

Earned Media Success

Southern Living

The Columbus Dispatch

Microsoft Start

USA TODAY TRAVEL

wv living celebrating life the mountain state



78
Stories

\$6,282,620
Total Editorial Value

\$70,000
CVB Investment



Digital Campaigns

Scan the QR code to watch campaign videos:

Spring

Budget: \$7,385

Summer

Budget: \$18,528

Fall

Budget: \$11,573

Holiday

Budget: \$4,342

Winter

Budget: \$8,236

▶ RESULTS:

1,762,811 impressions
19,470 clicks
click-thru-rate: 0.81%

▶ RESULTS:

2,226,239 impressions
47,135 clicks
click-thru-rate: 2.12%

▶ RESULTS:

2,152,170 impressions
29,457 clicks
click-thru-rate: 1.37%

▶ RESULTS:

710,777 impressions
26,322 clicks
click-thru-rate: 3.7%

▶ RESULTS:

1,233,360 impressions
31,152 clicks
click-thru-rate: 2.53%

Four Major Achievements in 2023

1

Visit Mercer County took home a "Stars of the Industry" award for **Best Digital Media** at the 2023 West Virginia Department of Tourism Annual Conference.

2

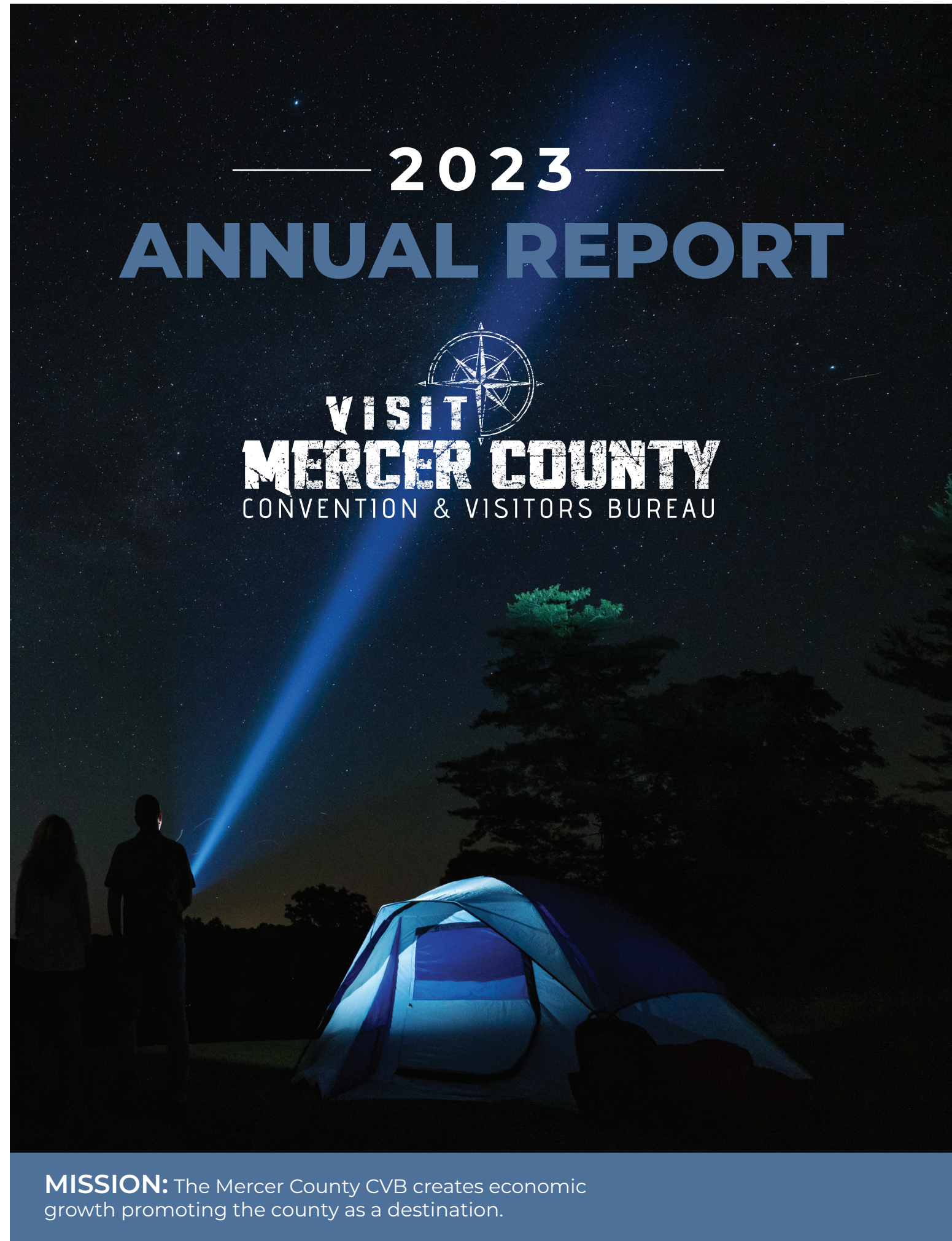
Executive Director Jamie Null was appointed to the West Virginia Recreational Trail Advisory Board by Governor Jim Justice.

3

During their first year working with Pineapple Public Relations, the CVB had 78 stories placed in national and regional media publications. Those stories resulted in more than \$6 million of earned media value.

4

With a commitment to partner relationships, the CVB hired Valerie Hendricks as the community marketing manager. The organization also opened a second location in Princeton to better serve visitors and partners.



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

Tourism is a tremendous economic driver in Mercer County!

Dear tourism stakeholders and supporters,

It is my honor to present to you the 2023 Mercer County Convention and Visitors Bureau's annual report. It has been a year of exciting new changes—an office in Princeton, appearances by the mobile visitor center, and a huge return on investment with our public relations team.

Working with Pineapple Public Relations, the Visit Mercer County team was able to work together to gain national and regional media coverage about the destination. Together, they helped place 78 stories for an editorial value of more than \$6 million. Six writers visited the area, each focusing on a unique aspect of Mercer County and its towns and cities.

Leaning on the success of 2022, 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 all support "Uniquely Appalachia." We are proud to share those stories with our audience. This year, we focused on the arts, with a series of videos focusing on artists in the area.

Visit Mercer County also recognizes the importance of community. In 2023, the CVB introduced Appalachian Ambassadors, a local program that turns locals into influencers. These individuals help create awareness of dining, shopping, and outdoor activities to others in the area. The program was featured at the 2023 West Virginia Conference on Tourism and won an award at the DIY Tourism Marketing Conference in Asheville, North Carolina.

In 2023, Mercer County accounted for \$186.12 million in visitor spending and supporting 1,932 tourism related jobs.

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.



Jamie Null

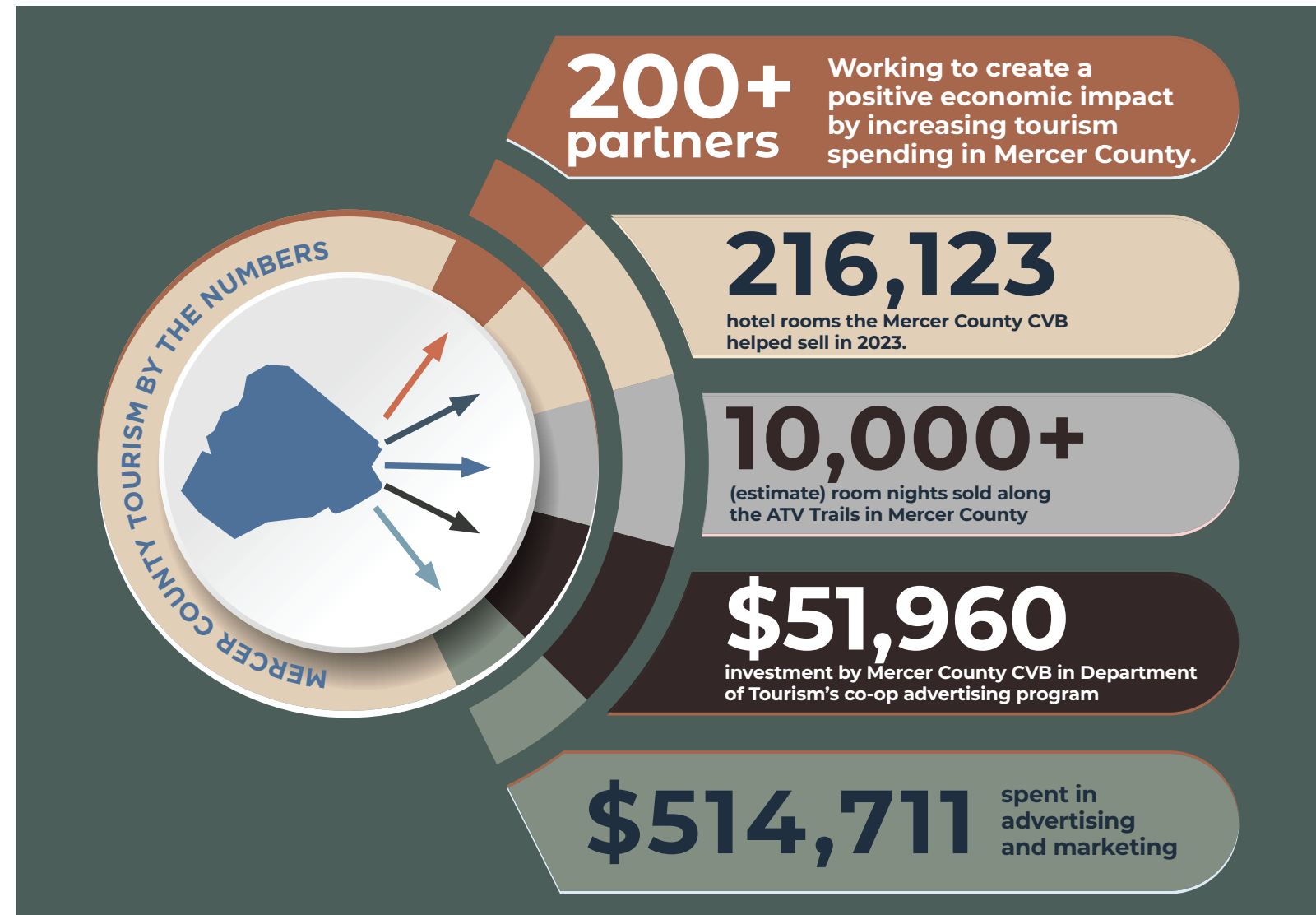
Jamie Null,
Executive Director
(304) 325-8438
jamie@visitmercercounty.com



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

\$186.12 million
in visitor spending in Mercer County

*Resource: Tourism Economics, 2024



Digital Data

281,343

Unique Users

472,153

Website Page Views

334,061

Website Sessions

1.39

Website Pages/Session

28 seconds

Average Session Duration

14,577

Partner Click-Thrus

1,954

Visitor Guide Requests

367

Newsletter Sign-ups

397

ATV Guide Clicks

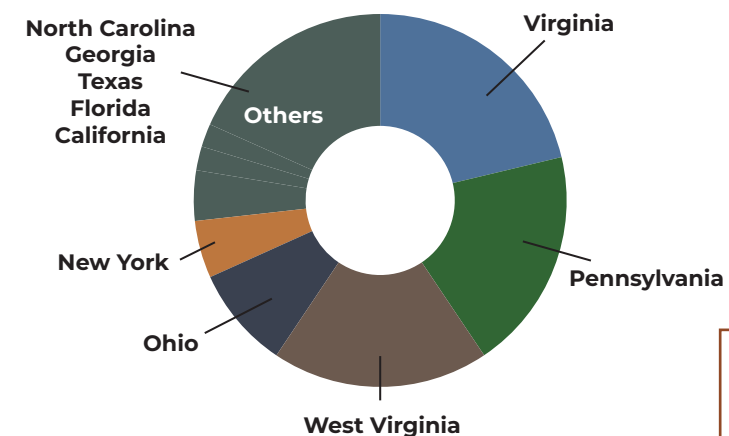
18,553 / 319,019

Facebook Followers / Engagements

3,959 / 9,991

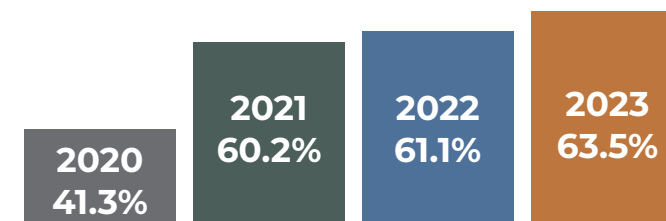
Instagram Followers / Engagements

Top States Visiting the Website:



Hotel Occupancy Rate

Data from Smith Travel Research Increase of 2.6 percent



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VisitMercerCounty.com

In 2023,
tourism in
Mercer County
supported
1,932 jobs

Visit Mercer County invested \$51,960
in Cooperative Advertising with
WV Tourism resulting in:

19,851,297

Impressions

68,263

clicks