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***PARTNER PERKS***

# The Vision Behind Partnership

Our mission is to showcase West Michigan as a premier, world-class destination, offering a unique four-season blend of history, nature, culture, and recreation. Our Partnership Perks empower businesses like yours to thrive by amplifying the region's diversity through strategic marketing tools such as social media, publications, and events. By becoming a WMTA partner, you join a shared mission to elevate West Michigan, foster economic growth, and create unforgettable experiences for visitors worldwide. Together, we make West Michigan a destination that inspires.

# PARTNER PERKS

## Travel & Trade Show Exposure



Our participation in travel shows across Michigan and into Chicago provides valuable opportunities to showcase your brand to a diverse and engaged audience.

## Event Promotion



Boost your event's reach by featuring it on the WMTA event calendar, which will then be featured on Pure Michigan's site ([Michigan.org/events](http://Michigan.org/events)) for even greater exposure. Also, add WMTA as a co-host to your FB events for double exposure!

## Travel Tips Newsletter



With over 34k monthly subscribers, WMTA's Travel Tips Newsletter is a trusted source of travel inspiration. Be part of it and reach those looking for brands like yours.

## Leads Program



Grow your brand by accessing thousands of travelers. Since 2020, our database has grown by 20k subscribers annually, providing valuable opportunities to connect with a connected audience.

## A Partner Profile



With 2.2M annual pageviews on WMTA.org and 135K readership/online views for the Carefree Travel Guide, your brand has the potential to reach a combined audience of over 2.3 million.

## TV & Radio Coverage



With strong partnerships with Cosy FM and Fox 17, we regularly appear to promote our partners and their upcoming events. We go even further by amplifying this exposure through social media, email campaigns, and engaging blog content.

## Social Media Exposure



With over 78,000 followers and 5M+ Facebook users reached last year alone, we are able to amplify your brand with powerful organic campaigns and seamlessly co-host events to maximize impact.

## Press Release Distribution



Press releases can be costly to create and distribute; however, as a partner, we offer this as a perk. Leveraging our strong relationships with over 470 contacts, we ensure your news reaches the right people. Send your Press releases to [Kathleen@WMTA.org](mailto:Kathleen@WMTA.org)!

### Contact Information:

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616.240.3491

# Metrics from 2025

**2.2m+** 

We saw 2.2M+ Pageviews annually on WMTA.org.

**5.9m+** 

We saw 5.9M+ Views on our Facebook page.

**1.8m+** 

There was over 1.8M Pageviews on our 18 live webcams.

**78K+** 

We currently have over 78K+ followers on Meta platforms, TikTok, and X.

**34K+** 

We reached 34K+ subscribers via email communications.

**25%** 

Our average open rate on emails was 25%.

## Annual Investment **\$315**



The annual investment is just \$315—equivalent to only \$26.25 per month—giving you access to perks that often carry a value of thousands. We're able to offer this exceptional price thanks to our strategic focus and streamlined, efficient processes designed to maximize impact for our region.

## PARTNER TESTIMONIAL

"Being a WMTA member has been a wise investment. Not only are their advertising products effective, but the membership meetings also provide a great way to connect with peers and gain insights into the experiences of others in the travel industry. We've also benefited from their outstanding Trade Show opportunities—an incredibly efficient way to showcase our product without the significant expense of attending in person."

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