



2026 SEMI- ANNUAL REPORT

Destination Marketing
& Management via
Visitor Education
- Highlights -



Photo credit: Robert Harrison

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



OUR MISSION SINCE 2003

DESTINATION MARKETING & MANAGEMENT

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 in 2025, we welcomed approximately 1 million visitors who spent \$317.6 million in San Juan County on lodging, food & beverage, recreation, retail, etc. and contributed \$25.2 million in local and state sales tax revenue.

Visitors "import" new dollars, which benefit small businesses, non-profits, San Juan County/Friday Harbor, and residents as these dollars circulate throughout our Island communities. Visitors help create and sustain business opportunities and jobs, and off-set Islanders' tax burdens when they pay local sales and lodging tax. They also help "subsidize" a variety of restaurants, bakeries, retailers, attractions and others – as well as some landscapers, plumbers, electricians, etc. – many of which couldn't 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, breweries, festivals and events, etc., as well as basic SJ County & Friday Harbor services.

WHY ARE DMMOS IMPORTANT?

Small businesses and non-profits have little or no marketing budgets – beyond social media – and so they depend on our work to entice visitors, which provides a "rising tide that lifts all boats."

We serve as the central hub and "umbrella" destination marketing and management organization which creates and orchestrates cohesive, compelling marketing and visitor education messaging for targeted, eco-minded audiences.



WHAT WE DO

1. ECONOMIC DEVELOPMENT VIA DESTINATION BRANDING & 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 & ISLAND PARTNERSHIPS

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

OUR GOALS SINCE 2003



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

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.



ABOUT US

We're a non-profit, 501(c)6 economic development agency 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 marketing and visitor education, striving to help balance the economic benefits of tourism with quality of life for residents and wildlife, as well as maintain the quality of our natural and beautiful environment.

HISTORY & PURPOSE OF THE SAN JUAN ISLANDS VISITORS BUREAU

We serve San Juan County residents by helping to strengthen hospitality-oriented small businesses & non-profits – which rely on visitors to sustain them in order for residents to enjoy them year-round – via our destination marketing and visitor education programs. Tourism is currently the heart of these small 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. Founding board members included Roche Harbor Resort, Rosario Resort, San Juan Transit & Tours, Otters Pond B&B, and Smugglers Villa Resort. 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. We're a membership organization with 215 members, however, our work strengthens both our partners and communities we serve.

WHAT? We're the central hub and "umbrella" destination marketing & management organization – DMMO – which promotes the islands to eco-minded visitors via various marketing methods, including stewardship messaging. Our mission is to help support a year-round visitor economy. To do this effectively, we first promote the three, main, ferry-served islands, including Friday Harbor (our lodging tax funding sources), through the lens of "destination drivers." These "drivers" include "island time," beauty & serenity, nature & outdoor recreation, health & wellness, arts & culture, agricultural & culinary tourism, and history & 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 invest into Visitor Information Centers run by the three Chambers of Commerce. This was approved, we opened our office on March 26, 2003, hired a full-time executive director (who served on the BASJC board and still serves as executive director), plus two, part-time visitor information services staff to answer phones and emails, who were 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? Our 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 brown bag lunch meetings on each island in the spring and fall to gather input.

WHY? People have thousands of travel options, and most have limited travel budgets. Our strategies focus on spring, fall and winter, although our members must maximize peak-season opportunities 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 others which provide services to them (such as farmers, florists, plumbers, electricians, contractors, etc.), as well as economic benefits to Town and County governments, and residents. Tourism is a top, integral industry for the San Juan Islands, keeping many small businesses and non-profits afloat – and open for residents to enjoy year-round – providing sales and lodging tax to county and town governments, and saving residents from paying more taxes.

HOW? We're funded by county and Friday Harbor lodging tax, membership dues, website ads, and periodic grants. We target eco-minded, high-potential visitors from Bellingham to Seattle to Portland, and market to them via digital and print advertising, media relations, social media, content creators, 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/Visitor Info Centers (each director has a permanent seat on our Board). We also partner with State of WA Tourism, Visit Seattle, and the Port of Seattle, who promote the islands to their target U.S. and international markets. Our visitor education initiatives are influenced by our partnerships with the Stewardship Network of the San Juans, Marine Resources Committee, and the Terrestrial Managers Group, which represents parks and public lands.



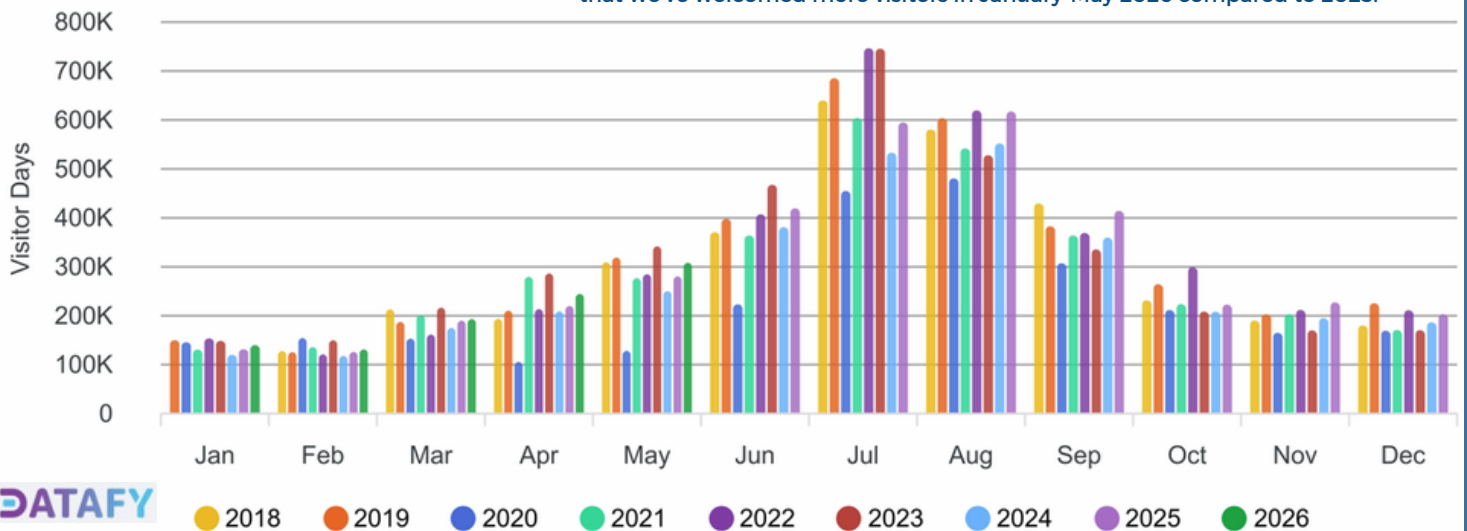
VISITOR STATISTICS & ECONOMIC IMPACT DATA

Tourism is an integral sector of our County's economic base. According to Tourism Economics, in 2025 visitors "imported" \$317.6 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.

Feb. 2018 - May 2026 Visitor Days on Lopez, Orcas & San Juan Islands

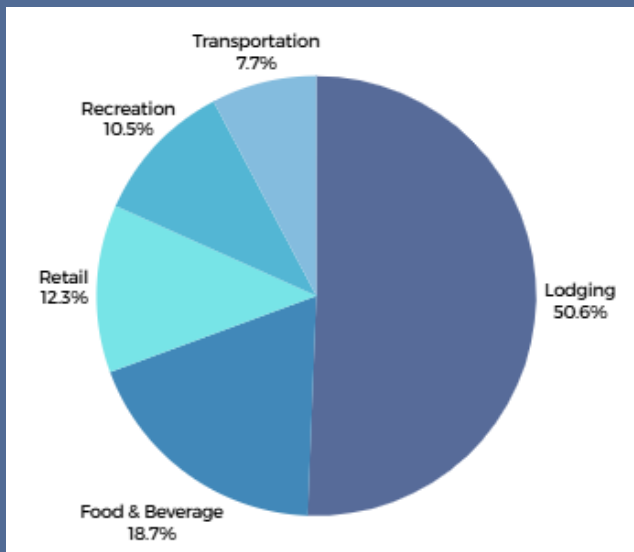
Visitor Days by Month

This chart gives viewers an idea of how many visitors we've welcomed each month back to Feb. 2018. The latest 2026 data is through May (in green), showing that we've welcomed more visitors in January-May 2026 compared to 2025.



Note: Datafy tracks U.S. visitors who live 20+ miles from the San Juans – from Anacortes and beyond – via their mobile devices and credit cards. According to Datafy, through May, the islands welcomed more visitors in 2026 than 2025. International visitors, second homeowners & delivery drivers are not tracked. See page 13 for more information re: where are visitors were from.

Economic Benefits of Tourism



Source: Tourism Economics
2025 is the latest data available



In 2025, approx. 1 million visitors spent **\$317.6 million** in San Juan County

Tourism accounted for **\$76.7 million** in direct jobs & business owner earnings



Visitors contributed **\$25.2 million** in direct state & local tax revenue...

...which resulted in **\$2,797** in tax savings per local household, the highest in the state!



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 and wildlife 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 regard 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

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



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.

SUPPORTING OUR ECONOMY VIA DESTINATION MARKETING



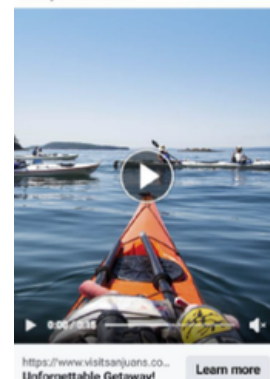
Our marketing efforts – to help support and strengthen the Islands' year-round tourism economy and hospitality industry, and as a result, the County's overall economy – are split between "paid" advertising, "earned" media coverage, and "owned" social media content. Our seasonal advertising campaigns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

JANUARY- JUNE ADVERTISING EXAMPLES

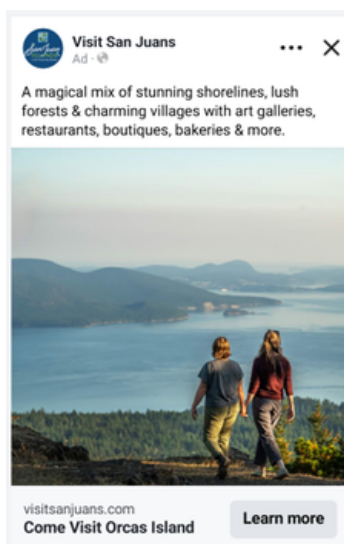
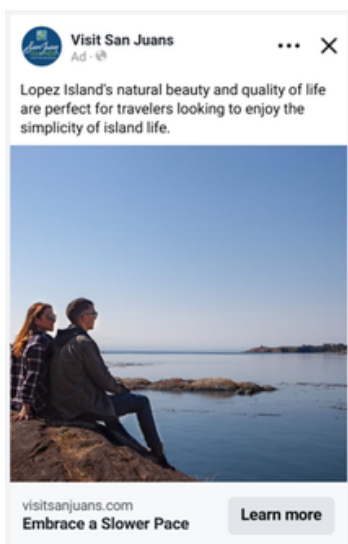
"PAID"



Ad in Skagit Valley Tulip Festival brochure



INDIVIDUAL ISLAND ADS



How Our Ads Influence Visitation

Based on data from Tourism Economics, an Oxford economics company, our January-May digital ads, when clicked on to our website, in combination with our other web traffic, produced 1.32 million impressions, influenced 3,370 people to visit, which resulted in \$640,000 in direct influenced visitor spending, and \$810,000 in direct, indirect & induced influenced visitor spending. Ads that are not clicked on also influence additional visits. Top markets included Seattle-Tacoma, Spokane, Yakima-Tri-Cities & Portland.

Influenced Visits	Direct Influenced Visitor Spending	Direct, Indirect, & Induced Influenced Visitor Spending
3.37K	\$0.64M	\$0.81M

DIRECT	+	INDIRECT & INDUCED	= TOTAL IMPACT
Influenced visitor spending		Local supply chain and employee wages spent in the local economy	Full economic benefit

BY THE NUMBERS:

Facebook + Google Ad Impressions 15,021,427
FB Click Thru Rate 5.0%; Google CTR 0.47%

We work with a Seattle-based advertising 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.

Since 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 2026, through June, was 17. This was out of over 400 articles. Seventeen articles resulted from Visitors Bureau direct assistance; the average score for that subset was 21 and resulted in a reach of 51,395,521.

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

"I first connected with travel writer Adam Sawyer in 2022 during a press trip hosted by Outdoor Odysseys. Since then, we've met during the Travel & Words conferences in September, developing story ideas. In 2025, we decided on a winter birding experience in December. When he came, he clicked with River Augenstein at Doe Bay Resort to such an extent that Adam may return to host one of his nature healing workshops at Doe Bay. He's pitched his birding experience to Northwest Travel & Life magazine, although the article has not yet been published." -Amy, Communications & Stewardship Manager



TRAVEL — May 7, 2026
'GMA' goes whale watching in Washington
Becky Worley explores the beauty of Washington state as "GMA" travels to 50 states in 50 weeks.

Facebook icon, X icon, Instagram icon, Email icon



Friday Harbor!

NOTABLE MEDIA FEATURING THE ISLANDS

The articles below were published in 2026 and are the result of a press trip or other Visitors Bureau assistance since 2020.

- Northwest Travel & Life, [Down on the Farm at Pebble Cove, Orcas Island, Washington](#), March
- She Buys Travel, [Orcas Island: the Pacific Northwest's Most Romantic Island Escape](#), April
- Good Morning America, [50 States in 50 Weeks: 'GMA' Goes Whale Watching in Washington](#), May
- 1889, [San Juan Islands Travel Guide](#), May
- KOMO News, [San Juan Island Getaway: Making Memories in Any Season](#), June



In March, we assisted Washington-based production company Motion State with a two-day commercial shoot for Bridgestone Tires. Between lodging, permits, and other expenses, the crew of 25 spent approximately \$17,000 in Friday Harbor/San Juan Island.

BY THE NUMBERS:

16

Hosted media guests

17

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

51,395,521

Reach via print, online & tracked travel articles from VB assistance

Business Mentions:

55

San Juan Island

18

Lopez Island

37

Orcas Island

433

Islands mentions in print & online articles

3,349,991,604

Reach via print, online & tracked travel articles

SOCIAL MEDIA COLLABORATIONS & E-NEWSLETTER EXAMPLES

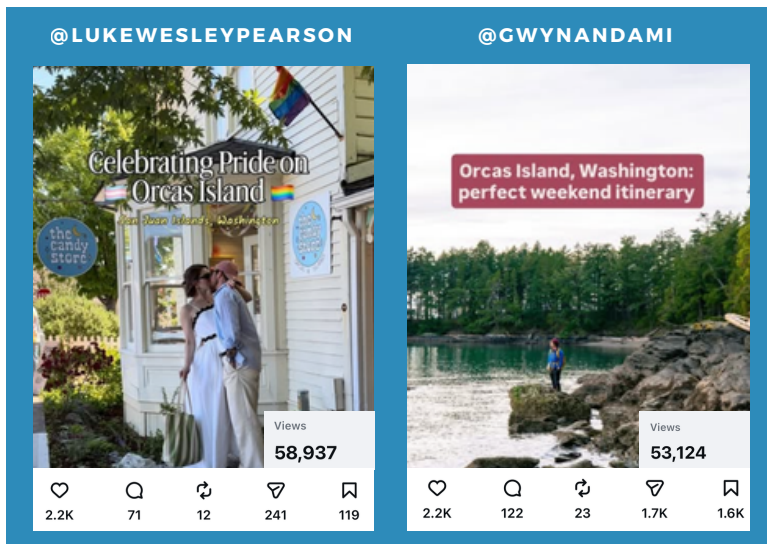
"OWNED"

Our seasonal advertising campaigns target our main feeder/drive markets – Bellingham to Seattle to Portland – while our consumer e-newsletter and social media efforts help us reach beyond.

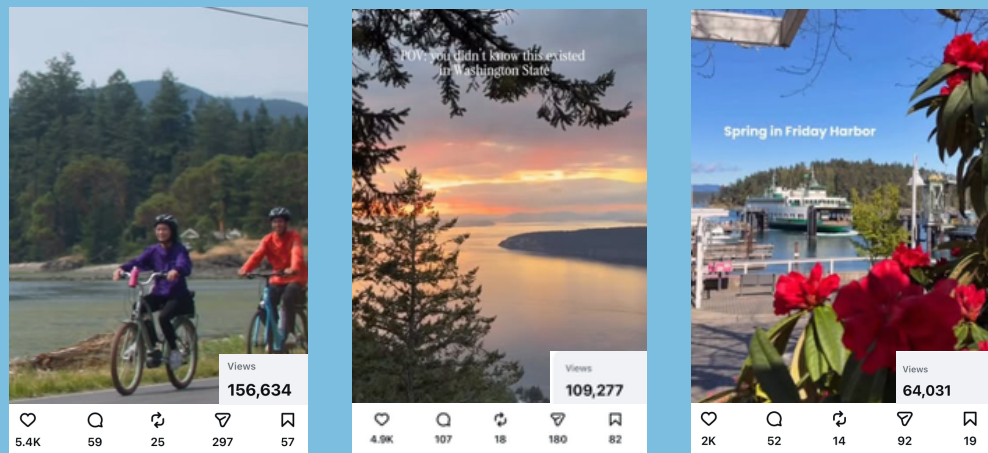
CONTENT CREATOR COLLABORATIONS

Since 2023, we've partnered with a few select content creators each year to help amplify our reach to audiences including Black, AAPI, LGBTQIA+, and accessible travelers.

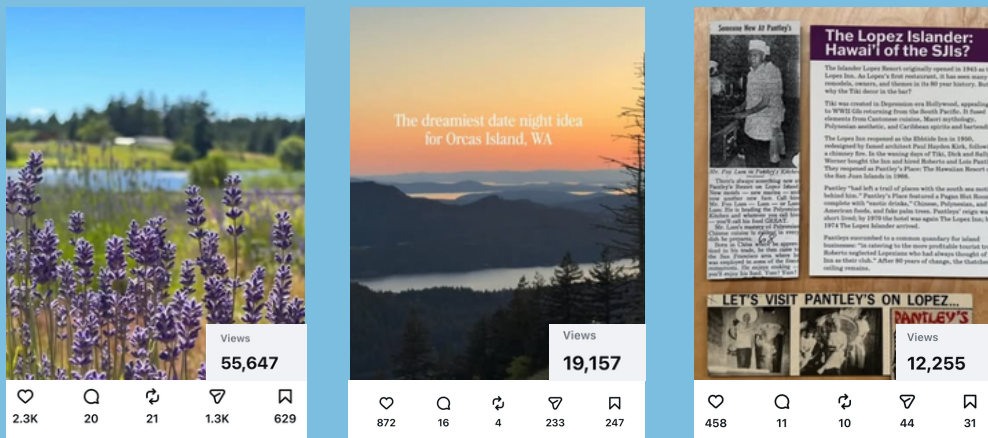
- We support creator partnerships at various levels:
 - Trade collaborations (covering expenses in exchange for content)
 - Assisting members who request help with hosting a creator with additional expenses, such as ferry fare
 - Paid collaborations that cover expenses and include a creator fee
- New in 2026! We received a Marketing Support Grant from the Port of Seattle to focus on creating LGBTQIA+ content.
 - Trans creator Luke Pearson visited Orcas Island with wife Kelsey in June to attend Orcas Pride.



@VISITSANJUANS ON SOCIAL MEDIA



MEMBER FEATURES



CONSUMER E-NEWSLETTER

Our consumer e-newsletter is sent monthly to over 22,700 subscribers and features content such as travel tips, events, fun things to do in the Islands, stewardship messaging, and more.



BY THE NUMBERS:

4	121,922	8,547	421,277	28,153	22,736
Creator partnerships	Creator collab views	Creator post interactions	Member collab views	Member collab interactions	E-newsletter subscribers

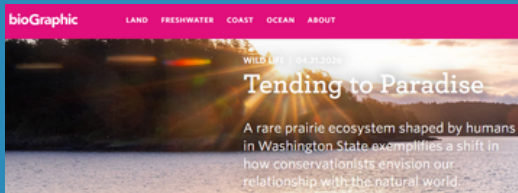
PROTECTING OUR ENVIRONMENT VIA STEWARDSHIP MESSAGING



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.

2026 EARNED MEDIA

- Assisted a travel writer working on a wildlife story for *1889*
- *bioGraphic* magazine published a feature on Yellow Island that was also published in *Sierra*
- *Pacific NW*, special magazine to the *Seattle Times*, published a profile about local conservation biologist and author Thor Hanson



The Washington State Hiking Podcast



NEW IN 2026!

WASHINGTON STATE HIKING PODCASTS

We sponsored a series of episodes with the Washington State Hiking podcast, hosted by guidebook author Craig Romano. Our first spring episode featured guests from Washington State Parks and San Juan Islands National Monument and focused on experiencing public lands differently (i.e. nature journaling, forest bathing, micro-hiking, etc.). The second featured guests from Friends of the San Juans and San Juan Preservation Trust to discuss volunteer opportunities. Two more episodes will air in August and October. Check out these and other episodes [HERE](#)

SAMPLE SOCIAL POSTS FROM OUR CHANNELS & COLLABORATORS



"I first met family travel writer Phylcia Stitzel at a media conference, and when she came on a press trip, I discovered how much her daughter Harmony loves whales and the ocean. We brought them back for Harmony to be a youth ambassador for whale conservation."

-Amy, Communications & Stewardship Manager



10

POSTS & COLLABS FEATURING STEWARDSHIP SO FAR IN 2026

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. 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. Amy is also part of the stakeholder group that has been working on the County wildlife protection ordinance.

Between monthly Network meetings and other 1:1's, Amy has attended 16 meetings so far in 2026 working with these partners.

5,935 VISITS

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

2,570 VISITS

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

BY THE
NUMBERS:

2,965 VISITS

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

592 SIGNATURES

On our
San Juan Islands
Pledge



MAINTAINING 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, for both residents and wildlife.

Community Involvement

Tourism impacts many Island organizations' missions, and as a result, staff are currently 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 & July 4 Parade Volunteer (Deborah)
- Orcas Island Chamber of Commerce Board Advisory Member (Madison)
- Fall 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 participated in a cleanup at Jackson Beach for the Day of Service honoring America's 250th
- 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

- Madison and Annesa collaborated on monthly outreach efforts on Orcas and Lopez to connect with members and meet with non-member businesses.
- Amy contributed an article to Sound Publishing's Destination San Juans guide about embracing island time with slow travel practices like forest bathing, birding, and other wellness opportunities.

"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:

- IDEA webpage views: 3,728
- Social posts/collabs featuring diversity: 15
- Average engagement by reach on creator posts: 11.9% (Average is 3.5%)

EARNED MEDIA:

NATIVE AMERICAN ART *Online*

April/May 2026 Edition

» SPECIAL SECTION

In the Furnace

Rising glass artist Raven Skyriver celebrates the glass-blowing community that nurtured his career.

"This June for Orcas Pride, we hosted trans content creator Luke Wesley Pearson and his wife, Kelsey. Their visit helped showcase Orcas Island as a welcoming destination for LGBTQIA+ travelers. They met with Orcas Pride organizers to learn about the organization's history and created content highlighting local businesses, Pride celebrations, and how safe they felt in the community." -Madison, Digital Marketing & Outreach Manager



ELEVATING VISITOR EXPERIENCES VIA EDUCATION

Our messaging seeks to educate potential visitors about the Islands, 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

682,870 web sessions (+17% YOY)
1,464,778 web page views (+7.4% YOY)
440,600 new users (+24%)
170,754 click-thru's to member webpages
88,313 click-thru's to member websites
8,877 click-thru's on member ads
37,269 referrals to lodging members via Book Direct
11,470 clicks to visitor education webpages

TOP 10 WEBPAGES

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

*Spring & Winter rankings are due to digital ad campaigns

ENGAGING WITH POTENTIAL VISITORS



333
PHONE
CALLS***
+35% YOY



252
EMAILS
RECEIVED
+53% YOY



3,386
BROCHURES
MAILED
-5% YOY*



53,200
BROCHURES
PRINTED TO BE
DISTRIBUTED**

(+1,528 were downloaded)

"One of my favorite visitor interactions so far this year was helping a group of women in their 70's planning their first girls' trip to the San Juans. They were so excited to learn about outdoor activities, as they are all very active, and the ability to take day trips to all three islands. It felt so good to help them realize their dream bucket-list trip."
-Annesa, Visitor & Membership Services Manager

*A negative number re: brochures mailed isn't alarming since more people are downloading the brochure from our website.

**We also distribute brochures on the ferries & in Seattle-area locations.

***We changed our phone message in Jan. to refer *specific* island calls to the 3 Chambers/VICs; as a result 154 of our 333 calls were transferred to them.

WHERE WERE JAN.-JUNE VISITORS FROM?

Top States & DMAs* according to Datafy

- | | |
|--------------------|---------------------------|
| 1. Washington 68% | 1. Seattle-Tacoma 57.9% |
| 2. California 4.8% | 2. Portland 4.4% |
| 3. Oregon 4.7% | 3. Spokane 2.4% |
| 4. Texas 1.9% | 4. Yakima-Tri-Cities 1.8% |
| 5. Idaho 1.4% | 5. Los Angeles 1.3% |
| 6. Arizona 1.3% | 6. San Fran-Oakland 1.0% |
| 7. Florida 1.2% | 7. Phoenix-Prescott 0.9% |
| 8. Colorado 1.1% | 8. Denver 0.7% |
| 9. Utah 0.8% | 9. Salt Lake City 0.7% |
| 10. Kentucky 0.6% | 10. Dallas-Ft. Worth 0.7% |



*DMA - Geographic region defined by Nielsen Media Research



NEW FERRIES JOURNEY VIDEO

We created a video to tell the story about how our ferries have been a link to the mainland and to each island, as well as to our visitors, reminding current-day passengers of their unique allure. Watch it at this [link](#).

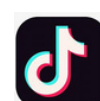
SOCIAL MEDIA & E-NEWSLETTER



28,935
FOLLOWERS
+11.8% YOY



21,448
FOLLOWERS
+23.1% YOY



3,842
FOLLOWERS
+86.1% YOY



22,736
E-NEWS
SUBSCRIBERS
-3% YOY

WELCOMING FIFA WORLD CUP VISITORS

Since the FIFA World Cup games were taking place in both Seattle and Vancouver, B.C., we created welcome posters, in partnership with the 3 Chambers, for businesses and non-profits to post in their windows to welcome pre- and post-game visitors.



SEATTLE WEDDING SHOW



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



We created, manage, and market the San Juan Islands Scenic Byway on Orcas and San Juan Islands.

QUOTES FROM OUR BOARD & MEMBERS

"As General Manager of Doe Bay Resort & Retreat for the past 14 years, I've seen firsthand how valuable our partnership with the San Juan Islands Visitors Bureau has been to our business. Early on, we realized that simply being listed wasn't enough—we made it a priority to keep our information current, participate in seasonal campaigns, and regularly submit specials because we quickly recognized the return on that investment. The Visitors Bureau has become one of our strongest marketing partners. A significant share of the qualified organic traffic arriving at our website originates from visitors who first discover us through the SJIVB website. Those referrals consistently translate into meaningful guest engagement and bookings, making the Bureau one of our most effective sources of high-intent travelers.

Beyond direct marketing, the SJIVB has helped us build valuable relationships throughout the tourism industry. Through Amy's efforts, we've connected with travel writers, content creators, and other tourism partners who have significantly expanded our visibility and introduced us to audiences we would have struggled to reach on our own. We've also benefited tremendously from Madison's work on social media. One standout example was a feature highlighting our annual mushroom identification hiking series, which generated nearly 43,000 views, more than 4,500 likes, and over 1,000 shares on TikTok alone. Just as valuable was the time Madison spent helping me better understand TikTok and optimize our overall social media strategy. Those conversations have translated into noticeably stronger engagement across all of our social media platforms.

Finally, one of the Visitors Bureau's most underrated contributions is its ability to bring our business community together. The regular Brown Bag Lunches create opportunities for local business owners and managers to build relationships, share ideas, and collaborate. They also provide a forum where local and state elected officials can hear directly from the businesses that make our tourism economy possible. Those connections strengthen not only individual businesses but the San Juan Islands as a destination. The San Juan Islands Visitors Bureau has consistently demonstrated that it is much more than a marketing organization. It is a true partner in strengthening our local tourism economy, fostering collaboration, and helping businesses like ours succeed. We greatly appreciate the work they do on behalf of our community."

-River Augenstein, General Manager, Doe Bay Resort & Retreat

"As a former executive with the official visitors bureau for New York City—NYC & Company—I know the challenges of the work the SJIVB team does. As a local tour operator with 40 years of experience, employing one full-time, year-round staff member and 13 seasonal staff, we really see the value in being integrated with the local tourism economy and maintaining good relationships with partners. Over the years we have both benefited from and appreciated the partnership with the Visitors Bureau. We've been particularly impressed with how they operate both on a macro level, driving overall visitation—often against challenging economic and logistical transportation headwinds—and on the micro level, through one-to-one collaborations and strategic opportunities with individual members like us. I also want to mention how much we appreciate how savvy they are with the media. On more than one occasion we've worked with them to invite travel writers or social media influencers onto our trips, which has then resulted in terrific coverage that benefits the entire tourism ecosystem."

-Peter Yacobellis, Director of Sales & Marketing, Outdoor Odysseys

"FOLKS's partnership with the SJIs Visitors Bureau has helped us welcome thousands of visitors to Lime Kiln Point State Park with experiences that go far beyond sightseeing.

Together, we've been able to connect people with the park's remarkable natural and cultural history through educational programs, community events, and opportunities to experience the Salish Sea in meaningful ways.

At FOLKS, our mission is to provide unique experiences that inspire curiosity, stewardship, and a deeper appreciation for this extraordinary place. We often say we hope to "inspire awe into action," and we're grateful to have a partner in the Visitors Bureau that shares the value of helping visitors become advocates for the places they love.

Thank you for your continued support of our work and for investing in the organizations that help make the San Juan Islands such a special destination."

-Erin Corra, Founder, Friends of Lime Kiln Society

"I've been involved with the San Juan Islands Visitors Bureau for more than 20 years and have watched it evolve into one of the country's leading destination marketing & management organizations. Every successful local business, thriving restaurant, busy whale watch boat, working artist, and filled hotel room creates a ripple effect that supports jobs, families, and the quality of life we all value. That's why I'm proud to serve on its Board."

-Laura Saccio, Owner, Earthbox Inn & Spa and Bird Rock Hotel

"I've been a member and on the board for over 10 years. One of the organization's greatest contributions has been uniting the islands under a collaborative marketing approach. Before the SJIVB, the individual islands competed for visitors. The SJIVB shifted that mindset by encouraging visitors to experience the islands as a whole. This naturally led to our islands-wide stewardship efforts. The SJIVB is the tie that binds our islands' marketing & stewardship together. This is why I continue to serve."

-Anthony Rovente, Owner, Edenwild Boutique Hotel & Cottages

"The SJIs Visitors Bureau has extended the marketing reach far beyond what my small businesses' marketing budget allows. They provide visibility, credibility and media placement that would be too expensive for me to achieve alone. With their specialty niche marketing, my business has expanded to include weddings, and corporate meetings and retreats. We are proud to support 25 island families with a living wage. Our concierge recommends local restaurants, activity operators, spas, museums, theatres, parks, local boutiques and shops for our guests to frequent. We are part of an interconnected economic web. The Visitor's Bureau primes the pump for all of us in the tourism sector to thrive and succeed. With a richer and more diverse business community, we provide a more interesting community for locals to enjoy."

-Anna Maria de Freitas, Owner, Tucker House, Harrison House, Coho Restaurant

"My first trip to the San Juan Islands was over 25 years ago. I've lived and traveled all over the country, and it was apparent why people want to continue to visit and live in the islands. Yes, generations ago the San Juans thrived on agriculture, fishing, and other trades that existed. It was a very simple economy. Now, it's still small but a more complex economy with many more moving parts which are primarily driven by tourism. Some say that construction is the number one economy in the islands. Arguably, that industry is driven by people who want to live, invest, and give back to our communities. Many of these people started here as visitors. Many of our existing businesses would not survive without the benefit of tourism. Our local communities use and enjoy what these businesses and services provide. Every tourism dollar spent here provides much more than sales tax revenue. These dollars are critical toward paying wages, utilities, services, and housing. We need to welcome every single dollar (prudently) that comes into our community from visitors and tourism rather than letting those dollars move toward other competing destinations. There is a term called the "velocity of money" or dollars used to purchase goods and services in our local economy. It is very visible here." -Steve Hushebeck, EDC Rep on our Board & FH Councilman

2026 LEADERSHIP BOARD OF DIRECTORS

ANNA MARIA DE FREITAS

President
Harrison House/Tucker House/Coho, SJ

LYDIA MILLER

Vice President
Pebble Cove Farm, Orcas Island

BRIAN GOODREMONT

Treasurer/Secretary
San Juan Safaris/San Juan Outfitters
San Juan Island

LAURA SACCIO

Earthbox Inn & Spa/Bird Rock Hotel
San Juan Island

ANTHONY ROVENTE

Edenwild Boutique Hotel
Lopez Island

KENDRA SMITH/ANGELA BRODERICK

SJ County Dept. of Environmental
Stewardship & Terrestrial Managers Rep

RIVER AUGENSTEIN

Doe Bay Resort & Retreat, Orcas Island

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BECKI DAY

San Juan Island Chamber Director

CAREY ESKRIDGE

Orcas Island Chamber Director

STEVE HUSHEBECK

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/VIDEOS/PHOTOS

The Communications Group

Drozian Webworks

Spectro Video - Kevin D'Haeze

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 collaborate to continue to develop sustainable tourism, for a sustainable economy, by attracting mindful, responsible visitors.

MEMBERSHIP: BUSINESSES & NON-PROFITS



216 Members
on 3 main
islands



9
New
members



38
Member e-
newsletters
& action items

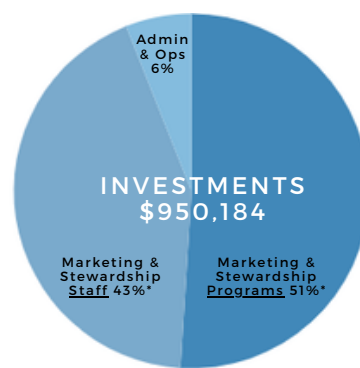
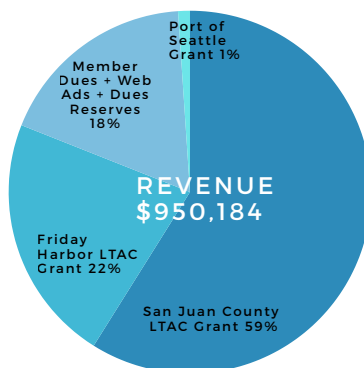


3 Spring membership
brown bag lunch
meetings + 19 individual
meetings



2026 REVENUE & INVESTMENTS

Our members (as well as non-members) have very limited marketing budgets. As a result, they rely on a healthy DMMO budget so our work can provide "a rising tide that lifts all boats." Our annual County and Friday Harbor lodging tax grants are funded by overnight visitors and are determined by the Lodging Tax Advisory Committees and County/Town Councils. Lodging tax grants also help fund museums, community theatres/centers, film fests, farmers markets, county parks & fair, special events, stewardship projects, and much 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.



**Stewardship messaging/visitor education is baked into all of our work, from media relations to social media to advertising and from our brochure to our website.*

-- IN CONCLUSION --

The County Council recently included the importance of tourism in its America 250 Proclamation. Tourism is part of the tapestry of our island communities. Travelers have thousands of destinations to choose from, however. As a result, we must continue to supply island inspiration to our target markets, particularly to eco-minded travelers. As we carry out our 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 cherished and enjoyed by residents, wildlife, and visitors for generations to come.*