



# 2025 ANNUAL REPORT

Destination Marketing  
& Management via  
Visitor Education  
- Highlights -

Photo credit:  
Stephanie Forrer

*"Take only memories, leave only footprints."*  
Chief Seattle

# HISTORY & PURPOSE OF THE SAN JUAN ISLANDS VISITORS BUREAU

*We serve San Juan County residents by helping to strengthen hospitality-oriented small businesses and non-profits -- which rely on visitors to help sustain them in order for residents to enjoy them year-round -- via our destination marketing and visitor education work. Tourism is currently the heart of the islands' economy, and we help keep it beating.*

**WHO?** – We're the San Juan Islands Visitors Bureau (SJIVB), formerly the volunteer-run Business Association of San Juan County (BASJC), formed as a non-profit, 501(c)6 economic development agency in 1999 representing Lopez, Orcas and San Juan Islands. In our beginning, it was decided that efforts and funding should be centralized into one organization representing the three, main, ferry-served islands rather than three organizations which would compete against each other. Founding board members included Roche Harbor Resort, Rosario Resort, San Juan Transit, Otters Pond B&B, and Smugglers Villa Resort. We're currently a membership organization with 221 members, however, our work provides a "rising tide which lifts all boats." Our members include restaurants, retail shops, spas, artists, makers, galleries, museums, community theatres/centers, food and beverage producers, whale and wildlife tour operators, bicycle and kayak rentals and tours, animal shelters and sanctuaries, Road Scholar, lodgings, transportation services, and more.

**WHAT?** – We're a destination marketing & management organization -- DMMO -- which promotes the three, main islands to potential eco-minded visitors via various marketing methods and stewardship/visitor education messaging. Our mission is to support a year-round visitor economy by promoting visitor-facing small businesses and non-profits mentioned above. To do this effectively, we first promote the three, unique, ferry-served islands, including the town of Friday Harbor (our lodging tax funding sources), through the lens of destination "drivers." These "drivers" include "island time," beauty and serenity, nature and wildlife, outdoor recreation, health and wellness, arts and culture, agricultural and culinary tourism, and history and heritage.

**WHEN?** – In 2002 we submitted a request and marketing plan to the County Council -- with the support of county lodgings -- asking them to begin collecting an *additional* 2% lodging tax to invest into destination marketing via our organization, as well as to invest into Visitor Information Centers run by the three island Chambers of Commerce. This was approved and we opened our office on March 26, 2003, hired a full-time executive director (who served on the board and still serves as executive director), and two, part-time visitor information services staff to answer phones and emails, who we hired from the County's Visitor Information Service (VIS) staff. The VIS was formed by the County when it began receiving a spike in phone calls and emails after the movie "Free Willy" was released. The VIS did not promote the islands -- their job was to respond to visitor inquiries and mail their "Guide to the San Juan Islands" and host a website.

**WHERE?** – A staff of four markets and provides stewardship/visitor education from an office in Friday Harbor. Staff have lived on all three islands over the years. Those on Orcas or Lopez work remotely and commute to Friday Harbor two days per week. All staff members visit current and potential members on all three islands at various times throughout the year, and we hold membership meetings on each island in the spring and fall.

**WHY?** - People have thousands of travel options, and most have limited travel budgets. Our economic development strategies entice visitors here to spend

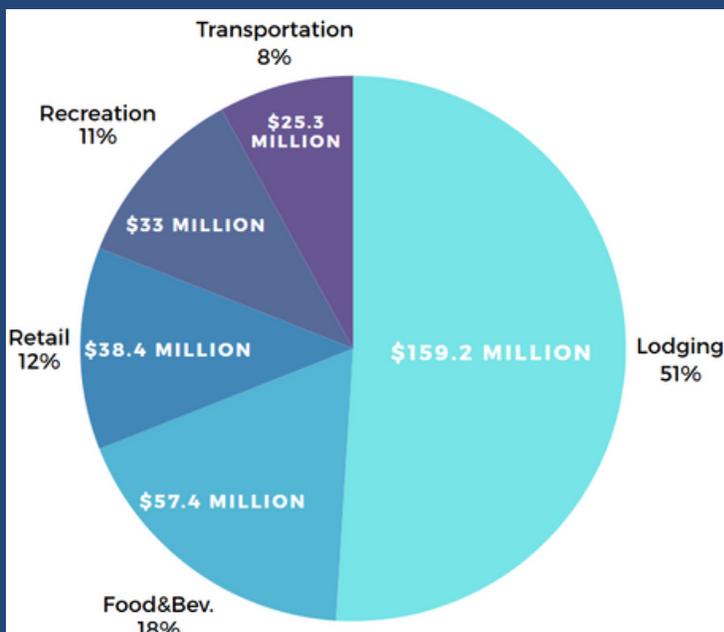
# HISTORY & PURPOSE OF THE SAN JUAN ISLANDS VISITORS BUREAU, CONTINUED

their hard-earned dollars. We focus on spring, fall and winter, although our members must “make hay while the sun shines” during summer and so we also do some marketing, and a majority of visitor education, during summer. When our small businesses and non-profits are robust, they provide trickle-down economic benefits to other small businesses/non-profits which provide services to them (such as farmers, florists, artists, etc.), as well as economic benefits to Town and County governments and residents. (See info graphic below.) Tourism is a top industry for the San Juan Islands, keeping many small businesses afloat, providing sales and lodging tax to county and town governments, and saving residents taxes. In 2024\* visitors spent \$313.3 million in San Juan County and contributed \$10.7 million in local sales tax revenue which saved each household \$2,773 in taxes, the highest in the state according to a State of WA Tourism study by Tourism Economics. Tourism accounted for \$77.7 million in jobs and business owner earnings. Additionally, in 2025, \$2,694,664 in county and Friday Harbor lodging tax was collected which benefits many non-profits via LTAC grants. (\*We'll receive 2025 economic data in May from State of WA Tourism.)

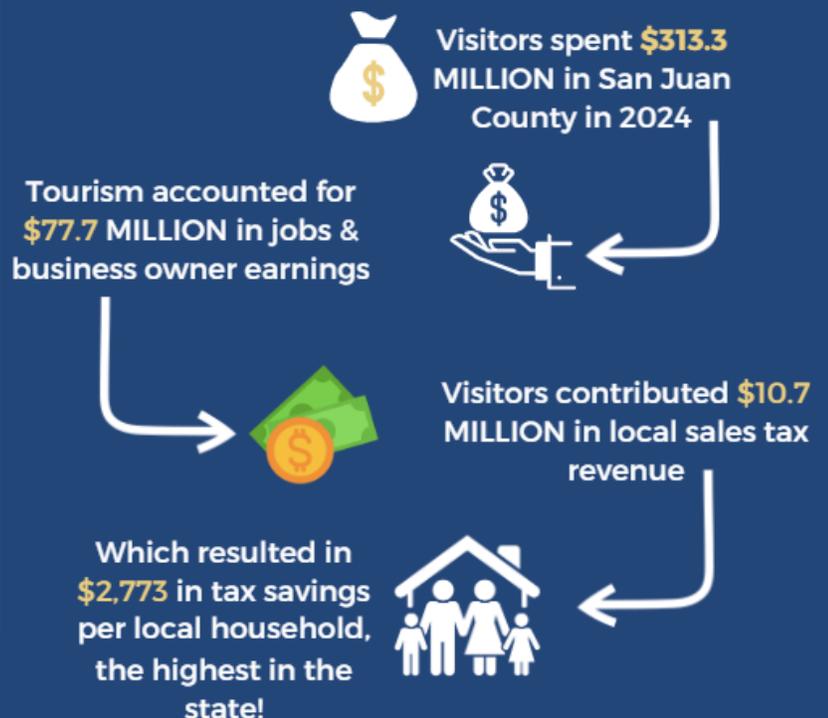
**HOW?** – We’re funded by county and Friday Harbor lodging tax, membership dues/advertising, and periodic grants from State of WA Tourism and Port of Seattle. We target eco-minded potential visitors from Bellingham to Seattle to Portland, and market to them via digital/print advertising and media relations, content creators, social media, e-newsletters, travel brochures, our website, etc. We host media, content creators and travel trade in the islands to give them first-hand experiences by partnering with lodgings, restaurants, tour operators, etc. We partner with the three Chambers of Commerce (each director has a permanent seat on our Board), as well as State of WA Tourism, Visit Seattle, and the Port of Seattle, who promote the islands to their target U.S. and international markets. Regarding visitor education, we also connect with the Stewardship Network of the San Juans, Marine Resources Committee (Be Whale Wise), and Terrestrial Managers Group which represents parks and public lands.

*Please continue reading our Annual Report to learn more about us and watch our new “white paper” video [HERE](#), found on our Membership webpage.*

## Economic Benefits of Tourism



Source: Tourism Economics  
2024 is the latest data available



# 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 25+ 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 221 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 CHAMBERS & 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.



Lopez Island  
Chamber of Commerce



ORCAS ISLAND  
CHAMBER OF COMMERCE



SAN JUAN ISLANDS  
AGRICULTURAL  
GUILD



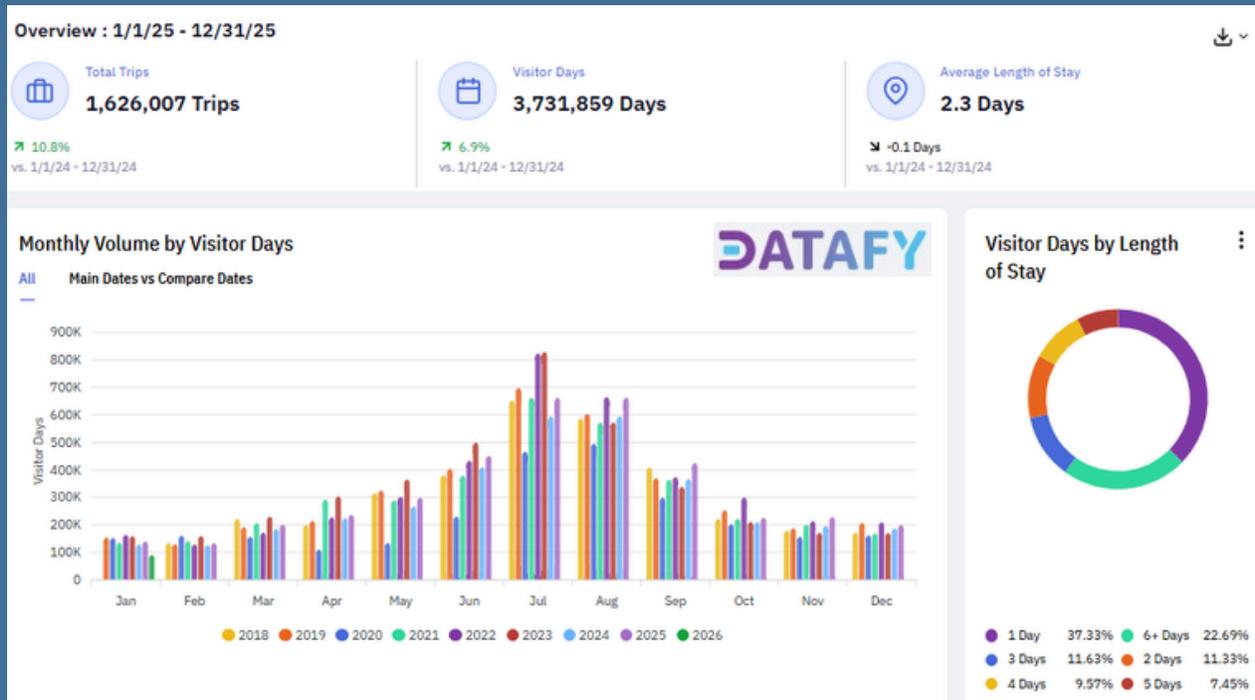
All three Chamber Directors have permanent seats on our Board of Directors, which allow them to be part of the decision-making process regarding our work on behalf of Lopez, Orcas and San Juan Islands. They have input on messaging and photos we include in our marketing regarding "their" island, from 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/centers & more.

### 2018-2025 Trips & Visitor Days on Lopez, Orcas & San Juan Islands\*



\*Note: These numbers represent "total trips" & "visitor days" not "number of visitors." There are likely at least 2 visitors per trip. 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 & delivery drivers are not tracked. See page 13 for more information re: where are visitors were from.

Tourism Indicator Statistics	2021	2022	2023	2024	2025	% Change 2024 to 2025
County Lodging Tax (3 islands total) **	\$2,374,439	\$2,274,944	\$2,202,985	\$2,084,108	\$2,092,750**	0.41%**
County Sales Tax	\$6,428,748	\$7,089,068	\$7,017,509	\$7,177,030	\$7,652,233	6.62%
Friday Harbor Lodging Tax*	\$590,373	\$621,549	\$589,570	\$555,488	\$601,914	8.35%
Friday Harbor Sales Tax*	\$1,602,100	\$1,721,792	\$1,792,376	\$1,729,532	\$1,781,465	3.00%
Lopez Island Lodging Tax	\$174,100	\$164,771	\$152,247	\$157,042	\$167,663	6.76%
Orcas Island Lodging Tax	\$1,158,252	\$1,234,711	\$1,218,788	\$1,003,665	\$954,090	-4.93%
San Juan Island Lodging Tax	\$1,008,086	\$875,460	\$831,950	\$923,399	\$970,995	5.15%
WSF Anacortes to San Juans Total Riders	1,928,441	1,890,458	1,932,543	1,919,272	1,954,626	1.84%
WSF Anacortes to Lopez Island Total Riders	300,109	295,460	306,502	306,538	310,037	1.14%
WSF Anacortes to Orcas Island Total Riders	626,425	609,951	619,601	611,335	628,546	2.81%
WSF Anacortes to FH/SJI Total Riders	876,244	869,851	897,055	889,402	898,407	1.01%

It's important to note that 2021-2023 were record-setting years due to pent-up demand for travel following 2020/COVID.

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

\*\* The SJC Chief Deputy Treasurer reported that WA DOR informed them that Sept., Oct. & Nov. 2025 lodging tax distributions were adjusted due to a series of corrections to reporting for the period spanning July 2022-Aug. 2023. This adjustment resulted in an overall reduction to the SJC lodging tax distribution totaling \$39,859.75 to correct what was overpaid in the reporting period. The reduction was split over the 3 distributions.



# 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 Seattle-Tacoma area -- while media relations, our consumer e-newsletter, and social media efforts help us reach beyond Seattle-Tacoma.

## SEASONAL ADVERTISING EXAMPLES

"PAID"



## INDIVIDUAL ISLAND ADS

Visit San Juans Sponsored

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

Visit San Juans Sponsored

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

Visit San Juans Sponsored

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

visitsanjuans.com  
Rich with artists, chefs, museums...

Learn more

## How our ads influence visitation

Based on new data from Tourism Economics, our spring-holiday digital ads, when clicked on to our website, in combination with our other web traffic, influenced 17.5K visitors which resulted in \$2.99M in direct influenced visitor spending, and \$3.82M in direct, indirect & induced influenced visitor spending. Top markets included Seattle-Tacoma, Spokane & Portland. Ads that are not clicked on also influence additional visits.



### BY THE NUMBERS:

Online Advertising Impressions 18,665,735  
Online Clicks to Website Landing Pages: 197,874

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

## 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 measure 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 for 2025 was 16. This was out of over 1,000 articles in 2025. Ninety-two articles resulted from Visitors Bureau assistance in some way, which is just over 9%, and the average score for that subset was 21.

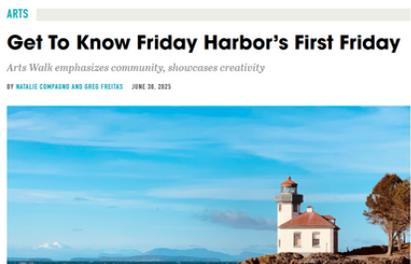
*Note: We don't pay for media coverage, nor can we control what a given outlet may print about the Islands.*



## 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.*

- Northwest Travel & Life, [The San Juan Islands in the Quiet Season](#), November (All San Juans)
- Blue Dot Living, [Traveling Lightly Over the Salish Sea](#), September
- 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)
- 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)



*The cover story in 1889's August/September issue and article in Seattle magazine about Friday Harbor's Art Walk are the result of press trips in the last couple of years, and the other two are from update requests in 2025.*

### BY THE NUMBERS:

**22**  
Hosted media guests

**56**  
San Juan Island business mentions

**54**  
Orcas Island business mentions

**12**  
Lopez Island business mentions

**1,007**  
Islands mentions in print & online articles

**92**  
Articles resulting from VB Assistance (press trips, fact-checking, etc.)

**12,624,841,462**  
Reach via print, online & tracked travel articles

**175,704,695**  
Reach via print, online & tracked travel articles from VB assistance

**\$6,461,151**  
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-Tacoma area -- while our consumer e-newsletter and social media efforts help us reach beyond Seattle.

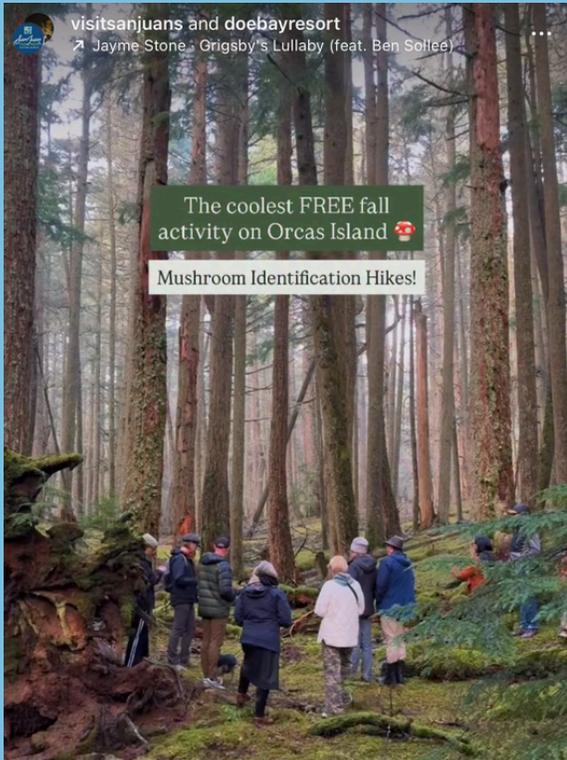
### CONTENT CREATOR COLLABORATIONS

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
- Trans creator Luke Pearson came to Friday Harbor with wife Kelsey in May. Between them, they've posted 4 Reels with over 1.6 million views combined!
- We partnered with GreenRubino and Outlook Inn to work with travel content creator Olivia Frances.

1.4K	29	56	1	68	7.2K	49	4.6K	0	3.6K
<b>214,327 Views</b>					<b>230,322 Views</b>				
<b>1,514 Interactions</b>					<b>14,117 Interactions</b>				

### @VISITSANJUANS ON SOCIAL MEDIA



### CONSUMER E-NEWSLETTER

Our consumer e-newsletter is sent monthly to over 22,000 subscribers and features content such as travel tips, events, fun things to do in the Islands, stewardship messaging, and more.



Lopez Island Orcas Island San Juan Island / Friday Harbor

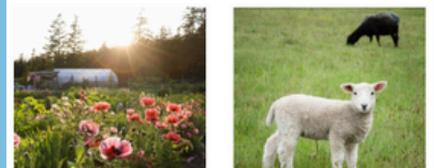
#### Savor the San Juans This Fall



Cozy season has arrived! Enjoy colorful **fall scenery**, tour **local farms**, attend two **film festivals**, taste locally crafted **beverages**, and more during the 18th annual **Savor the San Juans**.

Explore Fall Specials & Events

#### Fall Farm Tours



### BY THE NUMBERS:

<b>10</b> Creator partnerships	<b>2,383,432</b> Creator collab views	<b>131,609</b> Creator post interactions	<b>299,274</b> Member collab views	<b>10,455</b> Member collab interactions	<b>22,283</b> E-newsletter subscribers
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# 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



## SAMPLE SOCIAL POSTS FROM OUR CHANNELS & COLLABORATORS



### 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."



These two partnerships highlighted responsible pet adventuring and volunteer opportunities like Orca Recovery Day

## STEWARDSHIP OUTREACH

We work closely with local stewardship partners to help inform our messaging. Our Communications/Stewardship Manager has chaired the Stewardship Network of the San Juans, a coalition of public and private conservation-based organizations, since 2019. Members include the County Dept. of Environmental Stewardship, The Whale Museum, Friends of the San Juans, San Juan Preservation Trust, San Juan Islands Conservation District, etc. The Network's mission is to promote awareness of the Salish Sea ecosystem and our shared responsibility for its preservation and conservation by working collaboratively on education, outreach, volunteer and science initiatives like the Good Steward Awards, the Green Village at the County Fair, and the Great Islands Cleanup.

Between monthly Network meetings and other 1:1s, Amy spent 69 hours in 2025 working with these partners.



25 POSTS & COLLABS FEATURING STEWARDSHIP

17,389 VISITS

To our "Love it like a Local" responsible travel hub

4,806 VISITS

To our responsible wildlife watching pages (Be Whale Wise, etc.)

BY THE NUMBERS:

4,156 VISITS

To our responsible travel pages (volunteer vacations, etc.)

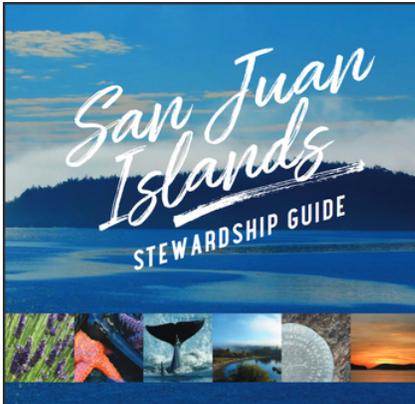
577 SIGNATURES

On our San Juan Islands Pledge



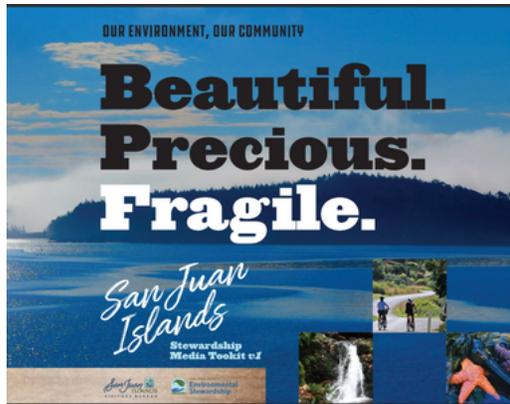
## CONTINUED RE: PROTECTING OUR ENVIRONMENT VIA STEWARDSHIP MESSAGING

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 in 2025
- New posters now available for businesses
- 5,000+ rack cards on WSF vessels and in Anacortes terminal
- Digital guide on our website: 2,000 views in 2025



### 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](#).

A video series highlighting themes from the Guide was completed in late 2025, and is available [HERE](#).



### EARNED MEDIA

- Travel writer highlighted Outdoor Odysseys' sustainable initiatives in Blue Dot Living
- Writer working on behalf of State of Washington Tourism highlighted San Juan Islands in JRNY
- Family travel writer posted about whale conservation



Traveling Lightly Over the Salish Sea



Taking collective stewardship of the State of Washington

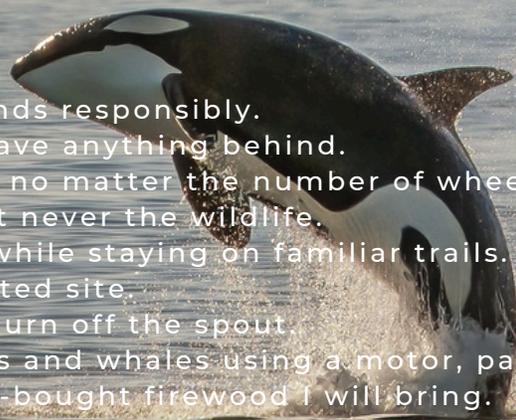


The Best Parent Guide to Whale Conservation in the San Juan Islands

### 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.

577 SIGNATURES ON OUR PLEDGE IN 2025





## 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 has been Chair since 2019)
- 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"-- since 2024.
- 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.



### BY THE NUMBERS:

- Web views for IDEA pages: 6,984
- Social posts/collabs featuring diversity: 27
- Avg. engagement on creator posts: 4.7%
- Articles from diverse sources or featuring diversity: 9

### 6 REJUVENATING WEEKEND TRIPS IN WASHINGTON THAT OFFER A BIT OF EVERYTHING



# 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 while here. When 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.



## www.VISITSANJUANS.com



1,188,250 web sessions (-1.5% YOY\*)  
 2,676,682 webpage views (-6.8% YOY\*)  
 356,487 clicks to member webpages  
 203,657 clicks to member websites  
 19,593 clicks on member ads  
 93,758 referrals to lodging members via Book Direct  
 26,351 clicks to visitor education webpages

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

## TOP 10 WEBPAGES

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

## ENGAGING WITH POTENTIAL VISITORS



454

PHONE  
CALLS

-24% YOY\*



567

EMAILS  
RECEIVED

19% YOY\*



5,875

BROCHURES  
MAILED

-19% YOY\*



42,500

BROCHURES  
PRINTED TO BE  
DISTRIBUTED\*\*

\*Negative numbers re: phone calls and number of brochures mailed aren't alarming since more people are ordering travel brochures directly from our website, emailing us, or downloading them from our website.

\*\*We also distribute brochures on the ferries, etc.

## WHERE WERE OUR 2025 VISITORS FROM?

Top states & DMAs\* according to Datafy

- |                    |                         |
|--------------------|-------------------------|
| 1. Washington 55%  | 1. Seattle-Tacoma 48%   |
| 2. California 7.5% | 2. Portland 6.5%        |
| 3. Oregon 6.7%     | 3. Los Angeles 2.5%     |
| 4. Texas 2.7%      | 4. Spokane 2.1%         |
| 5. Arizona 2.3%    | 5. San Francisco 1.9%   |
| 6. Florida 1.8%    | 6. Phoenix 1.8%         |
| 7. Colorado 1.7%   | 7. Denver 1.5%          |
| 8. Idaho 1.6%      | 8. Yakima-Pasco 1.4%    |
| 9. Utah 1.2%       | 9. Sacramento 1.2%      |
| 10. Illinois 1%    | 10. Salt Lake City 1.2% |



\*DMA - Geographic region defined by Nielsen Media Research



## SCENIC BYWAY

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. When SJC Public Works needs to replace signs, we order more!

## SOCIAL MEDIA & E-NEWSLETTER



26,548  
FOLLOWERS

4.6% YOY



18,756  
FOLLOWERS

20.7% YOY



3,200  
FOLLOWERS

201% YOY



22,283  
E-NEWS  
SUBSCRIBERS

0.07% YOY

## 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. During spring and fall we hosted 3 FAMs from France and India, who will introduce the Islands to their clients.



## SEATTLE WEDDING SHOW



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

## 2025 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

#### RIVER AUGENSTEIN

Doe Bay Resort & Retreat, 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 Rep

### 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  
Spectro Video - Kevin D'Haeze  
Local Photographers:  
Robert S. Harrison, Robert Demar,  
Chris Teren, David Corry

## MEMBER MARKETING, SUPPORT & ADVOCACY

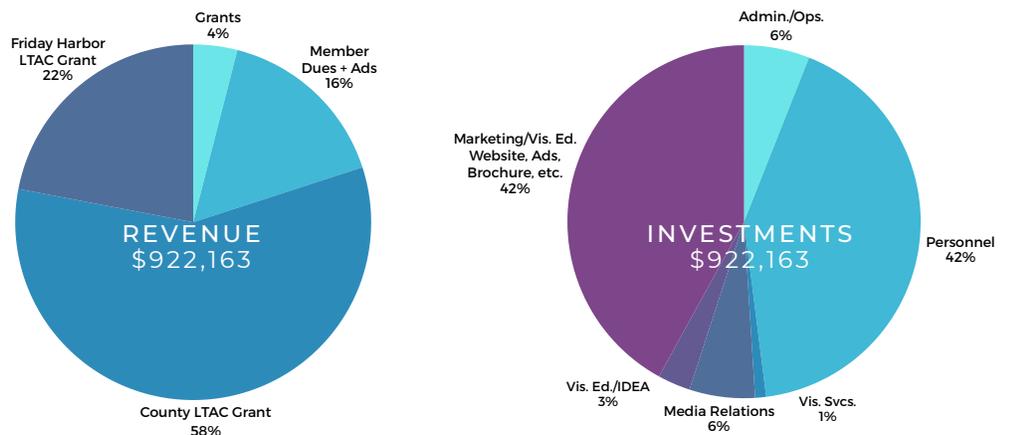
Being a partner to small businesses and non-profits means being proactive, supportive, and invested in the community. We hold brown bag lunch meetings on Lopez, Orcas & San Juan Island each spring and fall to gather input from our members, as well as County Council and County/Town administrators. We strive to be an advocate for the Islands' vital and vibrant hospitality industry by providing an expansive platform to promote their products and 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 and sustainable tourism by attracting mindful, responsible visitors.

### MEMBERSHIP: BUSINESSES & NON-PROFITS



### \$ 2025 REVENUE & INVESTMENTS

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 distributions are determined by the Lodging Tax Advisory Committees and County/Town Councils. Lodging tax collections/LTAC distributions also help fund museums (historical, art, whale), community theatres/centers, the arts, film fests, farmers markets, county parks & fair, special 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 and/or Port of Seattle grants, when available.



### -- IN CONCLUSION --

Travelers have thousands of destinations to choose from, thus we must continue to supply island inspiration in our target markets. As we do our DMMO economic development work, we'll 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.*