



# NEWSLETTER



FEB

**Olympic Peninsula Travel Association**

2008

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John Snyder, Executive Director • Direct Line 360.643.0506



## OlyMap.com

2008 OPTA Map is a multi-media creation designed for print and digital apps, adaptable to CDs, DVDs, interactive PDFs, embedded videos, pop up graphics, Google Maps and links to Directory Listings and web sites.

OlyMap is 2008 Portal to Olympic Peninsula at OlyPortal.com

## Spring Marketing Campaign

Spring Theme: *Retreat to Olympic Peninsula*

The kick off of the 2008 OlyCampaign is the introduction of a special theme to increase visits to Olympic Peninsula getaways, health spas, and relaxation niches. The mission is to brand Olympic Peninsula properties with the monikers of "health", "retreats" and "recovery", especially during the off seasons.

## Multi Media Marketing Program

1. Web - OPTADirectory, OlyMap, OlyGuide
2. Print - Directory, Map and Guide
3. Wireless - SMS unique short code or shared

## Advertising Opportunities

Feature Article in Interactive OlyPDF.com  
Listing, Logo and Photo in OPTADirectory.com  
**Contact John at 360.643.0506**



## Executive Director

Dan Youra, president of Olympic Peninsula Travel Association with John Snyder, newly appointed executive director, displaying OPTA sign at the headquarters of Dan Youra Studios in Port Hadlock.

Dan Youra, president OPTA and John Snyder, executive director OPTA

## OPTA on the WEB

**OPTA.us** - 1968 - 2008

**OPRHA.us** - 1933 to 1967

**OPTAHistory.com** - links to history of OPTA

**OPTADirectory.com** - links to members

**OPTravel.org** - regions and tours

**OlyMap.com** - Olympic Peninsula Map

## OPTA and the Vancouver Games

With the Games in Vancouver, B.C. in 2010 there is a more visible activity on the part of the United State Olympic Committee USOC to defend its legislated rights to the word "Olympic". A few Olympic Peninsula businesses have been advised by the USOC of potential infractions.

The **Olympic Peninsula Travel Association** enjoys a special status vis-a-vis the USOC, namely that the founding of the OPTA in 1932 predates the 1950 exemption of restrictions on the use of "Olympic". In effect, OPTA's use of "Olympic" is grandfathered.

For info on use of the "O" word see:

**OlyLaws.com**



"Welcome Sign of the Olympics" displayed on OPTA brochures in the 1930's. Still today in 2008 the distinctive, triangular logo brands OPTA publications and member properties, assuring travelers of "friendly service".

## Join OPTA for Outstanding Promotions in '08

As a member of the **Olympic Peninsula Travel Association** your business enjoys the benefits of a multi-media marketing campaign that is second to none. For details call John Snyder at 360.643.0506 or email him at **john@youra.com**

## Historical Time Line 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"
- 1961 published "Century 21 Edition" for Seattle World Fair.
- 1967 name changed to **Olympic Peninsula Travel Assoc.**
- 1974 Paul Bragg, executive director. (Editions 41 - 51)
- 1983 Dan Youra, executive director. (Editions 52 - 63)
- 1986 published "Scenic Connection Edition" for EXPO 86.
- 1995 Tom McKinnon, executive director. (Editions 64-69)
- 2001 Dan Youra, executive director (Editions 70-74)
- 2006 edition with large map of Olympic National Park.
- 2008 John Snyder, executive director. (Edition 75)

**OPTAHistory.com**

Pictures and videos of OPTA history