



BELLINGHAM
MT BAKER
A Refreshing Change™

Bellingham Whatcom County Tourism

President's Report November 2006

VISITOR SERVICES

- Walk in visitor count for November was 903. Inclement weather affected walk-in visitor counts. Year-to-date we have served 27,990 customers at the visitor centers.
- 575 visitor packets were mailed from requests generated through our web site, Best Buys users, advertisements and other sources. Year-to-date: 13,476.
- 38,475 unique visitors went to www.bellingham.org. Year to date: 469,806

MEMBERSHIP

- Five members joined during the month.
- Nine prospects approached to join the organization.
- Staff visited or contacted 67 existing members regarding various benefits and services.
- E-news sent to members regarding visitor trends and future member meetings.

CONVENTION SALES AND SERVICES

- Three conventions booked from sales efforts, including the Washington Association of County Officials.
- Five booked conferences assisted with their meeting planning needs.
- Staff assisted six wedding planners, eleven individuals seeking meeting rooms, two reunion planners plus four groups needing private rooms in restaurants for social gatherings
- Sales staff made 152 contacts by phone, mail and e-mail to association and related meeting planners to bring their business to the region. Eight solid leads being pursued with RFPs and other assistance.
- President attended the National Tour Association annual convention in Salt Lake City, Utah November 3-7, 2006. met with 41 tour operators.

TOURISM DEVELOPMENT COMMUNITY RELATIONS

- The bureau responded to **22** media requests, promoting the Bellingham & Mt. Baker region nationally. Our region was featured in at least **16** media publications in November as a result of our efforts.
- **Roadtrip Series:** 236 brochures have been requested (93 couples, 143 girlfriends). Media pitches have been sent and press follow-up is complete.

The Vancouver Sun and Vancouver Province newspapers have run features about the programs, as well as numerous mentions with regional publications.

Selected Travel Focused Publicity

- **11-03: Northwest Travel and NWTravelAdvisor.com,** "Bellingham" by Steve Fenzl features Bellingham as a destination and highlights many businesses.
- **11-10: The Seattle Times,** "Skiers and snowboarders: a year-round to-do list" by Kristin Jackson features Mt. Baker Ski Area as one destination to travel the globe in search of year-round snow fun.
- **11-13: The Oregonian,** "Wine touring in B.C." mentions Bellingham roadtrips for girlfriends and couples.

- **11-22: Kitsap Sun,** "Skiers Have Plenty to Be Thankful For This Week" mentions Mt. Baker Ski Area in feature story about state ski resorts.
- **11-30: The Seattle Times,** "Bundle up and get outside to see birds ..." features Blaine as a unique birding destination.
- **October 2006: Aka Skidor,** "Mt Baker: Den sista vita flacken pa offpistkartan" largest ski magazine in Sweden featured a spectacular 13-page article about Mt. Baker and the area.
- **November 2006: Sunset magazine,** "What to do in the Northwest" features the new downtown farmers' market facility and later running dates.
- **December 2006: NW Travel magazine,** "Fair Winter in Fairhaven" features Fairhaven as a winter destination.

Film & Video Projects

- **11-28: WA State Film Office,** provided information about Mt. Baker Lodging to assist locating a cabin for a film shoot.
- **11-28: WA State Film Office,** John Trusso, producer for ad agency. Sound studio request.
- **11-30: Discovery Channel,** Charlotte Green working on "True Heroes" project, sought transportation and lodging information.