

## Bellingham- Mt. Baker, WA

Located in the northwest corner of Washington, Bellingham and the surrounding Whatcom County are among the most attractive and diverse regions in the Pacific Northwest. However, prospective visitors found it difficult to readily identify the attractions and exact location of the area.

Bellingham is a highly engaged community in which a consultative and collaborative approach is essential. TDM's 7A Destination Branding Process was instrumental in providing local stakeholders with the forums and vehicles to express their opinions.

The tagline "A refreshing change" was introduced to encapsulate the region as a distinctive, natural and desirable escape from the stresses of big city living. It also captures the essence of the unspoiled, fresh, and genuine nature of the region.

Following the launch of the brand, the brand quickly gained the enthusiastic support of all leading public and private organizations in the county and its seven cities. The brand has been integrated across all of the CVB's marketing applications, and is enabling the region to stand out and project its distinct identity in key markets. The program has generated wide support and credibility for the Bureau, its marketing programs, and the leadership role that it allowed the CVB to adopt.

*"I have worked with many marketing firms before, and Total Destination Management is energizing and great value. They did an exceptional job on our community branding. This has been an invaluable process in building community consensus and developing a brand strategy that will propel our destination."*

John Cooper, Former Executive Director  
Bellingham Whatcom County CVB

