

## Impact of Tourism

**\$89M**  
TOTAL ECONOMIC IMPACT  
IN BAYFIELD COUNTY IN 2022

**\$67M**  
DIRECT VISITOR SPENDING  
IN BAYFIELD COUNTY IN 2022

**706**  
JOBS SUPPORTED BY TOURISM  
IN BAYFIELD COUNTY IN 2022

\*STATISTICS FROM WISCONSIN DEPARTMENT OF TOURISM

## TOURISM MARKETING

- Monthly visitor e-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 member brochures (Open 24/7)
- Ambitious year-round marketing campaign and digital promotion of Bayfield.org (20,000-50,000 users/month)
- PR, blogging, and travel writer recruitment
- Event planning to attract visitors, including Bayfield Apple Festival, Festival of Arts, Art Escape, Concerts by the Lake, Winter Festival
- Year round visitor center staffing during business hours

## CO-OP OPPORTUNITIES

- Reduced rates for ads in the Bayfield Travel Guide
- Rent outdoor kiosk space at the Visitor Center
- Twice Monthly Visitor E-Newsletter (23,000 + Subscribers)
- 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
- Opportunities to be featured in state wide marketing campaigns through Travel Wisconsin



## 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
- Monthly member website training sessions
- Access to membership mailing list (fee applies)

## 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 business listing on Bayfield.org (name, pictures, phone number, email, address, and Google Map Location)
- Ability to 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 and announcements \*to be determined by staff\*
- Option to place business brochures in Visitor Center
- Member business referrals (visitor center, phone, on-line 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

Promote greater Bayfield for visitors, businesses and our communities.

### VISION STATEMENT

To foster a vibrant year-round Lake Superior experience.

### VALUES

**Respect:** We strive to create a culture of trust, inclusiveness, and mutual respect that empowers each person to thrive. We honor the unique perspectives and experiences of every individual, fostering an environment where Lake Superior and its resources are respected and protected.

**Positivity:** We approach challenges with optimism and solution-oriented thinking, believing in our ability to make a meaningful impact. We celebrate the achievements and successes of our community, using them as inspiration for continued progress. We nurture an environment that fosters hope, resilience and a shared sense of purpose.

**Diversity:** We value and actively seek the inclusion of all honoring diverse cultures, backgrounds, experiences, and perspectives. We believe that our community is richer when we all work together.



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## Member Benefits



**BAYFIELD CHAMBER & VISITOR BUREAU  
2024**