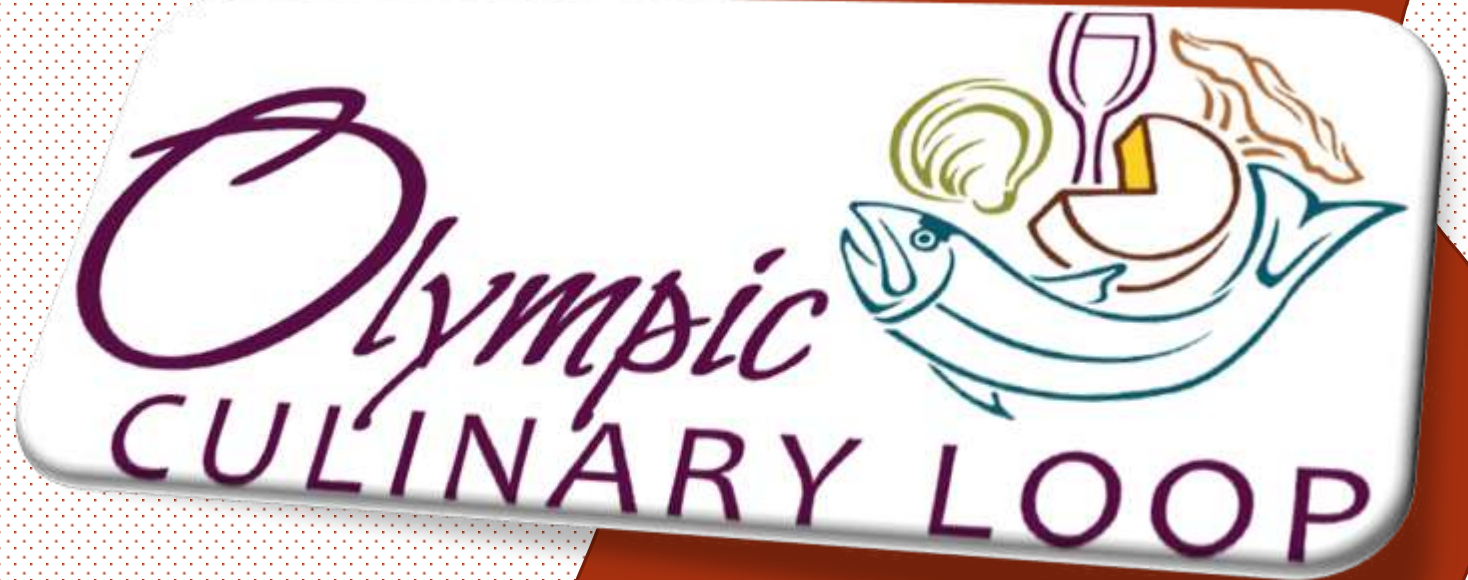


**OCL 1Q2024  
Marketing Mentions**



# YEAR END LODGING TAX REPORT

- YE 2023 vs YE 2022
- Clallam County: Up 5.16%
- Port Angeles: Up 15.77%
- Sequim: Up 4.92%
- Forks: Up 23.56%
- Jefferson County: Up 13.79%
- Port Townsend: Up 6.41%
- Grays Harbor Co.: Down 6.48%
- Mason County: Up 4.64%
- Shelton: Flat

| December 2023 Room Tax Report |                |                 |                 |                  |                | % Change over prior YTD | YTD-over-YTD % change from 2019 |
|-------------------------------|----------------|-----------------|-----------------|------------------|----------------|-------------------------|---------------------------------|
| Clal. Co                      | January        | November        | December        | Full Year        | YTD            |                         |                                 |
| 2023                          | \$58,949.27    | \$203,092.91    | \$100,920.77    | \$1,736,837.37   | \$1,736,837.37 | 5.16%                   | 75.15%                          |
| 2022                          | \$61,655.81    | \$182,578.41    | \$110,337.43    | \$1,651,662.42   | \$1,651,662.42 | 11.24%                  | 66.56%                          |
| 2021                          | \$41,234.47    | \$169,412.80    | \$95,934.87     | \$1,484,829.07   | \$1,484,829.07 | 88.30%                  | 49.74%                          |
| 2020                          | \$32,556.07    | \$124,311.26    | \$66,996.65     | \$788,557.16     | \$788,557.16   | -20.48%                 |                                 |
| <b>P.A.</b>                   | <b>January</b> | <b>November</b> | <b>December</b> | <b>Full Year</b> | <b>YTD</b>     | <b>% Change</b>         | <b>% Change</b>                 |
| 2023                          | \$39,646.93    | \$179,946.56    | \$69,717.38     | \$1,320,198.96   | \$1,320,198.96 | 15.77%                  | 65.23%                          |
| 2022                          | \$37,706.01    | \$136,124.80    | \$79,898.40     | \$1,140,386.73   | \$1,140,386.73 | 14.29%                  | 42.72%                          |
| 2021                          | \$29,706.66    | \$78,632.65     | \$87,518.66     | \$997,793.06     | \$997,793.06   | 96.42%                  | 24.88%                          |
| 2020                          | \$34,334.66    | \$71,138.54     | \$47,848.92     | \$507,993.71     | \$507,993.71   | -36.42%                 |                                 |
| <b>Sequim</b>                 | <b>January</b> | <b>November</b> | <b>December</b> | <b>Full Year</b> | <b>YTD</b>     | <b>% Change</b>         | <b>% Change</b>                 |
| 2023                          | \$24,114.78    | \$57,735.28     | \$25,668.78     | \$559,707.18     | \$559,707.18   | 4.92%                   | 39.99%                          |
| 2022                          | \$19,944.37    | \$77,956.25     | \$27,614.08     | \$533,464.16     | \$533,464.16   | 10.09%                  | 33.42%                          |
| 2021                          | \$16,542.54    | \$45,675.45     | \$27,574.44     | \$484,555.20     | \$484,555.20   | 70.70%                  | 21.19%                          |
| 2020                          | \$14,435.53    | \$38,134.39     | \$25,872.15     | \$283,859.71     | \$283,859.71   | -29.01%                 |                                 |
| <b>Forks</b>                  | <b>January</b> | <b>November</b> | <b>December</b> | <b>Full Year</b> | <b>YTD</b>     | <b>% Change</b>         | <b>% Change</b>                 |
| 2023                          | \$19,062.47    | \$59,562.27     | \$34,059.84     | \$528,455.23     | \$528,455.23   | 23.56%                  | 108.28%                         |
| 2022                          | \$15,177.37    | \$50,155.28     | \$35,089.42     | \$427,688.13     | \$427,688.13   | 16.12%                  | 68.56%                          |
| 2021                          | \$11,870.47    | \$42,069.36     | \$25,839.09     | \$368,328.92     | \$368,328.92   | 85.92%                  | 45.17%                          |
| 2020                          | \$9,609.28     | \$30,870.12     | \$21,251.12     | \$198,109.54     | \$198,109.54   | -21.92%                 |                                 |
| <b>Jeff. Co</b>               | <b>January</b> | <b>November</b> | <b>December</b> | <b>Full Year</b> | <b>YTD</b>     | <b>% Change</b>         | <b>% Change</b>                 |
| 2023                          | \$38,585.12    | \$79,199.32     | \$49,318.21     | \$902,606.39     | \$902,606.39   | 13.79%                  | 58.75%                          |
| 2022                          | \$39,468.68    | \$87,442.65     | \$59,924.17     | \$793,215.36     | \$793,215.36   | 1.80%                   | 39.51%                          |
| 2021                          | \$38,925.82    | \$102,436.87    | \$53,062.58     | \$779,200.64     | \$779,200.64   | 61.92%                  | 37.04%                          |
| 2020                          | \$31,208.52    | \$75,232.02     | \$54,415.58     | \$481,213.12     | \$481,213.12   | -15.37%                 |                                 |
| <b>Port T.</b>                | <b>January</b> | <b>November</b> | <b>December</b> | <b>Full Year</b> | <b>YTD</b>     | <b>% Change</b>         | <b>% Change</b>                 |
| 2023                          | \$56,413.84    | \$74,081.59     | \$47,710.72     | \$640,736.08     | \$640,736.08   | 6.41%                   | 13.54%                          |
| 2022                          | \$33,015.90    | \$64,468.02     | \$68,201.07     | \$602,166.89     | \$602,166.89   | 14.68%                  | 6.71%                           |
| 2021                          | \$21,393.25    | \$58,652.34     | \$41,675.55     | \$525,078.71     | \$525,078.71   | 54.64%                  | -6.95%                          |
| 2020                          | \$32,168.38    | \$56,031.27     | \$32,941.20     | \$339,546.56     | \$339,546.56   | -39.83%                 |                                 |

Datasource: Washington Dept of Revenue Compiled by OPVB

# Winter – Spring Content Tour

## December 5th

6:00 AM leave Tenino

8:30 AM Breakfast at Port Ludlow Resort Fireside  
Restaurant

9:30 AM - 10:30 AM Meeting with Chef Dan

11:00 AM - 12:15 PM White Lotus Farm & Inn Tour

1 PM - 2 PM Egg and I Pork - Tour

2:30 PM SpringRain Farm - Tour

Dinner Port Ludlow Resort: Fireside

Lodging: Stay at Chevy Chase Beach Cabins

## December 6th

7:00 AM Breakfast: Farms Reach Cafe Chimacum

8:30 AM Coffee: Interview with Ric the "Escargot Rancher"

11:00 AM Finnriver/Chimacum Grainery - Tour

12:30 Lunch: Picnic from Chimacum Corner

2:30: Fort Flagler, Ranger Aaron - Tour

4:00: Stop by Ajax Café (*Quilbilly's are the new owners*)

6:00 PM Dinner: Finistère, Port Townsend

Lodging: Stay at Chevy Chase Beach Cabins night 2

## December 7th:

7:00 AM Breakfast: Quilbilly's Restaurant and Taproom

9:30 AM Tour and interview of Worthington

Mansion: Christine Satterlee and Brian Cullin

Lunch: Halfway House for Bonnies Pies in Brinnon

12:00 PM Christina with Hood Canal Adventures - Tour

5:00 PM Dinner: The Galley & Pub @ Pleasant Harbor

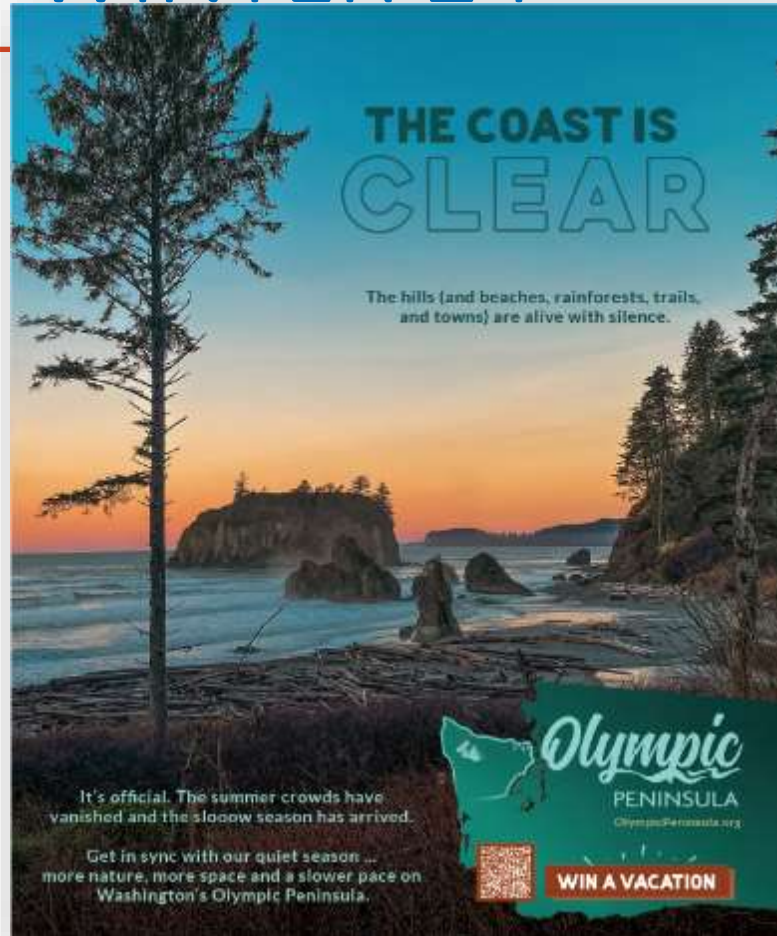
8:00 PM return Tenino... tired!







# ADVERTISING: FALL '23 / WINTER'24



Two versions: Coast and Rain Forest

Statehood Media: 1859 / 1889

NW Travel & Life

Adventures NW

## OVERVIEW

OVER 16 MILLION CAMPAIGN IMPRESSIONS

WEBSITE PAGEVIEWS: 290K

CONTEST ENTRIES: 12,688

\$127K BROADCAST, DIGITAL & PRINT MEDIA BUY

### MEDIA CHANNELS

- + ADARA PROGRAMMATIC ADS & CTV
- + SEATTLE MET & PORTLAND MONTHLY (RICH MEDIA & 8 EMAILS)
- + GOOGLE ADS NETWORK, META & BING
- + VISIT SEATTLE EMAIL BLAST
- + KOMO & KATU TV / CTV/OTV (:30 & :15 sec commercials)
- + PRINT: 1889, 1859, Visit Seattle, NW Travel & Life



Share the Love All Month Long!

Thanks to Leap-Year, this February, we have an extra day to celebrate Valentine's spirit of love and affection. Look at all these heart-felt delicious details being cooked up for February.

Feb



### The Olympic Peninsula Red Wine & Chocolate Tour is BACK!


Saturday February 17th, 12-6pm at 7 Cedars Hotel & Casino

Event organizers - [Olympic Peninsula Winery Association](#) - is pleased to announce that it's back in 2024 - "Better Than Ever" - with all participating wineries under one roof to eliminate winter traveling between tasting rooms, and to provide more wine and chocolate pairing opportunities. Featuring:

- Commemorative Wine Glass
- Wine Tastings (10 each)
- Chocolate Samplings
- Discounted Bottle Purchases (all wine will be priced 10% off retail, and 7 Cedars Hotel is offering special room rate pricing)
- Live Music, featuring local smooth-jazz talents, to entertain all.

To honor our designated drivers, we are offering a special ticket. Your ticket includes chocolate samplings & live music, but NO glass or wine.

BUY ADVANCE TICKETS NOW



**Valentines News & Specials**

Check-out all the updated Valentines specials and details. [Loop back](#) often for all details and updates.

Spirits Sets the Table for Special

### Resolve to the BEST Eat & Drinks in 2024



### NYE Farm-to-Table Prix Fixe at The Fireside

Ring in the New Year with [The Fireside/The Resort at Port Ludlow's](#) farm-to-table prix fixe menu. December 31 @ 5:00 pm - 10:00 pm \$120  
**Amuse**  
Dungeness Crab Napoleon  
English Cucumber, Sungold Tomato, Roasted Pepper Aioli

Make A Reservation

Jan



### Celebrate New Year's Eve with Finnriver

### Monthly Fresh Sheet



12,342 + .55%

28.08% +.68%



21.63% +0.32%



0.25% -0.384%



### December's Olympic Culinary Loop Fresh Sheet is a Culinary Celebration!

**Mulled Wine Workshop at Olympic Cellars**  
Mulled Wine Workshop at [Olympic Cellars](#) on Dec 18, 5-7 pm. \$35. Enjoy an evening sipping mulled wine in the relaxing atmosphere of the [Olympic Cellars](#) tasting room while creating your own mulled wine spice blend. Space is limited. Purchase tickets at the winery or online.

**Mulled Spices Workshop**

**Dec** Workshop

**Spirits NYE Sunday Brunch - Old Alcohol Plant**

What better way to send out 2023 than enjoying a delightful Sunday brunch with friends at [the OAP/AM](#)? Good food, great company, and the perfect way to relax and recharge for the week ahead. What's on your brunch menu this NYE? Book your **Spirits Brunch** table by clicking the ticket link below.

**Spirits Sunday Brunch**



### Clippino in the Sea Glass Grill

The [Sea Glass Grill](#) at [Westport Winery Garden Resort](#) has added Clippino to its early offerings. Dive into this warm classic that starts with a rich tomato and olive broth filled with muscle, steamer clams, halibut, salmon, prawns and Dungeness crab then topped with a dollop of fresh pesto and sliced garlic scallions on the side. The restaurant is open 11am to 7pm on Friday, 5am to 7pm on Saturday, 9am to 5pm on Sunday, and 11am to 6pm from Monday through Thursday. Call 360-648-2224 for reservations.

Westport Winery

Sip and Browse Hoodport Winery



### Celebrate our Bounty! Nov

November celebrates our local bounty - as we share additional reasons to be thankful - and plenty of YUM all around the [Olympic Culinary Loop](#)



### Come Experience Our Slow Season

Love the [Olympic Peninsula](#) but not the summer crowds? Get in sync with our guest season - more nature, more space and a slower pace. Oh, and you can even WIN a visit to the Olympic Peninsula.

Winners will enjoy a two-night stay in either Port Townsend, Port Ludlow, Sequim, or Port Angeles, a delicious meal, and an annual pass to [Olympic National Park](#), so you can return again and again! Details and entry form can be found [HERE](#).

Enter To Win!



### Winter Weekly Specials Begin at Silverwater Cafe!

Everyone's favorite winter weekly dinner specials return to the [Silverwater](#) on Wednesday, November 1st, beginning with our can't-eat spaghetti made with North's signature Sicilian red sauce. On Tuesdays, we bring back our ultimate cold-weather comfort food: Sicilian-inspired meatloaf! On Thursdays, we will feature a selection of quality certified Angus Beef steaks with different preparations. We are also introducing an updated wine list with elevated selections from a reserve cellar list. We can't wait to see you!

Silverwater Cafe



### Winter Hours at the Port Townsend Farmers Market

Yes, your [Port Townsend Farmers Market](#) is still going strong this fall with a wealth of seasonal produce, artisan and presided foods, as well as arts and crafts. We have the things for delicious seasonal meals, giving you the opportunity to enjoy [Hoodport County's](#) bounty while supporting local farms. Starting in November through December 2024, we switch to winter hours - 10am-2pm, Saturdays, Tyler Street Upper Port Townsend. See you at the Market!

Port Townsend Farmers Market





Food Traveler

## Take a Delicious Dive into One Corner of the Olympic Culinary Loop

For years, Washington's Olympic Culinary Loop has been welcoming hungry foodies to nearly 100 one-of-a-kind restaurants, farms and producers of beverages, flours, baked and preserved goods, as well as culinary-focused visitor lodging and festivals. The common denominator is welcoming every hungry "taste tourist" to take a bite out of the endless year-round offerings found around the expansive Olympic Culinary Loop.

**Endless Loops**

"Visitors will travel around the Loop—all 400-plus miles of they can—stopping at a farm stand, a few restaurants and maybe a batting room near their campsite or hotel," says Steve Shively, Director of marketing partnerships for the Olympic Culinary Loop. "On another visit they might focus on experiencing the award-winning Cider Route or sharpen their way along the Shellfish Trail." Add in side trips off Hwy 101 to visit stand-alone destinations such as the fertile Chimaquim Valley or Port Townsend—dubbed the "Paris of the Pacific Northwest" by Sunset Magazine—or foraging and foraging their way along a visit to any of the 24 Olympic Peninsula waterfalls, and it's easy to see how the Olympic Culinary Loop is a food lover's year-round playground dedicated to enjoying every bite of the Olympic Peninsula.

**Port Ludlow, Chimaquim Valley and Port Townsend**

These destinations comprise the northeast corner of the "loop," easily accessed from Seattle across the Hood Canal Bridge, or Portland from the

south and Vancouver B.C. via the Coupeville-Port Townsend ferry. Even before Betty MacDonald penned her American classic "The Egg and I," the fertile farmlands and waters of the Chimaquim Valley on the northeast corner of the Olympic Peninsula have been serving up a bounty of delicious crops and foods. Today, the Chimaquim Valley is one of the most exciting market baskets feeding the Pacific Northwest's agritourism industry.

One special way to experience it is as guest of the nearby Resort at Port Ludlow. When guests check-in for their celebrated "Farms Tour Package," they are given a large basket and Farm Bucks vouchers to spend at a variety of local farms, cideries and the seasonal Farmers Market. After meeting with one of the Resort's Fireside Restaurant chefs, their selections are transformed into a one-of-a-kind, multi-course tasting menu.

Whether dining on your own Farm Tour, or sampling from a series of year-round culinary festivals and special events, or picking a new favorite from a

**Discover the Northeast Corner of the Olympic Culinary Loop**

Taste fresh farm-to-table fare at:

- Fireside Restaurant at Port Ludlow Resort, [PortLudlowResort.com](http://PortLudlowResort.com)
- Old Alcoholic Plant Inn and Sports Bar, [oldalcoholicplant.com](http://oldalcoholicplant.com)
- Ajax Cafe, [ajaxcafe.com](http://ajaxcafe.com)
- Farms Beach Cafe, [farmsbeachcafe.com](http://farmsbeachcafe.com)
- The Firstriver Kitchen, [firstriver.com](http://firstriver.com)
- Chimaquim Farmers Market (Sundays, 10am a.m. - 2pm p.m., June - October) [jeffersoncounty.org/markets](http://jeffersoncounty.org/markets)

tasting room or field, simply pick up a map and follow either your taste buds or any growing season to a unique Olympic Culinary Loop experience all your own. Find culinary festivals, restaurants, farmers markets, cideries and much more at [olympicculinaryloop.com](http://olympicculinaryloop.com). Discover all the information you need to travel the northeast portion of the Olympic Peninsula (Jefferson County), at [enjoyolympicpeninsula.com](http://enjoyolympicpeninsula.com).







1. Enhance targeted marketing efforts to increase awareness of spring, fall and winter travel seasons.
2. Develop diversified year-round tourism product and visitor experiences to engage a wider variety of consumer lifestyles.
3. Increase government, community and industry alignment around sustainable tourism development.

An orange, teardrop-shaped graphic element pointing downwards, located on the left side of the slide.

**A plan is only as good as  
the execution behind it.**

A solid green horizontal bar at the bottom of the slide.



Save the date!



April 8 & 9, 2024, Port Angeles



*Olympic Peninsula Tourism Summit*

A banner with a dark background showing the lower legs and feet of several people sitting at a table. The text "Olympic Peninsula Tourism Summit" is written in a white, cursive font across the center of the banner.

Details coming soon to <https://olympicpeninsula.org/tourism-summit/>

Olympic



CULINARY LOOP

Questions?

[Steve@OlympicCulinaryLoop.com](mailto:Steve@OlympicCulinaryLoop.com)

360.440.7006

