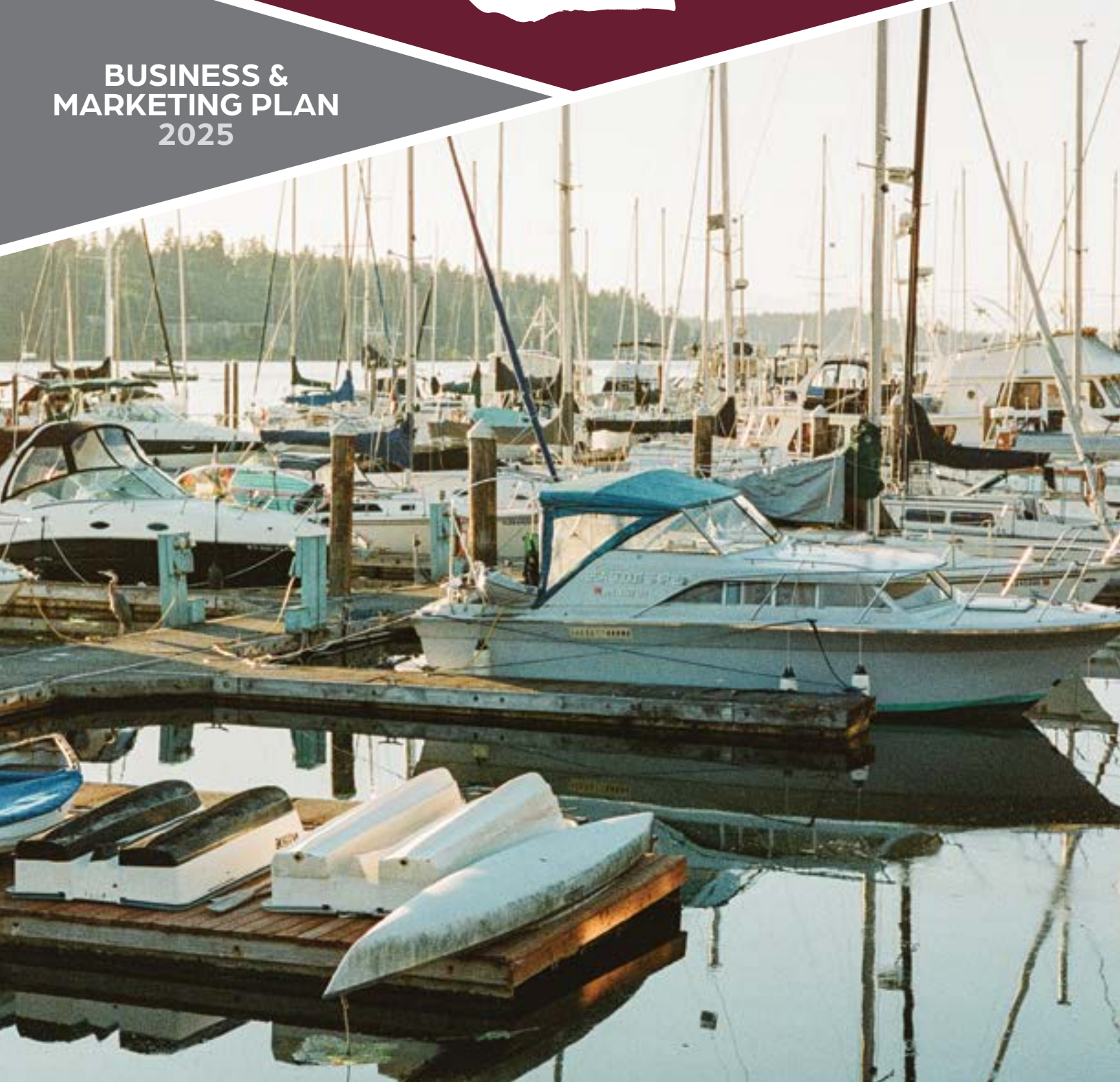




**BUSINESS &
MARKETING PLAN
2025**



**OLYMPIA | LACEY | TUMWATER
BUCODA | GRAND MOUND | RAINIER | ROCHESTER | TENINO | YELM**

LETTER FROM OUR BOARD PRESIDENT



Sue Falash,
Experience Olympia &
Beyond Board President

As we step into the new year, I'm filled with excitement and optimism about the opportunities that lie ahead for Thurston County. 2025 marks a pivotal year for Experience Olympia & Beyond, as we continue to build momentum and advance our strategic vision to position Thurston County as a top destination for travelers and locals alike.

Thurston County's Ten-Year Destination Master Plan (DMP) is at the heart of the workplan for 2025. Its implementation, fueled by passionate local stakeholders, will guide our vision for the sustainable growth and stewardship of Thurston County's tourism sector. The DMP Taskforce has been created, consisting of many who were part of the original DMP Steering Committee and new faces—community members who are eager to share their expertise and enthusiasm. The group will meet quarterly to share progress updates and requests for support.

In 2024 the Experience Olympia & Beyond team worked diligently to implement strategic, tactical plans that enable us to reach our goals of growing our marketing and sales KPIs and growing economic impact and quality of life in Thurston County. While we are deeply proud of our year-over-year growth, and particularly the record-level performance of our website, social media, and media results, we are most proud of how our organization worked together this year. The staff not only worked as a well-oiled destination marketing and stewardship machine, but also like a family that truly cherishes one another, our work, and Thurston County.

As we look ahead to the new year, I am confident that 2025 will be a year of continued growth, opportunity, and shared success. Together, with your continued partnership, we will strengthen Thurston County's position as a premier destination and reveal the most iconic Thurston County experiences for the world to discover.

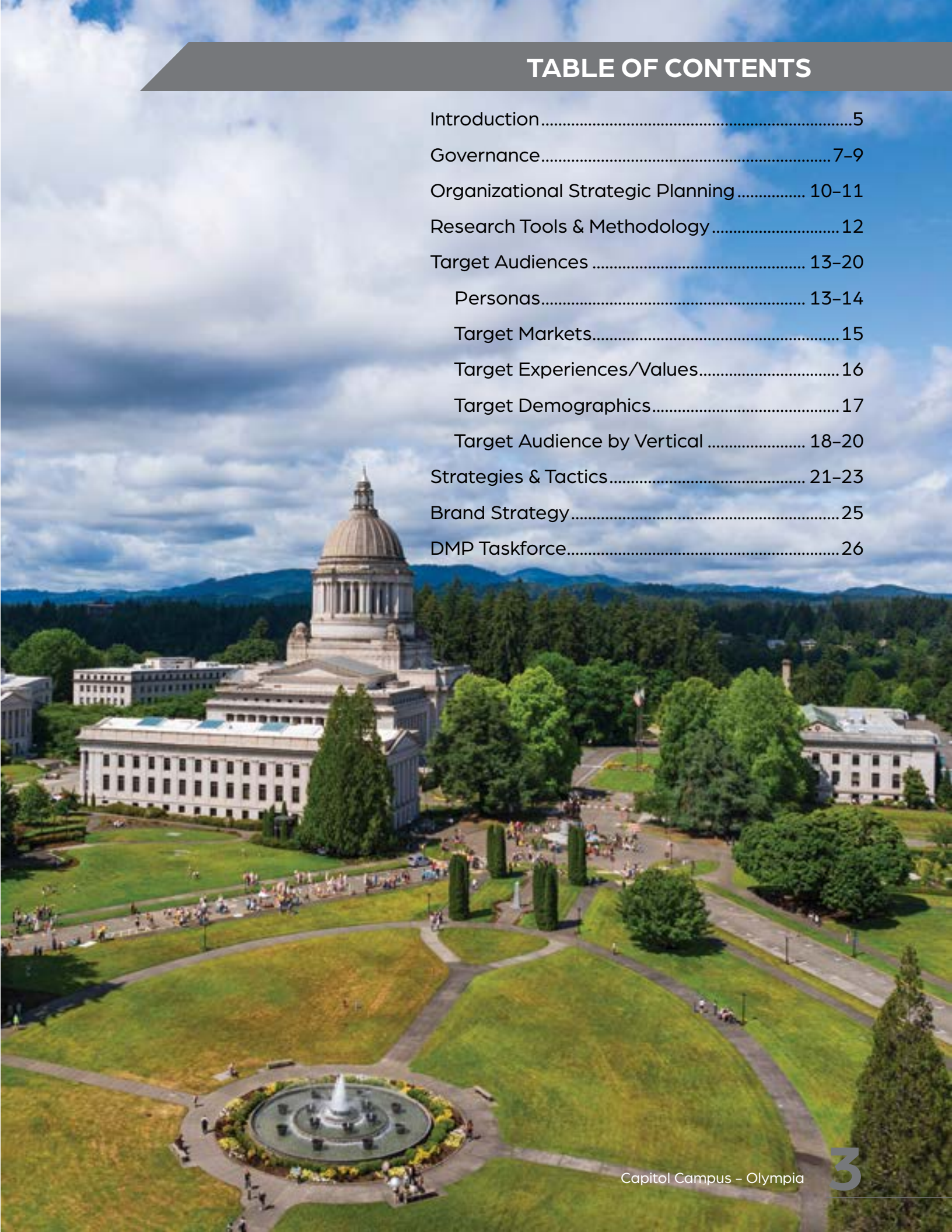
I look forward to a prosperous and exciting year ahead.

A handwritten signature in black ink, appearing to read "Sue Falash".

Sue Falash,
Experience Olympia & Beyond Board President

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EXECUTIVE SUMMARY

The 2025 Business & Marketing Plan builds upon the successes of the previous year, setting a strategic course for Thurston County's destination marketing, sales, and development. Informed by the ongoing evolution of the tourism landscape and the insights gained from the Ten-Year Destination Master Plan, this year's plan is designed to drive sustainable growth and enhance the county's reputation as a premier destination through various strategies.

Experience Olympia & Beyond (EOB) serves as the official destination marketing and stewardship organization for Thurston County, providing comprehensive tourism information and fostering meaningful connections between visitors and the local community. By strategically targeting high-value visitors and contributing to local quality of place, EOB contributes to the county's economic vitality and resilience.

Guided by data-driven insights and industry best practices, EOB develops effective marketing campaigns, collaborates with community partners, and advocates for the interests of the tourism industry and residents of Thurston County. We serve as Thurston County's Tourism Promotion Area (TPA) Manager and are responsible for administering the activities and programs of the TPA as outlined in RCW Chapter 35.101. Our performance is also tied to the terms as outlined in RCW Chapter 67.28.1816 dictating permissible uses of lodging tax funding for tourism promotion.

In compliance with tourism funding regulations, EOB deploys marketing efforts to individuals and groups located 50+ miles away, cultivates strong relationships with stakeholders and residents, and actively advocates for the interests of the Thurston County hospitality and tourism industry.



Evergreen Valley Lavender Farm -
Thurston Bountiful Byway

OUR MISSION

We reveal the most iconic Thurston County experiences for the world to discover.

OUR VISION

To be known as a top travel destination in the Pacific Northwest.

OUR VALUES

Accountability: We take responsibility for our words, actions, results, and everything in between.

Collaboration: We do our best work when we recognize one another's strengths—we listen, support, and adapt together.

Respect: We value diverse perspectives and treat people with dignity and professionalism.

Trust: The relationships we build are rooted in our ability to instill confidence that we are experts in our field, our actions are fair, and our behavior is responsible and reliable.

Integrity: Our organization is transparent and firmly rooted in the highest ethical standards.

Empathy: We care about the well-being of others and show kindness and caring every day.



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BOARD OF DIRECTORS

Patty Belmonte
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Children's Museum
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Anthony's Restaurants

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Tumwater
Vice President

Brandon Staff
Boeing Company

Greg Taylor
DoubleTree by Hilton

Shina Wysocki
Chelsea Farms &
Chelsea Farms Oyster Bar

FUNDING

Experience Olympia & Beyond is funded through a variety of mechanisms including Tourism Promotion Area (TPA) assessments, lodging taxes, private funds and grants. A key objective of the organization is to increase and further diversify the organization funding mix further.

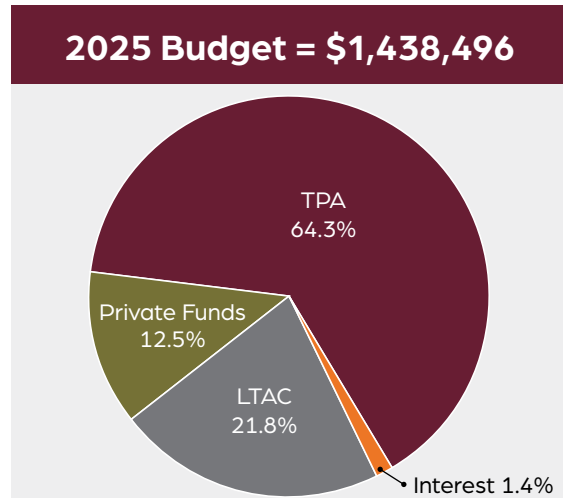
ABOUT PRIVATE FUNDING

Experience Olympia & Beyond staff raise supplemental revenue from a variety of sources—paid advertising and memberships from local tourism-related businesses and organizations, paid sponsorships from various local organizations, the sale of data products to businesses and organizations, and event revenue garnered from ticket sales and in-kind contributions. These funds can be used to offset expenses that are not allowable using TPA assessments or lodging tax funding.

BUDGET

The 2025 Budget was presented and approved by the following in the summer/fall of 2024:

- EOB Finance/Budget & Policy Committee
- EOB Executive Committee
- EOB Board of Directors
- Thurston County Hotel and Motel Commission (TPA Board)
- Thurston County Commissioners



ABOUT OUR TPA

Terms of Tourism Promotion Areas are governed by RCW Chapter 35.101 and administered by an interlocal agreement between Experience Olympia & Beyond and Thurston County. Our interlocal agreement was established in 2013, and went into effect in 2014. In 2025 TPA collections are budgeted to represent 64.3% of our budget.

These funds are earmarked for tourism promotion dedicated to generating visitation to Thurston County with the intent of generating overnight stays.

ABOUT LODGING TAX FUNDING

Experience Olympia & Beyond applies for lodging tax funding from Thurston County municipalities with lodging properties collecting and distributing lodging tax awards. In 2024 EOB was awarded funding from the City of Olympia, City of Lacey, City of Tumwater, and City of Yelm and Thurston County. Terms of lodging tax funds are governed by RCW Chapter 67.28.1816. In 2025 lodging tax awards are budgeted to represent 21.8% of our budget. These funds are earmarked for projects and operations dedicated to generating visitation from 50+ miles away to Thurston County with the goal of increasing overnight stays in paid accommodations.

GOALS & KEY PERFORMANCE INDICATORS (KPIs)

In 2025, Experience Olympia & Beyond staff will increase some marketing KPIs over 2024. Other marketing KPIs will remain flat due to a changing media landscape and Google’s ever-changing algorithms.

All sales KPIs will remain flat in 2025, as we transition our sales strategies and activities to better align with our changing market.

Occupancy: maintain the goal of 68.2%.

Accommodations Goals	2025 Goal
Hotel Occupancy	68.2%

Marketing Goals	2025 Goal
Unique Web Visits	413,507
Social Media Audience	36,158
Consumer E-Newsletter Subscribers	15,681
Visitor Guides Distributed	1,015
Earned Media Placements	160
PR Impressions	12,778,077

Group Sales Goals	2025 Goal
Lead Room Nights	5,164
Booked Room Nights	1,850
Leads	64
Leads Booked	25

Sports Sales Goals	2025 Goal
Lead Room Nights	7,881
Booked Room Nights	3,050
Leads	33
Leads Booked	9



Millersylvania State Park –
Thurston Bountiful Byway

ORGANIZATIONAL STRATEGIC PLANNING

In 2024, Experience Olympia & Beyond published the Thurston County Ten-Year Destination Master Plan (DMP), developed by industry experts, Convention, Sports & Leisure (CSL) International. The DMP is a community-driven sustainable tourism plan that identified priorities providing a multi-faceted blueprint for achieving initial goals while also providing a glimpse into the wishes and values of Thurston County visitors and locals. The DMP was led by a Steering Committee representing jurisdictional, organizational, private sector, and tribal partners within Thurston County.

Four key objectives underpin the plan: enhancing the visitor experience, improving quality of life for Thurston County locals, enriching culture, and stimulating investment. Each of these goals, selected by the project's Steering Committee, not only shaped the trajectory of the DMP strategy but also promises to deliver multifaceted benefits to the industry, the economy, and the community. 29 Issues & Opportunities were revealed throughout the process.

The Destination Master Plan Steering Committee identified 11 priorities from the DMP that EOB will take a leadership role in implementing:

1. Community Engagement
2. Connectivity
3. Tribal Relationships & Tourism
4. Agritourism & the Thurston Bountiful Byway
5. Destination Stewardship
6. Events, Festivals, and Seasonality
7. Sporting Events & Facilities
8. Outdoor Recreation
9. Tourism Funding
10. Craft Beverage Marketing & Promotion
11. Equestrian Tourism



Chicory - Olympia

Further to those 11, the top five County-wide priorities EOB Board of Directors have identified as initial focus areas are:

- 1. Connectivity:** Significantly enhance connectivity and accessibility throughout the region, thereby enriching the visitor experience and bolstering local engagement with tourism and cultural events. This will be done by strengthening the EOB event calendar, expanding digital marketing efforts, optimizing the website, and more.
- 2. Outdoor Recreation:** Elevate and expand the recognition, appreciation, and economic contribution of the county's outdoor recreation, activities, and parks. By capitalizing on underutilized high-quality assets, this initiative aims to enhance the quality of life for residents and create a compelling destination for eco-tourism. Key projects include finalizing plans for the 550-acre Greg Cuoio Community Park in Lacey, advancing the Capitol Lake estuary project with added amenities, and improving regional trail systems and bike trails. Marketing efforts will focus on branding Thurston County as an outdoor destination.
- 3. Sporting Events & Facilities:** Establish the region as a premier destination for sports tourism by developing and marketing a comprehensive range of indoor and outdoor recreational and sports facilities. This will be achieved by enhancing the Olympia & Beyond Sports Commission brand, fostering partnerships with sports leagues and corporate sponsors, and promoting regional sports facilities. This year, we launched Sports Tourism Index, a facility and event database.
- 4. Tourism Funding:** Strategically enhance and sustainably grow the region's tourism economy by undertaking a comprehensive evaluation and recalibration of its tourism funding mechanisms. This priority involves a multi-phased approach starting with a comprehensive assessment of current funding mechanisms, development of various funding models, and multi-year planning for lodging tax awards.
- 5. Tribal Relationships & Tourism:** Collaboratively develop and promote sustainable, regional tourism initiatives that honor and celebrate the region's tribal heritage, culture, and recreation, enriching the cultural landscape for both residents and visitors. By prioritizing and fostering mutual respect and collaboration with local tribes, this plan aims to weave the cultural significance and values of the tribes into the fabric of the County's tourism offerings. EOB will establish regular communication with tribal leaders to build collaborative partnerships and gain insight into their perspectives on tourism.



RESEARCH TOOLS & METHODOLOGY

Industry-leading research tools and industry best practices are vetted and applied consistently to EOB strategic decisions.

Primary research conducted and integrated into this year's plan includes a comprehensive sentiment study completed by visitors, stakeholders, and residents.

Secondary research is also employed year-round through a combination of tourism research tools including:

- Research conducted by CSL International, LLC for the Ten-Year Destination Master Plan
- Placer.ai (visitor and residential movement analysis)
- Datafy (visitor and residential movement analysis & media attribution)
- Smith Travel Research (hotel & motel analysis)
- Google Analytics/GA4 (website visitation)
- Social Media (follower analytics)
- Tourism Economics (economic impact)
- Destinations International/Tourism Economics Events, Meetings and Sports Economic Impact Calculators (economic impact)



Talking Cedar Brewery & Distillery -
Grand Mound

Experience Olympia & Beyond serves a variety of audiences yielding results with the highest likelihood of fulfilling our strategic objectives. We identify our target audiences by looking at these groups' needs and values, drawing a clear line to the experiences and attributes Thurston County can offer to exceed their expectations, creating lifelong trusted relationships. We consider travelers' decision-making process, where they travel from, what they value, what needs their lifestyle dictates, and what and who they bring to Thurston County when they visit.

PERSONAS

TRADITIONAL VISITOR(S)

A traditional visitor is someone who we see in our destination already.



Adventure Seekers

- Single adults, 18–35 (single or partners)
- Don't want to settle down
- Digitally savvy, highly influenced by influencers
- Radio/streaming services and SMS advertising are preferred (in how they are served ads)
- Travel for short breaks/getaways
- Interested in: Outdoors, Dining, Health & Wellness

Carefree Couple

- 60–78
- Established in their city/town and have lived there for 20+ years
- Travel with a spouse, no kids
- Novices at technology (look more at print)
- Direct mail, followed by social media are preferred (in how they are served ads)
- Travel for short breaks/getaway or to visit family
- Interested in: Dining, Outdoors/Natural Beauty, and Attractions/Museums



Well-Traveled Partners

- Couples, 51–59
- Still working and in their "peak earning years"
- Travel with a spouse, no kids
- Direct mail, email and social media are preferred (in how they are served ads)
- Travel for short breaks/getaway
- Interested in: Outdoors/Natural Beauty, Waterfront, State Parks, Attractions/Museums, Festivals/Events

TARGET AUDIENCES

ASPIRATIONAL TRAVELER(S)

An aspirational traveler is someone who aligns with our destination's appeal and is within reach of being converted into a visitor through targeted marketing.

Mature Achievers

- 36-50
- Majority are married, without kids, or with 1 older child
- Established in their city/town – majority over 10 years
- Direct mail and television are preferred (in how they are served ads)
- Travel for short breaks/ getaway or to visit family
- Interested in: Outdoors/ Natural Beauty, Culinary, State Parks, Festivals/ Events



Wild Bunch

- 36-43, typical 5+ person household typically
- Very active
- Have and travel with children
- Affluent and own a home
- Social media, newsletters, SMS and television are preferred (in how they are served ads)
- Travel for short breaks/ getaway or to visit family
- Interested in: Outdoors/ Natural Beauty, State Parks, Attractions/ Museums, Hotels/ Resorts, Concerts & Shows





TARGET MARKETS

We prioritize target markets based on those who reside at least 50+ miles outside of Thurston County and most inclined to stay overnight in a Thurston County hotel.

Top Arrival Markets by Total Visitors (50+ Miles Away)	Top Arrival Markets by Visitors Staying in Hotel (50+ Miles Away)
Portland, OR	Vancouver, WA
Seattle, WA	Portland, OR
Vancouver, WA	Longview, WA
Spokane, WA	Seattle, WA
Longview, WA	Salem, OR

Source: Datafy (October 1, 2023 – September 30, 2024)



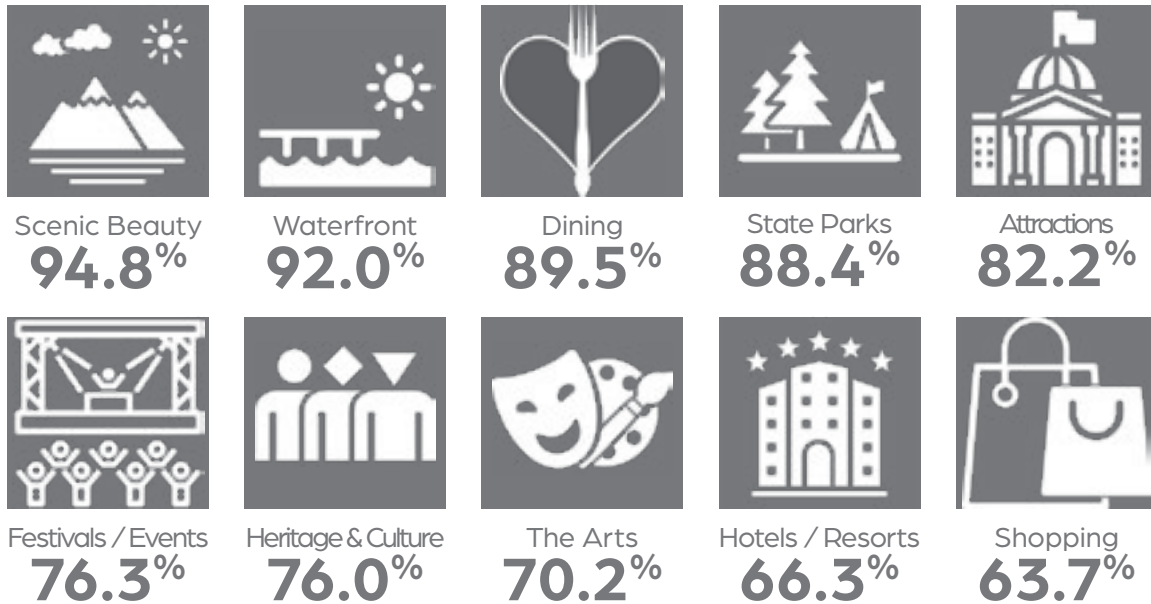
South Sound Block Party – Port of Olympia

TARGET AUDIENCES

TARGET EXPERIENCES/VALUES

EOB strategies and tactics are informed by the experiences and values most important in influencing a potential visitor's decision to visit our destination.

TOP EXPERIENCES INFLUENCING VISITORS' DECISION TO VISIT THURSTON COUNTY



Source: 2024 Experience Olympia & Beyond Sentiment Study

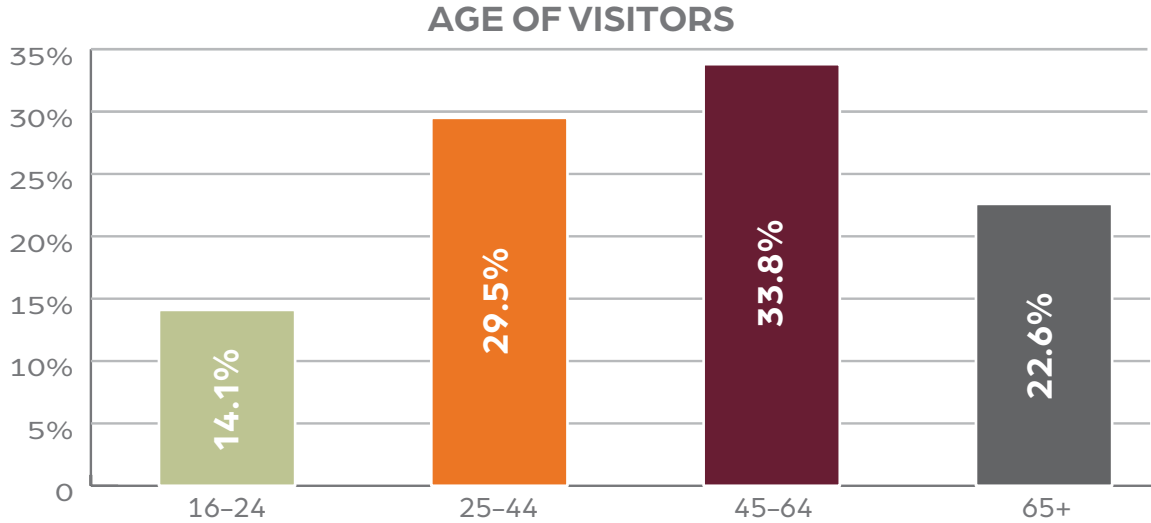
TOP PERSONAL & CORE VALUES INFLUENCING VISITORS' DECISION TO VISIT THURSTON COUNTY



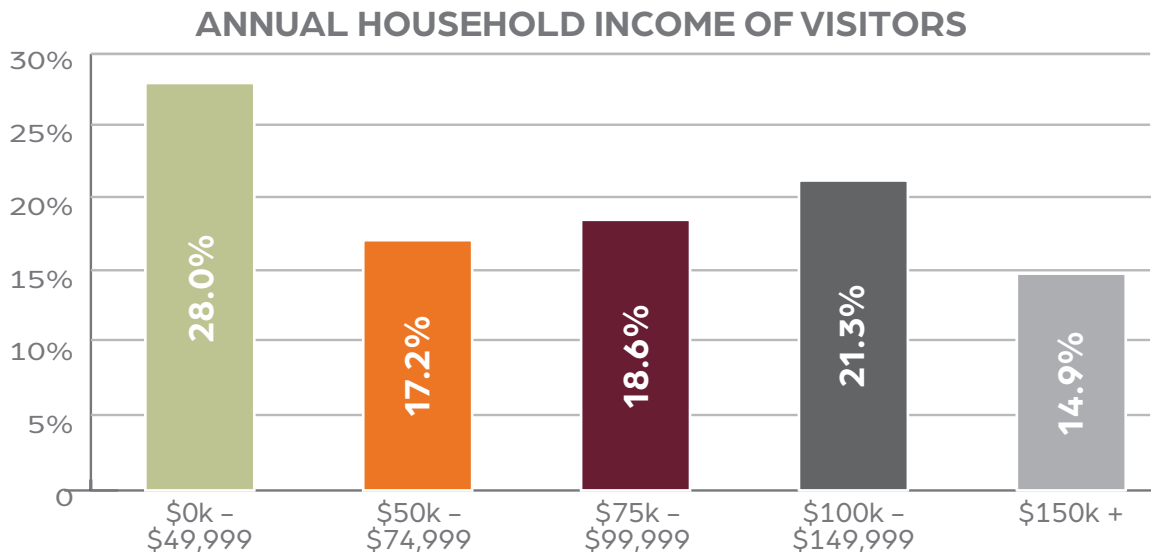
TARGET DEMOGRAPHICS

Our target demographics represent a wide range of individuals.

Thurston County enjoys a balanced mix of visitors although it skews heavily among Gen X and Boomer audiences (ages 45 – 64). The Gen Z audience (ages 16 – 24) is an emerging segment that will be cultivated.



Source: Datafy (October 1, 2023 – September 30, 2024)



Source: Datafy (October 1, 2023 – September 30, 2024)

AUDIENCE BY VERTICAL

EOB staff aggregates the audiences we serve into categories that we refer to as verticals. For each vertical we produce a customized blueprint of tactical deliverables that are based on the vertical's unique needs, preferences, and values. The verticals we serve include:

- Independent Leisure Travelers
- Group Leisure Travelers
- Residents
- Tour & Travel Planners
- Meeting Planners
- Sports Event Organizers
- Organizational: Staff
- Organizational: Board of Directors
- Stakeholders

Independent Leisure Travelers

Individuals traveling for leisure purposes.

Group Leisure Travelers

Individuals planning private group travel experiences:

- Wedding Planners
- Individuals planning family reunions or other private group excursions.

Residents

Individuals living in Thurston County.



Tour & Travel Planners

Professionals packaging and selling preset itineraries including lodging and activities for groups and FITs (interpreted as fully independent traveler when referring to domestic travelers, or foreign independent travelers when referring to overseas guests). Professional leads accessed from trade shows, referrals from other Destination Marketing Organizations, and inbound leads received via experienceolympia.com; leads generated from advertising.

Lead types include:

- Receptive Operators
- Tour Operators
- Travel Trade Media

Meeting Planners

Professionals tasked with booking directly on behalf of groups seeking spaces and lodgings for small to medium-sized groups. Meeting planner professionals represent the following groups:

- Associations
- Government
- Non-Profit
- Corporate
- SMERF (Sports, Military, Education, Religious and Fraternal)



Sports Event Organizers

Professionals and volunteers tasked with securing sports venues, lodging, and incentives to bring their event to the area. Sports event planners represent the following segments:

- Adult Amateur
- Collegiate – Championship level
- Youth Amateur

Outdoor Sports: Soccer, Rugby, Golf, Baseball/Fastpitch, Softball, Lacrosse, Flag Football, Cycling, Pickleball.

Indoor Sports: Basketball, Volleyball, Pickleball.

TARGET AUDIENCES

Organizational: Board of Directors

The Experience Olympia & Beyond Board of Directors are a group of Thurston County Stakeholders who are ultimately responsible for the strategic course of the organization. EOB Board members represent a diverse range of expertise from industry sectors throughout the county including the hospitality and tourism industry. The Executive Committee (Board Officers and At-Large members) directly oversee the performance of the Chief Executive Officer (CEO) and provide key recommendations to the full Board of Directors.



Organizational: Staff

The Experience Olympia & Beyond staff conducts the day-to-day operations of the organization. EOB staff report to the CEO. Current roles of the EOB team include:

- CEO
- Vice President of Finance & Administration
- Director of Marketing & Community Engagement
- Director of Research & Information Systems
- Content Manager
- Marketing & Sales Coordinator

Stakeholders

Key individuals living and/or working in Thurston County in roles that affect or are affected by the work performed by Experience Olympia & Beyond. These include but are not limited to:

- Hotel/Motel owners and/or staff located within Thurston Co.
- Short term rental owners located within Thurston Co.
- Chambers of Commerce
- Olympia Downtown Alliance
- Port of Olympia
- Thurston Economic Development Council
- Local municipalities—elected officials and staff
- Other community services impacting or impacted by tourism: higher education institutions, medical facilities, real estate, etc.
- Industry peers and affiliations:
 - State of Washington Tourism (SWT)
 - Washington State Destination Marketing Organizations (WSDMO)
 - Washington Filmworks
 - Port of Seattle
 - Destinations International
 - One West Tourism Alliance



STRATEGIC OBJECTIVES

The Experience Olympia & Beyond team will use the Ten-Year Destination Master Plan as the foundational blueprint guiding our strategic direction, showing our commitment to innovation, collaboration, and sustainable growth, driven by a coalition of local leaders, industry stakeholders, and a vibrant community. In 2025, we will align our initiatives with the 11 priorities that will be led by the EOB team.

Thurston County's Destination Master Plan sets a visionary course for sustainable tourism development, promising comprehensive benefits for visitors and residents alike. By integrating strategic goals, community engagement, and sustainable practices, Thurston County is poised to flourish as a vibrant, inclusive, and dynamic destination.

As Thurston County embarks on this ambitious journey, the DMP serves as a living document and a promise to its residents and visitors that the future holds a destination rich in experiences, and grounded in community values. This is more than a plan; it's a pledge to foster a destination that is not only worth visiting but also cherishing, a community where every visitor and resident finds their place in the story of Thurston County's transformation.

ADVERTISING STRATEGY

2025 advertising will reach target audiences through the following channels:

- Digital Programmatic Display Advertising
- Paid Social Media
- Print + Digital Advertising in Key Publications
- Event Advertising & Sponsorships

PUBLIC RELATIONS STRATEGY

Our 2025 PR strategy aims to attract visitors to Thurston County by garnering earned media results by highlighting the personalities, products, and experiences in the region. We will leverage targeted media relations, influencer marketing, and community engagement to position the county as a must-visit destination in Washington State.

CONTENT STRATEGY

The 2025 content strategy will prioritize updating current content on our website to elevate search engine optimization (SEO) and create new high-quality, engaging content to attract and retain visitors while staying ahead of Google's ever-changing algorithm. We will focus on proactive planning, diverse content formats, and consistent messaging all with a focus on diversity, equity, and inclusion. By targeting our top visitor personas, we will ensure that our content resonates with the specific needs and interests of our audience – both traditional and aspirational. Our goal is to create content that not only informs but also inspires and engages visitors.

PRODUCT STRATEGY

2025 product strategy will connect visitors and locals to products that educate, inform and motivate visitation to Thurston County experiences and attractions. A key objective for 2025 is to increase the exposure, awareness, and use of Experience Olympia & Beyond products.

PROMOTIONAL STRATEGY

2025 promotional strategy will engage with our target audiences to increase awareness and engagement with the Experience Olympia & Beyond brand. The promotional strategy will be used to support the goals of other campaign strategies.

PRICING STRATEGY

Experience Olympia & Beyond offers opportunities for tourism-related businesses and organizations to expand and enhance their presence through our scope of work. We employ a value-based pricing approach.

Services, products or memberships that Thurston County tourism-related businesses can purchase from EOB to broaden their exposure include:

- Custom Landing Pages
- Visitor Guide advertising
- Annual Meeting and Sports Awards Sponsorships
- Market Intelligence Reports
- Market Summaries
- Email Newsletter Features

Services/products will be sold a la carte. Premium memberships will integrate all opportunities.

SALES STRATEGY

A key piece to Thurston County's tourism economy is the viability of meetings, sports events, and other group experiences. Groups provide key base business that allows hotels to manage rates for leisure and other markets. As the state capital, the Olympia region has hosted association and government business for more than a century, and the region's status as a tertiary meetings market and one with rural access is an attractive quality for planners looking for memorable meetings, events, and tours.

The sales team works diligently with meeting planners, sports event organizers, tour operators, and industry professionals to bring groups with a proven economic impact to Thurston County.

Sports event organizers continue to see smaller destinations as opportunities to promote their sport because they can approach the destination knowing that their event will receive the undivided attention of the Sports Commission and facilities staff.

One commonality between these travelers is that they seek authentic leisure experiences in addition to their meeting group or sporting event, allowing for immersion in the local culture.

THURSTON BOUNTIFUL BYWAY

The Thurston Bountiful Byway is a 60-mile loop providing authentic agritourism experiences and opportunities, outstanding scenery, friendly small towns, and exciting recreational experiences. Travelers experience rural Thurston County, and learn about the agricultural aspects of the region including farms, businesses sourcing from local farms and farmers markets selling products grown and made locally. In 2025, Experience Olympia & Beyond will launch dedicated Digital Programmatic Display Advertising for the Thurston Bountiful Byway, in addition to reimagining the Byway brochure, under the guidance of the Agritourism Advisory Committee. All strategies will be guided and supported by the Vision and Mission outlined in the 2022 Thurston Bountiful Byway Corridor Management Plan.

OLYMPIA & BEYOND SPORTS COMMISSION

The Olympia & Beyond Sports Commission plays a vital role in our community by promoting and supporting sports tourism, in turn bringing in visitors, and boosting local economies. By strengthening the Sports Commission in 2025, we will further enhance our reputation as a sports-friendly city, attract more events, and create lasting economic benefits. We will expand our partnerships with local organizations, invest in Sports Tourism Index, a platform that allows us to identify and connect with event organizers of all sizes, and continue to sponsor and host events in the region.



Colvin Ranch – Tenino

POSITIONING STATEMENT

Washington State's capital—a passionate community of independent thinkers, hard workers, local craftsmen, and artists inspired by the region's diverse natural beauty—evergreen forests, the Puget Sound, prairies, lakes, rivers, and streams.

OUR PROMISE

We welcome and extend warm hospitality to all guests to Thurston County, delivering hand-crafted, authentically PNW experiences every time.

PERSONALITY/CHARACTER

Diverse, independent, eclectic, friendly, free-spirited, genuine, nature-loving.

The Experience Olympia & Beyond brand was created and launched in 2017 to communicate directly with consumers and easily orient potential visitors to Thurston County's physical location and position/role as Washington State's capital.

In 2022 we added a new dimension to our branding strategy—co-brands were created for all Thurston County communities to link each community to the Experience Olympia & Beyond brand, and further orient potential visitors to the additional opportunities just beyond Olympia. The Experience Olympia & Beyond brand will serve as the primary image for marketing and the co-brands will be used within digital and printed community guides. The co-brands are also made available to community stakeholders for their use.

PRIMARY LOGOS

Retangular Format



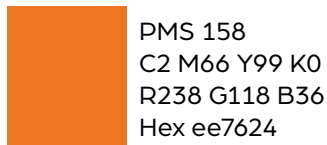
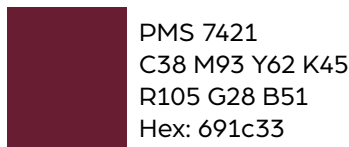
Square Format



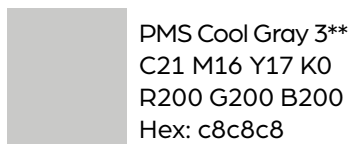
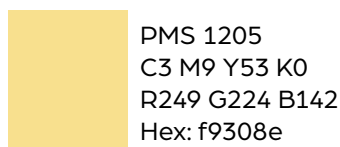
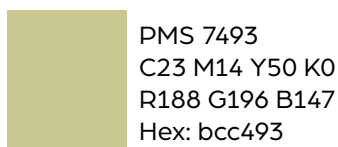
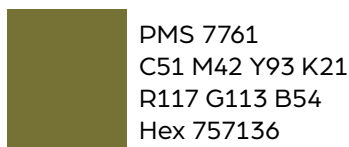
CO-BRANDING COMMUNITY LOGOS



COLOR PALETTE - MAIN COLORS



SECONDARY COLORS



*65% black is an equipvelant single color

**25% black is an equipvelant single color

TYPOGRAPHY

Easy for the reader—that's the goal. We keep things consistent by sticking to our brand fonts.

Our system font is Arboria – used for page titles, subheads, and body text.

Our design font is **Acumin Pro Wide - Black** used for headers.

Arboria Book
ABCDEFGHIJKLMN
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DMP TASKFORCE

The DMP Taskforce has been created, consisting of many who were part of the original DMP Steering Committee and new faces—community members who are eager to share their expertise and enthusiasm. The group will meet quarterly to share progress updates and requests for support. DMP Taskforce members include:

Amy Evans Harding

Port of Olympia

Chuck Denney

City of Tumwater

Dan Jones

ThurstonTalk

David Burnett

Squaxin Island Tribe

David Schaffert

Thurston County Chamber

Desiree Freeland

Olympia Downtown Alliance

Evan Skytte

Wolf Haven International

George Sharp

Thurston EDC

Greg Taylor

DoubleTree by Hilton

Hweqwidi Hanford McCloud

Nisqually Indian Tribe

Jeff Bowe

Pacific Mountain Workforce Development Council

Jennica Machado

Thurston County

Joel Hansen

Ameresco

Juan Carlos Chavez

Nisqually Indian Tribe

Kyle Radonovic

Anthony's Restaurants

Lisa Parks

City of Tumwater

Marc Daily

Thurston Regional Planning Council

Michael Cade

Thurston EDC

Natalie Coblenz

Capital City Pride

Natalie Weiss

City of Olympia

Patty Belmonte

Hands on Children's Museum

Rebecca Harvey

Thurston County

Sarah Schelling

City of Lacey

Sue Falash

City of Lacey/RAC

Tim and Tracie O'Brien

Tack Room Too

Zazil Pereira

ASHHO



Brewery Park at Tumwater Falls



caption



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