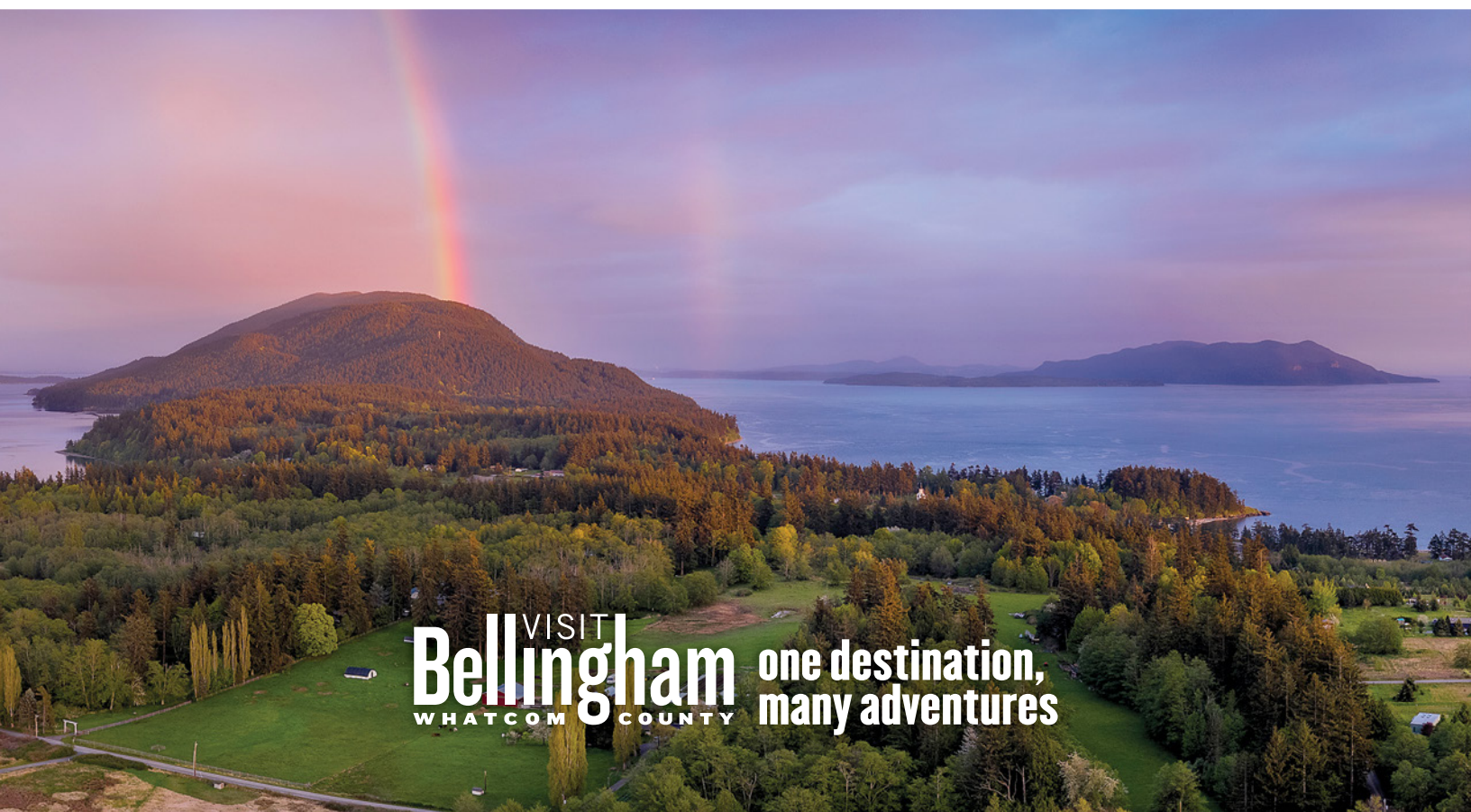
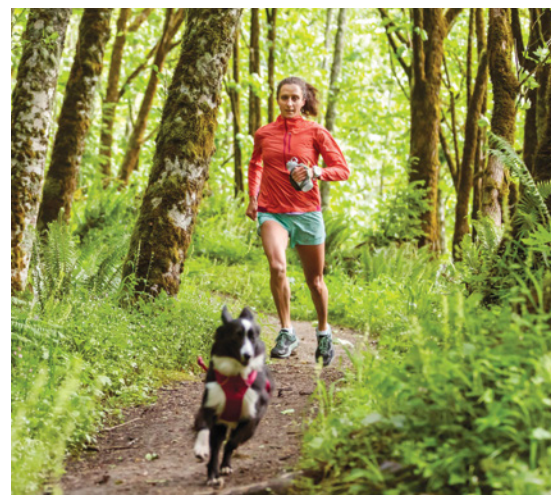




Bellingham | Whatcom County Tourism **2022 YEAR IN REVIEW**



VISIT
Bellingham
WHATCOM COUNTY

one destination,
many adventures

GO! Guide

Our pocket-sized Go! Guide features maps of our local area and QR codes with direct links to ideas for endless fun on our website.

44,937

GO! GUIDES MAILED OUT



Walk-In Visitor Traffic in 2022

Potter Street (May-December)	888
Cruise Terminal (March-July)	1,041
Finnegan's Alley	1,672
Airport (Friday afternoons in November & December)	594
Mobile Trike (Farmers Market and large events June-Sept.)	390



Our Quest Passes offered three different curated experience with deals galore!



Discover. Check in. Earn points. Win!

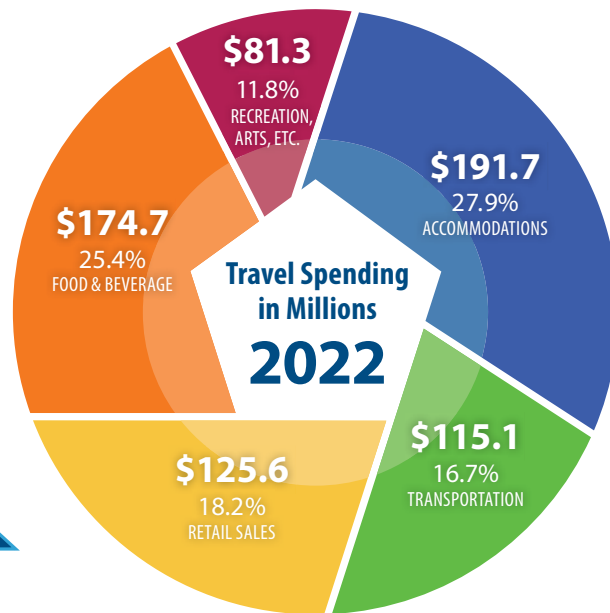
With Bellingham's quests we curate experiences for guests and residents to discover everything Whatcom County has to offer. Our quest itineraries are easy to use, available on your mobile device, and can offer great ideas on where to go while providing amazing deals, promotions, and prizes.

2022 YEAR IN REVIEW

Visit Bellingham | Whatcom County Tourism

is a nonprofit, economic development and destination marketing agency that promotes Bellingham and Whatcom County as a premier, year-round travel destination for leisure travelers as well as business meeting/conference planners, group tours, sports teams, outdoor recreation enthusiasts, and cultural heritage travelers.

Created and incorporated in 1978, we are proud to have served as the official countywide tourism brand management and destination marketing organization for 45 years.



TOTAL TRAVEL SPENDING – 2022 – IN WHATCOM COUNTY

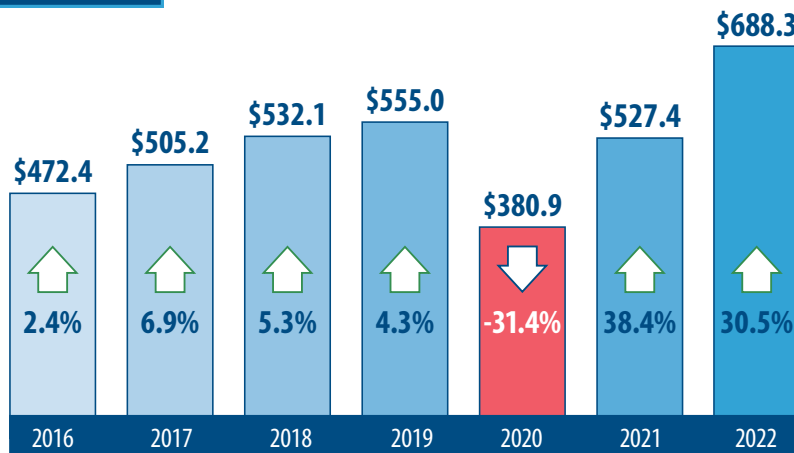
\$688,300,000

SOURCE: State of Washington Tourism

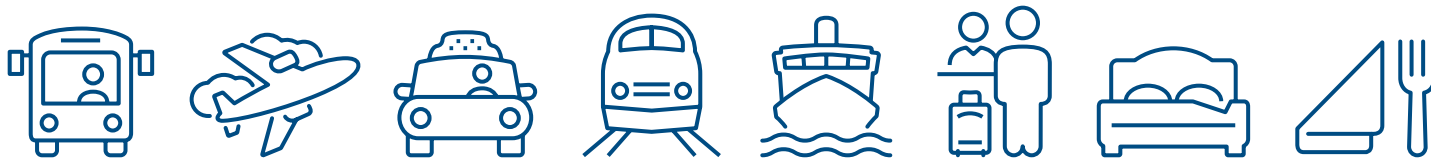
30.5%
GROWTH RATE

2022 Economic Impact Data

Visitor spending increased by more than 30% in 2022. Though this percentage lags in comparison to growth seen in 2021, it eclipses historical growth rates and reveals continued recovery in travel. Total visitor spending also exceeded pre-pandemic spending for the first time since the pandemic. Inflation and border restrictions may have affected travel.



Visitor Spending Trends, Yearly Totals and Change
\$Millions. Year-over-year percentage change.



2022
LABOR REPORT

7,676
TOURISM JOBS

38.8%
GROWTH RATE

285,800,000
TOTAL LABOR INCOME, WHATCOM COUNTY

“Though staffing shortages continue to affect the travel and hospitality industry, the 2022 growth rate reveals continued jobs recovery.” – Visit Bellingham President and CEO Dylan Deane-Boyle

Media Relations

A primary aspect of Visit Bellingham | Whatcom County marketing campaigns includes strong media relations. In 2022,

- Visit Bellingham fulfilled **91 media requests**
- Posted and circulated **173 press releases**
- Earned media coverage of **198 stories**

\$741,250+
IN EARNED MEDIA VALUE



Campaign Overview

Attribution shows raw device counts of ad-aware audiences who live 50+ miles away from Bellingham and were observed in market in 2022.

All Leisure Media through Datafy 2022

TOTAL TRIPS TO THE DESTINATION		45,235
TOTAL TRIPS TO THE AIRPORT		983
TOTAL HOTEL ROOM NIGHTS OBSERVED		7,133
AVERAGE LENGTH OF TRIP – DAYS		3
ESTIMATED ROAS (RETURN ON AD SPEND)		\$103.42 EARNED: PER \$1 SPENT



ESTIMATED CAMPAIGN IMPACT:

\$12,530,095

SOURCE: Datafy 2022

VISITOR E-NEWSLETTER:



23 issues sent
20,074 subscribers
37% average open rate

SOCIAL MEDIA:



Total Reach: **1,729,400**
 Total Posts: **400**



Average Reach: **149,766**
 Total Posts: **301**



Average Impressions: **34,475**
 Total Tweets: **1,574**



Total Impressions: **300,689**
 Total Audience: **179,320**



Total Video Views: **868,578**
 Total Profile Views: **15,902**



2022
 PAGE VIEWS
 UP **33%**

1,479,125
 TOTAL PAGE VIEWS



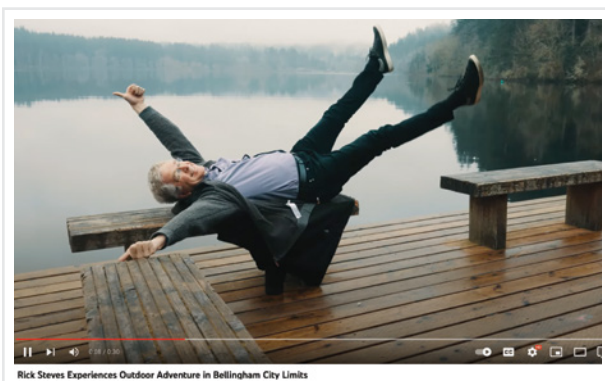
545,730
 MOBILE SESSIONS

Top Page View Categories | Bellingham.org

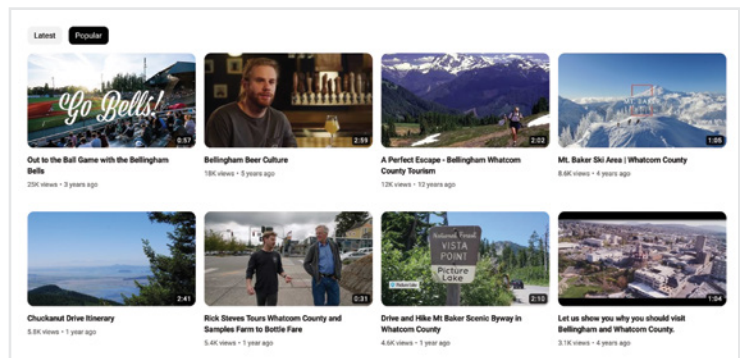
1. Event Calendar.....239,021
2. Home Page150,030
3. Itineraries.....105,824
4. Partner Accounts.....67,349
5. Things To Do55,026

Videos

In 2022, to align with social media platforms' growing preference for video content, as well as the rise of TikTok, we vastly expanded our video library. We also hosted international travel icon Rick Steves for the fourth installment of his video series on Bellingham and Whatcom County. This video featured outdoor adventures in Bellingham.



Rick Steves Experiences Outdoor Adventure in Bellingham City Limits

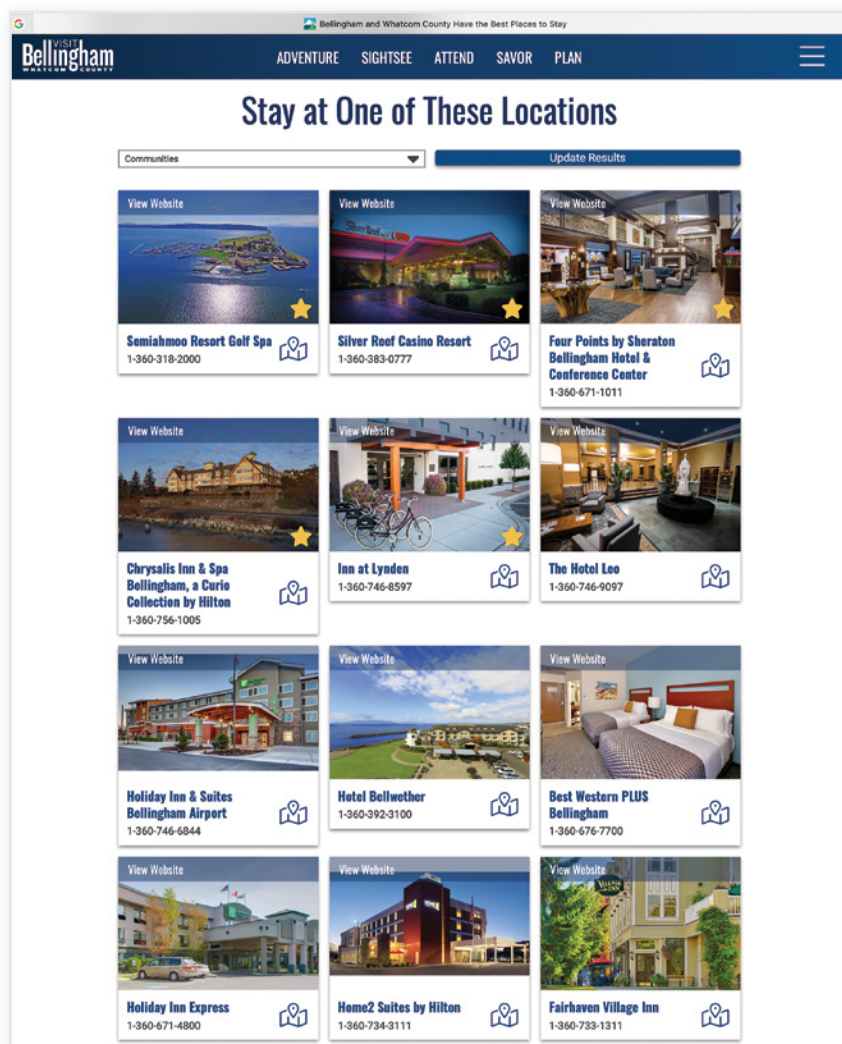


Our Partners

We appreciate our partners. Their stories build our presence. These visitor-ready partners are represented heavily in media tours, advertising, online content, social media, and on our website.

168 Total Partners
11 New Partners

84,635 PAGE VIEWS OF
PARTNER LISTINGS



Current Staff

President & CEO

Dylan Deane-Boyle

dylan@bellingham.org

Director of Destination Sales

Katy Willis

katy@bellingham.org

Director of Marketing

Amber Vinup

amber@bellingham.org

Communications Manager

Becky Mandlebaum

becky@bellingham.org

Sales & Special Projects Manager

Eric Rainaud-Hinds

eric@bellingham.org

Social Media Coordinator

Justine Mallahan

justine@bellingham.org

Visitor Experience Coordinator

Jake Logan

jake@bellingham.org

Bookkeeper

Melody Meyers

melody@bellingham.org

Officers: Chair: **Dana Weber**, Best Western Plus Bellingham Airport | Immediate Past Chair: **Teri Treat**, Inn at Lynden | Vice Chair/Treasurer: **Keith Coleman**, Marriott SpringHill Suites & TownePlace Suites | Secretary: **Chris Roselli**, Western Washington University **Board Members:** **Robert Anderson**, Holiday Inn Express | **Heather Carter**, Fairhaven Association | **Evelyn Cook**, Oxford Suites | **Jim Haupt**, Hotel Bellwether | **Louise Mugar**, The Northern Light | **MegAnne Offredi**, Holiday Inn & Suites | **Emily Phillipe**, Bellingham International Airport

Ex-Officio Board Members: **Don Goldberg**, Port of Bellingham | **Kaylee Galloway**, Whatcom County Council | **Hollie Huthman**, Bellingham City Council | **Guy Occhiogrosso**, Bellingham Whatcom Chamber of Commerce & Industry