

# OPTC Strategic Plan 2013-14



**Mission:** To increase economic impact of tourism to the region through marketing communications and by providing information and inspiration to consumers, tour operators and writers to inspire travel to the Olympic Peninsula

**Target Audience:** Primary: 35+ families and retirees whose primary hobby/leisure choice is outdoor activity  
Secondary: 25-34 singles, couples, young families who love the outdoors

Objectives	Goals	Strategies	Actions / Measures
Engage the regional tourism industry in marketing efforts to establish the Olympic Peninsula as the premier Washington State vacation destination for outdoor enthusiasts.	<ul style="list-style-type: none"> <li>Increase visitor spending to OP counties measured by 5% increase in lodging tax revenues</li> <li>Achieve 75% awareness and satisfaction among OP tourism customers</li> </ul>	<ul style="list-style-type: none"> <li>Develop Olympic Peninsula brand identity and value propositions</li> <li>Focus on attracting repeat tourism to the Olympic Peninsula from the Puget Sound, Portland, and Vancouver Island markets</li> <li>Coordinate and communicate events and promotions across the OP with emphasis on shoulder seasons Feb-Jun and Sep-Oct</li> <li>Inspire positive word of mouth and repeat overnight visits. Employ Word of Mouth marketing strategies:               <ul style="list-style-type: none"> <li>Give them a reason to talk about you.</li> <li>Make the experience remarkable.</li> <li>Earn trust. Make people proud to tell your story.</li> <li>Make it easy. Find a super simple message and help people share it through social media.</li> </ul> </li> <li>Suggested creative strategy – use humor to turn distance/weather barriers into strengths.</li> </ul>	<ul style="list-style-type: none"> <li>Contract a brand-marketing agency. Develop brand strategy and cohesive OP brand campaign (post research). Tailor messages to attract interest groups for:               <ul style="list-style-type: none"> <li>Wildlife viewing</li> <li>Outdoor recreation: Trail, bicycling, camping, kayaking</li> <li>Agri-tourism</li> </ul> </li> <li>Execute “day in the life of the consumer” media analysis. Use targeted media tactics including interactive social media</li> <li>Update OPTC website and associated collateral to promote coordinated OP events</li> <li>Secure co-marketing partnerships with relevant businesses and orgs in metro areas (Audubon, REI, farmer’s markets, etc)</li> <li>Enhance tourist experience:               <ul style="list-style-type: none"> <li>Infuse surprise and delight</li> <li>Foster a tourism “concierge” customer service approach</li> <li>Integrate mobile technology</li> <li>Execute repeat stay incentives / loyalty programs</li> </ul> </li> </ul>
Ensure consistent, timely, and credible OP tourism customer research to serve marketing and commerce activities.	<ul style="list-style-type: none"> <li>Invest 10% of OPTC funds to OP tourism research (at least biennially)</li> </ul>	<ul style="list-style-type: none"> <li>Use primary and secondary research methods</li> <li>Establish OP tourism trend data</li> </ul>	<ul style="list-style-type: none"> <li>Secure research agency / consultant</li> <li>Execute awareness, satisfaction, and need-gap research</li> <li>Provide travel trends reporting</li> <li>Clarify and benchmark key performance indicators (KPIs): identify which measures are most relevant</li> </ul>
Provide leadership and advocacy for OP tourism partners and businesses.	<ul style="list-style-type: none"> <li>Inspire 100% partner active involvement</li> </ul>	<ul style="list-style-type: none"> <li>Employ leadership based organizational strategy</li> <li>Strengthen OP tourism collaboration, support network, sense of community</li> </ul>	<ul style="list-style-type: none"> <li>Establish project champions and committees, track progress</li> <li>Networking events &amp; FAM tour for OPTC partners/businesses</li> <li>Ambassador program</li> <li>Create OPTC Advocacy committee</li> <li>Link OP Tourism Summit w/ annual strategic planning process</li> </ul>