Tourism is economic development and a top economic driver for San Juan County. The latest research by Dean Runyan Associates, released each spring, reveals that visitors spent over $189 million in the county in 2014. Visitors’ newly “imported” dollars benefit residents as they circulate and trickle down throughout our Islands. Tourism creates business opportunities and jobs. Tourism off-sets islanders’ tax burdens when visitors pay local sales tax. Tourism improves residents’ quality of life by “subsidizing” a variety of restaurants and shops. And tourism helps support and sustain many community assets which residents often take for granted such as parks, farmers’ markets, wineries, museums, community theaters, art co-ops and galleries, and so much more.

Destination marketing is the key to our Islands’ successful tourism economy – tourism is competitive and big business for many towns, cities, counties, states and countries. One magazine article, TV advertisement, social media post, or wedding show display can result in couples visiting for romantic weekends, families staying for an entire week, or brides and grooms and hundreds of their guests spending a couple of nights and thousands of dollars locally. Below you’ll find our destination marketing highlights for 2015; further details are available.

**Numbers at a Glance**

+11.5% increase in County lodging tax  
+8.7% increase in Friday Harbor lodging tax  
1,028,405 web sessions, up +18%, and 3,878,205 pageviews, up +24%  
30,022,685 advertising impressions in print, online, radio & TV  
521+ print & online tracked articles = conservative 2 billion circulation  
6,343 Facebook likes + 3,470 Twitter followers + 7,042 E-newsletter subscribers  
61 journalists & photographers hosted on 50 press trips; 60+ requests for photos & b-roll  
2,645 email requests for information + 440 phone calls  
~120,000 travel brochures distributed, ~500 wedding brochures distributed  
Board members volunteered approx. 296 hours at Board, Marketing & Tourism Master Plan meetings  
Staff volunteered more than 220 hours of non-paid “overtime” on projects, shows, hosting & travel

**Mission** – 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.

**Goals** – To help strengthen San Juan County’s year-round economy; to foster an appreciation of San Juan County’s maritime and rural ways of life, as well as its history, arts and culture; to communicate San Juan County’s environmental stewardship message to all visitors; and to enhance visitors’ travel experiences county wide.

**Membership** – We gained 25 new members during the year, and lost some, for a total of 300+ members on all four islands and the mainland. We held spring and fall membership meetings on both Orcas and San Juan Islands, inviting top Washington State Ferries reservations officials as our keynote speakers. In addition, we held a ‘brown bag lunch’ on Lopez Island in conjunction with a staff “familiarization” tour there on March 10.

**Board of Directors** – Our 14-member Board represents Lopez, Orcas and San Juan Islands, and contributed approximately 296 volunteer hours this year for Board meetings, Marketing Committee meetings, and Tourism Master Plan Steering Committee meetings. Our Board includes the following community leaders: President - Carl Silvernail*, Otters Pond B&B; Treasurer - Anna Maria de Freitas^*, Harrison House/Tucker House/Coho Restaurant; Secretary & Lopez Chamber Rep - Lia Noreen*; Orcas Chamber & County LTAC Rep - Lance Evans^; San Juan Chamber Rep – Becki Day; Friday Harbor LTAC Rep - Laura Saccio^*, Earthbox Inn & Spa/Bird Rock Hotel; At-Large: Susan Fletcher, Turtleback Farm Inn; Kristin Shea^, The Bay; Stephen Robins^, Pelindaba Lavender; Veronica San Martin, Orcas Events Rentals & Planning; RuthAnne Comrie*, North Beach Inn; SJC Economic Development Council Rep - Victoria
Compton; Board Appointee Activities & Attractions Rep - Brian Goodremont*, SJ Outfitters/SJ Safaris; Board Appointee, Transportation Rep - Kraig Hansen, SJ Transit. (*Marketing Committee, ^Tourism Master Plan Committee)

**Staff** – Staff includes the following: Deborah Hopkins Buchanan, Executive/Marketing Director; Barbara Marrett, Communications/Stewardship Manager; Carole Sue Conran, Visitor/Membership Services Manager; and Shannon Borg, Marketing/Content Coordinator (32 hours). We also contract with bookkeeper Meaghan Rader 6 hours a week.

**DESTINATION MARKETING HIGHLIGHTS**

We implemented the following destination marketing strategies to create awareness of the San Juan Islands brand in order to put “heads in beds” and “feet on the streets,” primarily targeting the Seattle-area leisure travel market.

**Website** – All of our marketing strategies drive consumers to our website, www.visitsanjuans.com, our #1 marketing tool. We worked with No. 10 Web Company in Seattle to refresh our website during the first half of the year in order to feature big, bold and beautiful photos of the islands, as well as simplify navigation based on user personas. Compared to 2014, web ‘sessions’ were up +18% (1,028,405), ‘users’ were up +19% (740,616), and ‘page views’ were up +24% (3,878,205). 2015 was the first year that we broke 1 million ‘sessions,’ according to Google Analytics.

**Photo Shoot** – We held a day-long photo shoot on Orcas Island Sept. 22 in order to capture great photos for future advertising campaigns, social media, our website, etc. Our marketing consultants, The Communications Group, worked with staff and two members to accomplish this: Robert S. Harrison Photography and Kimaya of Cloud 9 Events.

**Quiet Season Video** – We hired Rock Island Media, formerly of Orcas Island, to return to the islands during the first week of December to film “quiet season” activities on Lopez, Orcas and San Juan Islands. We’ll post the new video to our website in early 2016. (Rock Island Media also produced our current “high season” video.)

**Social Media** – We ended 2015 with 6,343 “likes” on Facebook, up +50% from 2014, and 3,470 followers on Twitter, up +19% over last year. We also partnered with Trivago, the world’s largest hotel search company with a vast social media audience, on a promotion in the fall, promoting a spring 2016 getaway to the islands. While our Facebook and Twitter numbers are still relatively small, it’s important to note that we’ve increased engagement with those who have liked or followed us. The more engagement we have the further the reach and impact of our social campaigns. We are incorporating more “media influencers” in our media relations strategies to appeal to a demographic that is constantly engaged with social networks. See www.facebook.com/VisitSanJuans and https://twitter.com/visitSJIslands.

**E-Newsletter** – We published five, seasonal E-newsletters during 2015, focusing on winter romance and Valentine’s; spring whale watching/kayaking season, national monument status and national historic preservation month; summer activities and exploring our gourmet archipelago; fall’s Savor the San Juans, and “cozy island” holidays. Our distribution list was approximately 7,042 subscribers, up +9% over last year.

**Travel Brochure** – We published 130,000 updated copies of our brochure which includes scenic byway/driving tour maps of all four Islands; maps of Friday Harbor, Eastsound and Lopez Village; descriptions and photos for each Island; getting here info, and SJIVB and Chambers contact info. Brochures were sent out as fulfillment for visitor information requests, in media kits, at travel and wedding shows, and were distributed by Certified Folder Display in brochure racks at approximately 580 locations in Washington, Sidney, B.C. and on ferries.

**Advertising in Travel Guides** – We placed ads in key, regional, ‘portal’ travel guides and their corresponding websites including the Seattle Visitors Guide (350,000 each for winter/spring and summer/fall issues) and www.VisitSeattle.org, and the Washington State Visitors Guide (375,000) as well as www.ExperienceWA.com. We also placed a scenic byway ad and listing in the Washington State Scenic Byways Guide & Map (400,000 combined circulation).
Advertising Campaigns – Thanks to lodging tax grant funding from the Town of Friday Harbor, we continued to retain The Communications Group in Seattle to create and run four seasonal campaigns – Spring, Summer, Fall/Savor the San Juans, and a “Cozy Island Holidays” campaign for the first time. All of these campaigns utilized multi-media in order to reach our target greater-Seattle audience via various impressions, including print, online, radio, television and/or social media. These four campaigns garnered the San Juan Islands 30,022,685 ad impressions in media including KING, KIRO, KOMO and NWCN TV and their online counterparts, KIRO FM, KUOW FM (NPR), Alaska and Horizon Air magazines, NW Travel & Lifestyle magazine, Where magazine, Seattle magazine, Edible Seattle magazine, OnTrak magazine (Amtrak), Cascade Harvest Coalition/Puget Sound Fresh Farm Guide, Facebook, TripAdvisor.com, VisitSeattle.com, ExperienceWA.com, etc. A picture is worth a thousand words – above are samples of our 2015 ads, and our TV ads can be found on our YouTube channel at http://www.youtube.com/user/visitSJIslands under ‘videos.’

Destination Weddings – Destination weddings, honeymoons and anniversaries are big business for the Islands – one bride and groom can bring hundreds of guests here. We continued to distribute our semi-new, 6-page, 8.5x11” fold-out brochure at the annual Seattle and Portland wedding shows in January, and to brides-to-be who called our office. In addition, we partnered with the Journal, Sounder and Weekly to distribute a 24-page wedding guide at the two shows. We also placed full-page advertorials in two top wedding directories in the Seattle and Portland markets: B&E Wedding Resource Guide (7,000) and Bravo Wedding Guide (8,000).

Agritourism & Culinary Travel – According to Mandala Research, culinary travel was one of four, hot, key trends in 2015 and half of U.S. leisure travelers are interested in discovering unique local dining experiences. We exhibited at “Taste Washington” in Seattle during March, the country’s largest ‘single region’ food and wine tasting event, to
promote Island Grown and island-made products, as well as our growing farms and food scene. We also partnered with the Ag Guild to create a two-page map/advertisement in the 2015 Cascade Harvest Coalition/Puget Sound Fresh Farm Guide state-wide directory, titled “Explore the Farms & Food of the San Juan Islands,” which featured 32 island farms and restaurants. 130,000 copies were published and distributed throughout the state. The San Juans were also included on the app at http://www.pugetsoundfresh.org/freshapp.

**Heritage Tourism** – We worked with representatives from the Town of Friday Harbor; the Orcas, Lopez and San Juan Historical Museums; and the San Juan Island National Historical Park to coordinate efforts to create and market National Historic Preservation Month in May as “History Lives Here: Heritage Month in the San Juan Islands.” In addition, we coordinated the design of posters for a Passport Program, a campaign to get visitors to visit the historical society museums on all three islands.

**International Travel Trade** – Since 2007, new international routes have been added each year at SeaTac. Our partners at Visit Seattle and the Port of Seattle were generous in sending travel trade to the Islands for seven “familiarization” tours. We hosted 14 Australian and New Zealand top travel agents on a Brand USA/Hawaiian Airlines tour in March, plus two top UK and two French tour operators in the spring. In August we hosted eight German, Austrian and Swiss top tour operators, and we hosted another top French tour operator in August and again in October. We also met with nine UK tour operators at a Port of Seattle and British Airways trade show/workshop at SAM in Seattle in mid October. All of these tour operators serve as travel agents in these countries, referring couples and families to the San Juans.

**Scenic Byway** – We finalized work on our Branding & Wayshowing $33,190 signage federal grant, after tweaking placements of some of our new signage on Orcas and San Juan Islands, thanks to San Juan County Public Works staff – Shannon, Guard and Jamie. This was very exciting as it’s been 10 years since we began the scenic byway process in the fall of 2005. You can find more information at www.visitsanjuans.com/scenicbyway. Staff attended the Washington Scenic Byways Summit in early October to stay up to date and network with other byways.

**Tourism Master Plan** – The Tourism Master Plan Steering Committee, representing a dozen key stakeholders, met throughout the year, taking a summer hiatus. The committee finished a first draft at the end of November and emailed it out to key stakeholder groups to review and provide input by the end of January 2016. We plan to present the plan to the County Council by April 1.

**Media Relations Press Trips** – We continued to court top publications and influential journalists. We hosted or assisted 61 journalists and photographers (seven more than in 2014) on 50 press trips (six more than last year) on all three Islands—the most journalists we’ve ever hosted. Among the publications the journalists represented were YahooTravel.com, Islands magazine, the Los Angeles Times, the Seattle Times, Phoenix magazine, Bloomberg.
BusinessWeek, Huffington Post, Alaska Airlines magazine, the Mail on Sunday, and the German Press agency. Visit Seattle and our members generously provided complimentary or discounted lodging, meals, activities, etc.

**Media Marketplaces & Conferences** – Funded by a Friday Harbor lodging tax grant, we attended four media marketplaces/conferences and organized a media blitz in Boston. These included Travel and Words Northwest Travel Writers Conference, Bend, OR; Public Relations Society of America (PRSA), Lexington, KY; North American Travel Journalists Association (NATJA), Puerto Vallarta, MX; and International Food & Wine Travel Writers Association (IFWTWA), Boston & Montreal. We pitched story ideas to more than 180 writers, editors and television producers. Communications Manager Barbara Marrett had the honor of presenting or participating on a panel at all four conferences. She was also elected to the board of NATJA this year. Some notable publications represented included National Geographic Traveler contributors Andrew McCarthy and Robert Reid; Freelance Publisher, Author and Editor Tim Leffel; Trekaroo.com CEO/Founder LiLing Pang; and Organic Spa magazine Editor-in-Chief Rona Berg.

**Print Coverage** – We tracked coverage of the Islands in over 521 print and online articles through Google Alerts, Twitter, Meltwater media tracking service, and our own research. (Circulation is in parentheses for the top publications, m=millions.) Highlights included cover stories in Travel + Leisure (974,000) and Every Day with Rachel Ray (5m), and feature stories in National Geographic Traveler, the Los Angeles Times (605,000), and the Seattle Times Sunday Edition (346,589). A total circulation of 10 million for all publications would be a conservative estimate for print media coverage. Note: More than one article about the Islands appeared in many of these publications.

**Online Coverage** – The largest online media reach (measured as muv, monthly unique visitors) came from: Money – MSN.com (333m), Yahoo! Travel & Yahoo Food (99m) 3 articles, The Huffington Post & The Huffington Post Blog (91m) 3 articles, the Daily Mail online (50m), and CBSNews.com (12m), for a total of over 2 billion for all articles in 2015. Many of these articles also appeared in print editions, however, our media tracking service only tracks online articles.

Stories included these 2015 “Best” lists:
- “Five great places to see killer whales in the wild,” the Los Angeles Times
- #4 “Top Islands in the Continental U.S. and Canada,” Travel + Leisure
- “7 Honeymoon-Worthy Islands that Don’t Require a Passport,” MarthaStewartWeddings.com
- “Seven Destinations for Early Fall Vacations,” BloombergBusinessweek.com
- “Top Treks – Trekaroo’s Top Picks for Where Your Family Should Be Heading in 2016,” Trekaroo.com
- “Best Dog-friendly Vacations on the West Coast,” CoastalLiving.com
- “The World’s 14 Most Beautiful Unspoiled Islands,” Thrillist.com
- “6 of the Best Cities for Cider Lovers,” (in the world), CultureCheatSheet.com
- “Family-friendly America: 8 Places to Add to Your List,” NationalGeographic.com
- “Top Spots for Luxury Getaway Homes,” The Wall Street Journal
- “The 9 Best Beach Towns for Food,” The Daily Meal

Follow links to some of these top stories at [www.visitsanjuans.com/media/san-juans-in-the-news/](http://www.visitsanjuans.com/media/san-juans-in-the-news/) or on the Meltwater media tracking spread sheet attached to this report. We also enjoyed significant international coverage of the Southern Resident killer whale baby boom—eight born this year, glamping (glamour camping), and the islands as a family travel and foodie destination. More fall and winter destination media coverage was a goal achieved in 2015. Savor the San Juans and outstanding fall film festivals helped hook media coverage during our quiet autumn season.
Television & Radio Coverage  – ABC News announced TripAdvisor’s “10 Best Islands in the U.S.” with San Juan Island in the top 10 for the third year in a row. Seattle’s KING 5 TV station sent an Evening Magazine crew to produce a half-hour travel special on Lopez Island, the segment aired in fall and promoted “Savor the San Juans.” We, with the help of the Lopez Chamber, provided story ideas and organized logistical support. KING 5 also produced a piece “Granny for Mayor” on Orcas Island. We asked The Whale Museum Director, Jenny Atkinson, to appear on KOMO 4’s Washington Weekends in June to promote whale & wildlife viewing in the Islands. HGTV returned to the islands to film a segment for Island Life on Orcas Island and aired a program featuring three San Juan Island homes in their Island Hunters series. Producers for the TV series Tree House Masters on Animal Planet also filmed on Orcas. We organized a shoot with Niji-iro Jean, a popular Japanese TV travel show, and one for Heads and Tails, a Russian TV production company, both focused on wildlife viewing. We also fielded inquiries from producers for the following TV programs: American Pickers, American Fishing Families, Beachfront Bargain Hunters, and an NBC pilot series called Strange Calls. KISM radio brought us aboard to broadcast live from Roche Harbor to promote spring activities and KUOW featured a segment on whale watching in the wild as inspiration towards conservation.

Film Production & Catalog Shoots  – We are the official film liaison for San Juan County, and we work closely with Washington Film Works to respond to leads through their office as well as our own leads. Although encouraged to do so, not all companies contact us before filming or shooting in the Islands. Fiat, Land Rover, Best Western, and Gear Guide produced impressive commercials, content or catalogues in the Islands this year. Media Inc. magazine published an article written by our staff, “Film Flourishes with Three Fall Festivals in the San Juan Islands,” regarding the Friday Harbor Film Festival, the Orcas Island Film Festival, and the Wild & Scenic Film Festival.

Photos & B-roll  – We are often asked to provide photos for upcoming books, articles and promotional materials or b-roll for films and television, all of which brings new business to the Islands. We fulfilled over 60 requests for photos and b-roll. Requesting entities included Brand USA, the Los Angeles Times, Martha Stewart Weddings, Le Monde, Virgin Atlantic Blog, National Geographic Traveler and Where to Retire.

International Media  – Seattle and Washington State continue to be a popular destination for overseas travelers and shows strong growth potential. Since 2007, new international routes have been added each year at SeaTac. Our privileged partnership with Visit Seattle and the Port of Seattle gives us access to an outstanding international media market. Five media representatives from China including Travel + Leisure, Elite Traveler, Elong.com, Top Travel and Wenhua newspaper visited and produced coverage of the Islands. Articles in Le Monde—the most widely read newspaper in France; the Daily Telegraph—part of the largest media network in Australia; Phoenix Skyscape and Yahoo Travel—two widely read travel media outlets in Hong Kong; and the Daily Telegraph—one of the U.K.’s most widely read newspapers, were among the results of hosting international media trips.

Media Leads  – With the support of local organizations and businesses, we responded to and/or shared 55 significant media leads with our members, generated from our marketing efforts as well as those by the Washington Tourism Alliance, Port of Seattle and Visit Seattle. This is an important tool to stay top of mind, without having to host media.

Stewardship & Visitor Education  – Our economy depends on our beautiful environment, and as a result the SJIVB works hard to balance vibrant economic development with stewardship ethics. Barbara presented a talk, “EcoTourism: Ethics and Opportunities,” at the San Juan Islands Terrestrial Managers annual meeting to stimulate ideas on how local organizations can benefit from green tourism volunteers. She attended the Northwest Straits Foundation Oil Spill Preparedness Workshop and wrote a letter to the Army Corp of Engineers encouraging close study of impacts to
chihooom salmon and orcas from the proposed Tesoro Savage shipping terminal. And we continued to promote our “Leave Only Footprints” message on our website.

**Community Relations** – Tourism impacts many Islands’ organizations’ missions, and as a result, we are members of several committees including the following: Stewardship Network of San Juan County, Salish Sea Association of Marine Naturalists, EcoNet (the education outreach branch of the Puget Sound Partnership), SJIs Monument Advisory Committee, Committee to Save Mount Grant, Friday Harbor Branding Committee, SJC Ferry Advisory Committee, and SJC Ferry Partnership/Reservations Committee. For the first time, we placed an ad in the Women in Business insert in Sound Publishing’s three local newspapers in order to help educate the community about what we do.

**Government Relations** – Deborah, Barbara and Councilman Rick Hughes attended the 5th Annual Washington Tourism Alliance Summit and ‘Tourism Matters’ Rally in Olympia in March, met with Representative Morris and Senator Ranker, as well as met the Governor during the evening reception at the Governor’s Mansion. We also submitted monthly news stories to *Tourism Today* which is emailed to legislators and Olympia VIPs. Locally, we made a presentation to the County Council with the three Chambers in mid January. We also met several times with a small County task force, including Councilman Rick Hughes, regarding VRBO, AirBnB, etc. transient rental permits. Barbara met with Representative Lytton in November to promote film incentive funding for Washington and permanent funding for Washington tourism. In addition, Barbara is a Port of Friday Harbor Commissioner.

**Washington State Ferries Reservations** – We served as a liaison between our members and WSF as the tourism industry, and our visitors, adjusted to the new reservations system. SJIVB staff partnered with WSF staff at an info booth Thursday through Saturday of Memorial Day Weekend to help answer information and reservations questions. We met with the head of WSDOT and WSF on behalf of the tourism industry; attended a special WSF reservations meeting on Orcas Island with Senator Ranker, lodgings and the Ferry Advisory Committee, and attended the Samish christening. We also held spring and fall membership meetings with WSF VIPs on both Orcas and San Juan Islands.

**Crisis Communications** – We attended a Public Information Officer (PIO) training in Friday Harbor sponsored by the SJC Department of Emergency Management to better coordinate with local agencies when performing crisis communications. We continued to update our crisis communications plan and forge stronger relationships with local first responders, communications managers and the SJC Department of Emergency Management as a result of this process. Barbara attended a seminar for local crisis communications professionals and participated as a presenter in a SJC Economic Development Council (EDC) sponsored seminar “Crisis Planning for Business.”

**VISITOR SERVICES HIGHLIGHTS**

**SJIVB Visitor Services** – We answered 440 phone calls (our phone system also refers callers to the three Chambers of Commerce), answered 2,645 e-mail and website requests, and sent our travel brochure as fulfillment. Calls and emails were received from the following top 10 states/countries: #1 Washington, #2 California, #3 Oregon, #4 Florida, #5 Colorado, #6 Texas, #7 Illinois, #8 Canada, #9 Montana, and #10 Wisconsin and Tennessee.

**Chambers of Commerce Visitor Services** – We continued our important partnership with the three Chambers, which receive 15% of the ‘special’ 2% lodging tax fund to help provide and enhance visitor services. Each Chamber received $22,897.75 this year, in quarterly increments, for a total of $68,693.25 to all three. The Chambers also split an additional $36,000 from “extra” LTAC funds this year.

**Island Friendly Spirit Program** – We continued to partner and meet with the EDC, three Chambers, Town of Friday Harbor and Northwest Workforce Development to develop this customer service program.

**TRACKING & MEASURING RESULTS**

Tourism appeared to fare very well in 2015 according to the following travel indicators:
### TRAVEL INDICATORS

<table>
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<tr>
<th>Travel Indicators</th>
<th>2014</th>
<th>2015</th>
<th>% Change from 2014 to 2015</th>
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<tbody>
<tr>
<td>County Lodging Tax – “Special 2%”</td>
<td>$576,627</td>
<td>$642,836</td>
<td>+11.5%</td>
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<tr>
<td>County Sales Tax</td>
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<td>+8.4%</td>
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<tr>
<td>Friday Harbor Lodging Tax – “Special 2%”*</td>
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<tr>
<td>Friday Harbor Sales Tax</td>
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<td>$344,024</td>
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<td>San Juan Island Lodging Tax*</td>
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<td>$237,737*</td>
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<tr>
<td>WSF Anacortes – All San Juans Ridership</td>
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<td>310,499</td>
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<td>WSF Anacortes – Orcas Island Ridership</td>
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<tr>
<td>WSF Anacortes – Friday Harbor/SJI Ridership</td>
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</table>

* Friday Harbor lodging tax is collected separately from San Juan Island lodging tax

### OPERATING BUDGET

Our 2015 operating budget included the following income and investments/expenses. The County Auditor received detailed monthly invoices and the Friday Harbor Treasurer received seasonal project invoices.

**Income:**

- County lodging tax grant (85% of “Special 2%”) $389,262 (60% of income)
- Friday Harbor lodging tax grant $168,055 (26% of income)
- Membership dues, website ads & second listings $95,846 (14% of income)
- Total $653,163

**Investments/Expenses:**

- Advertising campaigns & production $169,193
- Media relations (marketplaces, press trips, etc.) $32,918
- Website refresh, maintenance, consulting, etc. $90,767
- Other marketing (brochure, weddings, photos, video, etc.) $65,872
- Visitor sales & services (phones & postage) $8,618
- Marketing personnel (3.8 FTE) (payroll, taxes, benefits, etc.) $239,627
- Administration (rent, dsl, insurance, bookkeeping, etc.) $43,414
- Total $650,409

### IN CONCLUSION

Based on the travel indicators above, 2015 appeared to be a successful year for the tourism industry. The new ferry reservations system also appeared to be positive for both visitors and businesses, although a challenge for some businesses located near the ferry lanes which had relied on ferry lines in the past.

Thank you to San Juan County and Friday Harbor government leaders and administrators for your support and investment in destination marketing. We look forward to the continued, positive impact our destination marketing strategies – paired with the three Chamber of Commerce visitor services programs, as well as our members’ individual marketing efforts – will bring to our Islands’ economy and our stewardship-minded tourism industry into the future.

For further information or questions please contact Deborah Hopkins Buchanan, Executive/Marketing Director, 378-3277 ext. 5 or deborah@visitsanjuans.com, or Carl Silvernail, Board President, Innkeeper, Otter’s Pond B&B, Orcas Island, 376-8844 or otter@otterspond.com.

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