



# ANNUAL REPORT 2021

Historic Fayetteville Convention & Visitors Bureau

**HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU**  
**310 N. COURT ST. FAYETTEVILLE, 25840**  
**304-574-1500 INFO@VISITFAYETTEVILLEWV.COM**

The Fayetteville Convention & Visitors Bureau and our Board of Directors are pleased to promote the “coolest small town”. We are appreciative of all of the fine lodging properties and the Town of Fayetteville for their support which enables us to market and promote the Town of Fayetteville as a destination. We are proud to be the information portal for welcoming visitors to our community.

The Fayetteville CVB is accredited through the WV Association of CVBs for maintaining high industry standards. The main funding for the Fayetteville CVB is provided by 50% of the hotel/motel tax collected in the Town of Fayetteville. We understand the advantages and necessity of collaboration to the success of Fayetteville so we have partnered with the New River Gorge CVB, Town of Fayetteville, Visit Southern West Virginia, and West Virginia Tourism to expand our reach. We are a member of the WVACVB and WVHTA.

The 2021 year started out strong with news spreading of the designation of America's newest National Park. The media coverage Fayetteville saw this past year was phenomenal. Thank you to everyone who hosted and assisted us with journalists and travel writers this past year. We saw a 60% increase in visitors coming into the welcome center for information. It has been an exciting time be Fayetteville ambassadors to welcome visitors from all over and be the first to share all of the exciting things Fayetteville has to offer.

COVID has had a major impact on the tourism industry. Following tourism data, the Fayetteville CVB took action by pivoting marketing strategies focusing on highlighting our national park, outdoor open spaces, and campaigns focusing on our small-town charm. According to West Virginia Tourism and Longwood’s International data, “West Virginia is the perfect post-covid destination. “ Enjoying scenic beauty (60%) and visiting national parks (54%) are among top trip characteristics of interest” for travelers.

With a 60% increase in hotel-motel tax revenue, we were able to take on bigger marketing projects. One major highlight of this past year was working with The Folkway on our new video campaign promoting Fayetteville. We have also had the opportunity through partnerships with Visit Southern WV and WV Tourism to bring in more travel writers than ever before.



*Tabitha Stover*  
*Executive Director*

## MISSION AND VISION

Our mission is to work exclusively to promote tourism and attract visitors to Fayetteville to increase overnight visitations.

Our vision is to make Fayetteville one of the region's prime tourist destinations by proactively planning for and recruiting events and activities that enhance the quality of life in the community and to establish the FCVB as the primary resource for assistance and information.

### Board of Directors

Mary Ann Roberts, President  
Protech Associates

Richard Meadows, Vice President  
Quality Inn New River Gorge

Lori Tabit, Secretary  
Fayetteville Town Council  
Representative

Amy Summerford  
The Station

Adam Stephens  
Arrowhead Bike Farm

Bobby Bower  
Profish WV

Amy McLaughlin  
Lafayette Flats

Cassidy Bayes  
Southside Junction Tap House

Mariah Harrison  
Gaines Estate

## West Virginia Travel Insights



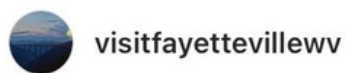
Source: "West Virginia Travel Impacts" prepared for WV Tourism Office. Dean Runyan Associates 2021



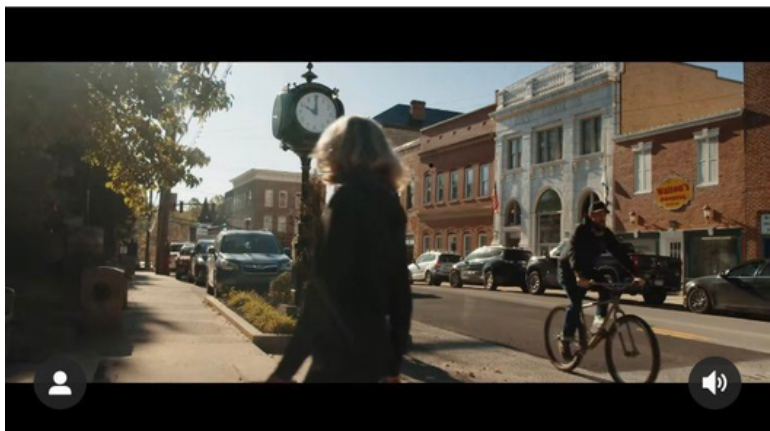
**New Visitor Center Associate**  
We welcomed Brittany King to our team!

# PROJECTS

- Updating an all-inclusive Visit Fayetteville Website
- Writing and posting monthly stories/blogs highlighting lodging partners, attractions, and businesses
- Video Highlights on local businesses and activities
- Producing and distributing 7,000 Fayetteville Tourism brochures
- Coordinating and conducting “Gnomevember” town-wide gnome hunt and giveaway
- Weekend Updates provided to visitors and lodging partners
- Updating Map & Brochure
- Establishing earned media opportunities
- Shopping guide
- Dining guide
- Developed cooperative partnerships built to maximize marketing dollars and broaden our reach
- Expanding social media reach to gain engagement utilizing new tools like reels, stories, and platforms like tik tok
- Basecamp Printing Fayetteville Poster
- Monthly Newsletter
- Fall Digital Fun Guide
- Spring Fayetteville Guide & Itinerary
- Fayetteville Curated Experiences
- Top Fall Instagram Worthy Spots
- Halloween Fun in Fayetteville
- The Folkway Fayetteville Video Campaign



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**Visit Fayetteville Video Campaign**  
**The Folkway**  
**Music by: Andrew Adkins**



**FAYETTEVILLE**  
**WEST VIRGINIA**  
 Gateway to New River Gorge National Park!



**FAYETTEVILLE BASECAMP**  
**PRINTING POSTER**

## PARTNERSHIP WITH VISIT SOUTHERN WV

- Official Visitors Guide - 130,000
- Motorcycle Touring Guide - 25,000
- WV Tourism State Travel Guide
- Blue Ridge Outdoors
- Targeted Digital Advertising
- WV Tourism Cooperative Ads
- Streaming Video Ads
- Facilitated Travel Influencers and Writers Through Partnership with WV Tourism
- Partnered with AOTG for the Southeast Association of Travel Writers Freelance Council to host additional writers

# EARNED PRESS

- Smithsonian Magazine
- Register-Herald
- WV Living
- Thrillist
- WVNS
- WOKTV 13
- WV Radio
- WV Public Broadcasting
- Charleston Gazette
- Highland Outdoors
- Only In Your State
- WOAY
- WV Tourism Website
- Blue Ridge Outdoors
- WV Explorer
- Baltimore Magazine
- USA Today
- Lonely Planet
- TIME
- Backpacker
- Men's Journal
- National Geographic
- Washington Post
- AFAR
- WVVA
- WV Explorer
- CNN
- Good Morning America
- Travel Blogs

# Purchased Advertising

- Blue Ridge Outdoors
- Blue Ridge Outdoors Ad Partnership with West Virginia Tourism
- Fayetteville Commercial with The Folkway
- Highland Outdoors
- West Virginia Living
- Social Media Ads
- Base Camp Printing Posters
- WV Explorer
- Travel Influencer partnership WV Tourism

# AWARDS



**BEST ADVENTURE TOWN**



**TOP 10 BEST SMALL TOWN FOR ADVENTURE**

**Smithsonian  
MAGAZINE**

**THE 15 BEST SMALL TOWNS TO VISIT IN 2021**

# MEMBERSHIPS



# PARTNERSHIPS CONTINUED

- Town of Fayetteville
- Visit Southern WV
- New River Gorge CVB
- Fayette County Farmers Market
- Fayetteville Arts Coalition
- Fayetteville Merchants
- Active Southern West Virginia
- West Virginia Department of Forestry
- West Virginia Department of Agriculture
- Arrowhead Bike Farm
- Fayetteville Town Park
- Fayetteville Fairs & Festivals Committee
- Fayetteville Beautification Committee
- Generation New River Gorge
- Fayette County Chapter Delta Kapa Gamma Storybook trail

# EVENTS

## Primary Organizer

- Wizard Weekend
- Adult Egg Hunt
- Kids Egg Hunt
- Gnomevember

## Sponsorship/ Partnership

- Fayette County Earth Day
- Earth Day Celebration Generation NRG
- Captain Thurmond's Challenge
- Fayetteville's Wild Weekend Nature Festival
- Half-Day Nature Camp
- Pumpkin Carving
- Haunted Trail
- Witches & Warlocks Paddle
- Shop Small Business Saturday
- Gingerbread Festival



# DIGITAL REACH

## 2021 Website Traffic

Users +28.99% (66,468 vs 51,528)  
 New Users +29.62% (66,785 vs 51,524)  
 Sessions +27.45% (82,993 vs 65,118)  
 Number of Sessions per User -1.20% (1.25 vs 1.26)  
 Pageviews +33.86% (176,526 vs 131,871)  
 Pages / Session 5.03% (2.13 vs 2.03)  
 Avg. Session Duration +12.66% (00:01:52 vs 00:01:40)

## 2021 Top Metros Visiting The Website

Washington DC: 9,870 sessions (-1.85%)  
 Bluefield-Beckley-Oak Hill: 8,643 sessions (+3.89%)  
 Charleston-Huntington: 8,433 sessions (+1.63%)  
 Pittsburgh: 5,823 sessions (+52.08%)  
 Philadelphia: 2,999 sessions (+191.73%)  
 New York: 2,301 sessions (+85.41%)  
 Columbus: 2,282 sessions (+54.92%)  
 Cleveland-Akron: 1,611 sessions (+36.06%)  
 Charlotte NC: 1,597 sessions (+60.34%)  
 Clarksburg-Weston: 1,540 (+57.63%)

# VISITORS

## Top 6 States for CVB Visits in 2021

West Virginia, Ohio, Pennsylvania, Virginia, Washington DC, and North Carolina (45 States)

## International visitors:

Australia, Canada, Mexico France, Italy, United Kingdom, China

**60% Increase**

# HOTEL TAX

2018	2019	2020	2021
\$53,686.10	\$56,430.70	\$61,637.20	\$101,133.14

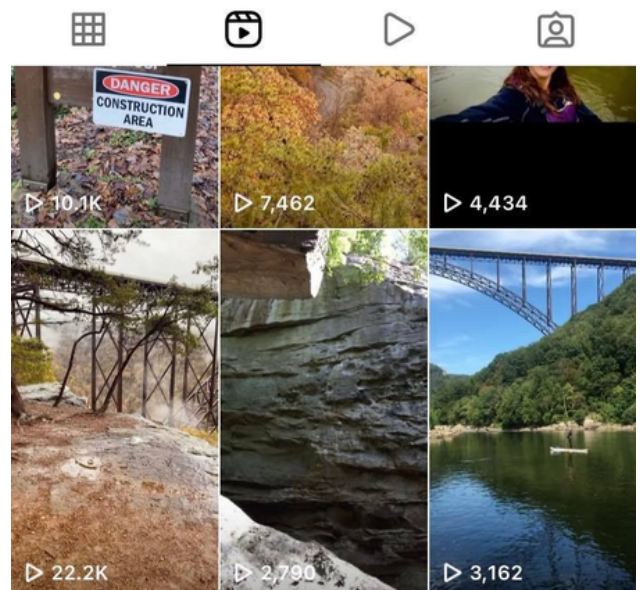
# Social Media



Facebook  
**Followers 16,041 (+1380)**  
**Likes 15,764 (+1243)**



Instagram  
**8,462 (+2,262)**



**Highest performing Reel 22.2K Views**