



# Olympic Peninsula NEWSLETTER



Olympic Peninsula Travel Association OPTA  
P O Box 1169 • Port Hadlock • WA • 98339  
Dan Youra • President • OPTA.us



1935 OPTA board and members on trip in Victoria

## “WELCOME SIGN OF THE OLYMPICS”

has been displayed around Olympic Peninsula since 1930s, welcoming visitors.

RESORT AND HOTEL INFORMATION, 1936



This emblem is displayed by all members of the Olympic Peninsula Resort and Hotel Association. It is the "Welcome Sign of the Olympics" and your assurance of a first class establishment well operated

Seattle Information Office: 1306 4th Ave.

## OPTA Symbol

The distinctive signs to welcome visitors are posted by the **Olympic Peninsula Travel Association**. Still today in 2010 the triangular logo brands **OPTA** publications and web pages.

**Come for a tour!**



Websites  
OlyHeritage.com  
OlyTours.com  
OlyBureau.com

**Olympic Peninsula Travel Association on the Internet at OPTA.us**

**OPTA.us** - organization

**OPTravel.org** - members

**OlympicPeninsulaTravel.com** - members



1930's OPTA ad to *Tour the Olympic Loop*

**Olympic Peninsula Travel Association**

**Invites World to Olympic National Park World Heritage Park**



**Olympic Peninsula Travel Association** is proud to invite visitors from around the world to tour Olympic National Park, World Heritage Park on Washington State's Olympic Peninsula. Its rain forests, ocean beaches and mountains are part of the treasures recognized by Captain John Meares, who started its Olympic tradition in 1788 with his proclamation:

"If that be not the the place, where dwell the gods, it is certainly most beautiful enough to be and I therefore will call it Mount Olympus". Captain George Vancouver penned the name "Olympic Peninsula" into his charts three years later, scripting "Olympic" legacy into the New World. The park became a national park in 1933 and was crowned with its World Heritage designation in 1981.

**Come for a tour!**



## History of OPTA

1933 William Thorniley, pres., Black Ball Ferries, 1st president.  
1933 1st issue of *Olympic Peninsula Resorts Information*.  
1934 introduced green logo with mountains, lake, trees and elk.  
1936 first branding of logo as "Welcome Sign of the Olympics".  
1937 advertised slogan "Tour The New Olympic Loop",  
1941 *Olympic Peninsula Resort and Hotel Directory and Map*.  
1947 promoted peninsula as "America's Last Great Frontier"  
1950 organization '**grandfathered**' for use of word "Olympic"  
1950 United States Olympic Committee receives its charter  
1961 published "Century 21 Edition" for Seattle World Fair.  
1967 name changed to Olympic Peninsula Travel Assoc.  
1978 Sports Act "**grandfathers**" OPTA to use word "Olympic"  
1998 Sports Act amended to **permit** geographic "Olympic"

Read about **Legal issues** in uses of word "Olympic"