



2024 ANNUAL REPORT

**VISIT KITSAP
PENINSULA**

The Natural Side of the Puget Sound

[VISITKITSAP.COM](https://www.visitkitsap.com)



2024 was a year of resilience, transformation, and renewed momentum for Visit Kitsap Peninsula. As we navigated an evolving tourism landscape, we deepened our role as a connector, collaborator, and storyteller—lifting up the voices, places, and experiences that make the Kitsap Peninsula so distinctive. From expanding regional visibility to securing national press and elevating representation in our marketing, we embraced the power of place and the strength of community to move tourism forward with purpose.

At Visit Kitsap Peninsula, our mission is to cultivate sustainable tourism and economic vitality while preserving the natural beauty, maritime heritage, Indigenous cultures, and small-town charm of our communities. Through collaboration and conscientious stewardship, we envision a future where every visitor is welcomed into a story that celebrates the unique landscape, vibrant culture, and warm hospitality of the Kitsap Peninsula—all while honoring the pristine waters and ecosystems of the Puget Sound.

This progress would not be possible without our dedicated board, passionate staff, community champions, and local partners. Your vision, heart, and collaboration helped lay the groundwork for a bold 2025—one where Kitsap stands proudly as the basecamp for Pacific Northwest adventures and a destination that celebrates its diversity, creativity, and natural wonder.

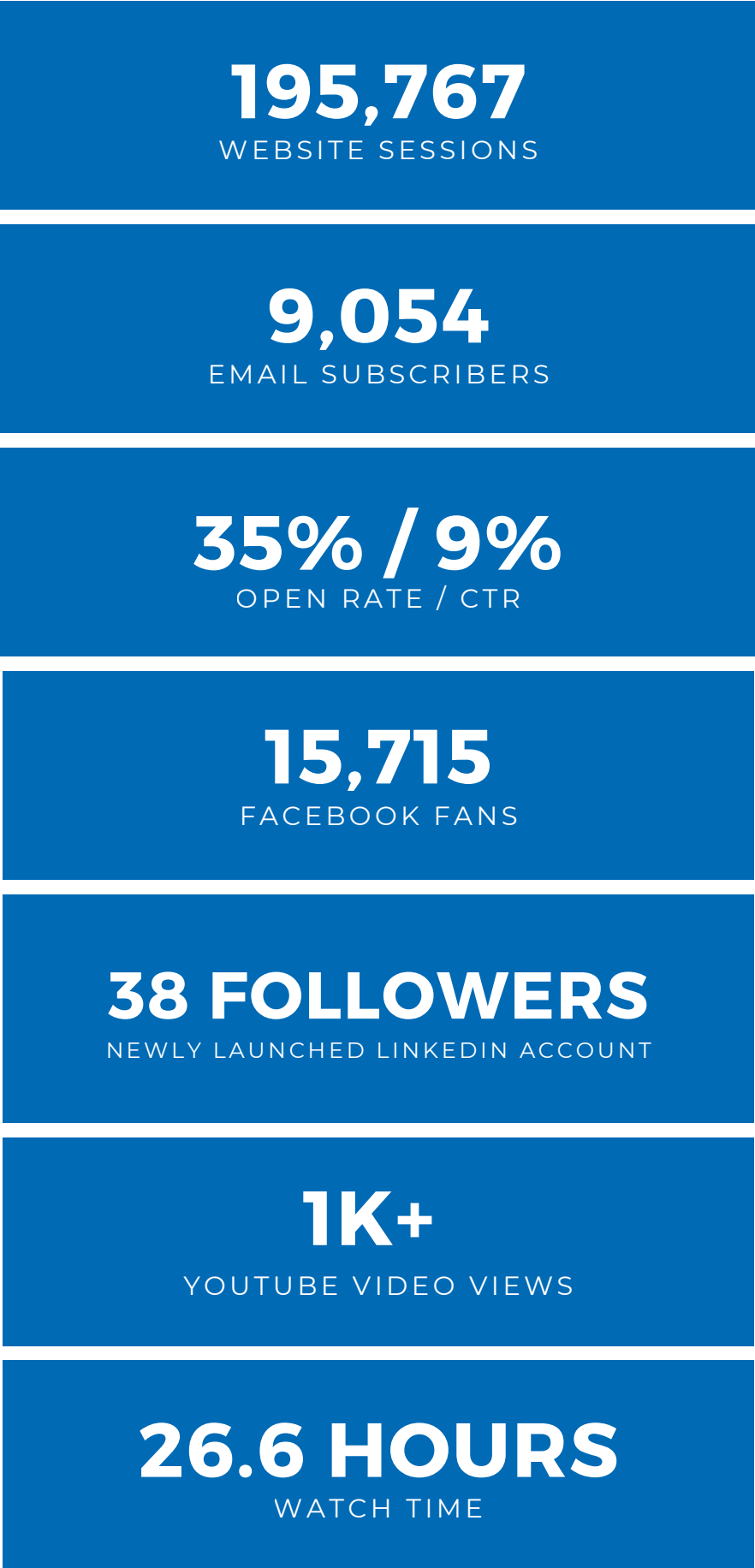
As we look to the year ahead, we remain committed to growing our reach, driving overnight stays, and centering equity, sustainability, and impact in everything we do. Because when tourism is done right, it doesn't just bring visitors—it brings value, vitality, and connection.

Aljolynn Sperber
Executive Director
Visit Kitsap Peninsula

TOP ORIGIN MARKETS

SEATTLE, WA | TACOMA, WA |
PORTLAND, OR | SPOKANE, WA |
LOS ANGELES, CA |
TRI-CITIES, WA | PHOENIX, AZ

SOURCE: DATAFY



2024 BY THE NUMBERS

VKP

VISITOR METRICS

2,085,319
TOTAL VISITOR TRIPS

6,200,928
VISITOR DAYS

3 DAYS
AVERAGE LENGTH OF STAY

\$513.8 MILLION+
TOTAL VISITOR SPENDING

LODGING REVENUE:

\$58 MILLION
HOTELS

\$33 MILLION+
VACATION RENTALS

\$91 MILLION+
TOTAL LODGING REVENUE

SOURCE: DATAFY, SMITH-TRAVEL
RESEARCH, AIRDNA, TOURISM ECONOMICS
VIA STATE OF WASHINGTON TOURISM



Hotel Partnerships

Quarterly Hospitality Hour Meetings:

Successful events attended by Kitsap Hotel Lodging and Chamber staff.

Olympia Planner Luncheon during Spring 2024

Partnered with the Kitsap Conference Center & 3 hoteliers to showcase Kitsap Meeting and Event Facilities.

Six Planners from the Olympia area attended the inaugural event



Business Development / Group Sales

Attended 2 Industry Conferences with Meeting Planner appointments, and hosted trade show tables at WSAE & MPI Cascadia to promote Meeting Facilities on the Kitsap Peninsula.

Sales Calls during Fall 2024

Olympia area focusing on Government & Meeting Markets. Met with six meeting planners, with four showing great interest hosting their meetings on the Kitsap Peninsula, and received one lead from this outreach.

Provided 9 Leads & Lead Assistance to hotels and the Kitsap Conference.

\$1.5K:\$1

ESTIMATED CAMPAIGN IMPACT

75K+

ATTRIBUTABLE TRIPS
IN 7 MONTHS

2.8K+

TOTAL CLICKS

8.1K+

ROOM NIGHTS GENERATED

\$10,970

TOTAL SPEND

\$1.3M+

IN LODGING REVENUE
FOR KITSAP COUNTY

\$16M+

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195,767

WEBSITE SESSIONS

1.1M+

TOTAL IMPRESSIONS

SOURCE: DATAFY ADVERTISING CAMPAIGNS TO
PROMOTE TOURISM TO KITSAP COUNTY

TOP MARKET FOR STAYS

PORTLAND

2.1 DAYS

SEATTLE/TACOMA

2 DAYS

SPOKANE

2.3 DAYS

TRI-CITIES/YAKIMA

2 DAYS

LOS ANGELES

2.8 DAYS

TRIPS INTO SEATAC
AIRPORT TO KITSAP

611

VISITOR DAYS

SOURCE: DATAFY ADVERTISING CAMPAIGNS TO
PROMOTE TOURISM TO KITSAP COUNTY

\$137.80:1

ROAS

1,932

ROOM NIGHTS

\$0.74

COST PER VISITOR DAY

\$245,364

IN LODGING REVENUE

\$2,961,400

EST. CAMPAIGN IMPACT

6,585

INCREMENTAL TRIPS

OVER 13,400

ATTRIBUTABLE TRIPS IN JUST 4 MONTHS

Incremental visitation means additional visitation that has occurred beyond trips that we expect would have happened anyway. If we track 12,000 attributable trips to your destination, but based on the behavior of a control group, we believe that 8,000 of those visits would have occurred without advertising. The incremental visitation would be 4,000 trips.

\$1.4M+
INCREMENTAL IMPACT

\$67: \$1
INCREMENTAL ROAS

\$21,490.17
TOTAL SPEND

232K+
TOTAL VIDEO COMPLETIONS

3.2K+
TOTAL CLICKS

1.9M+
TOTAL IMPRESSIONS

Top Markets for Stays:

Portland (2.5 days),
Seattle/Tacoma (2.5 days),
Spokane (2.6 days), Los Angeles
(3 days), and San Diego (3.7 days)

SeaTac Airport Trips to Kitsap:

200 visitor days

SOURCE: DATAFY ADVERTISING CAMPAIGNS TO
PROMOTE TOURISM TO THE CITY OF BREMERTON)



This Lesser-known Washington Peninsula Has Some of the Most Stunning Bioluminescence in the U.S. — Here's How I Planned My Trip

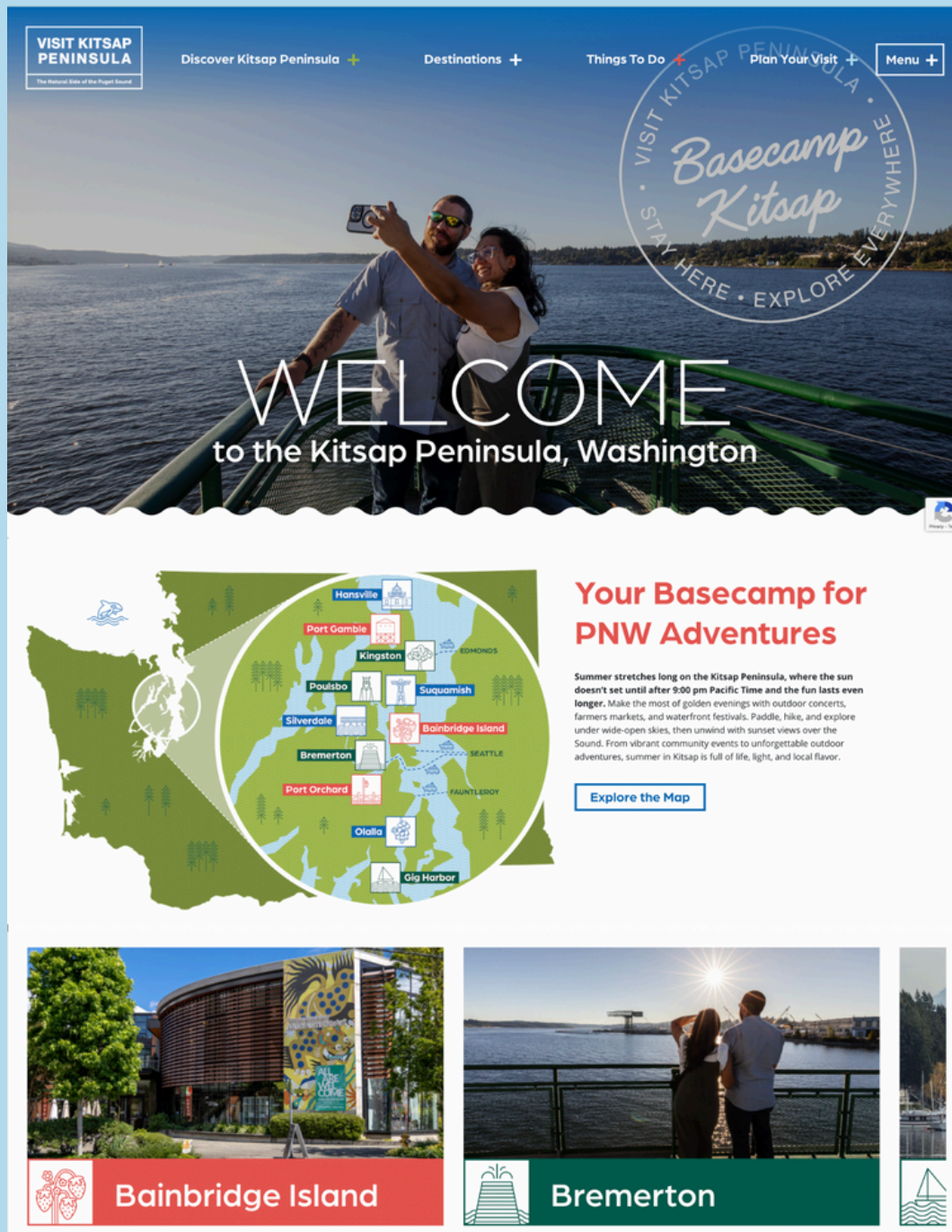
West of Seattle, the Kitsap Peninsula brims with artsy towns, uncrowded trails, and outdoor surprises — day and night. Here's how to visit.

 Travel + Leisure / Jun 3, 2024

Travel + Leisure Feature Coverage

INCLUDE IN FEATURE:

- Kitsap Peninsula National Water Trails
- Port Gamble: Olympic Outdoor Center, Port Gamble Heritage Forest Park and Butch & Baker Provisions
- Point No Point
- Poulsbo: Sluys Bakery, Hotel Scandi, Sogno di Vino, and Liberty Bay
- Green Mountain
- Bremerton: Grumble & Wine, Hound & Bottle, The Roxy, Life in Mauve, and Cafe Corvo



Website Launch

Launch of VKP's new website and brand photography

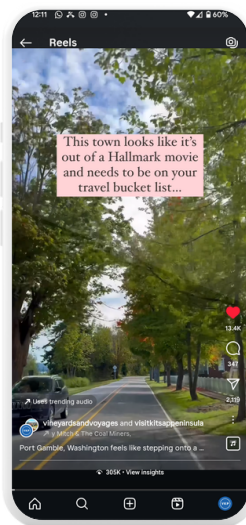
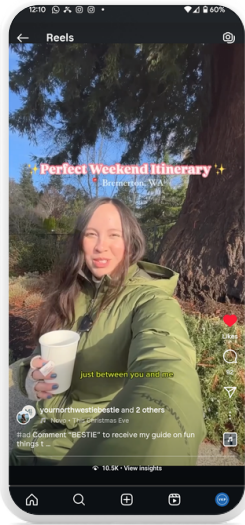
MarCom Gold Award Winner



Video Reel Reach

"Hidden Gem" video reel reached over 318.8K views:

<https://www.instagram.com/p/DBHEjtUBNDi/>



FAM Trips & Influencer Content

Influencer reach of over 350K views from creators

Including: Candace Molatore (@hey.candace, 57K+ followers on Instagram), Kara Patajo (@yournorthwestiebestie, 24.2K+ followers on Instagram), Lain Van Ogle (@bikelain, mountain bike influencer with 33.9K followers on Instagram), Gabe de Dios (@bicoastalboy, foodie influencer with 37.1K+ followers on Instagram), and Katherine McMahon (@vineyardsandvoyages, travel influencer with 722K+ followers on Instagram)

Itineraries inspired by locals,
including momcations,
heritage explorations, and
outdoor adventures

Over 10 FAM trips hosted,
expanding inclusive
representation across
platforms



10th Anniversary of Ride the Tide

10th Anniversary of Ride the Tide, a kayak or paddleboarding event to celebrate the Kitsap Peninsula National Water Trails where over 100 paddlers journeyed from the Silverdale Waterfront Park to Port Orchard Marina

Kitsap County Commissioners designated June 8th as “Kitsap National Water Trails Day” in honor of the work done to promote our water trails.

Meet, Stay, Dine, Play

Hosted “Meet, Stay, Dine, and Play” video production to promote lodging and attractions

Occupancy Rate

68.4% occupancy rate across the county

Indigenous Culture Landing Page

Launched Indigenous Culture landing page approved by the Suquamish and Port Gamble S'Klallam Tribes to honor and feature the culture and diversity of the Kitsap Peninsula.





In 2024, we prioritized inclusive representation across all

PLATFORMS

BIPOC and LGBTQIA+ representation in social, web, and video

FAM trip invites expanded to creators from underrepresented communities

Highlighted stories across Kitsap that reflect our cultural and social diversity

Celebrated Indigenous cultures through dedicated itineraries, content, and website presence



FINANCIAL
OVERVIEW

\$504,149.41

TOTAL INCOME

75%

LODGING TAX

23%

ARPA (2022
GRANT, USED
IN 2024)

3%

SPONSORSHIPS

2%

OTHER GRANTS

\$498,729

TOTAL EXPENSES

\$234,715

MARKETING INVESTMENT

\$165,018

PAYROLL

\$26,055

PROFESSIONAL SERVICES
(INCLUDING PHOTO/VIDEO)

\$5,645

NET INCOME

VKP's marketing ROI was conservatively estimated at 329:1, representing \$70.375M in tourism revenue from a \$214K+ spend.



Position Kitsap as the basecamp for Pacific Northwest adventures and FIFA World Cup 2026 visitors.

This includes collaborative messaging, cross-promoted itineraries, and regional campaign planning designed to welcome visitors attending matches in Seattle while exploring the scenic and cultural richness of the Kitsap Peninsula.



Increase overnight stays across all lodging types.

Through high-impact seasonal campaigns and regional events, VKP aims to extend stays before, during, and after the FWC26 match window, leveraging Kitsap's proximity to Seattle and its ferry-accessible charm.



Drive national and international press coverage and brand awareness

PLANNED FWC26-RELATED PROJECTS INCLUDE:

“Sound Off: Puget Sound’s Playground” digital and video campaign featuring Kitsap’s cultural diversity, outdoor adventures, and game-day getaway appeal.

Datafy geo-targeted advertising tied to Seattle match audiences, airports, and fan zones.

Brand USA and Expedia co-op placements to target international travelers from the UK, Mexico, and Canada considering extended stays or day trips from Seattle.

A FIFA Fan Zone video series spotlighting local businesses, lodging, and cultural sites ideal for soccer fans and their families.

Public relations outreach to sports and travel media, focused on Kitsap as an unexpected basecamp for World Cup visitors wanting affordability, nature, and culture within reach of the action.



4

Expand RFPs for conventions and group sales.

VKP will continue working with the Kitsap Conference Center, hotels, and area venues to attract meeting planners and sports tourism organizers looking to host events in tandem with or adjacent to the 2026 tournament.

**CANADA | UNITED KINGDOM |
PHOENIX | LOS ANGELES | SAN
FRANCISCO | PORTLAND, OR |
SPOKANE | VANCOUVER, WA**

International: Canada (Co-op w/ GKC, BICC, GKCC) and the United Kingdom (NatGeo w/ GKC)

While Canada remains a target market for international visitation (via co-ops with GKC, BICC, GKCC), cross-border travel continues to be soft due to reduced confidence among Canadian travelers. According to a May 2025 survey by the Association for Canadian Studies, 52% of Canadians do not feel it is safe to travel to the U.S., and southbound auto crossings from Canada declined over 50% year-over-year in April. VKP will continue to take a welcoming—not pressuring—approach while investing in authentic, trust-building content to re-engage Canadian visitors over time. (Source: Visit Seattle)

Domestic:

Based on data from Datafy, a tourism analytics platform, VKP will continue to target the following markets: Phoenix, Los Angeles, San Francisco, Portland, Spokane, Vancouver, WA

Inclusive segments:

LGBTQIA+, BIPOC, culturally curious travelers

1

3-episode Basecamp Kitsap series with Traveling While Black

**Poulsbo Tales & Trails:
Community storytelling content**

2

3

**Cinematic commercial from
47.7-Hour Film Challenge**

Datafy campaigns for Poulsbo

4

5

Bremerton, and Fall/Winter stays

**Brand USA & NatGeo co-ops
for international reach**

6

Haunted Kitsap

A growing favorite for fall travel and paranormal enthusiasts, Haunted Kitsap explores ghost stories, haunted landmarks, and historic mystery tours that connect visitors with Kitsap's layered past. These immersive narratives support off-season travel while promoting locally-owned businesses and overnight stays in historic small-town inns and waterfront lodging.

Bioluminescent Kayaking

One of the most magical outdoor adventures in Washington, bioluminescent kayaking in the warmer months offers a rare and awe-inspiring experience. VKP highlights this natural phenomenon to promote conscious travel, encouraging visitors to engage with nature in sustainable and respectful ways while supporting local outfitters.

Farm & Food Tourism

Kitsap's farm stands, cideries, and markets offer seasonal bounty and hyper-local flavors. Our storytelling emphasizes the region's agritourism experiences, connecting visitors to local growers, Indigenous foodways, and slow-food dining—creating authentic experiences rooted in community and sustainability.

Winter Wellness and Cozy Getaways

From Nordic-inspired hygge retreats to forested cabins and spa weekends, winter wellness content invites visitors to unwind. These campaigns highlight small-town escapes, hot tubs with views, sauna culture, and storm-watching—perfect for microcations and mental resets without traveling far.

Accessible and Inclusive Outdoor Recreation

Kitsap's trails, shorelines, and water access points offer something for everybody and every ability. VKP promotes adaptive adventures, mobility-friendly parks, and inclusive outfitters to help travelers plan with confidence and feel truly welcomed.

Nostalgia Tourism, Cold Adventure Travel, and Locally-Made Goods Experiences

Whether it's revisiting a ferry ride from childhood, shopping for handmade gifts in winter markets, or bundling up for a snowy hike, these experiences tap into nostalgia and seasonality. VKP spotlights artisans, heritage-rich main streets, and cold-weather outdoor fun to encourage year-round travel and holiday staycations.

Hidden Gems & Small Towns

Kitsap's soul shines in its lesser-known locales. From Olalla to Suquamish, visitors discover unexpected galleries, quiet beaches, and family-run cafes. By featuring these hidden gems, VKP disperses tourism across the region, supporting economic vitality while preserving the charm that makes these towns special.

Microcations aka Staycations or Shorter Trips

With its ferry proximity to Seattle and array of 1-3 day experiences, Kitsap is perfect for spontaneous getaways and long weekends. This focus encourages regional visitors to unplug, recharge, and explore new sides of familiar places—without the need for long-haul travel.

Conscious Travel

Kitsap's stewardship of land and culture makes it a natural fit for travelers seeking purpose-driven experiences. VKP promotes ways to travel mindfully—highlighting eco-friendly lodging, Indigenous storytelling, volunteer tourism, and businesses that prioritize equity, inclusion, and sustainability.

Visit Kitsap continues to prioritize fostering and implementing partnerships with chambers of commerce, municipalities, and other DMOs, with the evergreen goal of building sustainable economic and tourism growth.

Winter campaign co-ops (Nov 2025–Feb 2026)

These collaborative marketing efforts invite partners to promote cozy getaways, holiday events, and winter wellness experiences. Campaigns include bundled media buys, social content, and press outreach—driving off-season visitation and supporting local businesses when it matters most.

Sponsorships for campaigns, FAM trips, and photo/video production

Partners can invest directly in high-visibility projects that showcase Kitsap's people, places, and experiences. Sponsorship opportunities range from covering influencer visits to funding cinematic commercials, creating branded assets that benefit the entire region.

Website and digital content collaborations with tourism partners; i.e. chambers, downtown associations, museums, attractions, restaurants, retail, tour operators, transportation, etc.

VKP offers opportunities to co-create landing pages, itineraries, blog features, and directory listings tailored to local partners—from chambers and downtown associations to museums, tour operators, and transportation providers. These collaborations enhance SEO, increase visitor planning tools, and improve discoverability of Kitsap's cultural and outdoor assets.

2026 TEASER

V&P

BECOME A MEMBER OF VISIT KITSAP PENINSULA!

We're launching Visit Kitsap Memberships & Sponsorships! Be part of building a stronger, more resilient tourism economy.

Tiered options coming soon. Stay tuned.

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