

North Kitsap Tourism Coalition
2018 Annual Report
December 31, 2018

NKTC Objectives

- Use digital marketing and video creation of new and existing events in order to increase the number of visitors from Outside Kitsap County and overnight stays, especially in the shoulder season
- Increase awareness of the natural resources and amenities in Kitsap County
- Reach out to audiences beyond Kitsap County
- Select events and activities most likely to bring visitors from Outside Kitsap County and create digital marketing campaigns to increase awareness and interest
- Add lodging opportunities, links and codes to local lodging establishments to our campaigns to better track visitors and promote overnight stays.
- Expand our “Bead Jar” system for Outside Kitsap County visitor and overnight stays tracking methodology. We have NKTC volunteers or event staff greet event attendees and gather data by inviting them to put a bead in a jar best describing their home location and also if they stayed overnight in a local lodging establishment.
- Create videos for use in the campaigns and share them with other tourism organizations including VKP

Project Objective 1: Create and implement Digital Marketing Campaigns, focusing on shoulder season events but also including some summer season events, to increase visitors from outside the area and overnight stays by partnering with new and existing events. We currently market more than 20 events and activities with paid promotional campaigns and videos and feature dozens more in our start-of-the-month emails and on our website. We continue to increase this number by selecting events/activities that are most likely to increase overnight visitors and overnight stays.

Project Objective 2: Create and implement an additional tracking system for visitors staying overnight by linking our Facebook marketing campaigns to local lodging establishments for reservations and codes for tracking.

Main NKTC partners: Bainbridge Island Chamber of Commerce, Kingston Chamber of Commerce, Poulsbo Chamber of Commerce, Port Madison Enterprise, Suquamish Tribe, Noo-Kayet Corporation, Port Gamble S’Klallam Tribe, Kingston Stakeholders, Port of Kingston.

Additional partners include: Visit Kitsap, Visit Seattle, Seattle Hotel Concierge Guild, Concierge Guild of Seattle, Bainbridge Island Lodging Association, Bainbridge Island Winery Alliance, Viking Fest, North Kitsap breweries, North Kitsap pizza establishments, Poulsbo Inn, Marshall

Suites, Quality Inn, Bainbridge Island Japanese American Community, Kingston Village Green, Heronswood, Faraway Entertainment/Lynwood Theatre, RaceCenter Northwest/Stottlemeyer 30/60, PGA Legends/White Horse Golf & Country Club.

NKTC is grateful to receive lodging tax funding from Bainbridge Island as it gives us the opportunity to provide marketing services to the communities of North Kitsap. This past year we were able to create paid promotional campaigns for several major events on the island: **Mochi Tsuki, Wine on the Rock, Chilly Hilly, Rotary Auction, Bainbridge Island Quilt Festival, Taste of Lynwood, Oktoberfest and the arts and craft tours.**

Marketing

Over the past year NKTC promoted more than 50 events and attractions in North Kitsap.

Facebook

In 2018 NKTC produced 21 videos to promote area events and attractions, with at least one per month and promoted via Facebook, with 290,317 video views and 349,658 people reached

We ran a total of 65 paid Facebook campaigns with a reach of 167,788 and finished the year with 3,598 followers.

Bainbridge Island was prominently featured in the following general North Kitsap campaigns:

- Valentine's Day
- Independence Day Celebrations
- Summer Concerts and Movies
- Spirits & Spirits Festival
- Holiday Events

Email

Visitors find information and links to North Kitsap events and attractions on the NKTC website.

They follow links to our website, wasanctuaryshore.com, in our Facebook posts.

They become aware of our Facebook posts through our scheduled emails.

We send out one NKTC email blast at the top of the month to our subscribers, giving them a general update about all the events happening during the month.

We also send an additional 1-2 emails that spotlight specific (most popular) events happening that month. And we send out emails that support itineraries like pizza month and beer tours.

There is also a NKTC welcome email that auto-sends to new subscribers once they sign up at our website.

We have a special email campaign for Spirits and Spirits. We send one email out in September to current subscribers telling them S&S is coming. We also send out approximately 5 emails during the month of October spotlighting individual S&S events.

CURRENT NKTC EMAIL LIST SUBSCRIBERS: 377 (Once we had 2500 subscribers, but we have recently scrubbed our email list to include only the people who regularly open our emails. Our goal with email and Facebook is to have interactive marketing with engagement by those who choose to connect with us.)

AVERAGE EMAIL OPEN RATE: 67%

AVERAGE CLICK THROUGH RATE TO WEBSITE: 21%

SPIRITS AND SPIRITS EMAIL SUBSCRIBERS: 106

AVERAGE EMAIL OPEN RATE: 41%

AVERAGE CLICK THROUGH RATE TO WEBSITE: 10%

Metrics

North Kitsap lodging establishments receive reservations from visitors attending major events in other parts of North Kitsap, e.g., Stottlemeyer 30/60 Mountain Bike Race, Viking Fest, Suquamish PGA Legends Golf Tournament, Bainbridge Island Wine on the Rock, Bainbridge Island Quilt Festival, Port Gamble Paranormal Conference, Chief Seattle Days and Bainbridge Island Oktoberfest.

Currently we have arranged with the following hotels and inns tracking codes which visitors find on our website: Clearwater Casino Hotels, the Point Casino Hotel, and Poulsbo Inn. We are working to set these up with both Marshall Suites (formerly Best Western) and Quality Inn (formerly Island Country Inn) on Bainbridge Island. We are also working with the Bainbridge Island Lodging Association to engage their members as well.

We have our bead jar system, when we are able to implement it, which begins to give us data on the distance visitors have traveled. We can extrapolate the results to estimate percentages in other events where data was not collected. However, collecting data on overnight stays continues to be a challenge, as it is for many other tourism-related organizations.