



OKANOGAN COUNTY TOURISM COUNCIL

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TO: OCTC Members & Tourism Supporters

FROM: Teri Leep, President, Okanogan County Tourism Council

DATE: January 2026

SUBJECT: 2026 Membership

MEMO

We invite you to participate in the Okanogan County Tourism Council (OCTC) for 2026. Please take a few minutes and review the information about how OCTC continues to make a difference in Okanogan Country. OCTC has been cohesively and clearly marketing the entire county, its assets, and its tourism opportunities for over 39 years. We encourage participation by our members – from attending our monthly meetings, to helping with small projects such as reviewing and editing guides.

BECOME A MEMBER!

The purpose of the Okanogan County 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 County.

MEMBER BENEFITS:

- The OCTC Website links to member's websites
- Exposure to a wide advertising market including printed media, internet, travel writers, and more.
- Listing of tourism-related events
- Co-op advertising opportunities
- Networking with others at the monthly Board meetings, as well as our annual membership meeting to help keep you current on tourism-related activities.
- Sponsor members (\$300) receive a banner ad on the OCTC website with a link, social media coverage, and a eNewsletter feature/ad/event promotion.

OCTC marketing and strategies strive to promote all areas of Okanogan County. Local participation is necessary to continue these efforts. OCTC's Board members are volunteers and represent the tourism industry to other organizations, gather data, provide ideas, and work to perform certain tasks.

INDIVIDUAL MEMBERSHIPS**\$20/YEAR****ORGANIZATIONS****\$40/YEAR****BUSINESS MEMBERSHIPS****\$60/YEAR****SPONSORS****\$300/YEAR**

For just \$60 your business can become a member of the Okanogan County Tourism Council and join our efforts to promote our message "Open for Adventure". 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.

OCTC MARKETING & PROMOTION HIGHLIGHTS

A brief list of some of Okanogan County Tourism Council's marketing efforts include:

- OCTC has built brand recognition regionally and statewide and has created vibrant partnerships.
- We have created eye-catching collateral pieces that are admired and requested. Examples include the official County Travel Planner Guide, a Summer Recreation Map, a Winter Recreation Map, the Hiking Guide, the Fishing Guide, , and the Legends & Lore Guide. We have also created several regional tear-off maps such as the Highland Historical Loop Map, the Columbia River Region Map, the Many Lakes Loop Map, the Public Arts Map, and the Methow Map. These are distributed throughout the county at Visitor Information Center, businesses, etc. These Guides and Maps are also mailed out to those that request information from our web site.
- OCTC's dynamic website showcases the incredible beauty, recreation, and diversity in our vast county, as well as providing users with all the printed materials in downloadable formats. We also endeavor to list all the lodgings in the county (free of charge) in the County Travel Planner and on the OCTC web site. www.okanogancountry.com.
- In 2025, OCTC placed print ads in major publications such as the Washington State Visitor Guide, the Washington State Byway Map, the Cascade Loop Guide, the 1889 Magazine, The Northwest Travel & Life Magazine, and a billboard ad at SeaTac Airport through a program with the Port of Seattle. OCTC also continued to promote the area through programmatic digital streaming ads.
- OCTC maintained and updated the official Okanogan Country website, www.okanogancountry.com and responds to inquiries requesting specific guides and maps (over 2,000 in 2025).
- OCTC attended local chamber meetings, city council meetings, and to share information about OCTC activities, events, guides/maps and our byways, as well as learn about what is happening in your area.
- OCTC sends out weekly e-newsletters (eblasts), that promotes our many events, guides and maps, activities, and businesses to potential visitors, travel writers, and media partners. Our current e-mailing list includes over 26,000 addresses.
- OCTC built and has installed beautiful informational kiosks in Pateros, Oroville, Conconully, Loomis, Tonasket, and Omak. These kiosks provide travelers with what to do in these areas, as well as a map of the entire county to encourage travelers to explore the entire region. Plans for 2026 include the installation of additional kiosks in Okanogan, Brewster, Twisp, and Winthrop. OCTC also placed E-Kiosks in all Okanogan County VICs to gather information about our visitors and help our local VICs work collaboratively with each other and the county LTAC.



**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 2026!**