



Bellingham | Whatcom County Tourism **2023 YEAR IN REVIEW**

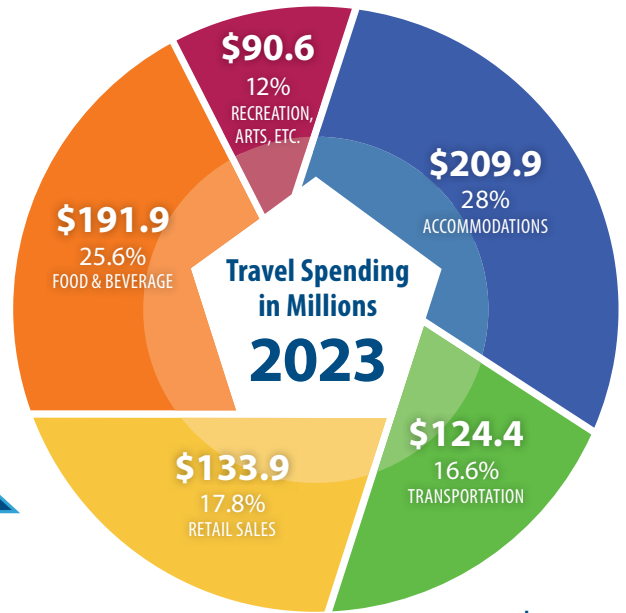


VISIT
Bellingham one destination,
WHATCOM COUNTY many adventures

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.



TOTAL TRAVEL SPENDING – 2023 – IN WHATCOM COUNTY

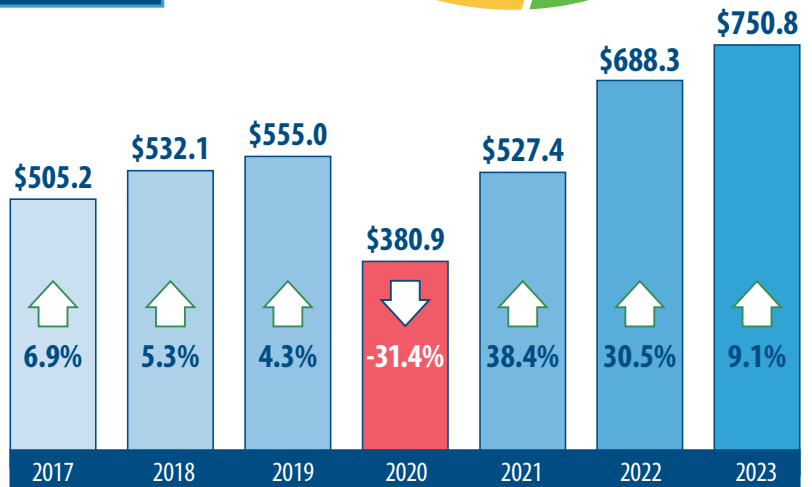
\$750.8 Million

9.1%
GROWTH RATE

SOURCE: State of Washington Tourism

2023 Economic Impact Data

Visitor spending in Whatcom County increased by more than 9% in 2023, exceeding statewide gains of 8.1%. It is still notably higher than pre-pandemic rates of growth. The growth can be attributed to increased visitor volume to Whatcom County, in addition to increased spending, inflation, and higher travel prices.



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

TOTAL VISITS (DAY + OVERNIGHT) TO WHATCOM COUNTY

3.42 Million

4.6%
INCREASE



2023
LABOR REPORT

7,735
TOURISM JOBS

.077%
GROWTH RATE

299 Million
TOTAL LABOR INCOME, WHATCOM COUNTY

“It’s clear that staffing shortages continue to affect the travel and hospitality industry, but we’re optimistic that both visitor spending and jobs will continue to grow into 2024 and beyond.”

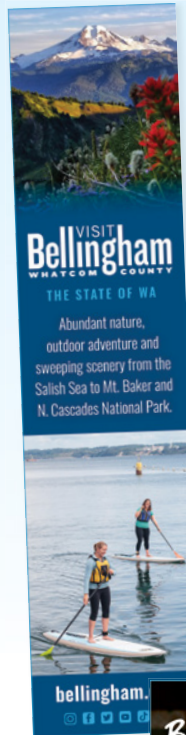
– Visit Bellingham President and CEO Dylan Deane-Boyle

Media Relations

A primary aspect of Visit Bellingham | Whatcom County marketing campaigns includes strong media relations. In 2023,

- Visit Bellingham fulfilled **138 media requests**
- Posted and circulated **192 press releases**
- Earned media coverage of **28 stories**

\$1.7 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 2023

| | | |
|-------------------------------------|--|--------------------------------|
| TOTAL TRIPS TO THE DESTINATION | | 171,466 |
| TOTAL TRIPS TO THE AIRPORT | | 1,065 |
| TOTAL HOTEL ROOM NIGHTS OBSERVED | | 13,294 |
| AVERAGE LENGTH OF TRIP – DAYS | | 2.5 |
| ESTIMATED ROAS (RETURN ON AD SPEND) | | \$395.84 EARNED: PER \$1 SPENT |

ESTIMATED CAMPAIGN IMPACT: **\$47.5 MILLION**

VISITOR E-NEWSLETTER:



29 issues sent
 25,496 subscribers
 37% average open rate

SOCIAL MEDIA:



Total Reach: **3.1 Million +**
 Total Posts: **389**



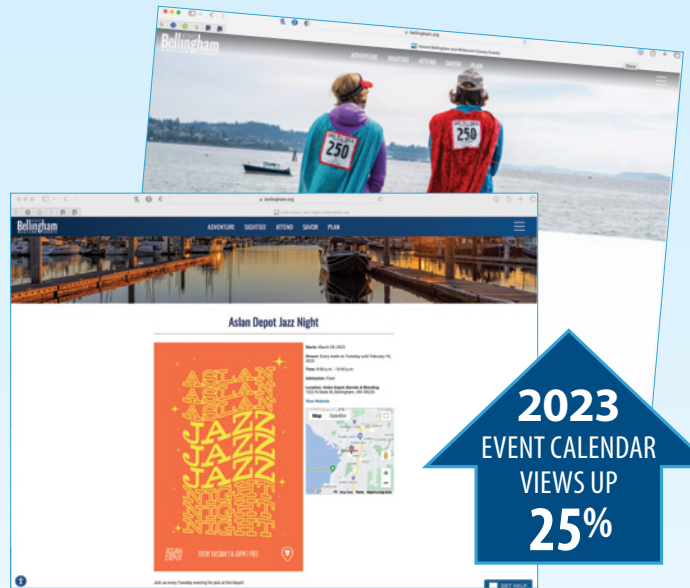
Total Reach: **3.3 Million +**
 Total Posts: **323**



Total Impressions: **407,880**
 Total Audience: **263,690**



Total Video Views: **1.86 Million +**
 Total Profile Views: **19,023**



2023
 EVENT CALENDAR
 VIEWS UP
25%

1.5 Million +
 TOTAL PAGE VIEWS



451k+
 MOBILE SESSIONS

Top Page View Categories | Bellingham.org

1. Event Calendar.....320,507
2. Home Page196,722
3. Itineraries.....110,566
4. Partner Accounts.....89,529
5. Things to Do21,119



Video Views
 Across
 All Platforms
 =
3.7
 Million+

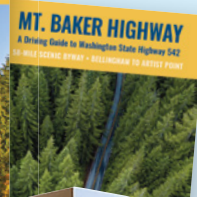
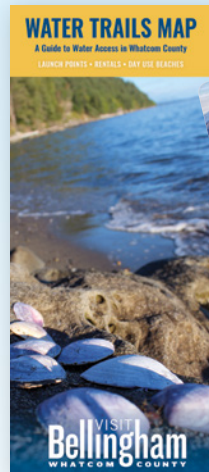


Visitor Services

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

80,595

BROCHURES DISTRIBUTED



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

Walk-In Visitor Traffic in 2023

| | |
|---|-------|
| Potter Street (May-December) | 2,402 |
| Cruise Terminal (March-July) | 1,933 |
| Finnegan's Alley | 2,685 |
| Airport (Friday afternoons in November & December) | 1,599 |
| Mobile Trike (Farmers Market and large events June-Sept.) | 2,032 |



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



THINK LOCAL



Quest Pass Stats

Total Downloads: **2,219**

Individual Downloads of a Quest Pass

Total Check-Ins: **1,589**

Visits to Partner Locations

Total Opt-ins for Newsletter: **800+**

Discover. Check in. Earn points. Win!

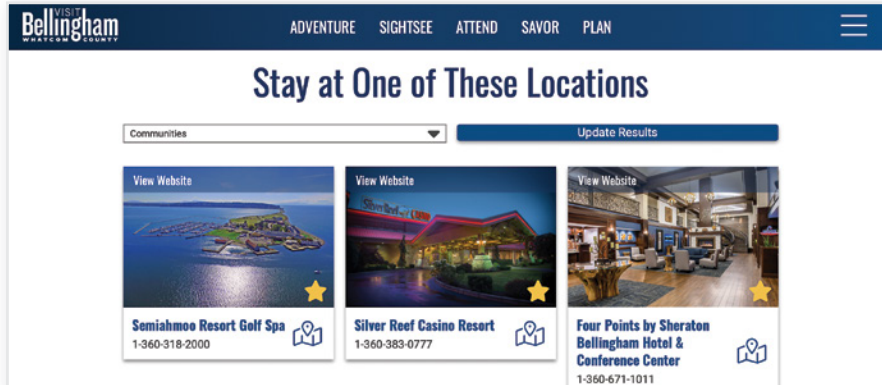
Our quest itineraries are easy to use, available on your mobile device, and can offer great ideas on where to go while providing amazing deals, promotions, and prizes.

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.

176 Total Partners
20 New Partners

129,326 PAGE VIEWS OF PARTNER LISTINGS



Sports

2023 was a big year for sports promotion! To expand our reach in the sports market we continued our involvement in the Athlete Ambassador Program, created a new sports section on our website, attended multiple sports trade shows, and began using Playeasy, a digital platform that connects organizers, sports venues, and destinations.



Staff

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Board of Directors

Officers: Chair: **Dana Weber**, Four Points by Sheraton | Vice Chair: **Keith Coleman**, Marriott SpringHill Suites & TownePlace Suites | Secretary: **Chris Roselli**, Western Washington University | Treasurer: **Jim Haupt**, Hotel Bellwether

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