

Impact of Tourism

1.2M+
PAGEVIEWS TO BAYFIELD.ORG
(2022)

\$63M
DIRECT VISITOR SPENDING
IN BAYFIELD COUNTY IN 2021

706
JOBS SUPPORTED
BY TOURISM
IN BAYFIELD COUNTY IN 2021

TOURISM MARKETING

- Monthly visitor newsletters emailed to 23,000+ 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, Festival of Arts, Art Escape, etc.
- Online lodging availability tool (Book>Direct)

CO-OP OPPORTUNITIES

- Reduced rates for ads in the Bayfield Travel Guide
- Rent outdoor kiosk space at the Visitor Center
- Significantly reduced vendor rates for Bayfield Apple Festival and Festival of Arts
- Co-op partnership advertising program to share in your advertising costs
- Weekly Community and Member email news blasts (2,000+ subscribers)
- Photo and Video co-op opportunities



MEMBER SUPPORT

- Monthly networking opportunities at business AfterHours
- 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
- Increased business exposure through sponsorship opportunities

MEMBER BENEFITS

ALL BAYFIELD CHAMBER & VISITOR BUREAU MEMBERS WILL RECEIVE:

- Exclusive members only advertising opportunities on Bayfield.org
- A map location and phone number in the Bayfield Travel Guide map insert
- A page and link on bayfield.org
- Post job openings, deals and offers, and events to bayfield.org
- Access to Bayfield Chamber Bucks (Bayfield Chamber Gift Certificate Program)
- Lodging availability through Book>Direct
- Listing of tourism-related business with the Department of Tourism on travelwisconsin.com
- Access to copying/laminating services
- Use of equipment: PA system, projector, screen, chairs, 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
- Option to place business brochures in Visitor Center
- Member business referrals
- Opportunities to share tourism related events on Bayfield Chamber social media platforms *to be determined by staff*

ABOUT US

The Bayfield Chamber & Visitor Bureau serves approximately 300+ 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 the driving force behind marketing Bayfield as a destination while fostering a successful business community.

MISSION STATEMENT

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

VISION STATEMENT

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

VALUES

Commitment: Our organization supports and promotes our members through communication, marketing, education and cooperative events while engaging our community and visitors to achieve harmonious success.

Respect: Our organization's policies, programs and events are planned, conducted and evaluated with respect for the changing natural and cultural environment through feedback and innovation.

Stewardship: Our organization maintains financial stability and encourages sustainable practices in the use of resources (people, place, products & services) for the future.



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Member Benefits



**BAYFIELD CHAMBER & VISITOR BUREAU
2023**