



2024 | YEAR IN REVIEW



VISIT
Bellingham
WHATCOM COUNTY

one destination,
many adventures

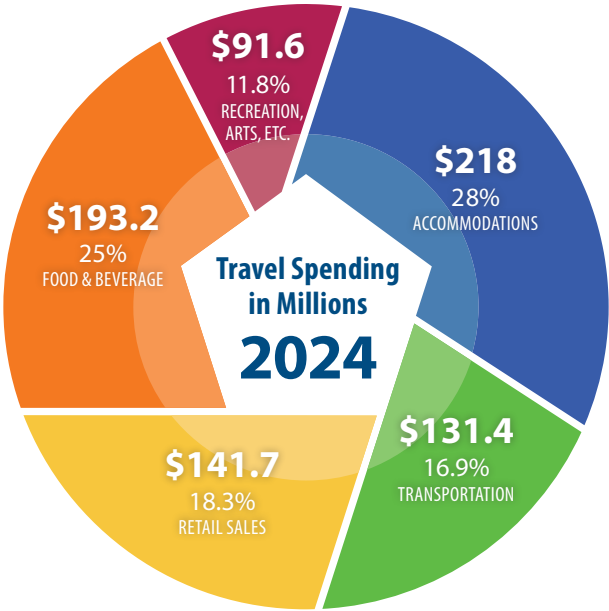
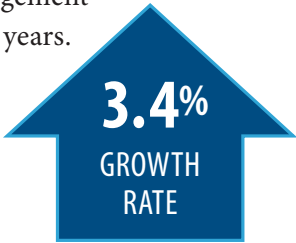
Visit Bellingham Whatcom County Tourism

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 46 years.

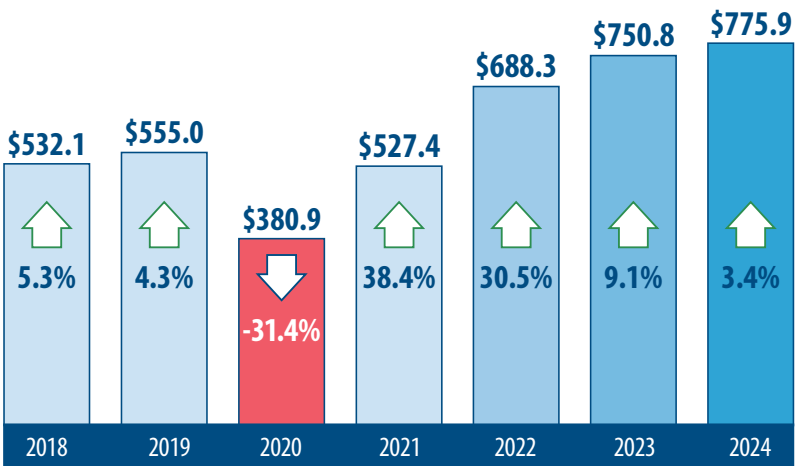


SOURCE: State of Washington Tourism

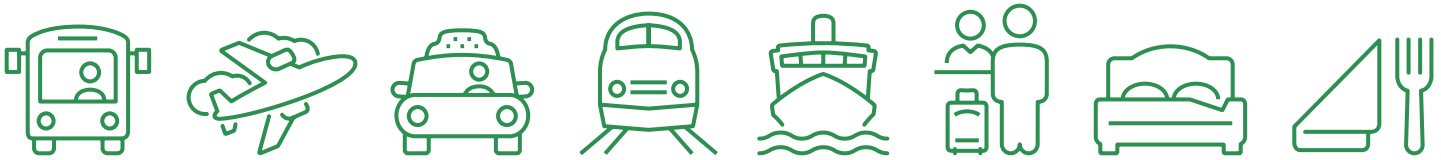


2024 Economic Impact Data

Visitor spending in Whatcom County increased by almost 3.5% in 2024, just below statewide gains of 5.3%, and leveling off closer to pre-pandemic rates of growth.



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



“The data from 2024 indicates a steady and modest increase for the year overall. We observed nearly the same number of visitors but with a higher rate of spending, which is always encouraging to see and directly aligns with our goal of attracting visitors who stay in our area longer and spend more while they’re here.”
– Visit Bellingham President and CEO Dylan Deane-Boyle

Media Relations

A primary aspect of Visit Bellingham marketing campaigns includes strong media relations. In 2024,

- We fulfilled **130 media requests**
- Posted and circulated **219 press releases**
- Earned media coverage of **36 stories**








\$3.9 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.

All Leisure Media Through Datafy 2024

| | | |
|---|---|--------------------------------|
| TOTAL TRIPS TO THE DESTINATION |    | 579,693 |
| TOTAL TRIPS TO THE AIRPORT |  | 5,559 |
| TOTAL HOTEL ROOM NIGHTS OBSERVED |  | 66,889 |
| AVERAGE LENGTH OF TRIP – DAYS |  | 1.7 |
| ESTIMATED ROAS (RETURN ON AD SPEND) |  | \$784.69 EARNED: PER \$1 SPENT |
| ESTIMATED CAMPAIGN IMPACT: | | \$160.5 MILLION |

VISITOR E-NEWSLETTER:



24 issues sent
29,444 subscribers
35% average open rate

SOCIAL MEDIA:



Total Reach: 2.1 Million +
Total Posts: 388



Total Reach: 1.7 Million +
Total Posts: 366



Total Impressions: 291,420
Total Audience: 179,170



Total Video Views: 1.26 Million +
Total Profile Views: 12,065



2024
EVENT CALENDAR
VIEWS UP
42%

1.7 Million +
TOTAL PAGE VIEWS



664k+
MOBILE SESSIONS

| Top Page View Categories Bellingham.org | |
|---|---------|
| 1. Event Calendar..... | 455,097 |
| 2. Itineraries..... | 299,535 |
| 3. Home Page | 196,219 |
| 4. Articles | 52,296 |
| 5. Attend | 18,929 |

ROAD TRIP SERIES: MT. BAKER HIGHWAY AND CHUCKANUT DRIVE SCENIC BYWAYS



Video Views
Across
All Platforms
=
3.2
Million+

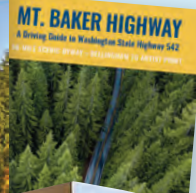
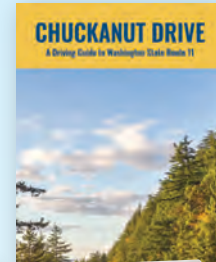


Visitor Services

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

103,527

BROCHURES DISTRIBUTED



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

Walk-In Visitor Traffic in 2024

| | |
|---|-------|
| Potter Street | 1,280 |
| Cruise Terminal (March-July) | 1,279 |
| Finnegan's Alley | 2,489 |
| Airport (Friday afternoons in November & December) | 754 |
| Mobile Trike (Farmers Market and large events June-Sept.) | 1,806 |



Our Quest Passes offer a variety of different curated experiences with deals galore!



THINK LOCAL



Quest Pass Stats

Total Downloads: **2,433**

Individual Downloads of a Quest Pass

Total Check-Ins: **2,488**

Visits to Partner Locations

Total Opt-ins for Newsletter: **1,165**

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 providing amazing deals, promotions, and prizes.

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

Last year, we sponsored the 2024 West Coast League All Star Game, which brought in 473 total room nights and generated \$387,000 in direct spending.



473

ROOM NIGHTS

\$387k

DIRECT SPENDING

Meetings and Events

We also helped bring a philanthropic organization, Inatai Foundation, to town for a site tour. They ended up booking two different meetings in 2025 for a combined total of 325 room nights, generating over \$170,000 in direct spending.

INATAI
FOUNDATION

325

ROOM NIGHTS

\$170k

DIRECT SPENDING

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

Community Outreach & Destination Development Manager

Lindsey Gerhard

lindsey@bellingham.org

Communications Manager

Becky Mandelbaum

becky@bellingham.org

Sales & Sports Development Manager

Eric Rainaud-Hinds

eric@bellingham.org

Social Media Manager

Justine Mallahan

justine@bellingham.org

Office Manager

Derek Simoes

derek@bellingham.org

Bookkeeper

Melody Meyers

melody@bellingham.org

Board of Directors 2024

Officers: Chair: **Keith Coleman**, Marriott SpringHill Suites & TownePlace Suites | Vice Chair: **Dana Weber**, Four Points by Sheraton | Secretary: **Karen Occhiogrosso**, Northwest Washington Fair & Event Center | Treasurer: **MegAnne Offredi**, Holiday Inn & Suites

Board Members: **Robert Anderson**, Holiday Inn Express | **Heather Carter**, Fairhaven Association | **Sara Holliday**, Home2Suites & Hampton Inn | **Louise Mugar**, The Northern Light | **Tyler Schroeder**, Port of Bellingham | **Kevin Widoff**, Oxford Suites | **Todd Woodyard**, Hotel Leo & Heliotrope Hotel

Ex-Officio Board Members: **Kaylee Galloway**, Whatcom County Council | **Hollie Huthman**, Bellingham City Council | **Guy Occhiogrosso**, Bellingham Regional Chamber of Commerce