



THERE'S MORE TO EXPLORE.

## **Visit Port Angeles Unveils New Official Destination Video Highlighting a Handful of 331 Things to Do in Port Angeles, Washington**

FOR IMMEDIATE RELEASE

PRESS CONTACT

Lynnette Braillard, 541-350-0594 [hello@visitportangeles.com](mailto:hello@visitportangeles.com)

**(Port Angeles, Washington)** Visit Port Angeles has unveiled a new destination video, which highlights Port Angeles -- the gateway city to Washington State's famed Olympic National Park and the Olympic Peninsula -- as a year-round outdoor vacation spot.

The 60-second video features a handful of the **331 Things to Do in Port Angeles** ranging from "Dancing with Mountains" to "Urban Adventuring" to "Seaside Strolls". These nano-itineraries focus on a variety of travel and entertainment experiences pulling from the area's vast outdoor recreation options like hiking, biking, winter and water sports to scenic beaches, mountaintops, lakes, waterfalls and rainforests. The area's outside beauty is punctuated by a cool shorefront downtown with unique shops, art, museums, a notable restaurant scene and a direct ferry route to Victoria, B.C.

The video can be viewed at [www.VisitPortAngeles.com](http://www.VisitPortAngeles.com).

Filming for the video began in early 2017 with a shoot from the top of snowy Hurricane Ridge and completed in the late fall capturing quiet beach days and pedal-powered rides over the Elwha River along the Olympic Discovery Trail. It was a challenge to keep the video from exceeding one minute. The video's

length was a strategic decision in order to engage today's travel audience with shorter and shorter attention spans while also allowing for the video to be ran as a TV commercial in the future.

The video is one part of a larger strategic destination branding and marketing campaign created and crafted by Vertigo Marketing that began in 2016. The overall campaign promotes the city's events, lodging, attractions, restaurants and shops to experience-hungry travelers.

"Vertigo has done an outstanding job affirming Port Angeles' status as a tourism destination," Community Development and Economic Director Nathan West says. "Vertigo provided video coverage that engages and excites visitors and residents alike while capturing the diversity of attractions that our community has to share with the national international tourism market."

The destination video is one of several more to come. New, never been seen footage will be released as video vignettes over the coming year highlighting specific 331 Things to Do.

## **About Visit Port Angeles**

Visit Port Angeles is the official destination marketing organization (DMO) of Port Angeles, Washington – the largest city on Washington State's Olympic Peninsula and the primary gateway to the Olympic National Park, a UNESCO World Heritage site. We are a non-membership economic development extension of the City of Port Angeles with a mission to promote tourism and create nothing but happy vacation memories. To plan your Olympic National Park vacation or to order the latest Visitor Guide, go to [www.VisitPortAngeles.com](http://www.VisitPortAngeles.com) and follow the hashtag #VisitPortAngeles.

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