

Campaigns



ATV Video Campaign

Budget: \$25,400.24

▶ RESULTS:

4,154,944 impressions

98,249 clicks

click-thru-rate: 2.36%

Visitor Guide Campaign

Budget: \$34,122.43

▶ RESULTS:

16,637,396 impressions

37,474 clicks

click-thru-rate: 0.23%



Holiday Campaign

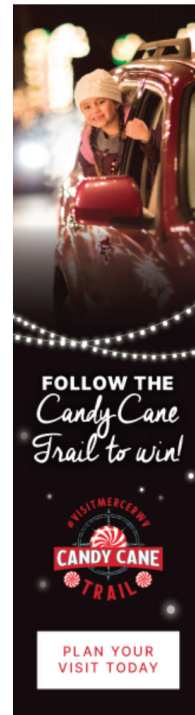
Budget: \$6,575.52

▶ RESULTS:

2,391,426

13,798 clicks

click-thru-rate: 0.58%



Four Major Achievements in 2022

1

The Mercer County CVB won a "Stars of Almost Heaven" Industry Award for the best co-op ad at the 2022 Governor's Conference on Tourism.

2

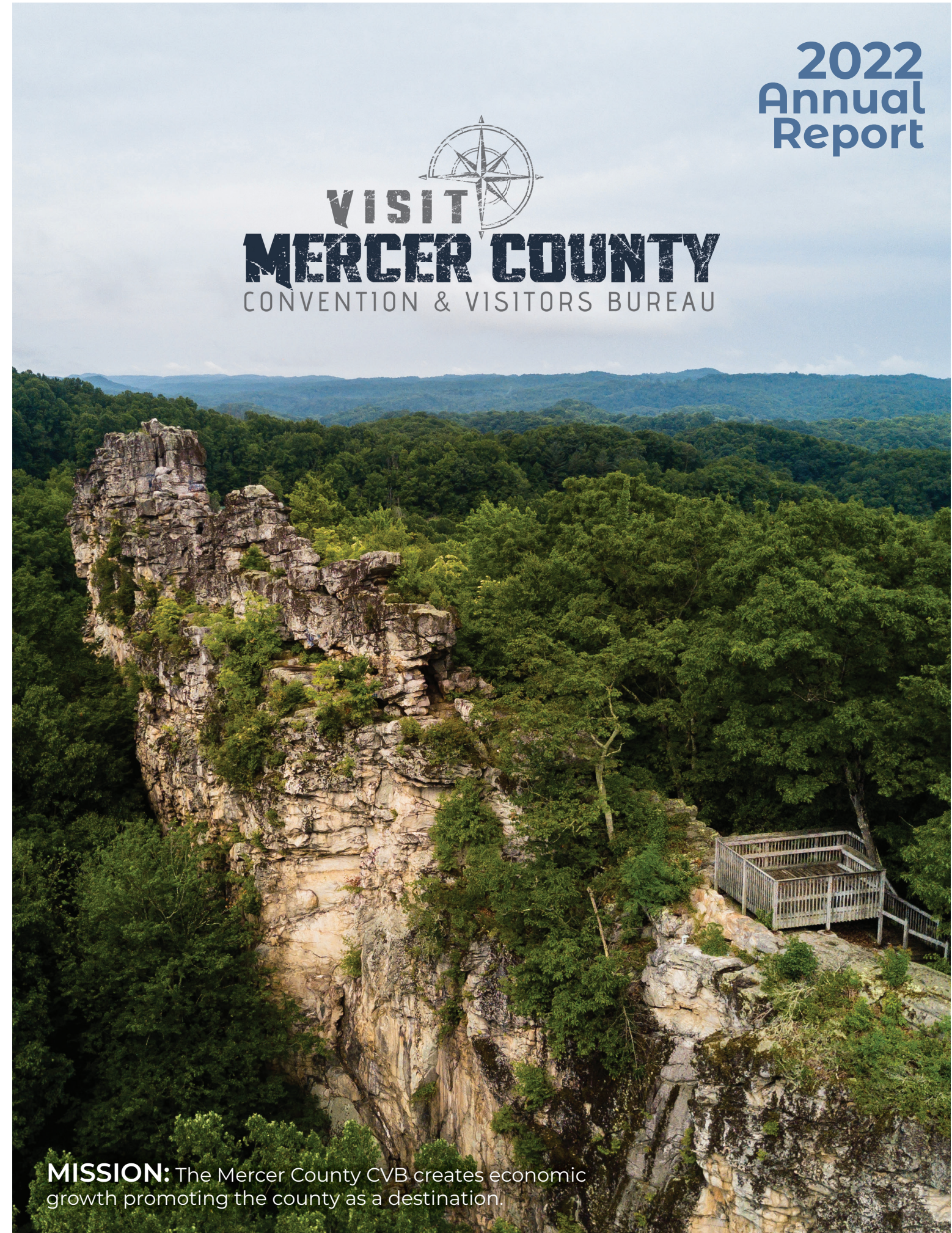
The CVB also passed through the West Virginia Association of CVB's accreditation program. The process occurs every four years.

3

A new mobile visitor center will hit the road in 2023. The organization is taking tourism in Mercer County to a new level with the purchase of a sprinter van, modified as a visitor center.

4

The CVB moved in 2022. We now share a building with the Chamber of Commerce of the Two Virginias. Here's to continued renovations.



2022 Annual Report

VISIT
MERCER COUNTY
CONVENTION & VISITORS BUREAU

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

2022 Board of Directors

EXECUTIVE BOARD

Cindy Kraft – President
BARK Board Member

Jeff Disibbio – Vice President
Chamber of Commerce
of the Two Virginias

Tammie Lucas – Treasurer
Sinclair Broadcast Group

BOARD MEMBERS

Patrice Belcher
WV Turnpike Authority

Henry Jones - ex-officio
Accountant/Rotary Member

Julie Hurley
Community Member

Greg Puckett
County Commissioner

John O'Neal
Mercer County Economic
Development Authority

Jim Spencer
City of Bluefield

Samuel L. Lusk
City of Princeton

Todd Boggess
E T Boggess Architect, Inc.

Ansel Ponder
Bluefield State University

Nicole Thompson
Bluefield Area Arts Center/
The Granada

Mandy Fink
Bramwell Corner Shop

Phil Lane
VP Hotel Management

Tourism is a tremendous economic driver in Mercer County!

Dear tourism stakeholders and supporters,

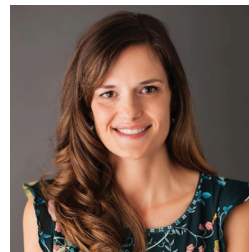
It is my honor to present to you the 2022 Mercer County Convention and Visitors Bureau's annual report. It has been a year of exciting new changes - a new home, a mobile visitor center and a new addition to our strategic plan.

Leaning on the success of 2021, the Mercer County CVB continued to push outdoor recreation. However, it takes many different facets of tourism to complete a destination. The arts, dining, shopping and events help round out our destination. With good partners, trip planning for advertising and public relations becomes easier, and memorable. In 2022, the CVB was able to welcome two travel influencers and hire a public relations company to continue raising brand awareness about Mercer County and West Virginia.

The CVB accomplished several goals in 2022. We will hit the road soon in our new mobile visitor center. Visitors are also able to visit us at our new location at 619 Bland Street in downtown Bluefield. We are excited to continue our partnership and share office space with the Chamber of Commerce of the Two Virginias.

Our 2022 annual report highlights all of these new changes and more. The success of tourism would not be possible without our board of directors, the Mercer County Commission, the cities of Bluefield and Princeton and the towns of Athens and Bramwell.

We look forward to 2023 in Almost Heaven.



Jamie Null

Jamie Null,
Executive Director
(304) 325-8438

jamie@visitmercercounty.com

PO Box 4088
Bluefield, WV 24701
800-221-3206

VisitMercerCounty.com



SCAN THE QR CODE

to view upcoming meeting dates,
annual reports and other partner
resources on our website.

\$ 130.7 million
in visitor spending in Mercer County

*Resource: Dean Runyan Travel Impacts study 2021

200+
partners

Working to create a
positive economic impact
by increasing tourism
spending in Mercer County.

207,861

hotel rooms the Mercer County CVB
helped sell in 2021.

10,000

(estimate) room nights sold along
the ATV Trails in Mercer County

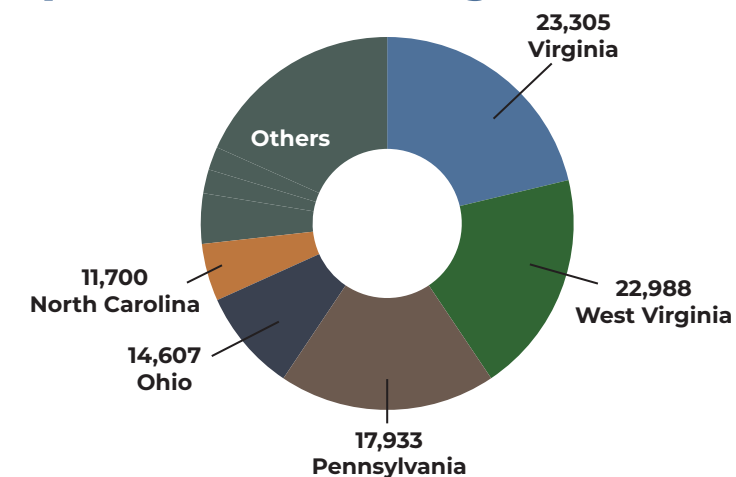
\$38,350

investment by Mercer County CVB in Department
of Tourism's co-op advertising program

\$342,000

spent in
advertising
and marketing

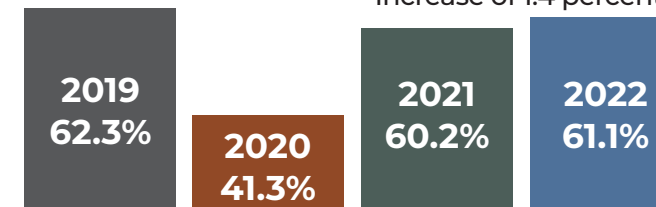
Top States Visiting the Website:



Hotel Occupancy Rate

Data from Smith Travel Research

Increase of 1.4 percent



Digital Data

313,701

Website Page Views

233,672

Website Sessions

1.34

Website Pages/Session

38 seconds

Average Session

6,979

Partner Click-Thrus

870

Visitor Guide

Requests

375

Newsletter Sign-ups

401

ATV Guide Requests

750

Candy Cane Trail
Sign-Ups

The CVB welcomed two travel influencers
to Mercer County in 2022. Those visits resulted in

148,179

accounts reached

and an earned media value of almost

\$200,000 with a \$6,000 investment.

Pineapple PR (hired Dec. 2022)

1 Million
Impressions in 2022

Editorial Value =
\$27.8k in 2022