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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) for even greater 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 18k subscribers annually, providing valuable opportunities to connect with a connected audience.

A Partner Profile



With 2.3M annual pageviews on WMTA.org and 134K readership/online views for the Carefree Travel Guide, your brand has the potential to reach a combined audience of over 2.4 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 3M+ 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.

Contact Information:

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Metrics from 2024

2.3m+ 

We saw 2.3M+ Pageviews annually on WMTA.org

3m+ 

We saw 3M+ impressions on our Facebook page.

1.7m 

There was over 1.7M Pageviews on our 17 live webcams

76K+ 

We currently have over 76k+ followers on Meta platforms, TikTok and X

34K+ 

We reached 34k+ subscribers via email communications.

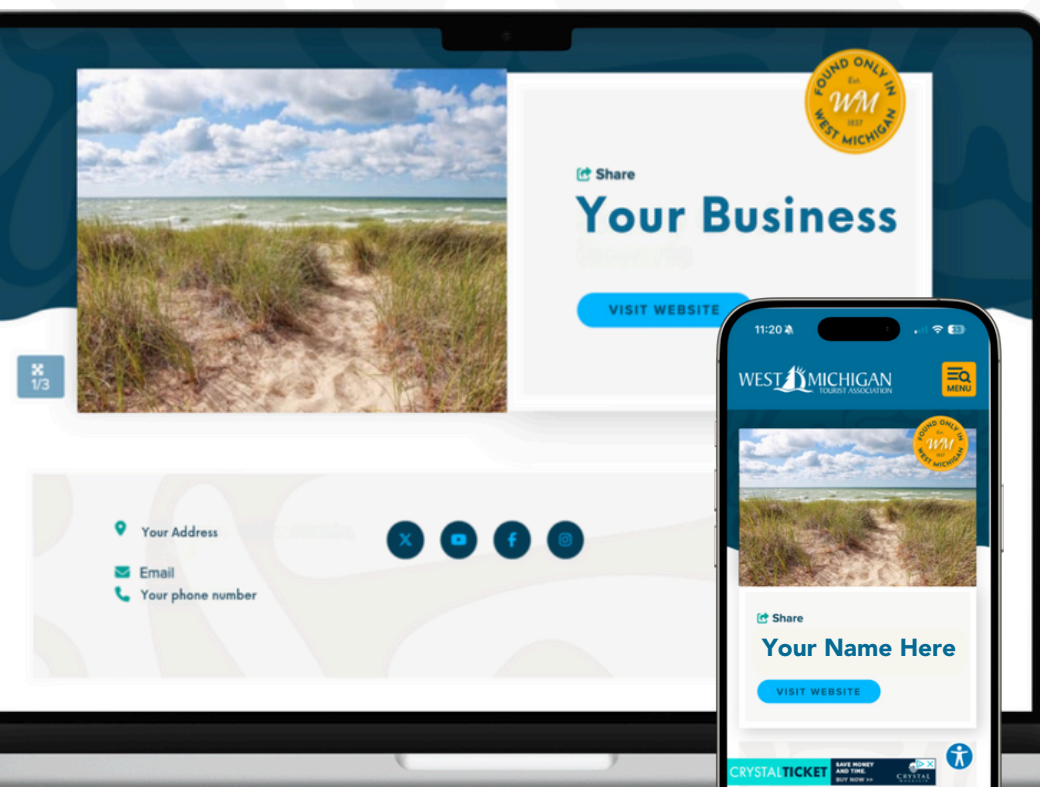
30% 

Our average open rate on emails was 30%

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.



BE SEEN, BE HEARD, PARTNER.

PARTNER TESTIMONIALS

"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."

-Tim High, Mackinac Island Tourism Bureau

Being a partner with WMTA allows us to connect people looking to visit beautiful West Michigan with places, people, and local attractions. WMTA focuses on destinations, not just businesses! Outdoor recreation, wineries, restaurants, golf, casinos, zoos and so much more can be found in the materials produced by WMTA. From places like Battle Creek, Grand Rapids, St. Joseph, and Traverse City to the ENTIRE shoreline of Lake Michigan, WMTA has a destination for you. They offer everything you need as a business or a parent planning their summer vacation. They connect to you through YOUR preferred medium, print, digital, and all your favorite socials and Blogs. We can't forget Behind the Mitten either, your firsthand radio experience. What WMTA assures is a well vetted family vacation guaranteed to build memories that last a lifetime!

**- Kyle Orr & Kelly Orr, owners of Riverside Canoe Trips,
inside the beautiful Sleeping Bear Dunes National Lakeshore**

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