

VBW Advisory Committee

Visit Bellevue Washington (VBW) is guided by an advisory committee of civic and business leaders committed to securing Bellevue's reputation as a desirable leisure travel destination. The VBW Advisory Committee is led by a representative of the Bellevue Hotel Association. Meydenbauer Center marketing staff is spearheading the effort and coordinating implementation of the program, and works closely with the committee to develop and monitor efforts.

The 18 members of the Advisory Committee represent the following:

- Hotels
- Retailers
- Restaurants
- Visitor Attractions
- Cultural and Arts Groups
- City of Bellevue,
- Bellevue Downtown Association
- Bellevue Chamber of Commerce

Funding for Visit Bellevue Washington currently comes from Transient Occupancy Taxes (Hotel/Motel Taxes) and Meydenbauer Center operating revenues. These primary sources are augmented by co-op advertising partnerships, affiliate fees and online booking revenues.

Sign up with VBW Today:

To affiliate with Visit Bellevue Washington, contact:

Sharon Linton, Visit Bellevue Washington
Marketing and Communications Manager

Phone: 425-450-3777 Fax: 425-637-0166

Email: info@visitbellevuewashington.com

Download the Affiliate Application Form:
visitbellevuewashington.com/about/affiliates.shtml

Bellevue Visitor Guide

We are partnering with SagaCity Media, Inc. to publish the Bellevue Visitor Guide. To learn more about the publication and to advertise contact:

Jeff Adams, SagaCity Inc.

Phone: 206-957-2234 x 107

Email: jadams@sagacity.com



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Bellevue's Official Destination Marketing Organization

Bellevue is a city that possesses an unprecedented harmony of beauty, vibrancy and style. Unique in its safety, cleanliness, and refined modern sensibilities, Bellevue represents a growing city that has come into its own. It is truly a hub of connected experiences that reach from Seattle to the Cascades and everywhere in between.

Working Together To Reach your Best Prospects

Visit Bellevue Washington (VBW) is working to bridge the gap between travelers interested in visiting Bellevue and access to information about the destination. For nearly a decade, the Bellevue Conventions sales team has marketed the city and its attractions to meeting planners and convention groups, but no organized effort was being directed toward attracting leisure travelers. The city's unprecedented growth and development has led to development of a coalition of Bellevue hotels, retailers and area attractions seeking to draw more visitors to the city to stay in hotels, shop, dine and play. *Visit Bellevue Washington* brings together the convention sales program and this new coalition under one umbrella, and has created the opportunity for local businesses to join in and expand on this effort by including their message.

Bellevue's Official Destination Marketing Organization

Visit Bellevue Washington is Bellevue's official Destination Marketing Organization, and comprises a strategic city-wide marketing plan with four primary areas of focus:

- Informing, educating and advising potential visitors
- Disseminating travel planning information to key audiences
- Serving as a clearinghouse for questions and assistance
- Providing a platform for partners to develop their own complementary message / effort

The Visit Bellevue Washington Affiliate Program

The cornerstone of the *Visit Bellevue Washington* (VBW) program is participation of local and regional businesses looking to attract leisure travelers to their services. VBW Affiliates will have the opportunity to:

- Offer packages and deals on the VBW website and Trip Advisor page.
- Advertise in the Bellevue Washington Visitor Guide at a lower "Affiliate" rate.
- Participate in cooperative sales and marketing programs.
- Access monthly convention digest listings of upcoming city-wide conventions and events.
- Promote your business to convention groups.
- Access *Visit Bellevue Washington* marketing assets (VBW logos, graphics, photography) for use in proprietary marketing efforts.

Other Affiliate benefits, to be added over the next 18 months, may include:

- Social media opportunities including E-blasts, Facebook postings and website special offers and deals (specific to your business or organization)
- Visitor-centered customer service and destination awareness training sessions for employees and management
- Opportunities to post your business's events on Visit Bellevue Trip Advisor page and at www.visitbellevuewashington.com
- Press release postings on website and Facebook pages

Become a VBW Affiliate

Who should affiliate with the *Visit Bellevue Washington* (VBW) program?

Any business interested in attracting leisure travelers to their service will benefit from the VBW Affiliate program. This includes businesses and organizations that want to attract visitor spending including, but not limited to, retailers, restaurants, hotels, museums, golf courses, sightseeing and tour operators, theatre and performance groups and venues, and wineries.

1. Bellevue Businesses and Organizations that provide goods and services targeted to leisure travelers.

2. Regional Businesses beyond Bellevue city limits. Regional attractions are part of our strength, and delivering connected experiences is integral to establishing Bellevue as a fun and desirable destination. To better address the interests of the leisure travel market, regionally proximate businesses outside of the city will be an important component of the *Visit Bellevue Washington* Affiliate program.

Annual Affiliation Fees:

Bellevue Affiliate

- \$200 for Bellevue based businesses.
- \$100 for Bellevue based Non-Profits 501(c)3

Regional Affiliate

- \$300 for businesses based outside of Bellevue.
- \$150 for Non-Profits 501(c)3 based outside of Bellevue

Individual Affiliate

- \$50—stay up to date on VBW activities