



2025 SEMI- ANNUAL REPORT

**Destination
Marketing &
Management via
Visitor Education**

Photo by Robert Demar

Photo by Theo & Olaf
(@olafthesnowbear,
a pet influencer)

"Take only memories, leave only 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, an Oxford economics company, reveals that visitors spent \$313.3 million in the San Juans in 2024 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 and lodging tax, and "subsidize" a variety of restaurants, retail shops, and other businesses and non-profits which could not survive year-round via residents alone.

Visitor spending, sales tax, 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 & Friday Harbor 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 maintain 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 on Lopez, Orcas, and San Juan Islands.

WHAT WE DO

1. ECONOMIC DEVELOPMENT VIA DESTINATION MARKETING

- Focus on spring, fall, and winter visitation to help 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 240+ 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' 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 which 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

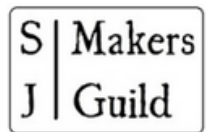
Educate visitors about the Islands' sustainable, responsible & regenerative tourism principles, and how we can live, work, and play in harmony with nature

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

OUR PARTNERSHIPS WITH LOCAL ORGANIZATIONS

Tourism impacts many Islands' organizations' missions, and as a result, various staff communicate and partner with various organizations and committees, with the end goal being responsible, sustainable tourism. Here are examples of some of our partners.



All three Chamber 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 have a representative from the San Juan County EDC on our board. In addition, we hold lunch meetings on each island every spring and fall to gather input from our members.



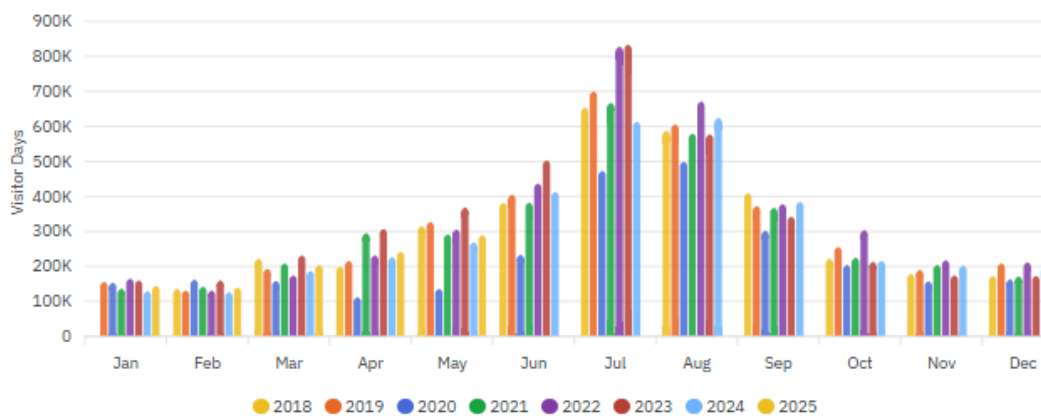
VISITOR STATISTICS & ECONOMIC IMPACT DATA

Tourism is an integral sector of our County's economic base. According to Tourism Economics, in 2024 visitors "imported" \$313.3 million dollars, spending them on lodging, food & beverage, recreation, retail, and transportation. These "new" dollars circulate throughout our Island communities. In addition, sales & lodging tax -- collected from visitors -- helps fund many community services and assets like parks, museums, community theatres, farmers markets & more.

Feb. 2018-May 2025 Visitor Days on Lopez, Orcas & San Juan Islands

Monthly Volume by Visitor Days

All Main Dates vs Compare Dates



Note: These numbers represent "visitor days" not "number of visitors" through May, the latest data available. Datafy tracks people who live 20+ miles from the San Juans via their mobile devices and credit cards. Anyone from Anacortes and beyond is a visitor. International visitors & second homeowners are not tracked. Visitor numbers began dropping in August 2023, then began rising in August 2024. This is likely due to negative news about ferry challenges.

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.

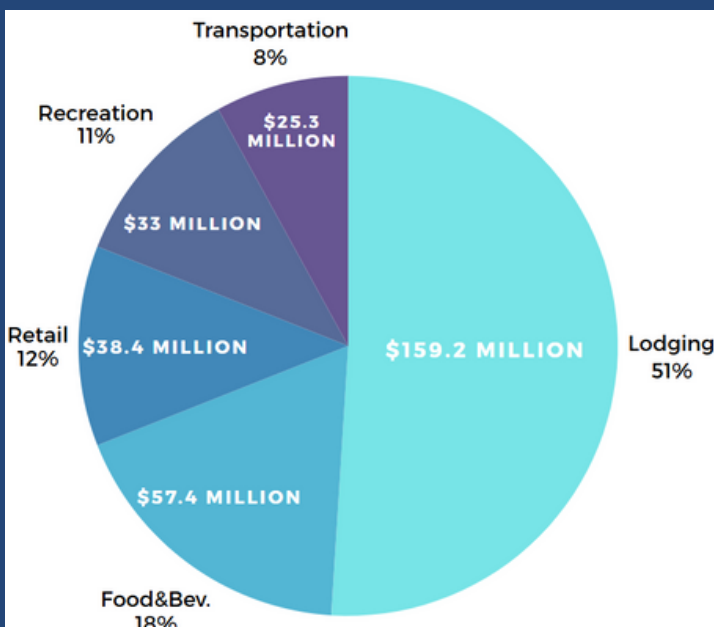
OVERNIGHT DESTINATION	NUMBER OF PEOPLE	PERCENT OF SEATTLE-AREA ADULTS
1. Washington Coast	899,564	20.1%
2. Oregon Coast	638,568	14.3%
3. Leavenworth	628,016	14.1%
4. Portland	615,108	13.8%
5. Idaho	450,050	10.1%
6. Las Vegas	448,023	10.0%
7. Lake Chelan	377,704	8.5%
8. Spokane	368,466	8.2%
9. Hawaii	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 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.

Economic Benefits of Tourism



Source: Tourism Economics
2024 is the latest data available



Visitors spent **\$313.3 MILLION** in San Juan County in 2024



Tourism accounted for **\$77.7 MILLION** in jobs & business owner earnings



Visitors contributed **\$10.7 MILLION** in local sales tax revenue

Which resulted in **\$2,773** in tax savings per local household, the highest in the state!





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.



JANUARY-JUNE ADVERTISING EXAMPLES

"PAID"

Embrace winter's quiet beauty. Stroll on the beach, unwind in cozy restaurants & lodging, and savor every moment.



visitsanjuans.com
Slip Away for a Cozy Getaway

Learn more



Plan a Cozy Getaway

Embrace winter's quiet beauty, unwind & rediscover yourself.

San Juan ISLANDS

LEARN MORE

Lopez Island • Orcas Island • San Juan Island / Friday Harbor



Slip Away for a Cozy Getaway

Quiet beaches, watchable wildlife, cozy lodging, dining & half the rain of Seattle.

San Juan ISLANDS

LEARN MORE

Lopez Island • Orcas Island • San Juan Island / Friday Harbor



This spring come see where natural beauty, whales, wildlife, and calm culture come together. A place to cherish.



visitsanjuans.com

Find Wonder in the San Juan Islands

Learn more



Find Wonder Everywhere You Look

Spring in the San Juan Islands: Outdoor activities abound. Pebbled beaches, wildflowers in bloom, diverse wildlife, and natural beauty. Come to the Islands and be wonder-filled.



VisitSanJuans.com

San Juan ISLANDS

Orcas Island • Lopez Island • San Juan Island / Friday Harbor



Step Outside. The Islands Are Waiting.

San Juan ISLANDS

PLAN YOUR VISIT

Lopez Island • Orcas Island • San Juan Island / Friday Harbor

We work with a Seattle-based ad firm – in our target market – to design our seasonal ads.

INDIVIDUAL ISLAND ADS



Lopez Island's natural beauty and quality of life are perfect for travelers looking to enjoy the simplicity of island life.



visitsanjuans.com

Embrace a Slower Pace

Learn more



A magical mix of stunning shorelines, lush forests & charming villages with art galleries, restaurants, boutiques, bakeries and more.



visitsanjuans.com

A Beautiful Day on Orcas Island

Learn more



Discover something new around every bend in Friday Harbor and on San Juan Island.



visitsanjuans.com

Rich with artists, chefs, museums...

Learn more

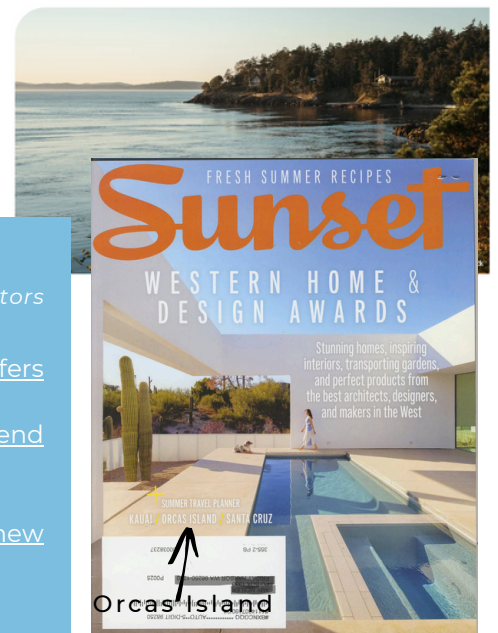
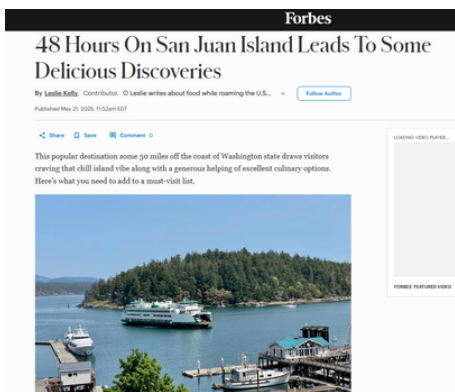
MEDIA RELATIONS

"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 evaluate 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 the first half of 2025 was 17.

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



NOTABLE MEDIA FEATURING THE ISLANDS

The articles below were published in 2025 and are the result of a press trip or other Visitors Bureau assistance since 2020.

- NBC Right Now [As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views](#), June
- Sunset [This Underrated Island in the Pacific Northwest is the Perfect Weekend Getaway](#), June (Orcas Island)
- Forbes [48 Hours on San Juan Island Leads To Some Delicious Discoveries](#), May
- Toronto Star [I went cycling on a peaceful archipelago where you can bike a new island each day - and it's close to Canada](#), January (All San Juans)

TRAVEL TRADE "FAM" TOURS

Since we have a relatively small DMMO budget, we don't have funding to promote the Islands to international visitors like other Washington, etc. DMMOs. Instead, we partner with State of Washington Tourism which includes us in market-appropriate "familiarization" (FAM) tours. This spring we hosted travel trade from France and India, who will introduce the Islands to their clients.



BY THE NUMBERS:

10
HOSTED MEDIA
GUESTS

404
ISLANDS MENTIONS IN
PRINT & ONLINE ARTICLES

5,456,181,161 REACH
VIA CISION + PRINT & ONLINE
TRACKED TRAVEL ARTICLES

\$ 4,116,507
MEDIA ADVERTISING
EQUIVALENCY VALUE

E-NEWSLETTER & SOCIAL MEDIA EXAMPLES & COLLABORATIONS


"OWNED"

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.

CONTENT CREATOR COLLABORATIONS

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


- We support creator partnerships at various levels:
 - Trade collaborations (covering expenses in exchange for content).
 - Assisting members who request help with hosting a creator with additional expenses, such as ferry fare.
 - Paid collaborations that cover expenses and include a creator fee.
- Traveling While Black finished their San Juan Islands series with their visit to Lopez in April. The video was posted a month ago and already has 5K views.
- Trans creator Luke Pearson came to Friday Harbor with wife Kelsey in May. Between them, they've each posted a Highlight Reel and 8 videos with over 975k views combined!



He put together the perfect trip! Thank you @lukesandkelsey @visitsanjuans

1K 23 37 52

195,012 Views
1,139 Interactions




how to spend a weekend on
ORCAS ISLAND

Island from Seattle.

6.8K 49 4.5K 3.5K

212,236 Views
14,009 Interactions

@VISITSANJUANS ON SOCIAL MEDIA



Visit San Juans
Posted by Madison West
Mar 24 · 🌐

There's nothing quite like the feeling of being on top of Mount Constitution on Orcas Island 📍


Views from Mount Constitution
Orcas Island, WA 📍

See insights and ads Boost post


1.7K 42 comments 91 shares 205K views

CONSUMER E-NEWSLETTER

Our consumer e-newsletter is sent monthly to over 23,000 subscribers and features content such as travel tips, events, fun things to do in the Islands, stewardship messaging, and more.



visitsanjuans
San Juan Islands



View insights Boost post

313 1 16

Liked by naturalistatheart and others

visitsanjuans Witness Orcas in their natural habitat when you book your spring getaway to the San Juan Islands. Experience the incredible variety of wildlife that call... more

pacificwhalewatch Wow, AMAZING picture!

April 11



Lopez Island Orcas Island San Juan Island / Friday Harbor

Plan Your Summer Getaway



Summer fun feels endless in the Islands. Spot **whales and wildlife**, explore by **kayak or bike**, enjoy **island-grown meals**, and unwind by the water. Help keep the Islands beautiful for generations to come by following our **Leave No Trace Principles**.

Book Your Stay

June is "Orca Action" Month



BY THE NUMBERS:

10
CREATOR
PARTNERSHIPS

2,326,706
CREATOR COLLAB
VIEWS

128,755
CREATOR POST
INTERACTIONS

23K
E-NEWSLETTER
SUBSCRIBERS



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

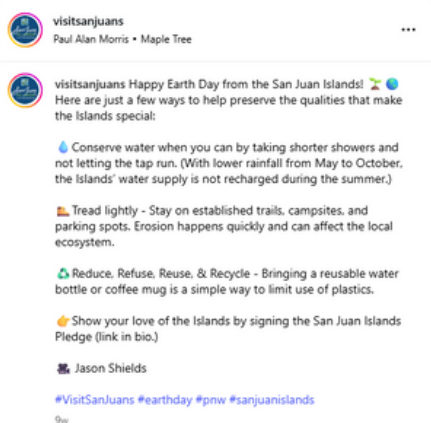
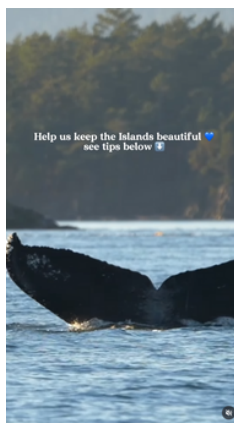
Loving the Islands like a local can mean many things — bringing a reusable water bottle, joining a work party or other volunteer event, driving carefully on narrow island roads, and everything in between. The beauty of the Islands is meant to be shared and locals urge you to learn the history of this 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.

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."



SAMPLE SOCIAL POSTS FROM OUR CHANNELS & COLLABORATORS



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:

6,756 VISITS
TO OUR
"LOVE IT LIKE A LOCAL"
RESPONSIBLE TRAVEL HUB

1,098 VISITS
TO OUR
RESPONSIBLE WILDLIFE
WATCHING PAGE

1,266 VISITS
TO OUR
VOLUNTEER
VACATIONS PAGE

391 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
- 160 booklets distributed to businesses Jan.-June
- New posters now available for businesses
- 5,000+ rack cards on WSF vessels and in Anacortes terminal
- Digital guide on our website: 1,200 views in 2025 to date



STEWARDSHIP GUIDE SOCIAL MEDIA TOOLKIT

New in 2025! We received a \$20,000 grant from State of Washington Tourism, and we matched it with \$2,000, to create a digital toolkit in both English and Spanish to help promote the Stewardship Guide! Available [HERE](#)
Coming Soon! - A video series highlighting the main themes from the Guide.



EARNED MEDIA

- Family travel writer with Seattle Refined participated in the spring Great Islands Cleanup on Orcas Island
- Journalist for the AP wire service writing about "coolcations" highlighted how sense of place influences San Juan Island sustainability efforts

Outside

You Deserve Your Vacation. What if It Also Made You Live Longer?

These are our favorite healthy trips in North America, from a desert hot-springs lodge to a quiet island off the Pacific Coast.

.....
yahoo!/creators

Top 10 Birdwatching Destinations Across the U.S.

Explore the Best Birdwatching Spots Across the U.S. for an Unforgettable Avian Adventure

.....
f x

SF WEEKLY

ULTIMATE ENTERTAINMENT GUIDE
EVENTS | MUSIC | DINING | FILM | ART | STAGE | OUR PARTNERS

As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views

ASHLEY WALL | June 30, 2025

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.

391 SIGNATURES
ON OUR PLEDGE
PAGE AS OF
JUNE 30





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)
- San Juan Island Chamber of Commerce Board (Deborah)
- Orcas Island Chamber of Commerce Board Advisory Member (Madison)
- SJIs WSF Schedule Update Task Force (Deborah & Laura Saccio, Board Member)
- Farm Tours Planning Committee (Madison)
- 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 hosted a monthly cleanup at Jackson Beach in partnership with Plastic Free Salish Sea
- For the eighth 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."
- We contributed an article to Sound Publishing's Destination San Juans guide about the diversity of wildlife in the archipelago and best practices for respectful viewing.

"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'Hanea

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.

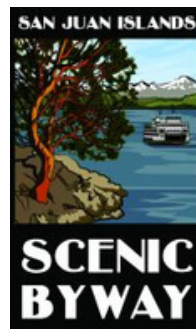
TRIP PLANNING, INSPIRATION & EDUCATION



581,148
WEB SESSIONS
-8.8% YOY*
VISITSANJUANS.COM



23,483
E-NEWSLETTER
SUBSCRIBERS
+8.8% YOY



TOP 10 WEBPAGES

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

We created, manage, and market the San Juan Islands Scenic Byway, which includes routes on Orcas and San Juan Islands. We chaired a steering committee from 2005-2016.

*Most websites are experiencing declining traffic due to a combo of rise in AI & changes in search engine algorithms.

SOCIAL MEDIA ("OWNED")



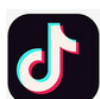
25,880
FOLLOWERS
+2.7% YOY



17,421
FOLLOWERS
+21.8% YOY



4,733
FOLLOWERS
-4.4% YOY



2,065
FOLLOWERS
+95.5% SINCE DEC.

ENGAGING WITH POTENTIAL VISITORS



245
PHONE
CALLS
-27% YOY*



164
EMAILS
RECEIVED
-41% YOY*



3,597
BROCHURES
MAILED
-19% YOY*



42,500
BROCHURES
PRINTED TO BE
DISTRIBUTED

*Negative numbers re: phone calls and emails aren't alarming since more people are ordering travel brochures directly from our website. However, all requests have been down this year, likely due to political and economic uncertainty, and perhaps ferry challenges.

WHERE WERE OUR JAN.-JUNE VISITORS FROM?

Top states according to Datafy

1. Washington 60.1% (-3.3% trips YOY)
2. Oregon 6.1% (+0.3% trips YOY)
3. California 5.5% (-0.3% trips YOY)
4. Texas 2.1%
5. Idaho 1.9%
6. Arizona 1.5%
7. Florida 1.5%
8. Colorado 1.4%
9. Georgia 1.1%
10. Utah 1%



BROCHURE PROMOTES 4 SEASONS

**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

Watercolor: Kristy Gjesme
Cover photo: Robert Demar Photography
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2025 LEADERSHIP

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Executive Director

AMY NESLER

Communications & Stewardship Manager

ANNESA KNOWLES

Visitor & Member Services Manager

MADISON WEST

Digital Marketing & Outreach Manager

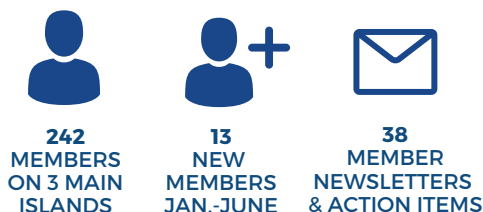
AGENCIES/PARTNERS

The Communications Group
Drozian Webworks
Kevin D'Haeze, Spectro Video
Photographers: Robert S. Harrison,
Robert Demar & Chris Teren

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 Lopez, Orcas & San Juan Island each 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

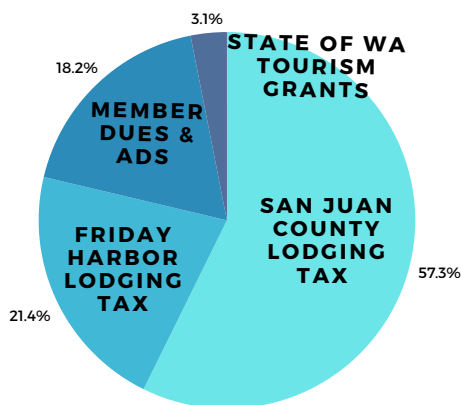


We exhibit at the Seattle Wedding Show in Jan./Feb. on behalf of our members.



OUR 2025 FUNDING MIX

Our members rely on a "healthy" budget for their DMMO because they have limited marketing budgets and "a rising tide lifts all boats." Our annual County and Friday Harbor lodging tax grants are funded by visitors and are determined by the Lodging Tax Advisory Committees and County/Town Councils. This year we have -\$46,000 less in County LTAC funding, and -\$20,000 less in Town LTAC funding compared to last year. Lodging tax collections also help fund museums (historical, art, whale), community theatres/centers, farmers markets, the arts, county parks & 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 --

The first half of the year has been challenging for many members, however, they're looking forward to a promising July & August. 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. *Balance is the key, so these beautiful Islands can be enjoyed by residents, wildlife, and visitors for generations to come.*