

TOURISM PARTNERSHIP TOOLKIT

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



1 Become A Paid Member

- For details go to: bellingham.org/membership or email: eric@bellingham.org
- Members receive **Tourism Talk** and **Member to Member** emails 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

2 Share Your Event and Activity Information

- Add your daily, weekly and annual events to our online event calendar
- Go to: bellingham.org/event-calendar
- Click to add an event
- Provide a fun, informative description of your event & a captivating photo
- Events Calendar content is used by staff in media outreach, emails, blogs, and more



3 Provide Us With Your Press Releases

- Put your news in a Press Release Need Help? [press release resource](#)
- 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 Twitter and Facebook and Instagram when appropriate
- Relevant and timely news release content is used to create our multiple e-newsletters
 - **US/International Visitor Email Marketing**
 - **The Source** – Goes directly to travel media
 - **Tourism Talk & Member to Member** – Sent to 900+ local businesses

4 Send Us Your Photos and Videos

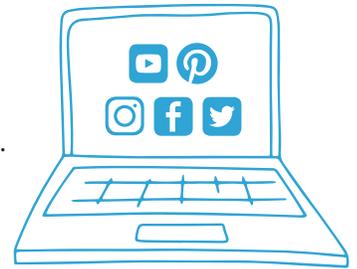
- Send high quality, high resolution, copyright granted, images to: media@bellingham.org
- Photos should show off the exterior of your business, your unique space, and/or visitor friendly event or activities
- Photos will also be sent to travel media and utilized in our e-newsletters, publications, website 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 links to your videos



BUT WAIT... THERE'S MORE!

5 Participate With Us On Social Media

- Provide information we can share with visitors via our many social media channels.
 - **Facebook:** BellinghamExperience
 - **Twitter:** @BellinghamExp
 - **Instagram:** BellinghamExperience
 - **Pinterest:** Bellingham Experience
 - **Trip Advisor:** Visit Bellingham
- Follow and Like us



Link to Us!
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

- Members will have access to a variety of regional and national advertising options in print and digital forms
- Receive tons of promotion when you present your good or service as the prize for an out-of-market contest



8 Be A Visitor Resource

- Let us stock you with local, tourism-related maps and brochures your clients, guests or customers would enjoy
- Add a link from your website to: bellingham.org

9 Be A Media Host

- Work with Bellingham Whatcom County Tourism staff to host travel writers or our Insider Bloggers at your event/activity 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!

