

VISITOR BUREAU OR TOURISM COMMISSION... *WHAT IS THE DIFFERENCE?*

OLYMPIC PENINSULA VISITOR BUREAU, OPVB

Responsible for marketing the unincorporated areas of Clallam County as a desirable destination for overnight visitors. A 501(c)6 organization, primarily funded by room tax generated in Clallam County.

Marsha Massey, Executive Director. Manages day-to-day operation and direction of the Bureau. Directs staff, works with travel writers, tour operators and as the regional film liaison. Serves as administrator for Olympic Peninsula Tourism Commission, drafts budgets, manages operations. Accountable to OPVB Board of Directors. Reports to Clallam County Lodging Tax Advisory Committee. Currently serving on various boards and committees including Sequim LTAC, Juan de Fuca Scenic Byway, Jefferson County Tourism Coordinating Council, Olympic Culinary Loop, WA State Destination Marketing Orgs (WSDMO)].

Mary Brelsford, Communications Manager. Special project coordination, media releases to local and regional news and marketing contacts; social media specialist; support travel writers; create newsletters to various target audiences; coordinates annual Tourism Summit.

Allegra Pomeroy, Social Media/Office Manager. Day to day office & equipment management, keeps up websites, coordinates content between web and print, manages fulfillment, volunteer coordinator, travel counseling, grants tracking, statistics reporting, media log, photo library. Also keeps all social media channels up-to-date and growing with new interest. Knows everyone, their contact info, how to operate all the machines, and can find anything anywhere in the office. Or anywhere.

OPVB FUNCTIONS INCLUDE:

Newsletters to Tourism Industry, Concierge in Seattle, Portland and Victoria, consumers, legislators.

Marketing activities including advertisements and promotions and cooperative programs, social media campaigns.

Travel Media – proactively work for media placement and coverage, assist with itineraries and arrangements for travel press, sometimes escort, follow-up, track publication dates and details.

Partnerships – Jefferson County TCC, Olympic Peninsula Tourism Commission, Olympic Culinary Loop, Waterfall Trail. In 2012, formed an international cooperative to share costs and expand reach in overseas markets with Kitsap, Whidbey & Camano Islands.

Point of Contact – Washington Tourism Alliance, Washington FilmWorks, Seattle VCB, Port of Seattle (International Passenger Development Office). Olympic Peninsula Visitor Bureau serves as contact point and provides staff support for OPTC and other projects and promotions as appropriate, including community coordinator of cruise ship visits.

Product Development – Olympic Peninsula Waterfall Trail, Olympic Peninsula Loop Culinary Tourism Association.



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OLYMPIC PENINSULA TOURISM COMMISSION, OPTC

A partnership of 11 cities/regions in Clallam, Jefferson, Mason and Grays Harbor Counties, including:

- Clallam County (OPVB)
- Port Angeles
- Forks
- Sequim
- Clallam Bay & Sekiu
- Port Hadlock
- Port Ludlow
- Quilcene & Brinnon
- West Jefferson County
- Port Townsend
- Lake Quinalt Innkeepers Assoc.

- Partners invest a portion of their local room tax/resources toward Olympic Peninsula marketing efforts,
- Partners share in the planning and implementation of annual marketing programs,
- Shared consumer requests from advertisements, promotions and websites,
- Produce industry conference: the Olympic Peninsula Tourism Summit in October,
- Annually produce a Travel Planner with content for all partner entities plus Olympic National Park & Forest, with complete lodging lists,
- Conduit for communications for products, events, opportunities and issues impacting tourism,
- Advocate for tourism on the Olympic Peninsula including legislative issues, border crossings, and ferry services, as well as National Park and Forest Service policies that impact visitors,
- Eleven-partner website at www.OlympicPeninsula.org with partner-generated content and events listings.
- OPTC is inclusive of local industry in the planning and implementation of all marketing programs.