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On behalf of Visit Kitsap Peninsula

Visit Kitsap Peninsula Announces Beth Javens Departure and Hiring for New Executive Director

SILVERDALE, WA (June 14, 2023) – Visit Kitsap Peninsula announced that Beth Javens departed the executive director role with the destination marketing organization effective June 1, 2023. The organization is accepting applications for a new executive director effective immediately.

During Javens' two-year tenure, Visit Kitsap expanded its funding by \$300,000 with new funding sources; provided advertising and programming that resulted in greater economic impact and more hotel room bookings; expanded programming on agribusinesses and maritime to accompany Kitsap Peninsula National Water Trails; and focused on working collaboratively with hoteliers to attract group events and improved community outreach.

"We are sad to see Beth Javens leave, as she has done an outstanding job," shared John Kuntz, President of Visit Kitsap Peninsula's Board of Directors. "Thanks to her tremendous leadership, we have been able to stay competitive in one of the toughest industries across the country."

Javens returned to the San Francisco Bay Area where she previously spent seven years working with a business improvement district. "I have enjoyed representing Visit Kitsap Peninsula and the communities of Kitsap County," shared Javens. "Kitsap Peninsula has enormous potential as a top-tier tourism destination."

A search to fill the executive director position is underway. Resumes can be sent to careers@visitkitsap.com.

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About Visit Kitsap Peninsula

Visit Kitsap Peninsula (VKP) is the official destination marketing organization responsible for promoting the Kitsap Peninsula region to attract and educate travelers and planners that in turn generate retail sales and tax revenues for businesses and local, state and federal governments. Learn more at VisitKitsap.com.