

Summary of Research: What is Known about Port Townsend

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> ▪ Outstanding community pride and commitment among community stakeholders ▪ Thriving and growing arts and cultural offerings ▪ Small town community charm that appeals to visitors and residents ▪ Industries: tourism, maritime, arts and culture hold promise to fuel economic growth ▪ Location – “the ocean is our front yard” ▪ Good news stories abound 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> ▪ Lack of clear vision and focus for marketing the City ▪ Research is dated and results do not convey perceptions about PT among target audiences ▪ Marketing lacks focus, desire to be all things to all people ▪ Lack of resources for workforce, infrastructure, community amenities and IT ▪ Lack of traditional hotel accommodations ▪ No centralized information source for gathering and distributing news and information ▪ No coordinated communications program
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> ▪ There are many stories to tell about places to go and things to do in Port Townsend ▪ Refresh brand to reflect who you are and what you want to be known for ▪ Use access and transportation as a way to raise the profile of Port Townsend this summer ▪ Leverage large number of repeat visitors and part-time residents as ambassadors ▪ Coordinate marketing to build on individual offerings to extend stays and attract new visitors ▪ Capture growing interest in geo, eco and cultural tourism ▪ Maritime Center fundraising to offer new cultural experience for visitors 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> ▪ Transportation issues: ferry system and Hood Canal Bridge closure ▪ Economy and rapidly rising gas prices negatively impacting travel ▪ Unsettled brand discussion ▪ Inconsistent experiences among visitors by local establishments ▪ Disparate marketing efforts ▪ Mill closure could lead to lost jobs ▪ Allowing “the way it’s always been” to define the community ▪ Competition from other Puget Sound communities for tourists

Other Relevant Research:

Marketing and Advertising Plan for Port Townsend

February and March 2007

- Internet has become a primary source for travel information
- EnjoyPT.com is the go-to online resource for Port Townsend
- A 12-minute DVD completed in 2007 has been posted to city web site with links from the Chamber site and EnjoyPT.com; 5,000 copies mailed with Travel Planners