

Whidbey & Camano Islands Tourism

Advisory Committee Meeting Agenda

Date: September 3, 2026

Time: 11:00 AM

Island County Administration Building – Room 116

Zoom option available: <https://zoom.us/j/95753228781>

1. Call to Order

2. Public Comment

Opportunity for members of the public to provide comment to the Advisory Committee.

3. Tourism Program & RFQ Update

Program Manager Update

- RFQ submission period closed August 28
- Review of qualifications underway September 1–4
- Candidate interviews scheduled for September 14–18
- Anticipated transition to new contractor team November 1
- Brief update on current tourism program activities

4. Stakeholder Resources & Community Intelligence

New Stakeholder Resource Page

- Tour of the new stakeholder resource page
- Community Pulse submission process
- Using Community Pulse to identify stories, businesses, people, experiences and emerging opportunities
- Event Insights/Datafy report request process
- Data availability: approximately six weeks following an event
- Report requests: please allow at least two weeks for report preparation

Discussion, please come prepared to share:

- What is happening in your community in the next 60–90 days that the tourism program should know about?
- What are you hearing from local businesses right now?
- Are there businesses, experiences, people or stories we may be missing?
- Who in your community should we encourage to use Community Pulse?

5. Continuing the Transformational Travel Conversation

Building on Jessica's August presentation

Discussion, please come prepared to share:

- Where are you already seeing the spirit of Transformational Travel happening in your community?
- What local experiences naturally encourage visitors to slow down, connect, learn, or experience the islands more deeply?
- Are there people, businesses, organizations, or experiences that come to mind when you think about what Jessica shared?
- What are you hearing or seeing in your community that could help shape how we approach Transformational Travel?
- How might this way of thinking strengthen the visitor experience while also benefiting our communities?

6. Visitor Intelligence: What Are You Hearing?

Help identify information gaps and opportunities for future website, social, itinerary and marketing content.

Discussion, please come prepared to share:

- What questions are visitors asking most frequently?
- What information do visitors have difficulty finding or understanding?
- What do you wish our website answered more clearly?
- What are visitors excited about or surprised by once they arrive?
- Are you noticing changes in what visitors are looking for or how they are spending their time?

7. From Marketing Metrics to Visitor Attribution

Using Datafy to understand what happens after the click

- Website attribution overview
- Current finding: strong website visitation with an opportunity to improve conversion to overnight stays
- Seasonal campaigns and geographic targeting

Discussion, please come prepared to share what you are seeing on the ground:

- Where are you seeing the greatest need for additional visitor traffic? (by season and day of the week)
- During winter and shoulder seasons, what impact are day visitors having on local businesses?
- What are businesses telling you about when they need visitor traffic most?
- What differences are you noticing between peak-season and off-season visitors?
- What are you seeing or hearing that our marketing team should understand as we plan future campaigns?

8. Looking Ahead

- Information and insights to bring to the next Advisory Committee meeting
- Upcoming tourism program priorities
- Next meeting

9. Adjournment