



Experience Olympia & Beyond would like to express its sincere gratitude to each of the municipalities and organizations that helped to make this Destination Master Plan possible.

Your support of this project has been generous and truly helped make it happen.

EXPERIENCE
Olympia & Beyond

Destination Master Plan
For Experience Olympia & Beyond

CSL

Thurston County's Tourism Transformation

Nestled in the heart of Washington State, Thurston County is on the cusp of a remarkable transformation, poised to become a leading destination that caters to a diverse array of visitors.

At the heart of this ambitious vision is the Destination Master Plan (DMP), a meticulously crafted blueprint designed to harness the county's unique offerings—from its lush landscapes to its rich cultural tapestry and elevate the destination experience to new heights, expanding the local economy and supporting jobs growth throughout the region.

Orchestrated by Experience Olympia & Beyond, this plan is not just a roadmap but a commitment to innovation, collaboration, and sustainable growth, driven by a coalition of local leaders, industry stakeholders, and a vibrant community.

Overview

To realize the Vision for Thurston County WA tourism, we have defined and articulated twenty-nine Destination Master Plan recommendations, presented to, discussed amongst, and prioritized by the DMP Steering Committee into four categories of implementation: **Must Haves, Active Engagement, Advocacy, and Monitoring.**

Implementation and Monitoring

Experience Olympia & Beyond, alongside its Board of Directors, will oversee the DMP's implementation, ensuring continuous progress, community engagement, and feedback loops. The process includes establishing a Destination Master Plan Committee, defining roles, reviewing the plan, developing an implementation framework, collaborating with partners, monitoring progress, and maintaining communication.

The Destination Master Plan (DMP) for Thurston County has been meticulously designed with the foresight to elevate the region as a premier destination, leveraging strategic initiatives underpinned by four major goals (see below).

Each of these goals, selected by the project's Steering Committee, has not only shaped the trajectory of the DMP's strategy but also promises to deliver multifaceted benefits to the industry, the economy, and the community at large.

Whereas these initiatives reflect ongoing countywide / regional priorities, it is understood that individual jurisdictional partners and organizations will work on these initiatives in accordance with their own individual priorities as well.

Must Haves

- Community Engagement*
- Connectivity*
- Tribal Relationships & Tourism*
- Workforce Development & DEIA

Active Engagement

- Agritourism & the Thurston Bountiful Byway*
- Arts, Entertainment, Live Music, & Nightlife
- Conference & Meeting Space
- Destination Stewardship*
- Events, Festivals, and Seasonality*
- Expanded/Diversified Lodging
- Family Attractions
- Quiemuth Resort Complex
- Retail & Commercial District Development
- Sporting Events & Facilities*
- Waterfront Activation

Advocacy

- Aviation Planning
- Culinary Destination
- Downtown Olympia
- Mental Health/Unhoused /Drug Use/Safety & Security
- Outdoor Recreation*
- Tourism Funding*
- Trails & Networks

Monitored

- Craft Beverage Marketing & Promotion*
- Doing Business / New Investments
- Equestrian Tourism*
- Innovation & Techology
- Public Gathering Spaces
- Rural Development
- Workforce Housing

*Recommendations that will be led by Experience Olympia & Beyond (EOB)

