



## Experience Olympia & Beyond Seeks Destination Feedback

Olympia, WA (October 20, 2023) [Experience Olympia and Beyond](#) (EOB), Thurston County's visitor and convention bureau, asks residents and past visitors to provide critical feedback to help shape the future of Thurston County.

In August 2023, EOB selected Conventions Sports Leisure (CSL) International LLC to conduct a 10-year Destination Master Plan (more information [here](#)). The Destination Master Plan will provide Experience Olympia & Beyond with a roadmap that will enhance Thurston County's competitive position relative to other desirable tourism destinations, balancing visitors' needs and wants with quality-of-life protections for local stakeholders and residents.

Part of this endeavor includes a comprehensive Sentiment Study to help capture the essential perspectives of Thurston County residents and past visitors.

"Both the team from CSL and Experience Olympia & Beyond are committed to ensuring our planning, development and marketing efforts are as inclusive and representative as possible, so adding surveying into the mix makes total sense," EOB CEO Annette Pitts explains.

The survey will reveal:

- A comprehensive profile of visitors (who they are, where they come from, attractions visited and more)
- Visitors and residents perception of Thurston County
- Strengths and weaknesses of the destination
- Other key sentiment among residents and visitors

The survey results will be shared up with commonly held priorities identified in existing strategic plans published from organizations and municipalities throughout Thurston County, along with findings from Master Plan Steering Committee meetings, one-on-one and focus group meetings scheduled for November 1-3, and public visioning meetings scheduled for this winter.

Residents and past visitors can share their important views [here](#). At the end of the survey, respondents will be given the opportunity to opt-in for a chance to win a \$200 Amazon E-gift card or one of two \$25 Amazon E-gift cards. The survey is scheduled to close on Sunday, November 12<sup>th</sup> at 11:59pm PT.

For more information about the survey, please contact Melissa Elkins, Director of Strategic Initiatives at [melissa@experienceolympia.com](mailto:melissa@experienceolympia.com).

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**About Experience Olympia & Beyond**

Experience Olympia & Beyond is the official destination marketing organization of Thurston County and Thurston County's Sports Commission. A naturally inspired, approachable destination situated at the foot of Puget Sound, one hour south of Seattle and two hours north of Portland by car, Washington's capital community inspires handcrafted getaways. The region is perfect for hosting meetings, sporting events and weddings. With more than 2,700 lodging rooms throughout Thurston County, there are several options, ranging from unique bed-and-breakfasts to hotels. For more information, visit [experienceolympia.com](https://experienceolympia.com) or connect on Facebook, X (@Experience\_Oly) and Instagram (@ExperienceOly).

For more information on Experience Olympia and Beyond, please visit [experienceolympia.com](https://experienceolympia.com).

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