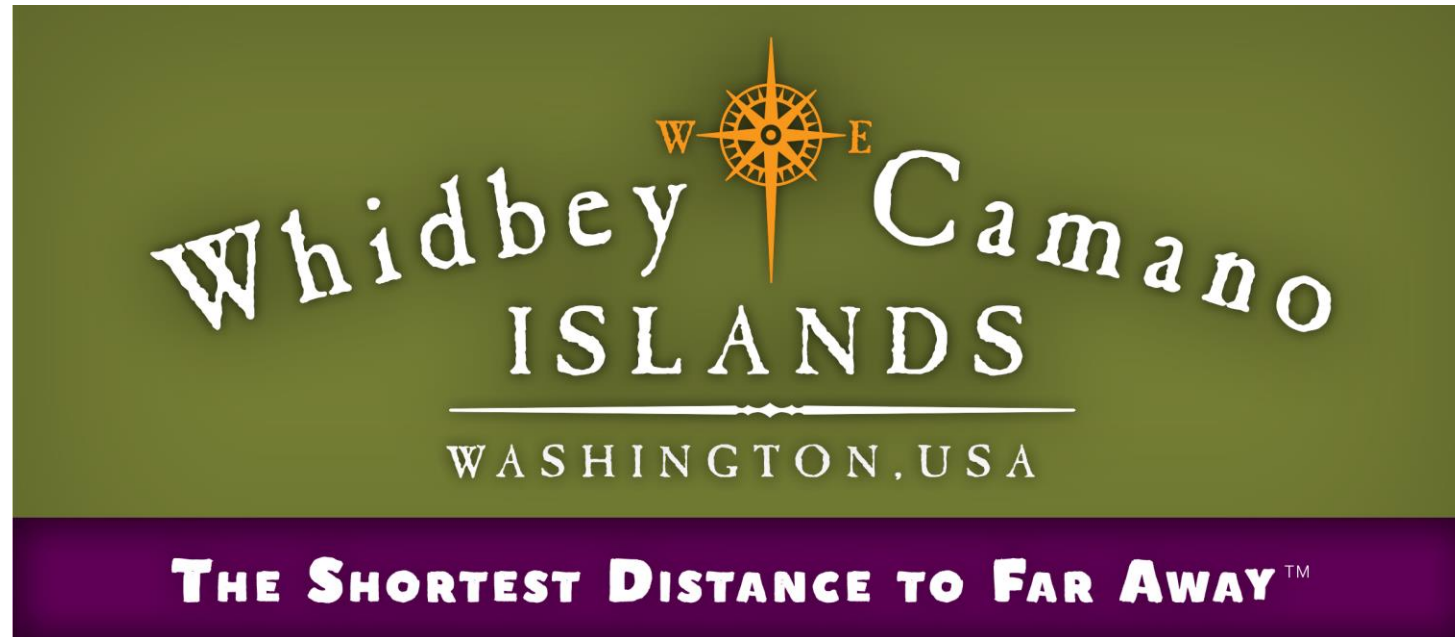


Camano Island Chamber of Commerce

April 21, 2022

Sherrye Wyatt



Plans for 2022



ASSESS our destination's impact and guide us through a regenerative journey



DESIGN transformative travel experiences for visitors



IMPLEMENT regenerative principles that make us thrive



MEASURE the degree of sustainability

A large orange circle is positioned on the left side of the slide, partially cut off by the edge. It contains the text 'Transformative Destinations Program' in white.

Transformative Destinations Program

Destinations worldwide
are adapting to new
norms after the global
pandemic

Embracing sustainability,
deepening commitment to
protect natural and
cultural heritage

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Transformative Destinations Program

There's a desire to balance
the needs of nature,
communities, and the
economy

Whidbey & Camano
Islands Tourism is
committed to creating a
new plan for the future

A large orange circle is positioned on the left side of the slide, partially cut off by the edge. It contains the text 'Transformative Destinations Program' in white.

Transformative Destinations Program

Reimagining our approach
to tourism and how to
measure success

Transformational Travel
and Regenerative Tourism
are catalysts for this
evolution

Traveling with Intention



TRANSFORMATIONAL TRAVEL

PERSONAL GROWTH, INSPIRING,
LIFE-CHANGING



REGENERATIVE TOURISM

REVITALIZE, HEAL, RENEW,
IMPROVE THE DESTINATION

Transformational Travel



Intentionally
traveling to
stretch, learn
and grow into
new ways of
being and
engaging with
the world

Transformational Travel Council

Transformational Travel



Travel can inspire change, it can be transformative, but travelers themselves must create the transformation

Transformational Travel



Travelers need to be an active part of not just the experience, but of the outcomes

Transformational Travel



Travel may be
used
intentionally as a
force for good in
the world

Regenerative Tourism

- Defines success as net benefit – added value, not volume
- BUT it is not anti-growth; it simply asks that we grow the things that matter most to us in ways that benefit the entire system and never at the expense of others

Anna Pollock



Regenerative Tourism

- Tourism is not a sector, but a dynamic
- Regeneration is not about incremental improvements, it's about real systems change to a new approach



Regenerative Tourism

- The idea that tourism leaves a place BETTER than it was before
- ‘Sustainability’ in comparison is about leaving something as it exists and not causing additional damage



Regenerative Tourism

- Creating conditions for life to continuously renew itself, to transcend into new forms, and to flourish amid everchanging life conditions
- A holistic approach to the wellbeing of the entire ecosystem





What success looks like

Unification: Stakeholders are unified through a Regenerative Tourism process and in our approach to sustainable destination management, development, and marketing

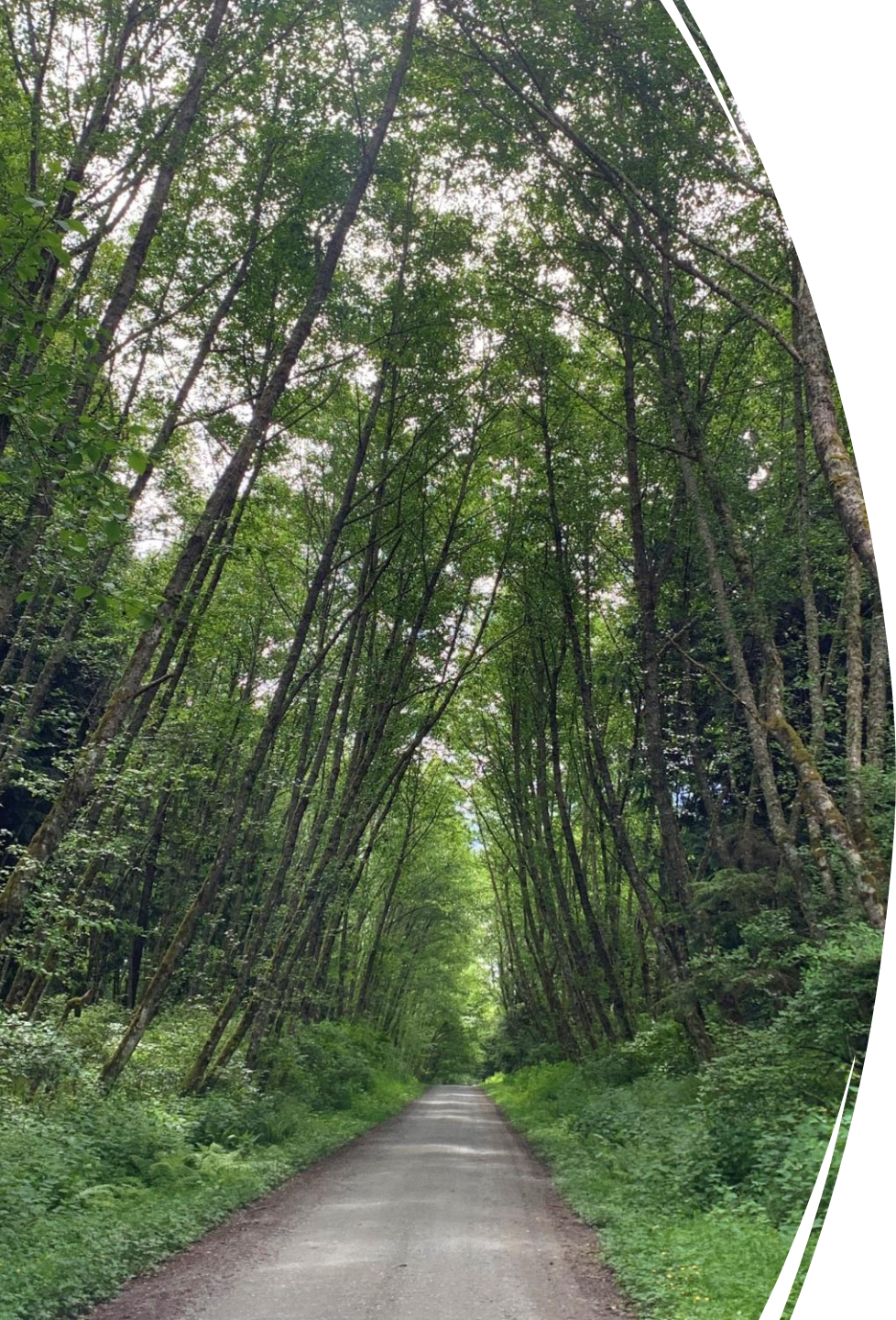
Strategic Action Plan: The development of a living Strategic Action Plan to guide implementation through an inclusive, stakeholder-driven process

A photograph of a deer grazing in a field of dry grass. The deer is brown and white, with its head down, eating the grass. The background is a blurred field of similar grass.

What success looks like

Train the Trainer: Build local capacity through dynamic training created for the purpose of scaling up **Transformational Travel** offerings among practitioners and host communities

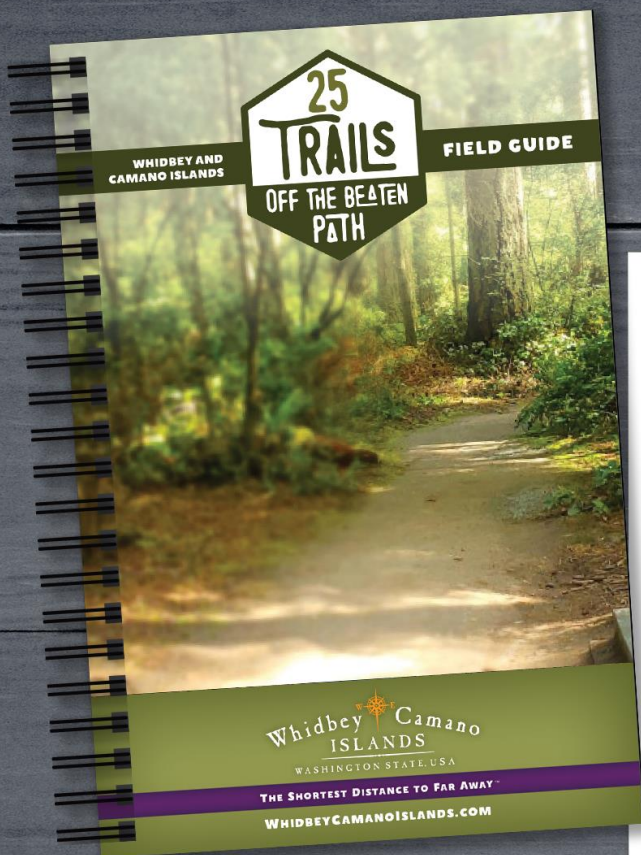
Meaningful Travel: Tourism practitioners are empowered to design **Transformative Travel** that drives engagement, deepens connection, and expands meaning



What success looks like

Marketing: Use the **Early Adopter** program to develop a marketing narrative for branding the destination as a thought leader in **Regenerative Tourism** and **Transformational Travel**

License Agreement: For the **Transformational Design Course** for Whidbey and Camano Islands Tourism giving us access to educational content and resources



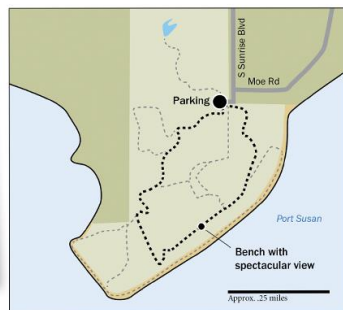
Barnum Point County Park Trails

Location: From Terry's Corner take Sunrise Blvd and follow for 2 3/4 miles to end of road. Parking is on the right. Note: do not try to enter the park via Barnum Road as map apps may suggest.

Parking: Gravel lot with 14 spots, one ADA.

Fees: None, this is an Island County Park, made possible by the Whidbey and Camano Islands Land Trust

Difficulty: Easy, family friendly.



2

English Boom Trail



Photo: Annette Pitts

This is a choose your own adventure style jaunt, with 10 different interconnecting trails within the park.

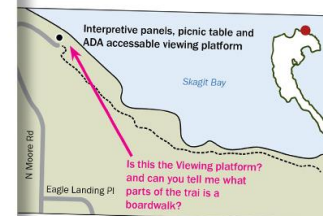
The low intensity trail system is accessible to a range of abilities and lengths based on your chosen route. You will encounter a range of fellow visitors from babies in backpacks and dog walkers to birders and trail joggers. Gentle slopes lead to breathtaking bluffs with a variety of secret squirrel beach access points. Parking lot fills quickly so arrive early or come later in the day for less trail traffic.

Make sure to check out the viewing bench on the Eagle Crest Trail for killer views of the Cascades especially at sunrise.

3

A short, flat northern facing trail with plenty of bird-watching, picnic tables and areas to settle in for sunrise, sunset or any time of day. Enjoy ADA access and a flat, waterfront gravel trail for an easy out and back jaunt. **A perfect spot for sunrise behind Mount Baker. (Weather permitting!)**

Local craft producer Ale Spike Brewery is located nearby, ideal for pre or post jaunt libations. Covered shelter with picnic tables, small boardwalk with gravel trail along the beach and driftwood galore. Designated as an off leash dog area with several sandy spots for picnics or sunrise coffees along the way. During the 1920s and 1930s, the park was once a logging boom owned by the English Lumber company. Trees were felled to the water, tied together and pulled by logs to sawmills. Island County purchased the parkland in 1997.



5

TREAD Map App

- One-stop, comprehensive, recreation mapping app
- Free up-to-date conditions, safety info, community events and volunteer opportunities
- New partnership with State of Washington Tourism





REGIONS

ROAD TRIPS

EXPLORE WA PASSPORT

TRIP INSPIRATION



EXPERIENCE A STATE OF WANDERLUST



Save The Dates



October 11

Working With
Cruise Industry
Seattle



October 12

State Tourism
Summit
Seattle



October 13

Outdoor
Recreation Expo
Seattle

Join us
May 5th

*National Travel &
Tourism Week
May 1-5*

Monthly Meeting

Special Guest:
State of Washington Tourism
Executive Director David Blandford

Camp Casey - Whidbey Island

info@whidbeycamanoislands.com

We meet the first Thursday of every month