



# 2024 SEMI-ANNUAL REPORT

## DESTINATION MARKETING & VISITOR EDUCATION

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.

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 tax, and "subsidize" a variety of restaurants, retail shops, and other businesses and non-profits that couldn't survive year-round via residents alone.

Visitor spending 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, and so much more.



## 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 have 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 the quality of our natural and beautiful environment.*

## 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.

## 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 225 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 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' successful 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 that 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

## PARTNERSHIPS WITH THE THREE CHAMBERS OF COMMERCE

As a Destination Marketing & Management Organization (DMMO), we help inspire responsible travel to the San Juan Islands via stewardship-oriented messaging on our website, travel brochure, advertising, social media, communications with writers and editors, etc. The three island Chambers of Commerce operate Visitor Information Centers and assist visitors once they arrive, in addition to doing their important Chamber work. All three Chamber Directors have permanent seats on our Board of Directors which allow them to be part of the decision-making process regarding the work we do on behalf of San Juan, Orcas, and Lopez Islands.

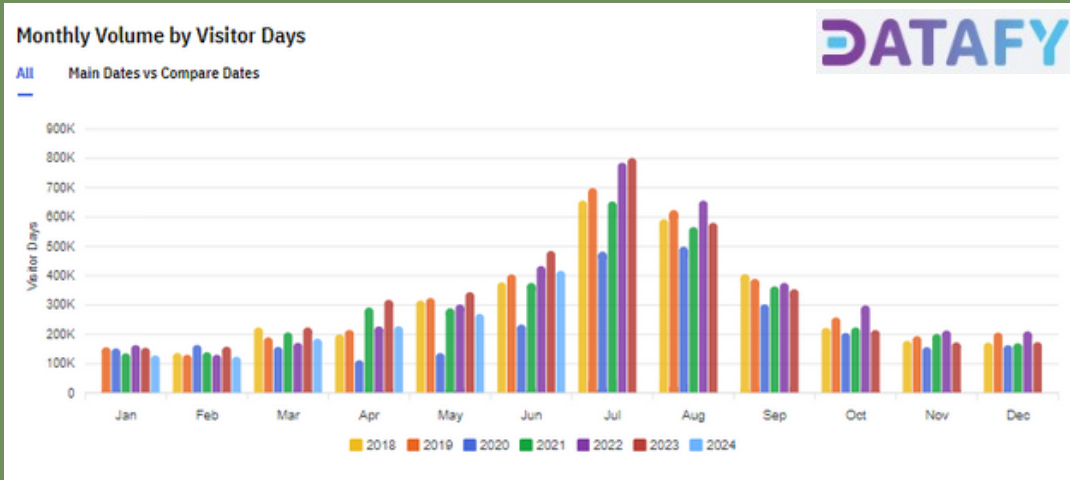
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## 2024 VISITOR STATISTICS & ECONOMIC IMPACT DATA

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 (thru June 2024)



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 have been down since August 2023. January through June 2024 visitor trips were down -20.7% when compared to the same period last year. Visitors from our top two markets, Washington and Oregon, were down -21.4% and -13.8% respectively. This may likely be related to WA State Ferries' challenges and negative news which Seattleites and Washingtonians are reading. In the past, approx. 73% of our visitors have been from Washington State.

APRIL 10, 2023 | The Seattle Times | Northwest

#### Hawaii is Seattle's ninth most popular vacation spot

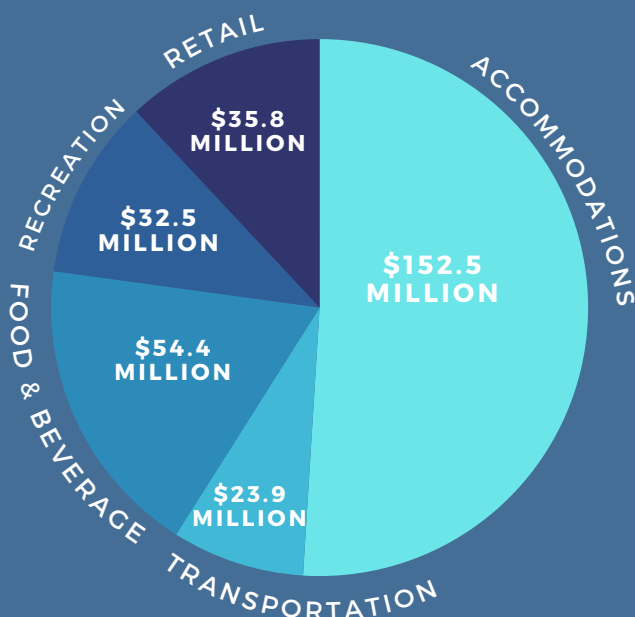
Nearly 8% of Seattle-area adults, or around 350,000 people, visited Hawaii in the past 12 months — the ninth most popular destination for stays of at least one night.

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%

Source: Nielsen Prime Time  
Reporting by GENE BALK, graphic by MARK NOWLIN / THE SEATTLE TIMES

The San Juan Islands were 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.

## Economic Benefits of Tourism



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!



Source: Tourism Economics  
2023 is the latest data available



## SUPPORTING OUR ECONOMY VIA DESTINATION MARKETING

Our marketing efforts—to help support and strengthen the Islands' year-round tourism economy, 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 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

"PAID"

EXAMPLES OF OUR WINTER & SPRING ADS



During spring we also ran "Getting Here is Half the Fun" ads to help offset the negative news from the Ferries. The Town of Friday Harbor granted an extra \$20,000 in funding to do so. We garnered approximately 5,538,667 online ad impressions in the Seattle area from January through June.

### 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.

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

**\$4.1 MILLION**  
MEDIA ADVERTISING  
EQUIVALENCY VALUE

**995 MILLION REACH**  
VIA CISION + PRINT & ONLINE  
TRACKED TRAVEL ARTICLES

**10**  
HOSTED MEDIA  
GUESTS &  
CREATORS

**285**  
ISLANDS MENTIONS IN  
PRINT & ONLINE  
ARTICLES

Among the press trips we've helped host this year so far, two writers were on assignment for WA 1889 magazine, and one for Wanderlust, a UK travel magazine.



San Juan Islands!

### NOTABLE MEDIA FEATURING THE ISLANDS:

Seattle magazine, Conde Nast Traveler, Seattle Refined, Sunset, Travel+Leisure.com, LonelyPlanet.com, and Mutual of Omaha's Wild Kingdom



# 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



## 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.

### How to Love It 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.



#### Plan Ahead

Book ferries and accommodations early, and consider visiting in the shoulder seasons or during the week for the best island experience.



#### Conserve Water

On an island, water is everywhere. But fresh water is always at a premium. With lower rainfall from May to October, our water supply is not recharged during the summer. Conserve when you can, keep showers short, and shut off the tap instead of letting it run.



#### Tread Lightly

Stay on established trails, campsites, and parking spots. Erosion happens quickly. It's not only unattractive, it can affect the local ecosystem.

### How to Love Wildlife Like a Local

Our wildlife is precious to us and we want to keep them wild. We know that this is their home, too, and we must work to protect their way of life. This is why we don't feed the foxes and maintain a safe distance while watching them. When on the water, we know to give marine life plenty of space to forage, play, and communicate with each other by being "whale wise."



#### Protect the Foxes



#### Respect Wildlife



#### Support the Orcas

## BY THE NUMBERS

**10,100 VISITS**  
TO OUR  
"LOVE IT LIKE A  
LOCAL" RESPONSIBLE  
TRAVEL HUB

**1,215 VISITS**  
TO OUR  
"RESPONSIBLE WILDLIFE  
WATCHING" PAGE

**1,433 VISITS**  
TO OUR  
"SAN JUAN ISLANDS  
PLEDGE" PAGE

**341 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

- New poster with QR code distributed to parks & campgrounds
- 175 booklets/cards/coasters distributed to businesses
- 1000+ on WSF vessels and Anacortes terminal
- Digital guide: 5,677 views

### PARTICIPATING IN THE CONVERSATION

- Partnering with County Dept. of Environmental Stewardship on stewardship-related actions from the SJIs Destination Management Plan

### SOCIAL & EARNED MEDIA

- Communications/Stewardship Manager assisted writer with story about orcas in the Salish Sea in WA 1889 magazine
- Collaborated with content creator in June on Orca Month posts



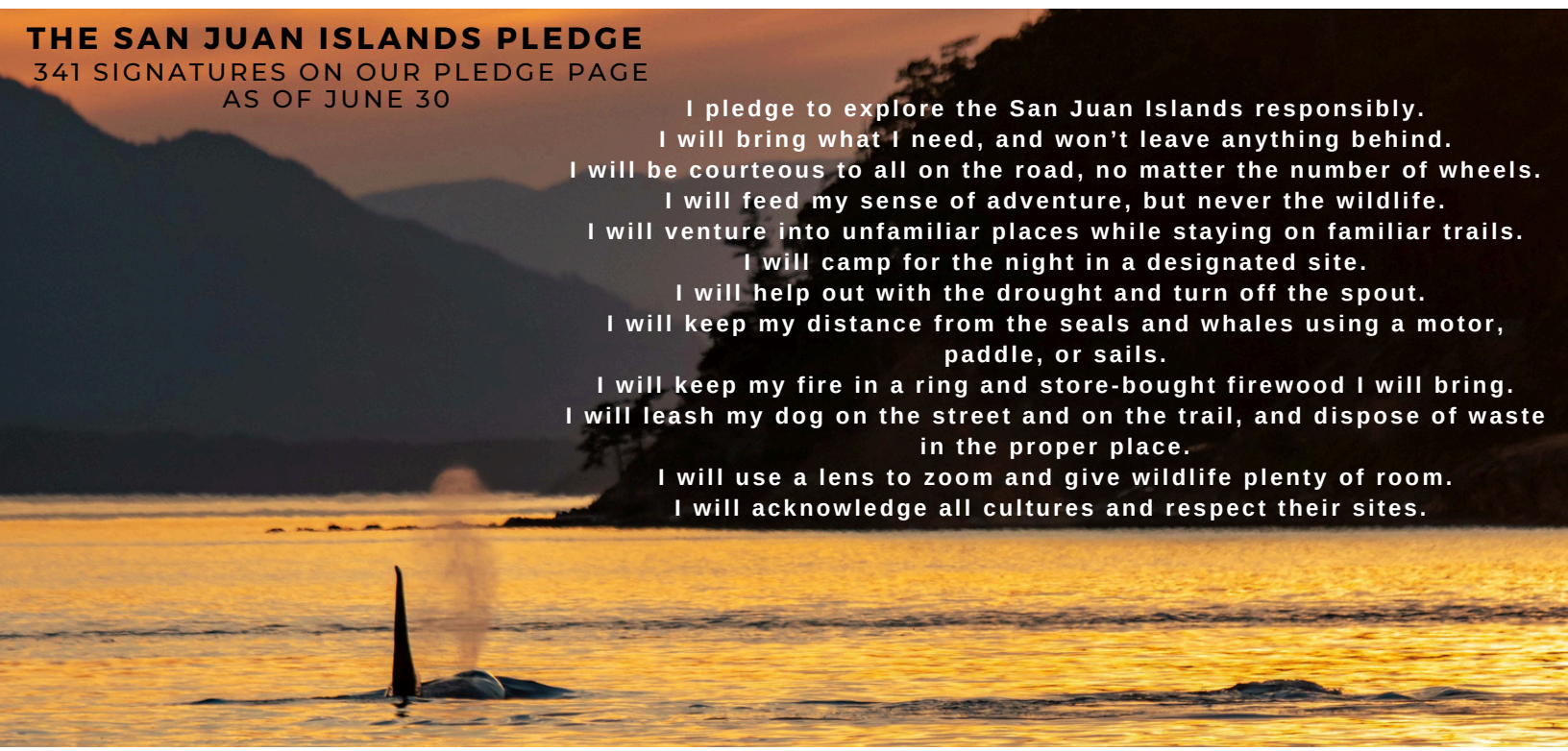
### NEW WHALE & WILDLIFE VIDEO

- BALANCED MESSAGE BETWEEN VESSEL AND SHORE-BASED VIEWING



## THE SAN JUAN ISLANDS PLEDGE 341 SIGNATURES ON OUR PLEDGE PAGE AS OF JUNE 30

- 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.





## 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 (Anna)
- 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, 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're 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 are 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.

### "IDEA" VIA MEDIA RELATIONS

- Hosted Seattle-based couple Traveling While Black on Orcas Island, who rate destinations based on how welcome they feel as Black travelers. They gave Orcas Island a 5 out of 5!
- Advertised in the 50th Anniversary edition of the Seattle Pride Guide and *Seattle Gay News*

### SUPPORTING OUR COMMUNITY

- Communications/Stewardship Manager is part of local Tribal Engagement Charter Workgroup
- Staff volunteered at San Juan Island Pride Festival

### "IDEA" ON OUR WEBSITE

1,700 VISITS

TO OUR "ACCESSIBLE SAN JUANS" WEB PAGE





## 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, etc.



### TRIP PLANNING, INSPIRATION & EDUCATION



**637,501**  
WEB SESSIONS  
+3.8% YOY  
VISITSANJUANS.COM



**21,576**  
E-NEWSLETTER  
SUBSCRIBERS  
+7.3% SINCE DEC.

### SOCIAL MEDIA ("OWNED")



**25,205**  
FOLLOWERS  
+1.5% SINCE DEC.



**14,300**  
FOLLOWERS  
+9% SINCE DEC.



**4,953**  
FOLLOWERS  
-0.34% SINCE DEC.

### ENGAGING WITH POTENTIAL VISITORS



**337**  
PHONE  
CALLS  
-7.4% YOY\*



**282**  
EMAILS  
RECEIVED  
-32% YOY\*



**4,478**  
BROCHURES  
MAILED  
-10% YOY

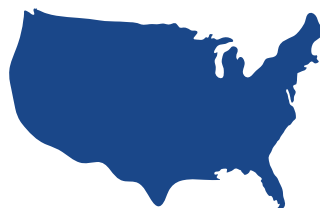
**60,500**  
BROCHURES  
PRINTED TO BE  
DISTRIBUTED  
VIA MAIL,  
RACKS, ETC.

\*Negative numbers re: phone calls and emails aren't alarming since more people are ordering travel brochures directly from our website, however, requests have been down since May

### WHERE WERE OUR JAN. - JUNE VISITORS FROM?

Top states according to Datafy

1. Washington 68% (-21.4% YOY)
2. California 5% (-5.2% YOY)
3. Oregon 4.89% (-13.8% YOY)
4. Texas 2%
5. Idaho 1.55%
6. Florida 1.4%
7. Arizona 1.27%
8. Colorado 1.25%
9. Utah 0.84%
10. Illinois 0.83%



### 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

#### ANNA ERICKSON

Digital Marketing & Outreach Manager

### AGENCIES/CONSULTANTS

The Communications Group

Drozian Webworks

## MEMBER MARKETING, SUPPORT & ADVOCACY

Being a partner to small businesses and non-profits means being proactive, supportive, and invested in the community. We strive to be an advocate for the Islands' tourism industry by providing an expansive platform to promote their services via our website, social media, media relations, etc., as well as working to identify ways in which we all can collaborate to develop a sustainable economy, best represent our destination, and inspire mindful visitors.

### MEMBERSHIP: BUSINESSES & NON-PROFITS



**225**  
MEMBERS  
ON 3 MAIN  
ISLANDS



**11**  
NEW  
MEMBERS

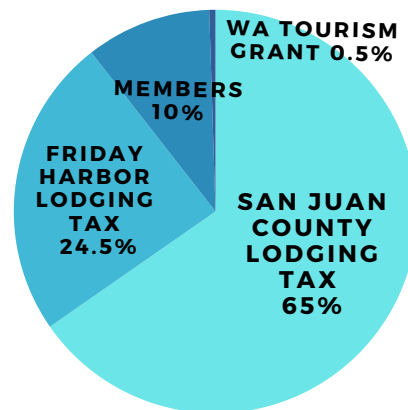


**41**  
MEMBER  
NEWSLETTERS  
& ACTION ITEMS



### OUR FUNDING MIX

Our annual County and Friday Harbor lodging tax funding is based on the previous years' collections -- paid by visitors. In our beginning, in 2003, in partnership with county lodgings, 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.



### IN CONCLUSION

We will continue to be thoughtful with our marketing and stewardship messaging as we maintain our focus on responsible, sustainable tourism. *Balance is the key, so that these beautiful Islands can be enjoyed by residents, wildlife, and visitors for generations to come.*