



Digital Data

Website

Page Views	300,308
Sessions	170,402
Pages/Session	1.76
New Users	136,204
Bounce Rate	72.84%

Top Pages of the Website

Lake Shawnee	34,443 page views
Spring ATV	26,459 page views
Calendar	14,197 page views

Facebook Total Reach

2,174,854

Visitor Guide Requests

1,803
(compared to 740 in 2018)

Newsletter Database

Grew by 685 in 2019. As of 1/20/20, Mercer County CVB now has 1,031 newsletter subscribers. We also received 176 ATV newsletter sign ups in 2019.

ARC Campaign (ATV)

April-November 2019
\$24,501.86
Results: 24,568 sessions to the website, 777 goal completions resulting in a 3.16% conversion rate. Plus an additional 757 clicks to lodging properties in Mercer County.

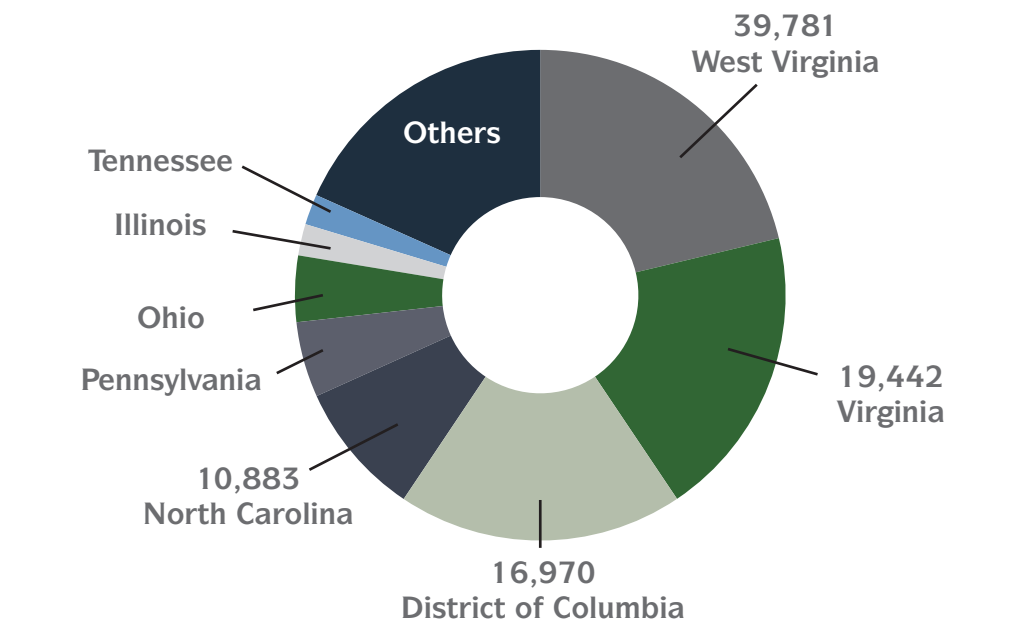
Direct Spending for Mercer County

Direct spending by tourists	\$111.3 million an increase of 4.6 percentage, from 106.4
Local and State Taxes	\$9 million
Households in our county	24,882
Tourism Jobs	1,200
Earnings from those jobs	\$27.3 million
Because of tourist spend in our region, each household pays	\$357 less taxes

According to the West Virginia Tourism Office and a 2018 study by Dean Runyan Associates: “West Virginia Travel Impacts Research,” previous year, released in Oct. 2019

“Working in partnership with the Convention and Visitors Bureaus in our region has allowed the Hatfield McCoy Trail System “Trails” to leverage and maximize its marketing budget. The local and regional CVB partnerships have been the core marketing tool for the Trails and have resulted in a tremendous growth in ridership and visitation. I feel the future growth and success of the Trails will continue to be built around these partnerships.”
—Jeffrey T. Lusk, Executive Director, Hatfield McCoy Trails, WV Tourism Commission

Top States Visiting the Website:



2019 Annual Report

VISIT MERCER COUNTY WEST VIRGINIA

GUIDED
ATV Treks

HIDDEN
Waterfalls

ROAD
Trips

MISSION:

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

2019 Board of Directors

Henry Jones, President
Valerie Hendricks, Treasurer
Joshua Cline, Vice President
Skip Crane, Secretary
Laura Gooch, Past President
Jason Reed
Kitt McCarthy
Josh Parks
Donna Lowe
Greg Puckett
Jim Spencer
Dewey Russell
John O'Neal

Tourism is a tremendous economic driver in Mercer County!

The Mercer County Convention and Visitors Bureau is proud to present the 2019 annual report to our community and funding partners. Throughout the last year, we have seen growth in occupancy rates, ATV traffic, industry projects and brand awareness.

In 2019, the Mercer County CVB invested heavily in numerous campaigns, focusing on outdoor recreation ranging from camping, hiking and ATVs, to campaigns designed to bring foot traffic to our downtowns and increase ticket sales at our local festivals and theaters. Marketing efforts included a billboard, co-op plans with the WV State Tourism Office, printed ads, digital campaigns, blogs, articles, and much more.

Looking ahead, we are excited to launch new advertising campaigns, build up our photo and video libraries, update our website, launch a community co-op program for events and offer more marketing workshops. We are also planning our first visitor intercept research study, to help us understand more about visitors.

The staff and I are passionate about our work to attract visitors to the area. I am proud of our team and grateful for an outstanding Board of Directors, who believe in the promise of tourism in West Virginia.

Tourism is a tremendous economic driver for our area. As folks travel, they spend dollars at local restaurants, shops, gas stations and much more. I am excited to see growth in our downtowns, state parks, ATV Trails and much more. Here is to working together in 2020!

Jamie Null, Executive Director
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Five Major Achievements in 2019

- 1 Executive Director Jamie Null graduated from the Southeast **Tourism Society Marketing College** in Daytona Beach, Florida in March 2019.
- 2 The Mercer County CVB attended the **Washington, D.C. Travel and Tourism Show** in March 2019.
- 3 The CVB spent **\$2,200 in partnerships with 16 different tourism events and attractions**. With the digital ads and events on Facebook, the CVB received **288,846 impressions and sold \$16,000 in ticket sales**.
- 4 The Mercer County CVB staff won an **Stars of Almost Heaven Award for Best Social Media** at the 2019 Governor's Conference on Tourism.
- 5 The Mercer County CVB Board of Directors contracted with Randall Travel Marketing to **conduct a lodging study** of Mercer County's hotels. The report revealed that area hotels create almost **\$18 million in revenue**.

Cooperative Advertising with West Virginia Tourism Office

Spring/Summer 2019
• *Southern Living* half page ad in April issue – 655,000 (circulation)
• *Blue Ridge Outdoors*, half page ad in July issue – 358,000 (circulation)
• Facebook ad, week of 5/27 – 145,275 impressions

Fall 2019
• Weather.com banners (September – October): 2,000,000 guaranteed impressions
• Trip Advisor banners (September – October): 500,000 guaranteed impressions
• Digital Outdoor Billboard Charlotte (9/2 – 9/29): 36,400 impressions
• Madden Instant Experience (September – October): 329,000 guaranteed impressions
• Facebook ad, week of 9/23: 210,293 impressions
• *Blue Ridge Outdoors* half page ad in September issue: 358,000 (circulation)

Winter 2019/2020
Facebook ad, week of 11/18: 62,517 impressions
Facebook ad, week of 1/13: 228,601 impressions
Facebook ad, week of 3/16: has not run yet

Visitor spending in Mercer County topped **\$111.3 million** compared to \$106.4 in 2017.

Every night in Mercer County, **\$52,660** is created in hotel revenue.

We are pleased to report a **4.6% increase** in visitor spending in 2018.

In 2018, **626** hotel rooms were sold every night in Mercer County.

The Mercer County CVB sold more than **20,956** room nights than the previous year.



VISIT MERCER COUNTY
CONVENTION & VISITORS BUREAU

Local and regional Convention and Visitors Bureaus are essential parts of the overall effort to promote and encourage travel to West Virginia. It is Convention and Visitors Bureaus that truly know the attractions, activities and events in their areas of our state, and can do the best job of advertising and marketing those local and regional assets. However, the creation of additional CVBs in areas that are already served by an established organization may have the effect of diluting the limited resources available, creating a duplication of overhead, administrative and personnel costs, with the result being that fewer actual dollars are spent on the primary mission of advertising and marketing. It is the position of the West Virginia Association of Convention and Visitors Bureaus that all CVB's follow West Virginia Code Chapter 7, Article 18 regarding Hotel Occupancy Tax and as a general principle, having the fewest practicable number of CVB's per county leads to a more efficient and effective use of financial resources.