TOURISM PARTNERSHIP TOOLKIT

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

1️⃣ Become A Paid Partner
   - For details go to: bellingham.org/partnership
   - or email: 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
   - 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

2️⃣ Share Your Event and Activity Information
   - Add your daily, weekly and annual events to our online event calendar
   - Go to: 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

3️⃣ Provide Us With Your Press Releases
   - Put your news in a Press Release and send to: 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
   - 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

4️⃣ Send Us Your Content – Help Us Help You!
   - Send high quality, high resolution, copyright granted, images to: 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

1,479,125
2022 WEBSITE PAGE VIEWS

239,021
2022 EVENT CALENDAR VIEWS
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)

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 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!

BUT WAIT... THERE’S MORE!

SOCIAL MEDIA 2022:

Facebook:
- Total Reach: 1,729,400
- Total Posts: 400

Instagram:
- Average Reach: 149,766
- Total Posts: 301

Pinterest:
- Total Impressions: 300,689
- Total Audience: 179,320

TikTok:
- 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.