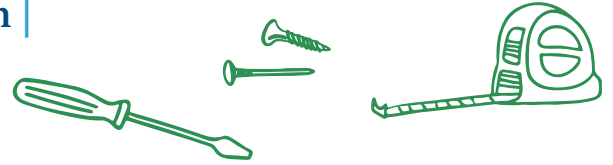


# TOURISM PARTNERSHIP TOOLKIT

Ten Easy Ways to Partner with Visit Bellingham |  
Whatcom County Tourism to Promote  
Your Business, Event, or Activity to Visitors.



## 1 Become A Paid Partner

- For details go to: [bellingham.org/partnership](https://bellingham.org/partnership) or email: [partnership@bellingham.org](mailto:partnership@bellingham.org)
- Members receive our monthly *Tourism Talk* and *Partner News* with details and reminders about what's happening locally
- Expanded business listings on: [bellingham.org](https://bellingham.org)
- Opportunities to distribute your brochures through our Visitor Center and/or outreach areas
- Co-op advertising opportunities, and insider access to the partnership opportunities listed below

**1,479,125**  
2022 WEBSITE PAGE VIEWS

## 2 Share Your Event and Activity Information

- Add your daily, weekly and annual events to our online event calendar
- Go to: [bellingham.org/events](https://bellingham.org/events)
- Click the 'Submit Your Event' button, to add to our event calendar
- Provide a fun, informative description of your event, and a photo
- Events Calendar content is also used by staff to add to a variety of marketing materials

**239,021**  
2022 EVENT CALENDAR VIEWS



## 3 Provide Us With Your Press Releases

- Put your news in a Press Release and send to: [media@bellingham.org](mailto:media@bellingham.org)
- We love telling the media what is happening in Whatcom County and press releases are a great way to encourage stories about Bellingham and Whatcom County
- We recommend sending press releases six months before your event or activity, or a minimum of three months in advance (although this does reduce your opportunities of having media coverage)
- We distribute your new releases to our regional and national media partners
- Press releases are posted on our website at: [bellingham.org/press-releases](https://bellingham.org/press-releases)
- Press releases are shared on our social channels when appropriate
- Relevant and timely news release content is used to create our multiple e-newsletters
  - *US/International Visitor Email Marketing* – Sent to over 20,000 visitors and locals
  - *Tourism Talk & Partner News* – Sent to 1,000+ local businesses and partners

## 4 Send Us Your Content – Help Us Help You!

- Send high quality, high resolution, copyright granted, images to: [media@bellingham.org](mailto:media@bellingham.org)
- Photos should show off the exterior of your business, your unique space, and/or visitor friendly event or activities
- Photos will also be sent to travel media and utilized in our e-newsletters, publications, website and social media
- If necessary, reach out to us, or consider hiring a photographer, to take promotional photos we can use year-round
- Videos are great too! Send us links to your videos



# BUT WAIT... THERE'S MORE!

## SOCIAL MEDIA 2022:



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



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



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



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



**545,730**  
MOBILE SESSIONS



## Regional and International Advertising

Shown above: A cooperative ad promoting Blaine Oysterfest, and part of an ad series that ran in various Canadian publications.

## 5 Participate With Us On Social Media

- Provide information we can share with visitors via our many social media channels.
  - **Facebook:** BellinghamExperience
  - **Instagram:** BellinghamExperience
  - **Pinterest:** Bellingham Experience
  - **TikTok:** Bellingham Experience
- Follow, like and tag us via your social media account(s)



**Link to Us!**  
[bellingham.org](http://bellingham.org)

## 6 Participate in Community Initiatives

We work with a variety of community partners to support responsible recreation, economic development, cultural heritage tourism, hospitality employment, regional infrastructure and so much more — join us and join in!

## 7 Explore Cooperative Paid Advertising Campaign Options

Partners will have access to a variety of regional and national advertising options in print and digital forms

## 8 Be A Visitor Resource

- Let us stock you with local, tourism-related maps and brochures that your clients, guests or customers would enjoy
- Direct your guests to: [bellingham.org](http://bellingham.org) from your website

## 9 Be A Media Host

- Work with Bellingham Whatcom County Tourism staff to host travel writers as appropriate

## 10 Keep Learning!

- Attend our BWCT events and presentations. Great networking and educational opportunities



## We look forward to a great partnership!

Together we can promote the many amazing businesses, events and activities that Bellingham has to offer – and help you to expand your reach!

**VISIT**  
**Bellingham**  
WHATCOM COUNTY

**one destination,  
many adventures**

[bellingham.org](http://bellingham.org)

