HIGHEST EVER

Visitor Spending
has grown by **37%**
or **\$47.3 million** **SINCE 2011**

Visitor spending per
Pacific. Co. resident is
about \$8,400
#2 COUNTY IN WA

49.7%
IN 2015

The visitor share
of taxable sales in
Pacific County

**Over \$14.1
million** | in state and local taxes
collected in Pac. Co.
were paid by visitors

MISSION

Promote and
advocate for our
communities as
tourist destinations.

VISION

Foster the spirit
of partnership
throughout Pacific
County and build
year-round tourism.