

Impact of Tourism

300,000+
VISITS TO BAYFIELD.ORG
(9/1/2019–8/18/2020)

\$54M
DIRECT VISITOR SPENDING
IN BAYFIELD COUNTY IN 2019

644
JOBS SUPPORTED
BY TOURISM
IN BAYFIELD COUNTY IN 2019

TOURISM MARKETING

- Monthly visitor newsletters emailed to 14,000 subscribers
- Full 60+ page travel guide distributed all over the U.S. (70,000 copies)
- Fully stocked visitor center with maps, guides, and brochures
- Ambitious year-round marketing campaign
- PR and travel writer recruitment
- Event planning to attract visitors, including Bayfield Apple Festival
- Online lodging availability system

CO-OP OPPORTUNITIES

- Reduced rates for ads in the Bayfield Travel Guide
- Rent outdoor kiosk space at the Visitor Center
- Purchase preprinted membership mailing labels
- Insert your business brochure in the Bayfield Travel Guide to mailed-out inquiries
- Significantly reduced vendor rates for Bayfield Apple Festival and Festival of Arts
- Co-op partnership advertising program to share in your advertising costs



Bayfield Travel Guide:

175,000+
VIEWS
PER YEAR*



*BASED ON INDUSTRY-AVERAGE 2.5X PASS-ALONG RATE



COMMUNITY SUPPORT

- Monthly networking opportunities at business AfterHours
- Weekly Community and Member email news blasts
- Press releases distributed to targeted media for member openings and events
- Ribbon cuttings, grand openings, and special occasion promotion
- Printed membership directory with contact information available

MEMBER BENEFITS

ALL BAYFIELD CHAMBER & VISITOR BUREAU MEMBERS WILL RECEIVE:

- A map location and phone number in the Bayfield Travel Guide map insert
- A page and link on bayfield.org
- Post job openings, hot deals, and events to bayfield.org
- A discount on personal and business insurance through Auto-Owners Insurance
- Lodging availability service
- Listing of tourism-related business with the Dept. of Tourism on travelwisconsin.com
- Access to copying/laminating services
- Use of equipment: PA system, projector, screen, etc.
- Primary consideration for Bayfield Chamber & Visitor Bureau contracts, purchases, and services
- Up to 3 press releases distributed to targeted media lists annually for member events
- Promotion of special events and newsworthy items on Bayfield Chamber & Visitor Bureau social media
- **Tourism Marketing Benefits**
- **Co-op Opportunities**
- **Community Support**

ABOUT US

The Bayfield Chamber & Visitor Bureau serves approximately 350 members and values and promotes the special allure of Bayfield with regards to its social, cultural, environmental and architectural history.

The Bayfield Chamber & Visitor Bureau directs and promotes successful events and activities, has a large membership and offers supportive services to our members. We continue to be a driving force in helping businesses succeed.

MISSION STATEMENT

Advocate Bayfield – for visitors, businesses, and our community.

VISION STATEMENT

Foster a welcoming and vibrant year-round Lake Superior destination.



42 South Broad Street • PO Box 138
Bayfield, WI 54814

The logo for Bayfield and the apostle islands. The word "BAYFIELD" is in a large, blue, serif font. Below it, "and the apostle islands" is written in a smaller, blue, script font.

BAYFIELD
and the apostle islands

Member Benefits



BAYFIELD CHAMBER & VISITOR BUREAU
2022