

TRAVEL SHOW



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

PARTNERSHIPS



Direct Spending for Mercer County

Direct spending by tourists	\$106.4 million
Local and State Taxes	\$8.67 million
Households in our region	25,590
Tourism Jobs	1,180
Earnings from those jobs	\$26.4 million
Because of tourist spend in our region, each household pays	\$345 less taxes

According to a 2018 study by Dean Runyan Associates:
"West Virginia Travel Impacts"



Branded UTV to interact with our trail riding visitors.

BUDGET

Marketing/Advertising*	\$342,141.85
Print	\$30,978.00
Guides/Brochures	\$35,212.72
Digital Media/ Social/Website	\$46,850.34
Overall Budget	\$458,400.00

*Marketing budget also consists of partnerships, photography services and more.

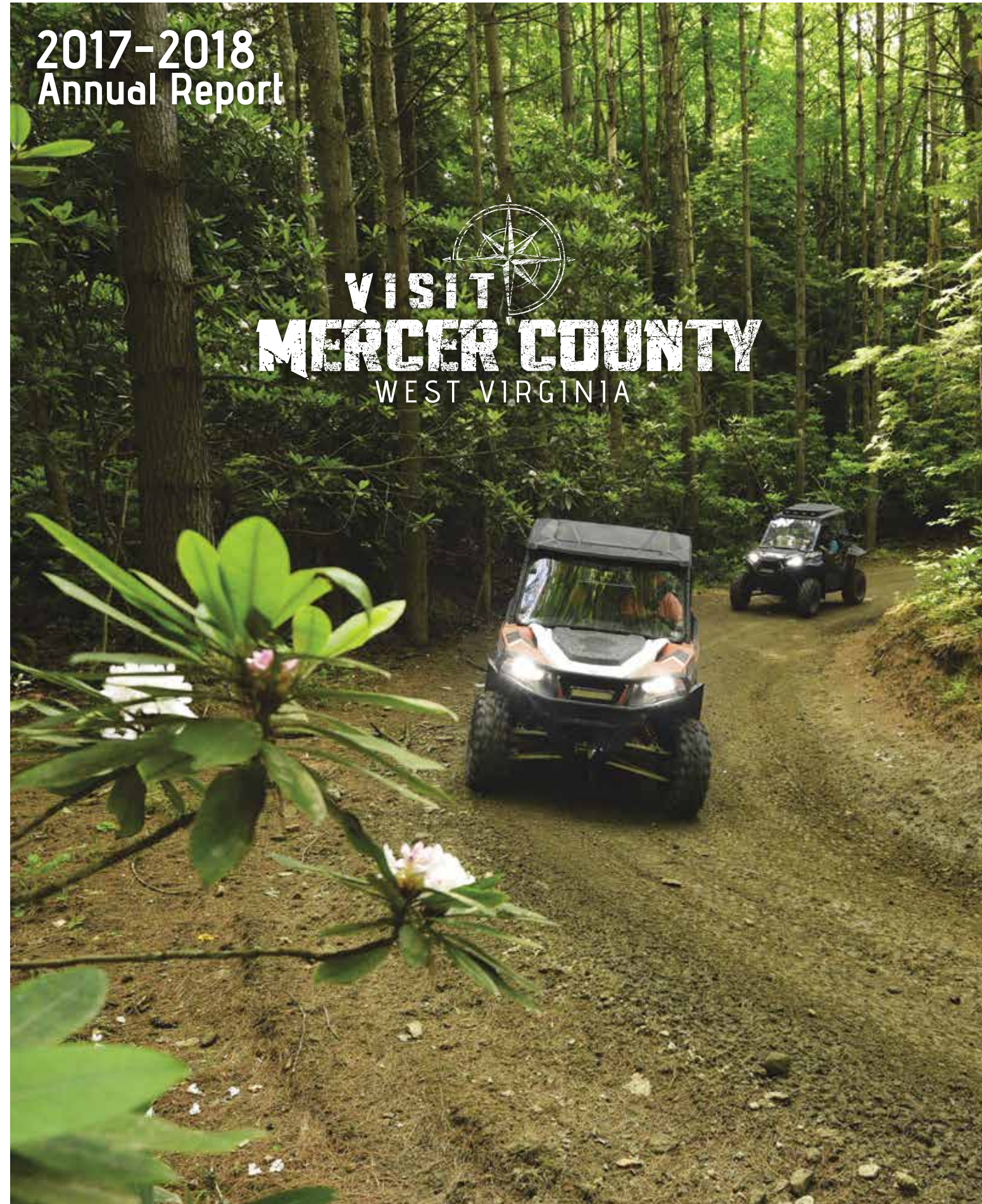


"We love the trails in Mercer County!"

The scenery is unlike anything we have even seen before and the views are absolutely breathtaking. The trails are great for any skills level and offer many different types of terrain. It was refreshing to ride on trails that were well maintained. You are guaranteed to have a blast on the trails in Mercer County!"

—Abby & Mariah

2017-2018 Annual Report



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



Technology and partnerships provide continued growth.

The Mercer County Convention and Visitors Bureau is proud to present the 2017-2018 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 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 are pleased to see a return on investment in visitor spending from 93 million in 2016-2017 to 1.06 million in 2017-2018.*

I want Visit Mercer County to be 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 be relative in today's changing world, we must remain flexible in how we reach out to potential visitor. While Visit Mercer County CVB has seen successful growth in all area of marketing, it is important to remain focused on our mission to bring more visitors to Mercer County, WV. We will continue to explore new opportunities to maximize our efforts and dollars.

Partnerships play an important role. We are grateful to be able to work with the Hatfield McCoy Trail Authority, National Coal Heritage Area Authority. The Division of Tourism and Visit Southern West Virginia.

We believe tourism can bring economic growth to our area.

Mercer County's FY 2017-2018 marketing efforts have resulted in:

- 16% more website sessions compared to last Fiscal Year and we saw an 18% increase in pageviews. We also saw a slight decrease in bounce rate.
- Organic traffic to the website has increased by 84% compared to last Fiscal Year and continues to be our leading source of traffic. We have also received 80% more organic new visits and 60% more pageviews from organic search.
- Digital Ads increased guide requests by almost 5x and page likes by 2x compared to last Fiscal Year. We spent 67% more than we did in the previous Fiscal Year and our website traffic, organic traffic and conversions all increased.
- Mercer County's Facebook reach increased by 41% compared to last Fiscal Year.
- Twitter received two less mentions compared to last Fiscal Year and our retweet reach decreased by 71%.
- Instagram impressions were up by 58% compared to last Fiscal Year and we received 13% more pageviews.

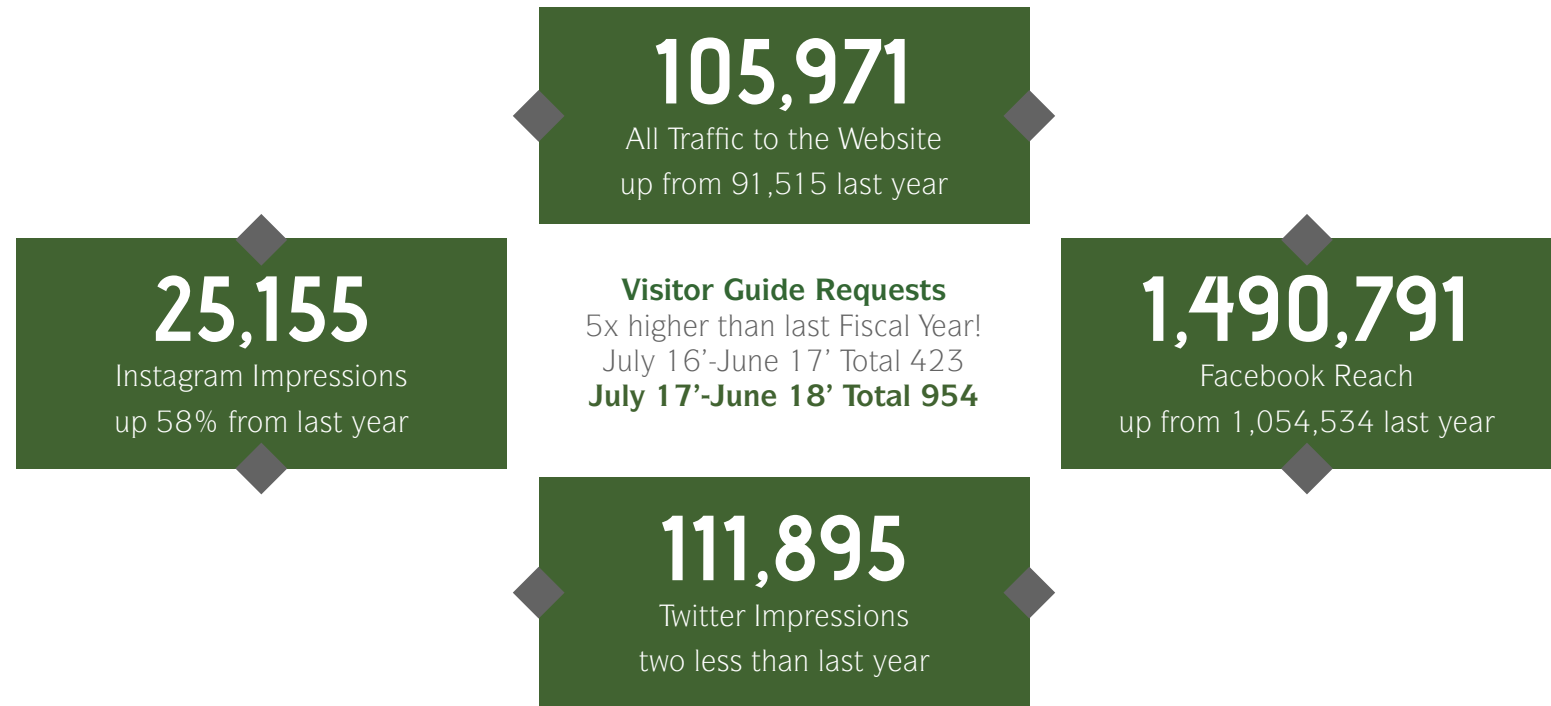
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The West Virginia Accredited Convention and Visitors Bureau Program is a tourism development initiative of the West Virginia Association of Convention and Visitors Bureaus. It is designed to encourage the state's CVBs to better prepare and equip themselves to further the development and promotion of tourism in their area and the State of West Virginia. The state and its political subdivisions entrust valuable taxpayer dollars to CVBs each year for the promotion of attractions, events, tourism related businesses and activities and the soliciting of conventions and meetings.

This careful and thorough examination establishes select West Virginia CVBs as credible, effective partners with their public/private funding sources and the tourism industry as a whole.

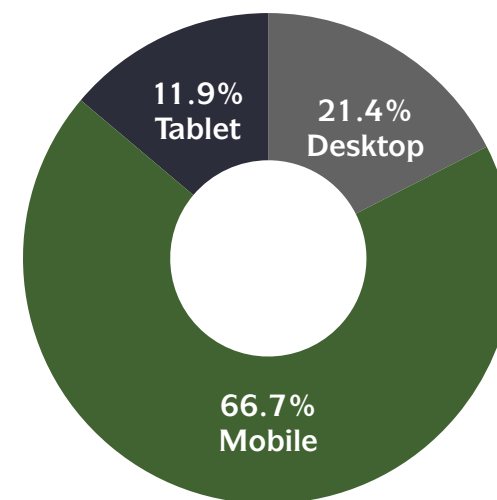
Key Performance Indicators



DIGITAL CAMPAIGN

Our year-round campaigns generated **34,427 clicks to the website** with a **Cost-Per-Click of \$0.55** and a **Click-Through-Rate of \$0.46%**

79% of Mercer County's audience is currently visiting their website on a mobile device.



VisitMercerCounty.com

Website Sessions: 44,012	+ 84%
Previous: 23,979	
Website Page Views: 82,337	+ 60%
Previous: 51,538	
New Website Visits: 34,762	+ 80%
Previous: 19,293	

Top States Visiting the Website:

