

North Kitsap Tourism Coalition
Bainbridge Island 2017 LTAC Final Report
November 21, 2017

1. Summarize activities.

The 2017 Bainbridge Island Lodging Tax award of \$7,500 contributed to the overall year-long activities of online marketing and promotion of tourism and events in North Kitsap and Bainbridge Island.

Bainbridge events promoted with NKTC Facebook posts, emails, and videos included the Mochi Tsuki, Chilly Hilly Bike Ride, Wine on the Rock, Girls Night Out, Grand Old 4th, Spirits & Spirits, Oktoberfest, BI Studio tour/Christmas in the Country and other winter holiday activities. Bainbridge Island tourism was also promoted on the website with the NKTC What's your Sanctuary-Bainbridge Island video as well as the NKTC "Where to Stay" Lodging video.

2. Reference project objectives. Achieved? Why or why not? Unexpected outcomes?

Project Objective 1: Implement Shoulder Season Campaigns to increase overnight stays from Labor Day to Memorial Day.

As most Bainbridge Island lodging establishments are at capacity during the summer months, increasing overnight stays during the off-season will have the greatest impact on tourism dollars.

Our shoulder season events included:

1. Actively partnering with established events to increase their marketing reach to increase overnight stays and increase participants' awareness of the broader North Kitsap Experience.
2. Creating events and activities during the off-season to increase overnight stays for those events and, to increase general awareness of the North Kitsap experience. An example of this the creation of Spirits and Spirits in 2015. Spirits & Spirits combines the spirit of the Halloween season with some of the area's best brews, wines, and spirits in a week-long event to highlight the very best that North Kitsap has to offer. In 2017, NKTC sponsored the Port Gamble Ghost Conference in conjunction with the third Annual Spirits and Spirits Fest.

As part of our strategy, we offered hotel packages for these events therefore increasing occupancy and creating a methodology to track supporting data.

Project Objective 2: Partner with existing events and activities to increase the reach of their marketing efforts during the Summer season.

North Kitsap is replete with festivals, art and cultural events, and outdoor activities during the summer months. We partnered with event organizers and extend their marketing reach through our website, Facebook, blogs, e-mail list, YouTube channel and super cool videos. Our social media outreach has a Call to Action to interested, excited potential visitors to sign up for the e-newsletter and follow us on social media. We nurtured these contacts with enticing, educating information about North Kitsap. We also surveyed them to identify their wants and needs so that we can then define specific "passions", "sanctuaries" and desired experiences

that we will develop into specific package offerings from North Kitsap. Results in 2016 and 2017 have shown that Facebook is the very effective tool.

Bainbridge Island Lodging Tax support helped fund the creation and distribution of the e-newsletter and the necessary product development to provide targeted packages. We will be continuing tracking the increase in contacts, open rate and clicks to website and hope to increase the number of subscribers by a minimum of 10%.

BI LTAC support funded on-going updating and maintenance of Bainbridge Island information on our website and Search Engine Optimization services to increase our rank through 2017. We continue to measure and analyze website traffic through Google Analytics and other digital tools. In addition, and in conjunction with the Bainbridge Chamber of Commerce, we have been and are researching metrics to determine its effectiveness in increasing tourist visits and overnight stays on Bainbridge Island.

Bainbridge Lodging Tax support also helped fund the creation videos focusing on the best of the best activities in North Kitsap. The subjects were determined by the Marketing Team, of which Bainbridge Island is represented by the Marketing and Tourism Director of the BICoC. They featured Bainbridge Island specifically as appropriate for the activity. The videos were featured on the website, social media, newsletter and the blog. We also made the videos on our YouTube channel available to the BICoC, BILA, BIDA, and other tourism related groups for use in promoting Bainbridge Island.

Unexpected outcome: Partnered with Wine on the Rock (series event). The NKTC created a series of digital marketing videos for the participating BI wineries for the promotion of the 2017 Wine on the Rock series along with a general promotional video and an interview-style video with the NKTC President and the Director for Wine on the Rock. The interview video's purpose was to educate the NKTC and Wine on the Rock audience about the event series as well as reach a new audience through FB targeted marketing. Wine on the Rock representatives communicated to NKTC that their summer event was the highest attended event to date and they nearly sold out with presale tickets. Wine on the Rock ended up selling out for that event and the NKTC videos and marketing efforts are attributed with their success. The NKTC plans to continue and grow this partnership for their future events during peak and shoulder season. Here are some analytics from the Wine on the Rock video created (at no charge to WOTR) by NKTC.

People reached – 13,096

Video views - 10k

The What's your Sanctuary-Bainbridge Island video on the NKTC website was promoted on Facebook, reaching 14,221 with 11,153 video views (26% of our total video views)

Project objective 3: *Sponsor and implement the Spirits & Spirits Festival.*

No BI LTAC dollars funded this activity directly, but BI was a beneficiary.

This year NKTC became a sponsoring partner of the annual Port Gamble Paranormal Conference and promoted events in the partner communities: Masquerade Party on Bainbridge Island, pub crawl in Poulsbo, Glow in the Dark Treasure Hunt in Kingston and Halloween

costume party at the Clearwater Casino, and paranormal investigations in Port Gamble. It was not possible to accurately track attendance at the pub crawl, costume party or investigations. The Paranormal Conference had 180 attendees, 150 from outside Kitsap County and 75% of whom stayed overnight. The Kingston family event had more than 2,000 in attendance with 19% from outside Kitsap County.

NKTC employed a new tracking methodology at the Octoberfest event where we are able to gather demographic information at a central location and asked attendees to drop a bead in a jar to show where they came from. We plan to adapt this fun way of interacting with visitors and collecting information at events in the future that have the potential for a central point of entry, ticket sales or concessions, etc., where the majority of attendees are likely to pass through or congregate. Gathering this information is very useful for event organizers so they can learn where their audience is coming from, thus making their future marketing efforts less expensive and more efficient and effective.

NKTC has also been working with several hotels in North Kitsap to establish tracking codes for customers who come for events, and has refined the system for use in 2017. In late 2017, the NKTC is beginning a working relationship with the BI Lodging Association and discussing ways to partner for the referring of lodging stays and utilizing lodging codes for better tracking of overnight stays on Bainbridge Island. We are excited about this partnership!

4. Describe partner involvement and any unexpected cooperative involvement.

Our main partner from BI is the BI Chamber of Commerce. Their Director of Tourism and Marketing is the Treasurer of NKTC and sits on the Board of Directors as well as the Marketing Committee. She is active in decision-making and implementation of the marketing strategy.

The NKTC partnered with Wine on the Rock (series event). The NKTC created a series of digital marketing videos for the participating BI wineries for the promotion of the 2017 Wine on the Rock series along with a general promotional video and an interview-style video with the NKTC President and the Director for Wine on the Rock. The interview video's purpose was to educate the NKTC and Wine on the Rock audience about the event series as well as reach a new audience through FB targeted marketing. Wine on the Rock representatives communicated to NKTC that their summer event was the highest attended event to date and they nearly sold out with presale tickets. Wine on the Rock ended up selling out for that event and the NKTC videos and marketing efforts are attributed with their success. The NKTC plans to continue and grow this partnership for their future events during peak and shoulder season. Videos provided to Wine on the Rock were free of charge to the event organizers.

5. Reference the budget

BI LTAC –	Online Content and Promotion Services	\$5,500
	Spirits & Spirits direct expenses	\$ 500
	Wine on the Rock Video Production	\$ 1500