

TRAVEL SHOWS



Great American Outdoor Show, Pennsylvania



The Travel and Adventure Show, Washington, D.C.

PARTNERSHIPS



Bluefield Beautification Commission

Direct Spending for Mercer County

Direct spending by tourists	\$111.4 million
Local and State Taxes	\$8.17 million
Households in our region	25,590
Tourism Jobs	1,110
Earnings from those jobs	\$23.9 million
Because of tourist spend in our region, each household pays	\$316 less taxes

According to a 2015 study by Dean Runyan Associates: “Economic Impact of Travel on West Virginia”

STARS OF THE INDUSTRY AWARDS

Best Advertising Campaign <\$200K

Best Print Article:
“The Haunted History of Lake Shawnee” in WV South



MEET THE BOARD

2016-2017

Richard Bullins,
Coal Heritage Interpretation Center

Kim Bowman-Smith,
Quality Hotel and Conference Center

Laura Gooch – PRESIDENT
Henry Jones – PAST PRESIDENT
Robert Farley – VICE PRESIDENT
Marc Meachum – TREASURER
Richard Bullins – SECRETARY

2017-2018

OFFICERS
Robert Farley – PRESIDENT
Laura Gooch – PAST PRESIDENT
Henry Jones – VICE PRESIDENT
Valerie Hendricks – TREASURER

Class of 2017-2018
Tracey Laliberte,
Holiday Inn Express

Class of 2018-2019
Jason Reed,
West Virginia-Virginia Media

Skip Crane,
Four Seasons Answering Service

Kitt McCarthy,
Bluefield Inn

EX-OFFICIO
Greg Puckett,
Mercer County Commission

Josh Cline,
Bluefield Chamber of Commerce

Robert Farley,
Princeton\MC Chamber of Commerce

Jim Spencer,
City of Bluefield

City of Princeton

Valerie Hendricks,
Tourist Information Center,
Princeton (WV Parkways)

Janet Bailey,
Mercer County Development Authority

Visit Southern WV



MISSION: The Mercer County CVB creates economic growth promoting the county as a destination.



2016-2017 Annual Report





Making Connections for Continued Growth

The Mercer County Convention and Visitors Bureau is proud to present the 2016-2017 annual report to our community. This is an exciting time to be in tourism! We are seeing growth in visitation, ATV tourism industry projects and brand awareness throughout our area and surrounding states.

The last three years have been instrumental in the information included in this annual report. The Visit Mercer County team has invested in print marketing campaigns, website updates, digital ads, social media campaigns, professional tourism photos, videos, content and much more.

We strive to make Visit Mercer County one of the best tourism-based marketing organizations in the state, with a vision that moves toward the future. We cannot afford to remain in the past and must embrace new adventures and challenges.

Technology plays a big role in travel and tourism. In order to compete in today's changing world, we must remain flexible in how we reach out to potential visitors. While Visit Mercer County CVB has seen successful growth in all areas of marketing, it is important to remain focused on our mission to bring more visitors to Mercer County, WV.

We believe tourism is crucial for bringing economic growth to our area.

Mercer County's FY 2016-2017 marketing efforts have resulted in:

- More than 3x the website sessions we received last FY, and we also received more than 2x the amount of page views—just one goal conversion short of getting twice as many as last year.
- Organic traffic is up 63% compared to last FY, and is our 2nd leading source of traffic! We have also received 57% more organic page views and 62% more new visits from organic search.
- Digital Ads generated over 4.5 million impressions and 51,000 clicks to the website in the last 2 months! The majority of these were also out of WV!
- Mercer County's Facebook reach was 26x higher compared to last FY. (reaching over 1 million people compared to 39,000 last FY)
- Twitter received 3x the amount of impressions and almost 3x the amount of likes compared to last FY. We also almost received 3x the amount of URL clicks!
- Instagram received over 15,000 impressions, almost 2,000 likes, and over 150 new followers. We do not have as much data to compare this with, but we received more than 4x the amount of likes and did better in every KPI compared to last fiscal year.

Jamie Null

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Key Performance Indicators

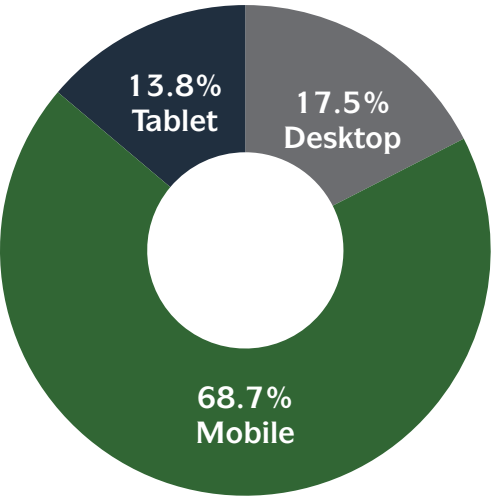


Hotel Bed Tax Increase

Twelve Months (ended June 30, 2016) **\$429,930**
Twelve Months (ended June 30, 2017) **\$454,320**

up 5.67% over last year!

82% of Mercer County's audience is currently visiting their website on a mobile device.



VisitMercerCounty.com

Website Visits: 23,979
Previous: 14,695 **+ 63%**
Website Page Views: 51,538
Previous: 32,785 **+ 57%**
New Website Visits: 19,293
Previous: 11,909 **+ 62%**

Top States Visiting the Website:

