



Whidbey & Camano Islands Tourism

CAMANO ISLAND CHAMBER OF
COMMERCE
APRIL 15, 2021

Funded from Special 2% Lodging Taxes



- ▶ Interlocal Agreement
- ▶ Official Destination Marketing Organization
- ▶ Regional Branding
- ▶ Monthly Meeting
- ▶ Fully Transparent

Committee of 18 Members

- ▶ Jessica McCready,
Camano Island
Chamber of Commerce
- ▶ Deb Bell,
Camano Island Lodging

What Do We Do?

- ▶ Website
- ▶ Book Direct for Lodging
- ▶ Social Media
- ▶ Public Relations
- ▶ Coalitions

What Else Do We Do?

- ▶ Media Relations
- ▶ Film Liaison
- ▶ Official Map
- ▶ Advertising
- ▶ Promotions

COVID-19

1

Visit us Later

2

Work in
Partnerships

3

Island County
Economic
Recovery Task
Force

ENTER TO WIN AN

#EscapeItAll **GETAWAY!**

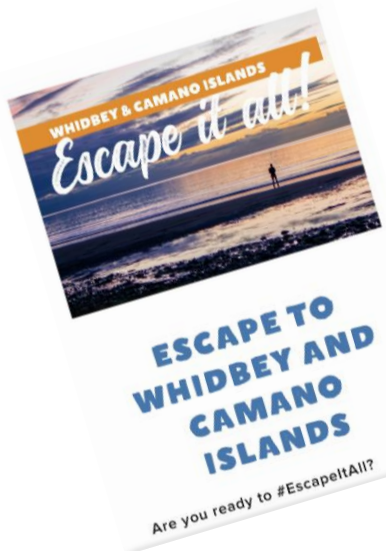


GlobeNewswire
**ESCAPE TO
WASHINGTON'S
WHIDBEY AND
CAMANO ISLANDS
WITH NEW
VIRTUAL
VACATION SERIES**

April 13, 2020 14:10 ET | Source: Whidbey & Camano
Islands Tourism
photo-release



Orca Whales at Deception Pass on Whidbey Island



Whidbey Camano
ISLANDS



WHIDBEY & CAMANO ISLANDS

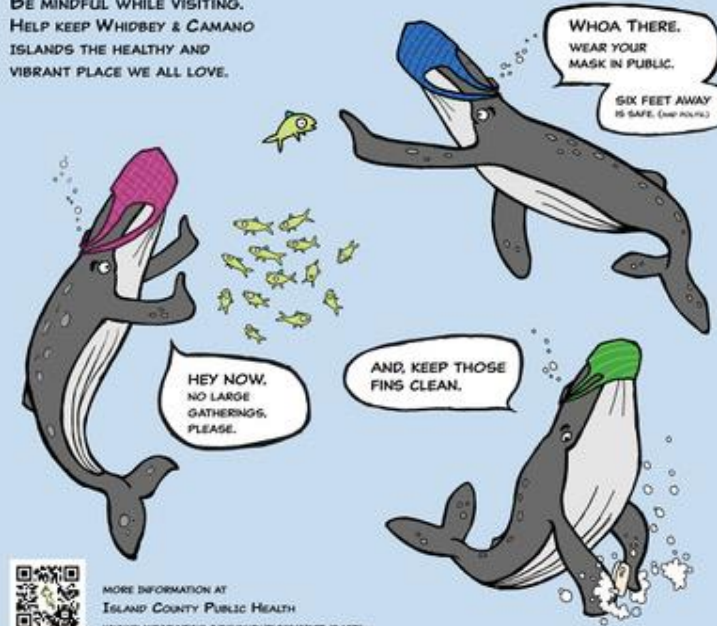
Escape it all!





VISITING WHIDBEY & CAMANO ISLANDS? **DO YOUR PART**

BE MINDFUL WHILE VISITING.
HELP KEEP WHIDBEY & CAMANO
ISLANDS THE HEALTHY AND
VIBRANT PLACE WE ALL LOVE.



MORE INFORMATION AT
ISLAND COUNTY PUBLIC HEALTH
WWW.ISLANDCOUNTYPUBLICHEALTHPRIDES/COVID-19-ASPE

Whidbey Camano
ISLANDS
WASHINGTON STATE, USA

THE SHORTEST DISTANCE TO FAR AWAY™
WHIDBEYCAMANOISLANDS.COM

Created in partnership
with the Island County
Public Health Department





We wanted more data...

Dean Runyon Report

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See Source

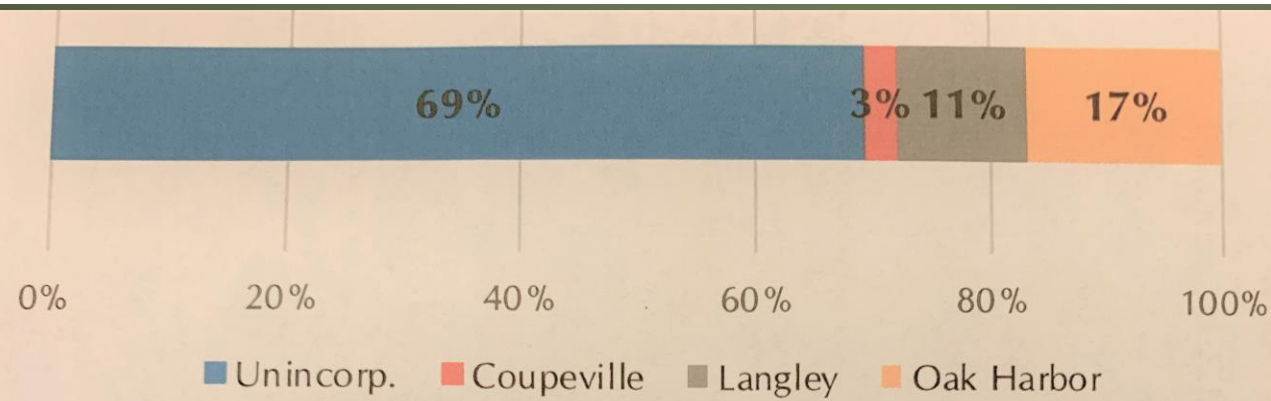
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AirDNA

Dean Runyon 2020

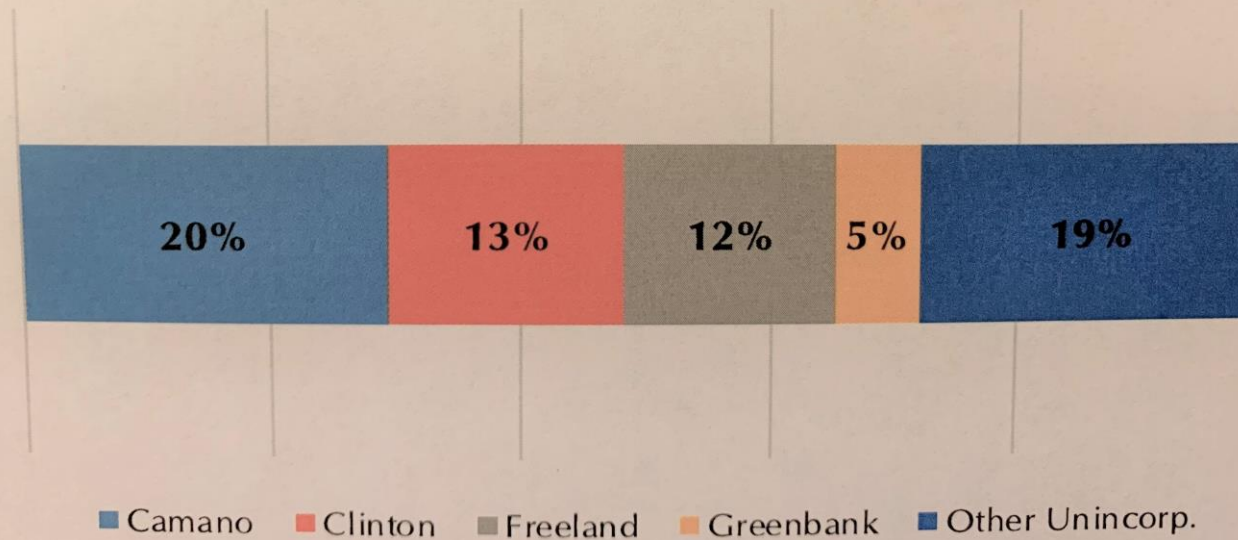
Island County Direct Travel Impacts, 2015-2020p

	Spending	Earnings	Employment	Tax Receipts (\$Million)		
	(\$Million)	(\$Million)		Local	State	Total
2015	187.7	58.0	2,610	5.8	12.4	18.2
2016	203.6	64.0	2,790	6.5	13.9	20.4
2017	210.4	70.6	2,820	6.6	14.4	21.0
2018	232.2	78.5	2,980	7.1	15.5	22.6
2019	250.1	83.8	3,030	7.3	16.4	23.7
2020p	205.6	69.2	2,430	7.0	14.0	21.0
<i>Annual Percentage Change</i>						
19-20p	-17.8%	-17.5%	-19.8%	-5.3%	-14.5%	-11.6%
15-20p	1.8%	3.6%	-1.4%	3.7%	2.5%	2.9%



Source: Washington Department of Revenue

Estimated Unincorporated 69% Breakdown, 2020

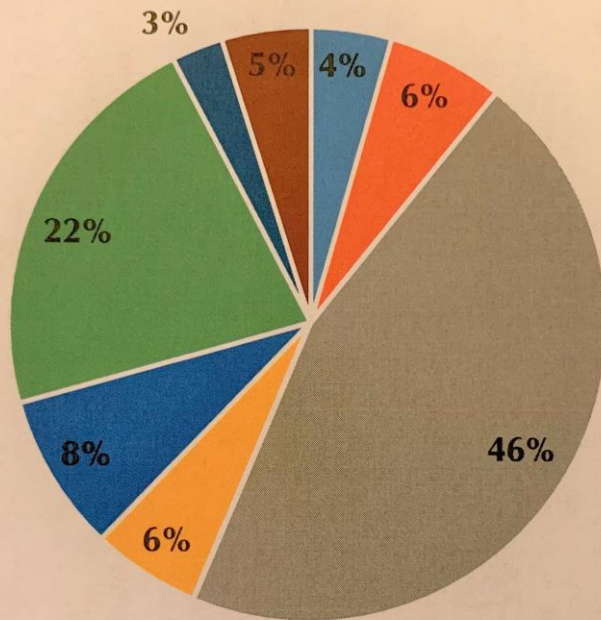


Dean Runyon Travel Impacts

Based on room tax receipts,
sales tax figures, business
pattern data, and short-term
lodging data

Dean Runyon – Travel Spending 2020

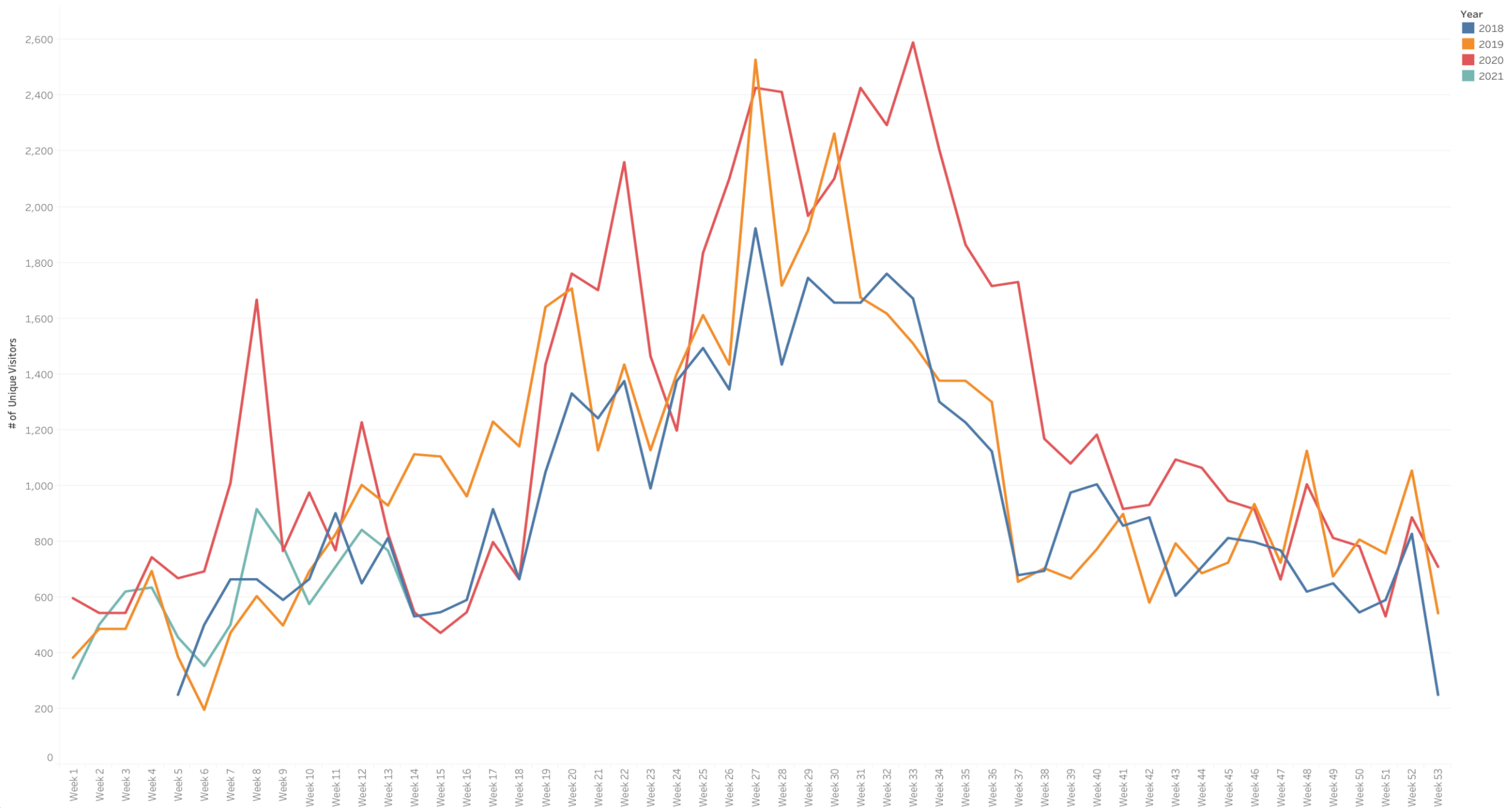
Share of Travel Spending



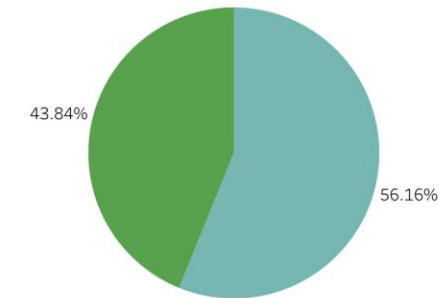
■ Coupeville ■ Langley ■ Oak Harbor
■ Camano ■ Clinton ■ Freeland
■ Greenbank ■ Other Unincorp

	Spending (\$Million)	Earnings (\$Million)	Employment Jobs	Tax Receipts (\$M)		
				Local	State	Total
Total	199.3	69.2	2,430	7.0	14.0	21.0
Incorporated Areas	112.2	37.8	1,230	3.9	7.9	11.8
Coupeville	8.8	2.9	90	0.3	0.6	0.9
Langley	12.6	4.4	140	0.4	0.9	1.3
Oak Harbor	90.8	30.6	1,000	3.2	6.4	9.6
Unincorporated Areas	87.1	31.4	1,200	3.0	6.1	9.2
Clinton	16.8	6.3	220	0.6	1.2	1.8
Freeland	43.4	15.6	600	1.5	3.1	4.6
Greenbank	5.6	2.5	100	0.2	0.4	0.6
Other Unincorp.	9.6	3.4	100	0.3	0.7	1.0
Camano Island	11.7	3.7	180	0.4	0.8	1.2
Camano	11.7	3.7	180	0.4	0.8	1.2

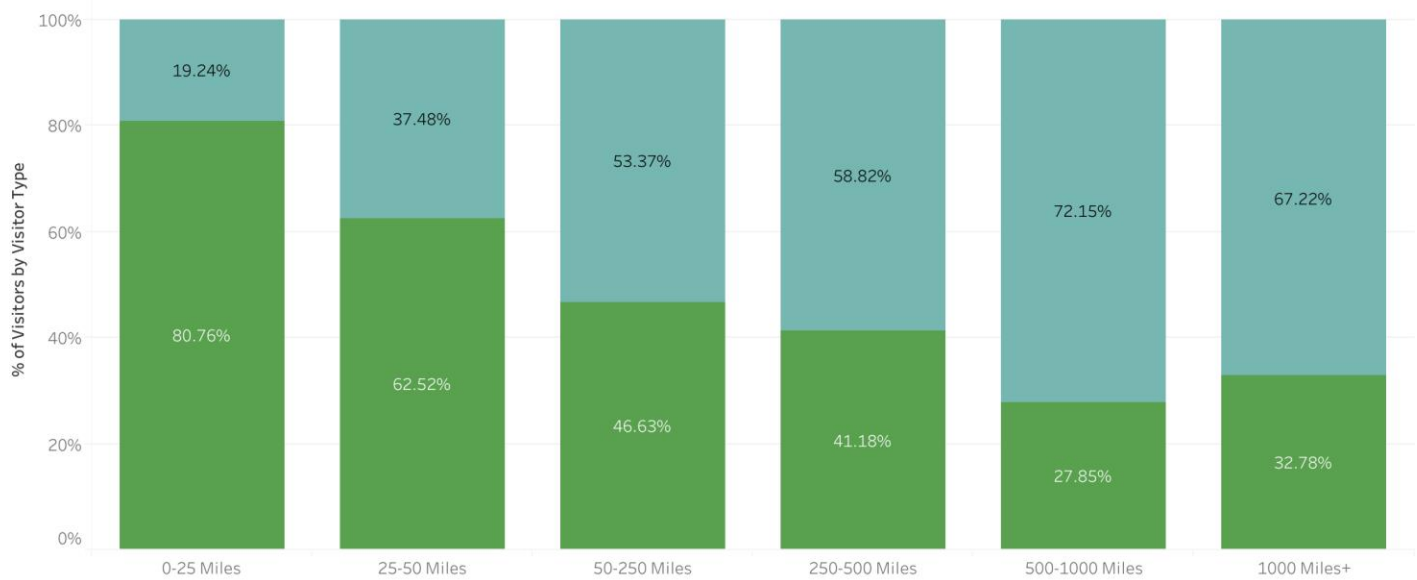
Weekly # of Unique Visitors



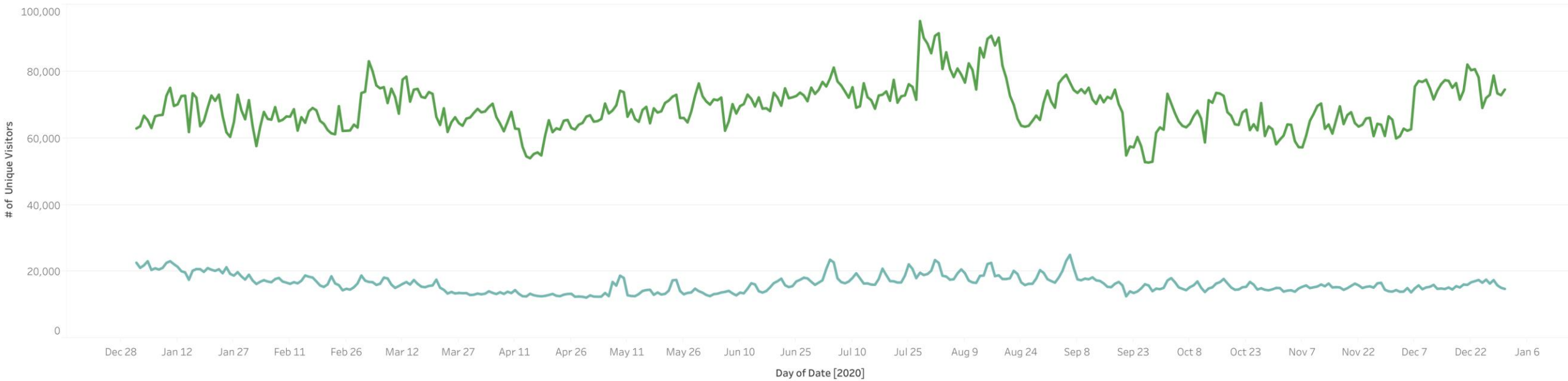
Share of Repeat vs One Time Visitors



Variation over distance



Repeat Vs One Time Visitors over time





CAMANO ISLAND

Laid back and friendly, it's known for zip lining, axe throwing, Dungeness crab, a prolific arts community and natural beauty. The roads create an uncomplicated driving loop for exploring uncrowded beaches, parks and winding forested trails. There's abundant lodging, some at the water's edge, for beach walking or whale watching from the shore.

WHIDBEY ISLAND

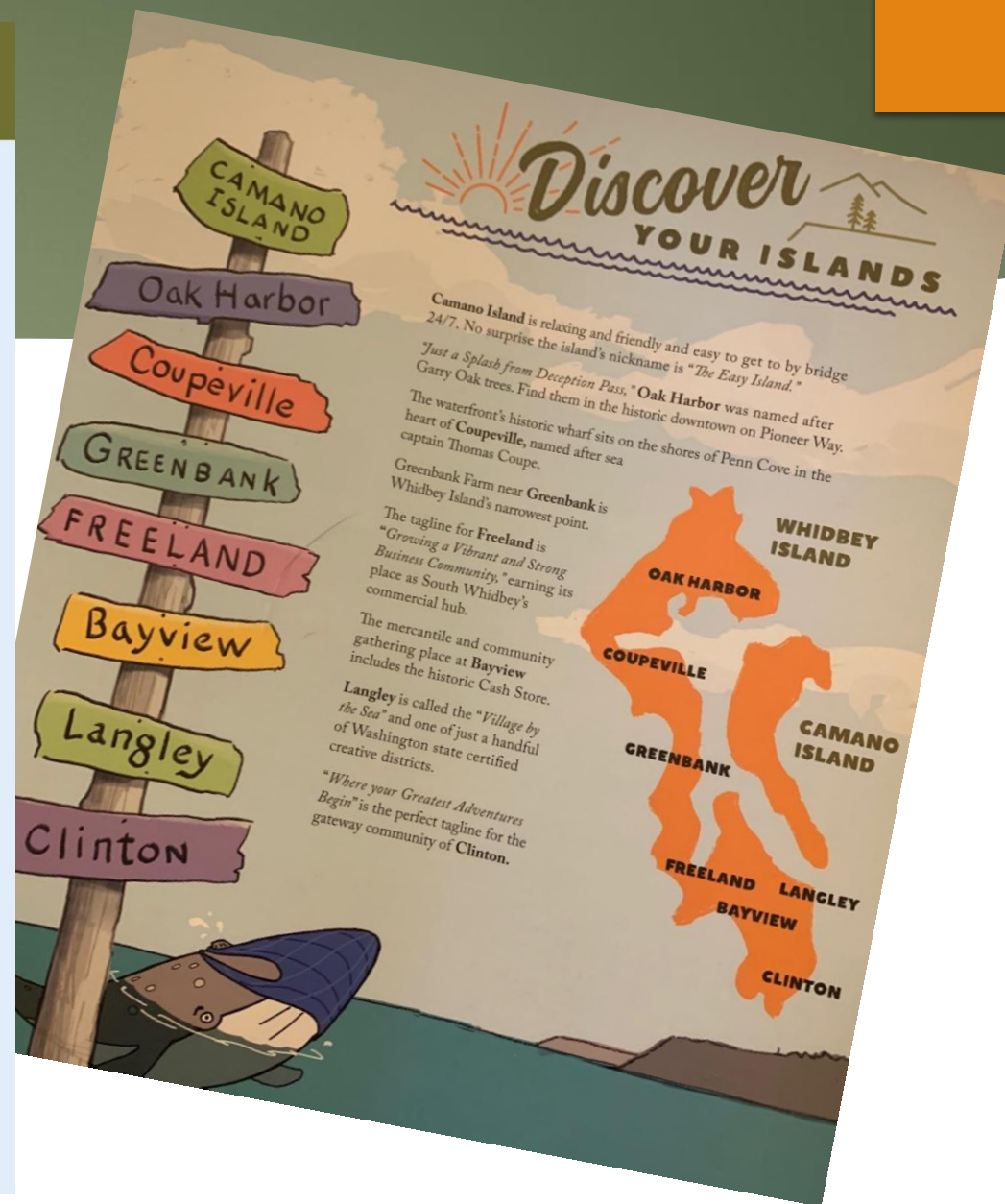
The dramatic beauty of Deception Pass is a memorable way to arrive or depart. Choose from two ferry routes. The perfect balance of nature, the small-town vibe. You may even see "pilots from the Naval Air Station" training overhead. Surrounded by capped mountains, the main road is appropriately named the Whidbey Isle Way. Lodging is abundant from rustic to luxury.

Whidbey Camano
ISLANDS



So much to
discover close to
home.

**EASE INTO
ISLAND TIME**









Questions?

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