



2024 ANNUAL REPORT

**DESTINATION MARKETING &
MANAGEMENT VIA VISITOR
EDUCATION**

Photo by Robert Demar

Photo by Robert Demar

*"Take nothing but memories, leave nothing but footprints."
Chief Seattle*

DESTINATION MARKETING & MANAGEMENT



OUR MISSION SINCE 2003

To enhance the economic prosperity of San Juan County by promoting the San Juan Islands as a preferred, year-round travel destination, while respecting and sustaining the Islands' unique and diverse ecosystems, environments, lifestyles, and cultures.



Tourism, when managed responsibly, is a key economic development strategy for small, rural towns and counties, as well as big cities and countries. All "compete" for visitors and their hard-earned dollars. Tourism is a top, integral sector of our County's economic base. The latest research by Tourism Economics reveals that visitors spent \$299.1 million here in 2023 on lodging, food & beverage, recreation, retail, entertainment, transportation, etc. (2024 data will be available in May.)

Visitors "import" new dollars, which benefit small businesses, non-profits, and residents as these dollars trickle down and circulate throughout our Island communities. Visitors create business opportunities and jobs, off-set Islanders' tax burdens when they pay local sales and lodging tax, and "subsidize" a variety of restaurants, retail shops, and other businesses and non-profits that could not survive year-round via residents alone.

Visitor spending, taxes, and lodging tax also help support and sustain many community assets which residents often take for granted such as parks, farmers markets, museums, community theatres/centers, artist co-ops, wineries, festivals and events, etc., as well as basic County & Town services.



ABOUT US

The San Juan Islands Visitors Bureau (SJIVB) is a non-profit, 501(c)6 economic development agency created and incorporated in 1999. We've served as San Juan County's and the Town of Friday Harbor's contracted, locally staffed destination marketing organization since 2003. Over the last 20+ years, we've evolved into a destination marketing and management organization (DMMO) as we continue to focus on responsible, stewardship-minded tourism via branding and visitor education, striving to help balance the economic benefits of tourism with quality of life for residents, as well as maintaining the quality of our natural and beautiful environment.

WHAT WE DO

1. ECONOMIC DEVELOPMENT VIA DESTINATION MARKETING

- Focus on spring, fall, and winter visitation to sustain a vibrant, year-round economy
- Target our marketing to attract eco-minded visitors
- Work with media to tell authentic Island stories

2. DESTINATION MANAGEMENT VIA VISITOR EDUCATION & COMMUNITY ENGAGEMENT

- Integrate stewardship messaging and visitor education, including "Love It Like a Local" and "Leave No Trace" principles, on our website, social media, visitor brochure, advertising, media relations, etc.
- Participate in local policies that impact tourism and resident quality of life; participate in SJIs Stewardship Network and partner with parks & public lands

3. MEMBER MARKETING, SUPPORT & ADVOCACY

- Marketing support for 220+ businesses and non-profits
- Connect members with potential visitors and resources via our website, media leads, travel trade leads, marketing tips, green business information, and more

OUR GOALS SINCE 2003



1. To help strengthen San Juan County's year-round economy.
2. To foster an appreciation of San Juan County's maritime and rural ways of life, as well as its history, arts, and culture.
3. To communicate San Juan County's environmental stewardship messages to visitors.
4. To enhance visitors' travel experiences countywide.

OUR BRAND POSITIONING STATEMENT

The SJIVB promotes responsible travel by inspiring people to mindfully experience, cherish, and protect the magical, natural beauty and quality of life in the Islands.

WHY ARE DMMOS IMPORTANT?

Destination marketing *and* management are essential to our Islands' vibrant and vital tourism economy. As the local DMMO, our partnerships with businesses, non-profits, parks and public land managers, and others allow us to carefully craft branding and messaging that best represents, and educates potential visitors, about our unique Islands.

WE FOCUS ON 4 PILLARS OF DESTINATION MARKETING & MANAGEMENT

Our quality of life and tourism economy depend on our beautiful environment. Our four pillars focus on working to strike a balance between sustaining a vibrant, year-round economy, protecting resident quality of life, preserving our fragile lands and waters, and creating memorable visitor experiences. We believe focusing on these four pillars is key to helping the Islands move forward responsibly into the future in regards to sustainable tourism.

ECONOMY

Brand and market our destination & visitor experiences to enhance our economy in ways which balance its vibrancy and long-term, year-round sustainability

VISITOR EXPERIENCE

Promote unique and memorable Island experiences while educating visitors about Islanders' stewardship and sustainability values



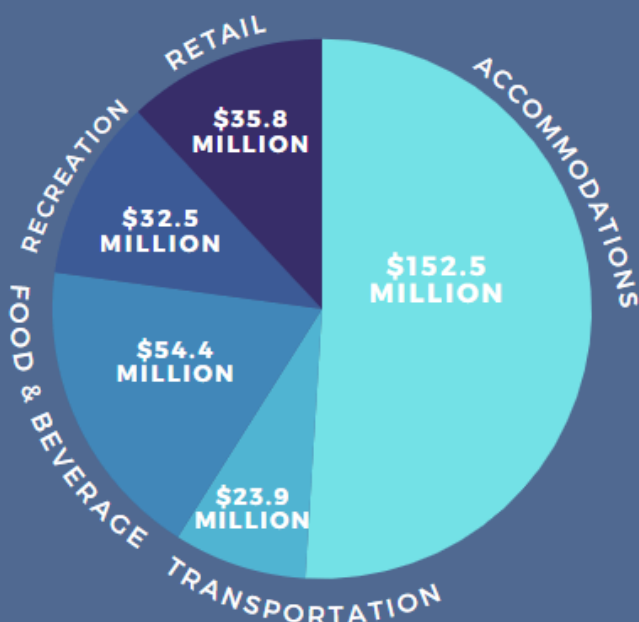
ENVIRONMENT

Educate visitors about the Islands' sustainable and regenerative tourism principles, and how we can live, work, and play in harmony with nature

RESIDENT QUALITY OF LIFE

Strive to protect our Islands' sense of place by helping to mitigate impacts of tourism by focusing on promoting shoulder seasons and stewardship messaging within our marketing

Economic Benefits of Tourism



Source: Tourism Economics
2023 is the latest data available



Visitors spent **\$299.1 MILLION** in San Juan County in 2023

Tourism accounted for **\$77.3 Million** in jobs & business owner earnings



Visitors contributed **\$10.2 Million** in local sales tax revenue

Which resulted in **\$2,752** in tax savings per local household!



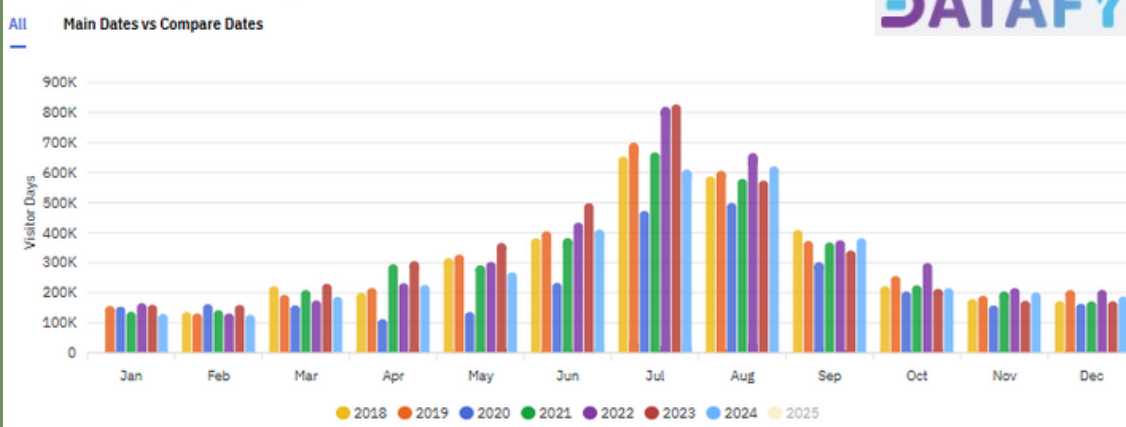


2024 VISITOR STATISTICS & ECONOMIC IMPACT DATA

Tourism is an integral sector of our County's economic base. According to Tourism Economics, in 2023 visitors "imported" \$299.1 million dollars, spending them on lodging, food & beverage, recreation, retail, and transportation. These "new" dollars circulate and trickle down throughout our Island communities. Lodging tax -- collected from visitors -- helps fund many community assets like parks, museums, community theatres/centers, farmers markets, and much more.

2018-2024 Visitation to Lopez, Orcas & San Juan Islands

Monthly Volume by Visitor Days



Datafy tracks people who live 20+ miles from the San Juan Islands via mobile devices and credit cards. Anyone from Anacortes and beyond is considered a visitor. Note that visitor numbers began dropping in August 2023, then began rising, compared to 2023, in August 2024. 2024 visitor trips by Washingtonians were down -14% compared to 2023. This is likely related to WA State Ferries' challenges and negative news which Seattleites and Washingtonians were hearing and reading. In 2023, approx. 73% of our visitors were from Washington State, as well as in years past. However, in 2024 they were only 64%.

APRIL 10, 2023 | The Seattle Times | Northwest

Hawaii is Seattle's ninth most popular vacation spot

Nearly 8% of Seattle-area adults, or around 350,000 people, visited Hawaii in the past 12 months — the ninth most-popular destination for stays of at least one night.

OVERNIGHT DESTINATION	NUMBER OF PEOPLE	PERCENT OF SEATTLE-AREA ADULTS
1. Washington Coast	899,564	20.1%
2. Oregon Coast	638,568	14.3%
3. Leavenworth	628,016	14.1%
4. Portland	615,108	13.8%
5. Idaho	450,050	10.1%
6. Las Vegas	448,023	10.0%
7. Lake Chelan	377,704	8.5%
8. Spokane	368,466	8.2%
9. Hawaii	345,976	7.7%
10. Los Angeles	316,018	7.1%
11. San Juan Islands	312,748	7.0%
12. Montana	282,965	6.3%
13. Phoenix	255,190	5.7%
14. Mexico	246,817	5.5%
15. San Diego	209,224	4.7%

The San Juan Islands were only the 11th most popular vacation spot for Seattleites in 2022/2023 according to The Seattle Times. Only 1/3 as many Seattleites visited the Islands compared to the Washington Coast. This is the latest data available.

2024 TOURISM INDICATOR STATISTICS

Tourism Indicator Statistics	2019	2020 (COVID)	2021	2022	2023	2024	% Change 2023 to 2024
County Lodging Special 2% Tax *	\$1,758,145	\$1,315,011	\$2,374,439	\$2,274,944	\$2,202,985	\$2,084,108	-5.39%
County Sales Tax*	\$5,018,226	\$4,885,199	\$6,428,748	\$7,089,068	\$7,017,509	\$7,177,030	+2.27%
Friday Harbor Lodging Special 2% Tax*	\$482,106	\$283,361	\$590,373	\$621,549	\$589,570	\$555,488	-5.78%
Friday Harbor Sales Tax*	\$1,404,699	\$1,206,962	\$1,602,100	\$1,721,792	\$1,792,376	\$1,729,532	-3.51%
Lopez Island Lodging Tax	\$100,465	\$106,751	\$174,100	\$164,771	\$152,247	\$157,042	+3.15%
Orcas Island Lodging Tax	\$891,504	\$627,931	\$1,158,252	\$1,234,711	\$1,218,788	\$1,003,665	-17.65%
San Juan Island Lodging Tax*	\$766,177	\$555,674	\$1,008,086	\$875,460	\$831,950	\$923,399	+10.99%*
WSF Anacortes to San Juans Total Riders	2,025,923	1,416,037	1,928,441	1,890,458	1,932,543	1,919,272	-0.7%
WSF Anacortes to Lopez Island Total Riders	317,329	240,298	300,109	295,460	306,502	306,538	0%
WSF Anacortes to Orcas Island Total Riders	677,400	462,941	626,425	609,951	619,601	611,335	-1.3%
WSF Anacortes to FH/SJI Total Riders	896,384	604,405	876,244	869,851	897,055	889,402	-0.9%

* Town of Friday Harbor lodging and sales tax is collected separately from the rest of San Juan Island and San Juan County



SUPPORTING OUR ECONOMY VIA DESTINATION MARKETING

Our marketing efforts -- to help support and strengthen the Islands' year-round tourism economy and hospitality industry, and as a result, the County's overall economy -- are split between "paid" advertising, "earned" media coverage, and "owned" social media content. Our seasonal advertising campaigns mostly target our main feeder/drive market -- the greater Seattle area -- while media relations, our consumer e-newsletter, and social media efforts help us reach beyond Seattle.

SEASONAL ADVERTISING CAMPAIGNS

EXAMPLES OF "PAID" SEASONAL ADS



In 50th Annual Seattle Pride Guide



We garnered approximately 12,403,814 total online ad impressions in our target markets in 2024.



INDIVIDUAL ISLAND ADS & CHAMBER PARTNERSHIPS



All three Chamber of Commerce Directors have permanent seats on our Board of Directors, which allow them to be part of the decision-making process regarding our work on behalf of Lopez, Orcas, and San Juan Islands. They have input on messaging and photos we include in our marketing regarding "their" island, from our annual travel brochure to our website. We also hold brown bag lunch meetings on each island every spring and fall to gather input from our members.

MEDIA RELATIONS

"EARNED"

Our media relations focus is to emphasize our unique Islands and experiences, as well as local sustainability initiatives, to inspire eco-minded visitors. Though we can't work with every person who decides to write about the Islands, we strive to target, support, and educate journalists who want to tell meaningful stories. Earned media can be a long game, with stories published months or years after a visit as writers continue to pitch ideas or publication timelines change.

Starting in 2024, we are evaluating media coverage based on parameters outlined by the [Barcelona Principles](#) which measures how well a given article meets our goals (i.e. regional or national media outlet, feature vs. top ten list, a result of a press trip or other assistance, etc.). Out of 25 points possible, the average score in 2024 was 16.

Note: We don't pay for media coverage, nor can we control what a given outlet may print about the Islands.

TRAVEL > ROAD TRIPS

This Place Is the Absolute Best Spot for Dahlia-Peeping

Orcas Island in Washington is a special place to see these seasonal blooms in all their glory.



TRAVEL INSPIRATION > ROAD TRIPS

By Tanvi Chheda • October 17, 2024

4 All-American Family Road Trips—and Tips for Surviving

Let these trip ideas fuel your next family adventure.



Discover Fall Escapes On Lopez Island: Local Farms, Food & Trails



NOTABLE MEDIA FEATURING THE ISLANDS

The articles below were published in 2024 and are the result of a press trip or other Visitors Bureau assistance since 2020.

- Wanderlust (UK) [A Slow Adventure Through the Wilds of Washington State](#), Nov.
- AFAR, [4 All-American Family Road Trips](#), October
- FOX SOUL, [Islands of the Pacific Northwest](#), October
- Sunset, [This Place is the Absolute Best Spot for Dahlia-Peeping](#), October
- AFAR, [Learning to Skipper a Boat in Washington State's San Juan Islands](#), October
- Northwest Travel & Life, [Kayak-Camping in Washington's San Juan Islands](#), May
- WA 1889 magazine, [Preserving Prized Residents](#), April/May
- Invited [Island Escapes](#), January

CONTENT CREATORS

Starting in 2023, we partner with a few selected content creators each year to help amplify our reach to audiences like Black, AAPI, LGBTQIA+, and accessible travelers.

- Filipina foodie influencer Erika Diama, known as Erika Taste Test, came to San Juan Island for "Savor the San Juans." Her two Reels had combined views of approximately 70K and over 2,000 shares.
- Traveling While Black's show is now on the FOX SOUL streaming network! Their first episode highlighted footage of their visits to San Juan (2023) and Orcas (2024). They will be coming to Lopez in 2025.



BY THE NUMBERS:

22

HOSTED MEDIA
GUESTS & CREATORS

507

ISLANDS MENTIONS IN
PRINT & ONLINE ARTICLES

2 BILLION REACH

VIA CISION + PRINT & ONLINE
TRACKED TRAVEL ARTICLES

\$4.1 MILLION

MEDIA ADVERTISING
EQUIVALENCY VALUE



PROTECTING OUR ENVIRONMENT VIA STEWARDSHIP MESSAGING

The Islands' trails, forests, fields, waterways, and heritage sites are valuable and treasured by both residents and visitors. Our Communications/Stewardship Manager makes sure we view our work through an environmental lens to help ensure that the Islands' natural beauty and cultural heritage remain protected and intact for generations to come.

EXAMPLES OF DESTINATION MANAGEMENT MESSAGING ON OUR WEBSITE'S HOME PAGE & STEWARDSHIP PAGES



How to Love the Islands Like a Local

Loving the Islands like a local can mean many things — bringing a reusable water bottle, joining a work party or other volunteer event, driving carefully on narrow island roads, and everything in between. The beauty of the Islands is meant to be shared and locals urge you to learn the history of this special place so we can work together to ensure it endures. Here are a few ways to help preserve the qualities that make this place special, and enjoy a better visit in the process.



Be Careful with Fire

A friendly reminder to keep an eye on your campfire and make sure it's completely out before leaving it unattended.



Reduce, Refuse, Reuse, Recycle

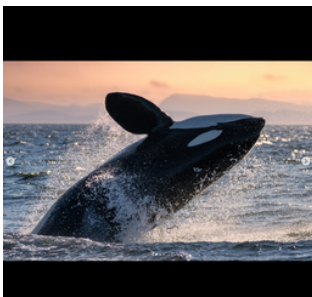
Bring a reusable water bottle and mug to reduce waste, and try to limit plastics, which can be harmful to wildlife. All of the Islands' garbage and recycling must be hauled to the mainland.



Mind Your Dog

Please keep pets on leash and dispose of waste properly. Dogs running free can disturb wildlife and other visitors.

SAMPLE SOCIAL POSTS FROM OUR CHANNELS



visitsanjuns Orca Action Month is here! This is a time to celebrate the presence of orcas in the Salish Sea, raise awareness of the threats & challenges Southern Resident orcas face, and take action to promote healthier futures for all.

In Friday Harbor, learning and fun combine at @thewhalemuseum, the first museum on the West Coast dedicated to the stewardship of whales.

On June 15, join a beach cleanup with @friendsofthesanjuanislands and celebrate at Lime Kiln Point State Park for the annual Orca Sing event! Watch for whales at sunset, listen to Tlingit drumming, and learn from First Nations naturalists & educators.



PANEL IN OUR TRAVEL BROCHURE

SET YOUR MIND TO ISLAND TIME

THINGS CHANGE ON ISLAND TIME. Priorities re-sort. The rush of the daily grind falls away. And suddenly you're more mindful of the fragile, magical environment that surrounds us. Slow down and connect to the Islands' natural beauty we all cherish.



LOVE IT LIKE A LOCAL

AS YOU EMBRACE island time, we invite you to "Love It Like a Local" and treat the San Juans with the same care and respect as you would your own backyard. Here are a few ways to preserve the qualities that make this place special, and enhance your own visit in the process.

BOOK EARLY. Ferries, accommodations, and tours can fill quickly.

CONSIDER LEAVING THE CAR BEHIND. Walk or bike onto the ferry and use options below to get around.

TREAD LIGHTLY. Stick to designated trails, campsites, and parking.

GIVE WILDLIFE SPACE. Don't disturb or feed wildlife on land or water.

BE CAREFUL WITH WATER AND FIRE. Be mindful of water use and keep campfires in rings.

MIND THE DOG. Keep pets on leash and pick up waste.

AVOID MID-DAY CROWDS. Visit popular trails and attractions early or late for the best experience.

BE A GOOD NEIGHBOR. Be patient, share the road with bicyclists, and keep speed and noise down.

LOOK FOR OUR LOW-CARBON AMENITIES:

- Shuttles, trolleys, and taxis to see the sights
- Electric vehicle charging stations
- Bikes, mopeds, and hybrids for rent
- Water bottle refilling stations



COME AS YOU ARE



OUR TEMPERATE CLIMATE, island time philosophy, and friendly locals are welcoming to all. Our community thrives on a talented and eclectic mix of artists, chefs, entrepreneurs, farmers, whale researchers, and outdoor guides—all with different identities and stories to tell. Strike up a conversation with a local, and you may find a kindred spirit.

BY THE NUMBERS

16,893 VISITS
TO OUR
"LOVE IT LIKE A LOCAL"
RESPONSIBLE TRAVEL HUB

2,167 VISITS
TO OUR
"RESPONSIBLE WILDLIFE
WATCHING" PAGE

2,613 VISITS
TO OUR
VOLUNTEER
VACATIONS PAGE

350 SIGNATURES
ON OUR
SAN JUAN ISLANDS
PLEDGE



CONTINUED RE: PROTECTING OUR ENVIRONMENT VIA STEWARDSHIP MESSAGING

The Islands' trails, forests, fields, waterways, and heritage sites are valuable and treasured by both residents and visitors. Our Communications/Stewardship Manager makes sure we view our work through an environmental lens to help ensure that the Islands' natural beauty and cultural heritage remain protected and intact for generations to come.

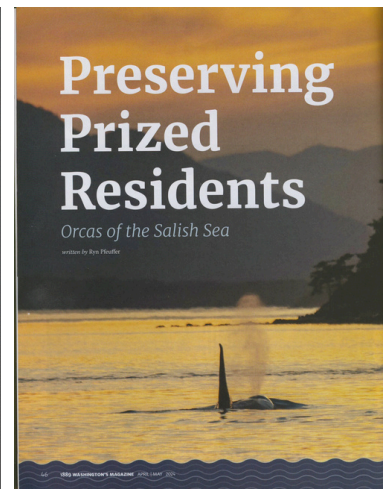
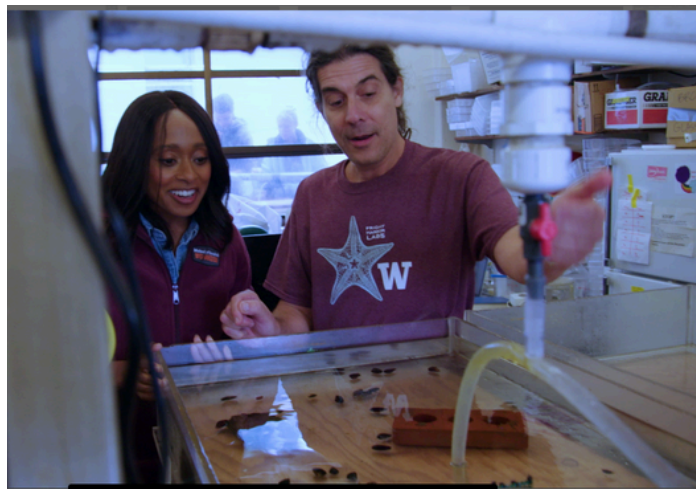


SAN JUAN ISLANDS STEWARDSHIP GUIDE

- Produced by the County's Dept. of Environmental Stewardship; we assist with distribution
- 175 booklets/cards/coasters distributed to businesses
- 1000+ rack cards on WSF vessels and Anacortes terminal
- Shared 12 times in bi-monthly member newsletter
- Digital guide on our website: 1,028 views in 2024

EARNED MEDIA

- Assisted writer with story about orcas in the Salish Sea in WA 1889 magazine
- Assisted editor with story about bioluminescence for regional newspapers
- Sea star breeding program at Friday Harbor Labs featured on Mutual of Omaha's Wild Kingdom!

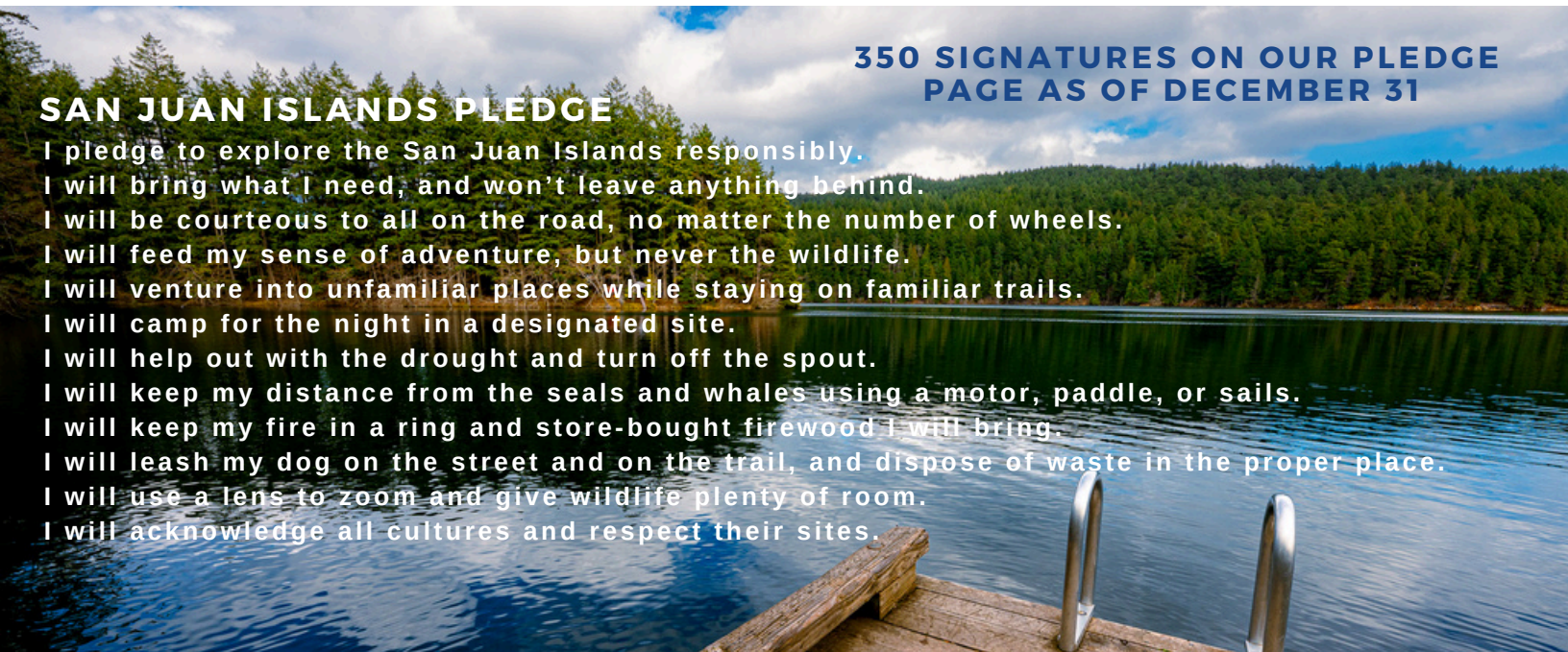


Washington spot named among top places in world to see bioluminescence by Lonely Planet

SAN JUAN ISLANDS PLEDGE

- I pledge to explore the San Juan Islands responsibly.
- I will bring what I need, and won't leave anything behind.
- I will be courteous to all on the road, no matter the number of wheels.
- I will feed my sense of adventure, but never the wildlife.
- I will venture into unfamiliar places while staying on familiar trails.
- I will camp for the night in a designated site.
- I will help out with the drought and turn off the spout.
- I will keep my distance from the seals and whales using a motor, paddle, or sails.
- I will keep my fire in a ring and store-bought firewood I will bring.
- I will leash my dog on the street and on the trail, and dispose of waste in the proper place.
- I will use a lens to zoom and give wildlife plenty of room.
- I will acknowledge all cultures and respect their sites.

350 SIGNATURES ON OUR PLEDGE PAGE AS OF DECEMBER 31





MAINTAINING RESIDENT QUALITY OF LIFE VIA ENGAGEMENT

We live, work, and play in a beautiful and quiet part of the world, so it's a natural response to feel anxious when we start to see an increase in cars and bicyclists on the roads, an influx of short-term renters occupying our neighborhoods, and other signs of tourism, especially during summer. Below are examples of ways we're working to help mitigate the negative impacts of tourism to ensure that our quality of life in the islands is sustained.

Community Involvement

Tourism impacts many Island organizations' missions, and as a result, staff are members of various organizations and committees including:

- Stewardship Network of the San Juans (Amy is Chair)
- SJIs Monument Advisory Committee (Amy)
- San Juan Island Chamber of Commerce Board (Deborah)
- Orcas Island Chamber of Commerce Board (Madison)
- SJIs WSF Schedule Update Task Force (Deborah & Laura Saccio, Board Member)
- Friends of Lime Kiln Society Volunteer (Amy)
- San Juan Community Theatre Volunteer (Annesa)

Marketing the Shoulder Seasons

- Our marketing is focused on spring, fall, and winter visitation to help balance year-round economic vitality for small business owners, non-profits, employees, and residents

Supporting our Community

- Staff volunteered at events like the Great Islands Cleanup and San Juan Island Pride Festival
- For the seventh year, we offered \$3,000 in scholarships, from our Membership fund, to seniors at each of the three Islands' public high schools pursuing degrees in hospitality, business/communications, or related fields

Community Relations

- We've been publishing a monthly series of articles in all three of Sound Publishing's newspapers detailing profiles of local tourism business owners - "Faces of Hospitality and Tourism"
- We contributed an article to Sound Publishing's SpringTide guide about the San Juan Islands Food Hub and local food connections, as well as our Islands map
- We hosted the monthly social at our office for the San Juan Island Chamber of Commerce in May

"IDEA" INITIATIVES INCLUSION, DIVERSITY, EQUITY & ACCESSIBILITY

We're committed to addressing any gaps in our knowledge and protocols, and to improving our practices and increasing representation in the Islands. We acknowledge that there is more work we need to do, and we're striving to learn from, and connect with, people of diverse backgrounds to make the Islands more inclusive and welcoming.



WELCOME STATEMENT IN BROCHURE

COME AS YOU ARE



Photo: Jason Hummel



Photo: Kevin D'Hare

OUR TEMPERATE CLIMATE, island time philosophy, and friendly locals are welcoming to all. Our community thrives on a talented and eclectic mix of artists, chefs, entrepreneurs, farmers, whale researchers, and outdoor guides—all with different identities and stories to tell. Strike up a conversation with a local, and you may find a kindred spirit.

ELEVATING VISITOR EXPERIENCES VIA EDUCATION

Our messaging seeks to educate potential visitors about the Islands and how to both plan a memorable trip *and* be mindful travelers. While promoting our business and non-profit members, we also share guidelines on how to travel in eco-friendly and responsible ways -- for example, bring a reusable water bottle, conserve water, tread lightly, respect wildlife distances, etc.



TRIP PLANNING, INSPIRATION & EDUCATION



1.2 MILLION
WEB SESSIONS
+3.4% YOY
VISITSANJUANS.COM



22,267
E-NEWSLETTER
SUBSCRIBERS
+10.7% YOY



TOP 10 WEBPAGES

1. Home Page
2. What To Do
3. Getting Here
4. Orcas Island
5. Washington State Ferries
6. First Time Visitors
7. Events
8. Whale Watching
9. Where To Stay
10. About The Islands

We created, manage, and market the San Juan Islands Scenic Byway. We chaired a steering committee in the early years.

SOCIAL MEDIA ("OWNED")



25,376
FOLLOWERS
+2.2% YOY



15,536
FOLLOWERS
+18.6% YOY



4,797
FOLLOWERS
-3.4% YOY



1,063
FOLLOWERS
NEW IN SEPT.

ENGAGING WITH POTENTIAL VISITORS



602
PHONE
CALLS
-17% YOY*



476
EMAILS
RECEIVED
-35% YOY*



7,275
BROCHURES
MAILED
-15% YOY



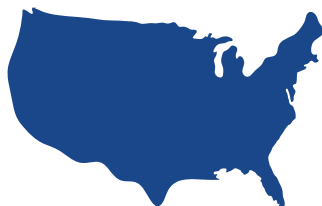
53,500
BROCHURES
DISTRIBUTED
VIA MAIL,
RACKS, ETC.

*Negative numbers re: phone calls and emails aren't alarming since more people are ordering travel brochures directly from our website, however, web requests were down this year

WHERE WERE OUR 2024 VISITORS FROM?

Top states according to Datafy

1. Washington 64.2% (-14% trips YOY)
2. Oregon 5.7% (+4% trips YOY)
3. California 5.4% (+7% trips YOY)
4. Texas 2.25%
5. Florida 1.57%
6. Idaho 1.55%
7. Arizona 1.52%
8. Colorado 1.26%
9. Utah 0.96%
10. Illinois 0.88%



NEW BROCHURE PANEL

**SAN
JUAN
ISLANDS
MAPS
INSIDE!**

**SET YOUR MIND
TO ISLAND TIME...
Year-Round**

With mild winters and a temperate spring and fall, the San Juan Islands are a year-round destination. Come and enjoy these top ten+ reasons to visit each season.

SPRING – Outdoor Adventures Abound

- Whale & wildlife watching
- Sea kayaking & sailing
- Biking & wildflower hikes
- Farmers markets
- Golfing (three golf courses)
- Community theatre musicals
- Art walks
- Tour de Lopez

SUMMER – Paradise in the Pacific Northwest

- Camping & hiking
- Whale & wildlife watching
- Sea kayaking (ask about bioluminescence tours)
- Biking, boating & stand-up paddling
- Artist studio tours & farmers markets
- Swim in Cascade Lake in Moran State Park
- Beach strolls & stunning sunsets

FALL – Savor the San Juans Farm & Film Fests

- Farm tours & farmers markets
- Farm-to-table dining
- Wine & "local liquid arts" tasting (beer, cider, spirits)
- Fall foliage & forest bathing
- Friday Harbor & Orcas Island Film Festivals
- Whale & wildlife watching
- Sea kayaking, biking & boating

WINTER – The Quiet Season

- Relaxing spas
- Cozy lodging & dining
- Boutique shops & holiday artisan markets
- Art walks, art classes & museums
- Birding
- Stargazing in dark skies
- Beach strolls, storm watching & forest bathing
- Mountain biking & 25/50/100K trail runs in Moran State Park

Learn more at [VisitSanJuans.com/seasons](https://www.VisitSanJuans.com/seasons)

Watercolor: Kristy Gjesme
Cover photo: Robert Demar Photography
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2024 LEADERSHIP

BOARD OF DIRECTORS

ANTHONY ROVENTE

President
The Edenwild Boutique Inn, Lopez Island

LYDIA MILLER

Vice President
Pebble Cove Farm, Orcas Island

ANNA MARIA DE FREITAS

Treasurer/Secretary
Harrison House/Tucker House/Coho Restaurant, San Juan Island

LAURA SACCIO

Earthbox Inn & Spa/Bird Rock Hotel
San Juan Island

JEFF FRIEDMAN

Outdoor Recreation/Watchable Wildlife/PWWA Rep/Maya's Legacy
San Juan Island

KENDRA SMITH

SJ County Dept. of Environmental Stewardship & Terrestrial Managers Rep

AMANDA ZIMLICH

Otter's Pond B&B, Orcas Island

BECKI DAY

San Juan Island Chamber Director

CAREY ESKRIDGE

Orcas Island Chamber Director

ANDREA HUSS

Lopez Island Chamber Director

GRETCHEN BAILEY

SJC Economic Development Council

STAFF

DEBORAH HOSKINSON

Executive Director

AMY NESLER

Communications & Stewardship Manager

ANNESA KNOWLES

Visitor & Member Services Manager

MADISON WEST

Digital Marketing & Outreach Manager

AGENCIES/PARTNERS

The Communications Group
Drozian Webworks
Robert S. Harrison Photography
Kevin D'Haeze, Spectro Video
Orcas Photo & Video

MEMBER MARKETING, SUPPORT & ADVOCACY

Being a partner to small businesses and non-profits means being proactive, supportive, and invested in the community. We hold brown bag lunch meetings on each island every spring and fall to gather input from our members. We strive to be an advocate for the Islands' vital and vibrant hospitality industry by providing an expansive platform to promote their services via our website, social media, media relations, travel trade, etc., as well as working to identify ways in which we can all collaborate to develop a sustainable economy, best represent our destination, and inspire mindful visitors.

MEMBERSHIP: BUSINESSES & NON-PROFITS



224
MEMBERS
ON 3 MAIN
ISLANDS



16
NEW
MEMBERS



67
MEMBER
NEWSLETTERS
& ACTION ITEMS

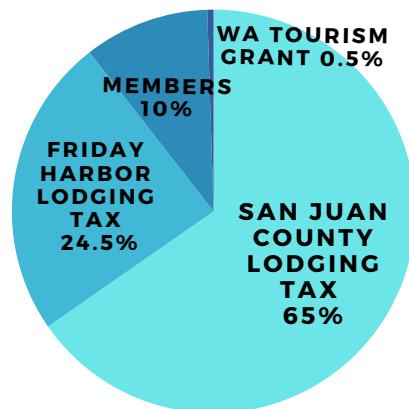


We exhibit at the Seattle Wedding Show each winter on behalf of our members.



OUR 2024 FUNDING MIX

Our annual County and Friday Harbor lodging tax funding has been based on the previous years' collections -- paid by visitors. In our beginning, in 2003, in partnership with county lodgings and the 3 Chambers, we asked the County to begin collecting a "new" 2% lodging tax to fund our work as well as the 3 Chambers' Visitor Information Centers. Lodging tax collections also help fund museums (historical, art, Whale), community theatres/centers, farmers markets, the arts, county parks and fair, film fests, events, trail maintenance, stewardship projects, and more. We supplement our annual County/Friday Harbor lodging tax funding with membership dues, website advertising fees, and State of Washington Tourism grants, when available.



-- IN CONCLUSION --

2024 was a difficult year for our members, likely due to consumer fatigue and frustration with ongoing ferry challenges. Moving forward, we will continue to be thoughtful and strategic with our marketing and stewardship messaging as we maintain our focus on responsible, sustainable tourism. We highly support a diversified economy, including the Islands' hospitality industry which we believe should be respected and nurtured. *Balance is the key, so these beautiful Islands can be enjoyed by residents, wildlife, and visitors for generations to come.*