



2025 | YEAR IN REVIEW

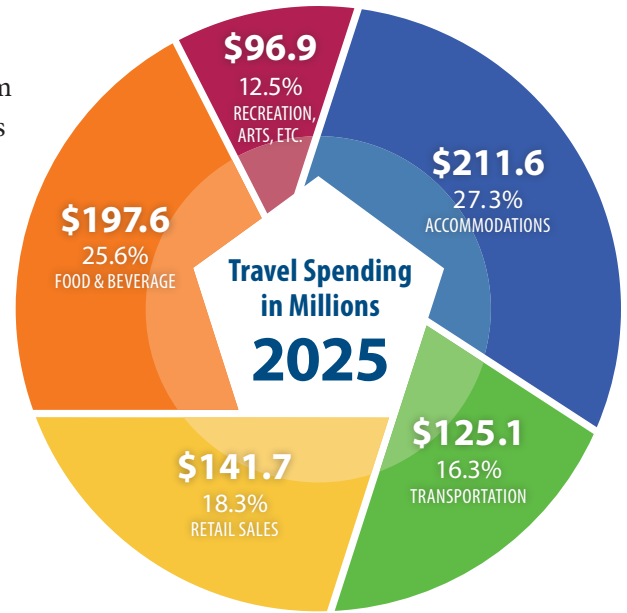


VISIT
Bellingham
WHATCOM COUNTY

one destination,
many adventures

Visit Bellingham is the 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 47 years.



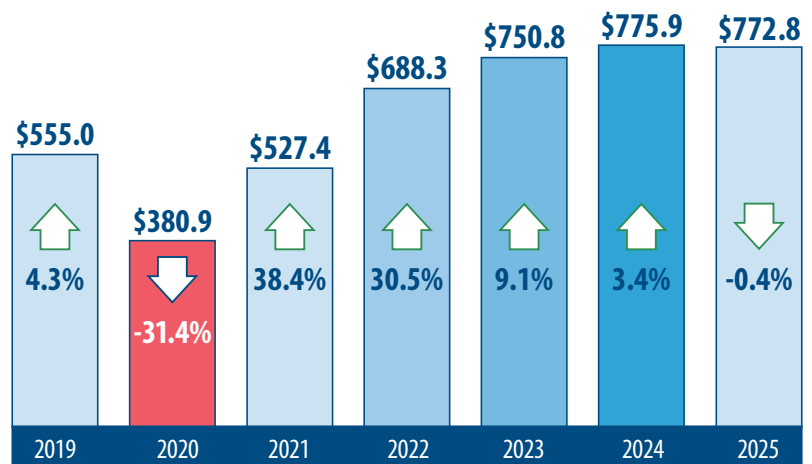
TOTAL TRAVEL SPENDING IN WHATCOM COUNTY

\$772.8 Million

SOURCE: State of Washington Tourism

Economic Impact Data

Visitor spending in Whatcom County decreased by -.4% in 2025; in comparison, visitor spending across Washington State grew by .9%. Though overnight stays were down, day trips held steady, supporting local jobs and revenue.



Visitor Spending Trends, Yearly Totals and Change

\$Millions. Year-over-year percentage change.



2025 LABOR REPORT

7,461 TOURISM JOBS

309.5 Million

TOTAL LABOR INCOME WHATCOM COUNTY

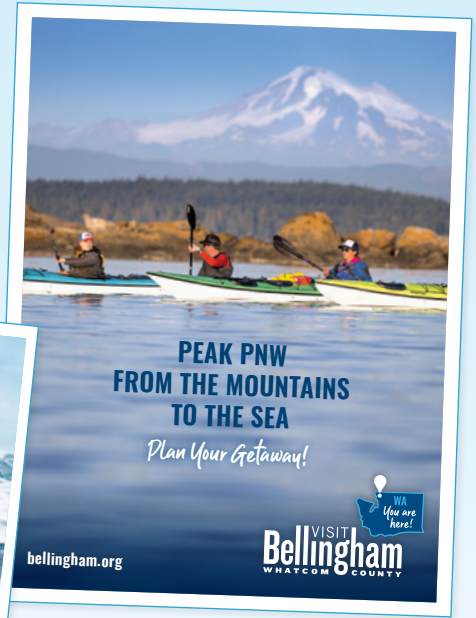
“Considering the decline in cross-border travel, the slight decrease in spending is not entirely surprising, and when we look at per-visitor impact, the story becomes sunnier. Our overnight visitors spent more money per day, and strong spending from day-trippers helped offset what could have been a greater loss in visitor revenue.” – Visit Bellingham President and CEO Dylan Deane-Boyle

Media Relations

A primary aspect of Visit Bellingham marketing campaigns includes strong media relations. Last year,

- We fulfilled **125 media requests**
- Posted and circulated **195 press releases**
- Earned media coverage of **42 stories**

\$2.1 Million+
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 2025, updated privacy standards led to lower opt-in rates and fewer observable attributable trips.

All Leisure Media Through Datafy 2025

TOTAL TRIPS TO THE DESTINATION		154,766
TOTAL TRIPS TO THE AIRPORT		1,773
TOTAL HOTEL ROOM NIGHTS OBSERVED		33,942
AVERAGE LENGTH OF TRIP – DAYS		2.2
ESTIMATED ROAS (RETURN ON AD SPEND)		\$137.16 EARNED: PER \$1 SPENT

ESTIMATED CAMPAIGN IMPACT: **\$25 MILLION**

SOURCE: Datafy 2025

VISITOR E-NEWSLETTER:



25 issues sent
42,580 subscribers
36+% average open rate

SOCIAL MEDIA:



Total Reach: 6 Million +
Total Posts: 398



Total Reach: 1.1 Million +
Total Posts: 369



Total Impressions: 202,170
Total Audience: 113,820



Total Video Views: 2.24 Million +
Total Profile Views: 14,023

Top Page View Categories | Bellingham.org

- 1. Event Calendar.....575,366
- 2. Itineraries.....197,246
- 3. Home Page148,684
- 4. Articles52,555
- 5. Plan18,122



617k+ MOBILE SESSIONS



9.9M+ VIDEO VIEWS ACROSS ALL PLATFORMS

1.6 Million +
TOTAL PAGE VIEWS



AWARD-WINNING ROAD TRIP SERIES

At the 2025 State of Washington Tourism Conference held in Spokane, Visit Bellingham received an award for Outstanding Marketing Campaign of the Year for our Scenic Byways collaboration with Scenic Washington.

The "Road Trip Series" campaign promoted our area's two scenic byways, Chuckanut Drive and Mount Baker Highway. Visit Bellingham worked with Scenic Washington to tell the story of our byways through

photos, videos, and blogs. The writer/videography team from Scenic Washington explored both byways firsthand, and a special "Road Trip Series" landing page was created on their website to inspire travelers.



Visitor Services

Our friendly staff and volunteers answer visitor questions over the phone, online, and in person at our multiple visitor information centers in Bellingham.

104,880
BROCHURES DISTRIBUTED



+ Local Hikes,
Birding Guide,
Snow Guide
& many other
local offerings.

In-person Interactions by Location

Potter Street	1,196
Cruise Terminal	333
Finnegan's Alley	2,149
Airport	1,145
Community & Event Activations	2,445



THINK LOCAL

HISTORIC WALKING TOURS



Quest Pass Stats

Total Downloads: **2,131**
Individual Downloads of a Quest Pass

Total Check-Ins: **2,266**
Visits to Partner Locations

Total Opt-ins for Newsletter: **1,142**

Discover. Check in. Earn points. Win!

Our quest itineraries are easy to use, available on your mobile device, and can offer great ideas on where to go while earning points to win prizes along the way!

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.



Sports Development

For the second straight year we sponsored the West Coast League All-Star Game. We also helped support the Washington Interscholastic Activities Association (WIAA) 1A/2A State Baseball Championships.

The All-Star Game generated \$337k in Direct Business Sales while supporting 171 jobs, and the WIAA State Baseball Championships generated \$449k and supported 253 jobs.

These events also brought in hotel stays. The All-Star Game generated 423 Estimated Room Night Demand and the State Baseball Championships generated 736 Estimated Room Night Demand.



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Board of Directors

Officers: Chair: **Keith Coleman**, Marriott SpringHill Suites & TownePlace Suites | Vice Chair: **MegAnne Offredi**, Holiday Inn & Suites
Secretary: **Karen Occhiogrosso**, Northwest Washington Fair & Event Center | Treasurer: **Sara Holliday**, Best Western Plus Bellingham

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Todd Woodyard, Hotel Leo and Heliotrope Hotel

Ex-Officio Board Members: **Elizabeth Boyle**, Whatcom County Council (alternate) | **Kaylee Galloway**, Whatcom County Council | **Hollie Huthman**, Bellingham City Council
Guy Occhiogrosso, Bellingham Regional Chamber of Commerce | **Matthew Rodriguez**, Bellingham International Airport