



OKANOGAN COUNTY TOURISM COUNCIL

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TO: OCTC Members & Tourism Supporters

FROM: Teri Leep, OCTC's President

DATE: January 2023

SUBJECT: 2023 Membership

MEMO

We invite your participation in Okanogan County Tourism Council (OCTC) in 2023. Please take a few minutes and review the information about how OCTC continues to make a difference in Okanogan Country. We encourage participation by our members— from attending monthly meetings, to helping with small projects such as reviewing and editing guides.

BECOME A MEMBER!

The purpose of the Okanogan Country Tourism Council is to advertise Okanogan County and bring together the many individual tourism promotion efforts to achieve greater focus, effectiveness and economy in promoting tourism for all of Okanogan Country.

MEMBER BENEFITS:

- The OCTC Website links to all member's websites
- Exposure to a wide advertising market including printed media, world wide web, tradeshow, storywriters and more.
- Participation at the grass roots level to market Okanogan Country – all welcome!
- Free listings for calendar of events
- OCTC members are given special consideration for co-op advertising. Sponsors receive discounts on ad opportunities, a banner ad on the OCTC website with a link, social media coverage, and eNewsletter feature/ ad/ event promotion.
- Networking with others at quarterly and annual meetings - helps to keep you current on tourism related activities

Okanogan County Tourism Council's marketing and strategies promote all areas in Okanogan Country. Local participation is necessary to continue these efforts. OCTC's Board of Directors are volunteers and represent the tourism industry to other organizations, gather data, provide ideas, and work to perform certain tasks. Your memberships are important to OCTC as Washington Law prohibits us from spending Hotel/Motel tax monies for membership activities such as mail-outs to members, costs associated with membership meeting, insurance, storage unit rental, etc.

INDIVIDUAL MEMBERSHIPS

\$20/YEAR

ORGANIZATIONS

\$40/YEAR

BUSINESS MEMBERSHIPS

\$60/YEAR

SPONSORS

\$300/YEAR

For just \$60 a year you can become a member of the Okanogan County Tourism Council (OCTC) and join our efforts to promote our message of "Open for Adventure". Wherever you live in the county and whether your business relies directly on tourism or serves the citizens of this county in some other way, a strong, diverse and vibrant tourism economy benefits everyone.

SPONSOR MEMBERS also receive discount on co-op ad opportunities, a banner ad on the web site with link to your website, quarterly eNewsletter feature/ad/event promotion (list distribution=12,000), social media coverage and special features, scheduled posts for your upcoming business/organization events (we currently have over 27,000 fans on Facebook, over 5000 followers on Instagram, and over 1,300 followers on Twitter). PLUS the entire regular benefits of an OCTC membership!

OCTC has been cohesively and clearly marketing the entire county, its assets, and its tourism opportunities for over 35 years. With a multi-faceted plan, OCTC has delivered exceptional “Return on Investment” (ROI) on a very tight marketing budget, year after year. OCTC has built brand and name recognition regionally and statewide and has created vibrant partnerships locally, regionally and statewide. OCTC’s marketing efforts have created powerful and eye-catching collateral pieces that are admired and praised across the Northwest. Examples include the official county Travel Planner Guide, TV & broadcast media campaigns, a Winter Recreation Map, a Summer Recreation Map, the Many Lakes Loop Map, the Highland Historical Loop Map, and the Columbia River Region Map, Hiking Guide, Fishing Guide, new Public Arts Map, and Fire Landscape Map. In addition, OCTC works with area partners, VICs and chambers to bring together the many individual tourism promotion efforts to achieve greater focus and economy to promote tourism for ALL of Okanogan County. In the online arena, OCTC’s dynamic website showcases the incredible beauty, recreation and diversity in our vast county, as well as providing users all the printed materials in downloadable formats. All lodging in the county is listed free of charge in the Travel Planner Guide and on the Web Site, including all hotels, resorts, cabins, camping, and RV parks. Visit web site at www.okanogancountry.com

ADDITIONAL MARKETING EFFORTS INCLUDE

- OCTC will again partner with, Okanogan Trails, Methow Trails, Cascade Loop and Coulee Corridor Scenic Byways, as well as communicate with the Washington Tourism Alliance, Scenic Wa, the Port of Seattle and others to increase visitor awareness and enjoyment of our Scenic Byways.
- OCTC will continue our informative OCTC E-Newsletter that promotes our many events and activities for potential visitors, travel writers, media partners, publications and regional tourism partners to lure visitors to Okanogan Country.
- OCTC will further explore the e-blasts and original content advertorials with partners such as MyNW.com and the Seattle Times.
- OCTC will also continue our HD video production for Okanogan Country and increase activity, traffic and subscribers to our YouTube channel. OCTC will create seasonal TV commercials focusing on winter and shoulder seasons. OCTC will work with Cascade Loop Association to create new video production for new video clips to use in advertising. Incorporate online video ads into our online ad campaigns and work with partners to get commercials into targeted TV campaigns emphasizing winter and shoulder seasons, with high visibility and results.
- OCTC will create eye catching, full-page color ads in select publications with regional partners. Emphasize big, bold images and branding Okanogan Country as a “must see” destination for everyone. Print ads will be placed in WA State Visitor Guide, Cascade Loop, Washington State Byway Map, and other key publications as selected and determined by the board.
- OCTC creates campaigns to target audiences on Google, Facebook, Pinterest, Instagram and Twitter and niche online publications with hyperlinked ads to OkanoganCountry.com
- OCTC will update and reprint the Official Okanogan Country Travel Planner – 52 pages of tourist information, which includes all lodging in the entire county, events, maps and engaging stories about the colorful history and culture of Okanogan Country.

ADDITIONAL MARKETING EFFORTS CONTINUED...

- OCTC circulates eye-catching rack cards for aggressive distribution in the greater Seattle area that draws visitors to check out the web site.
- OCTC has a Summer Recreation Map and a Winter Recreation Map for distribution at trade shows, direct mail, and at local VICs and local businesses. OCTC will update and reprint the incredibly popular regional maps as needed, including the Highland Historic Loop Map, the Many Lakes Map, and the Columbia River Region Map.
- OCTC produces a Hiking Guide and Fishing Guide that also highlights relevant member information.
- OCTC also produces a Public Arts Map (walks) for Okanogan County.
- Conduct a gathering/info sharing session with local VICs/Chambers, museums, etc. This has proven to be an excellent opportunity for local VIC/Chambers to share the story of their area with other VICs and Chambers so they will be informed and can encourage visitors to spend another day in Okanogan County. This is also an opportunity for those on the frontlines to provide feedback on the collateral pieces that are developed by OCTC.
- The Tourism Council will also help chambers and cities promote tourism-focused events by keeping the "Events Calendar" on the web site up-to-date and pushing the information out through our e-newsletters and weekly postings on Facebook. This will give these events great exposure and increase visitors.
- OCTC will update, manage and maintain the Official Okanogan County Tourism website, www.Okanogan-Country.com. Survey site visitors and members to ensure that content is easy to find and comprehensive. Entertain, inform and engage Social Media users with Facebook posts, Google+, YouTube, Pinterest, Instagram and Twitter. Present key information and create a dialogue with visitors. Use these Social Media platforms to also promote area events.
- Create cohesive, easy to follow suggested itineraries that include multi day, multi stay travel routes throughout the county.
- In cooperation with the local Chambers/VICs, OCTC will continue to help create beautiful kiosks to place at select VICs/Chambers/Museums/points of interest that will have large weatherproof county locator maps.

As we enter 2023, our goals will continue to refine our message and take advantage of emerging opportunities in electronic social media, video, and radio. Your membership application is enclosed. If you have any questions about how OCTC works to support tourism in Okanogan County, or how you could become more directly involved, please feel free to contact us directly at 509 826-5107 or by email at info@okanogancounty.com. Otherwise, please complete the application and send it along with your check to: OCTC, PO Box 626, Omak, WA 98841. (If you signed up as a member on the website and paid via Paypal, your membership will renew a year from when you originally signed up)



**THANK YOU FOR TAKING THE TIME TO READ ABOUT THE
OKANOGAN COUNTY TOURISM COUNCIL'S ACTIVITIES THIS
PAST YEAR AND WE LOOK FORWARD TO WORKING WITH
YOU AND YOUR BUSINESS IN 2023!**