

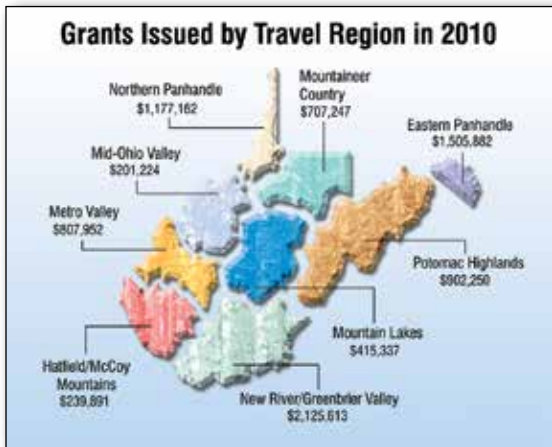
2010 ANNUAL REPORT

WEST VIRGINIA DIVISION OF TOURISM

"The Division of Tourism, in partnership with the private sector tourism industry, works to cultivate a world-class travel and tourism industry through creation of jobs, stimulation of investment, expansion of current tourism businesses and promotion of a positive state image, thereby improving the way of life for West Virginians."



The Tourism Matching Advertising Partnership Program is a reimbursable partnership program that provides matching funds for innovative and effective direct advertising projects that increase visitation and travel expenditures in the State of West Virginia, positively impacting the economic growth of the travel industry.



COOPERATIVE TOURISM (MAPP)

The Cooperative Tourism Section manages the Matching Advertising Partnership Program (MAPP), which provides matching funds to tourism entities for direct advertising.

Grants Issued in 2009	Match	Number	Amount
Small grants (\$7,500 or <)	75/25	118	\$ 729,493
Fairs & Festivals (\$5,000 or <)	50/50	54	178,760
Large grants (\$10,000 or >)	50/50	52	7,174,305
Total:		224	\$8,082,558

CUSTOMER SERVICE CENTERS

These centers promote state travel destinations and provide assistance to visitors through management of the 1-800-CALL WVA Call Center, our eight Welcome Centers throughout the state, and through tourism literature distribution, reservation referrals, itinerary planning and website chat sessions.

1-800-CALL WVA Call Center

Callers assisted by Travel Counselors:	85,045
Internet requests for information:	35,166
Total:	120,211

Fulfillment Center

Total Contacts Fulfilled:	108,470
Total Brochures Sent:	1,157,245

Mini Site/Web Site Views

	2,936,920
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Welcome Centers

Total visitors	3,292,875
International visitors	28,075
Reservations made by staff	1,822
Revenue generated by reservations	\$147,475
Total number of surveys completed	26,080

The screenshot shows the West Virginia tourism website with a navigation bar at the top. The main content area features a large banner for 'ALL ABOARD!' with a train image. Below the banner are several sections: 'Planning a West Virginia Vacation', 'Special Interests' with a 'SITANY! PICKBAG' button, 'Calendar of Events', 'E-Newsletter', and 'Today in History'. The website layout is clean and informative, providing various resources for visitors.

2010 Media Outreach

- **Mid-Atlantic Tourism Public Relations Alliance** – Each year Civil War Tourism grows and is more requested among travel media. Since 2007, the Division of Tourism has included Civil War in its media kits for this and other media groups
- **International Travel Trade** – Civil War Tourism is promoted at international media and consumers shows including Travel South's Showcase and Snowbird Extravaganza, which targets the strong Canadian market.
- **Preservation Alliance of WV** – Thematic Trails Development
- **Appalachian Regional Commission** - Travel Advisory Council
- **West Virginia Tourism Regional Roundtables** – 9 Travel Regions Statewide
- **WV State University** – Marketing Workshop for Tourism Class
- **West Virginia University** – Marketing Workshop for Tourism Class
- **National Coal Heritage Area**
- **Raleigh County Arts Council** – Social Media Workshop
- **WV Local Government Leadership Academy** – Tourism Resources and Programs Workshop
- **Civil War Trails Program Development** – Meetings Statewide
- **WV Recreational Trails Program**
- **Lenzner Coach group leader fam to Elkins area**
- **Hosted tour operator dinner during pre-fam for American Bus Association with emphasis on Eastern Panhandle area**
- **Coal Heritage Familiarization Tour** - Hosted AAA Journeys Magazine
- **USTA's Pow Wow Media Event**

Community Outreach

- **West Virginia Group Travel Association Meetings**
- **West Virginia Tourist Train Association Meetings**
- **Tourism Day at the Legislature**
- **WVTravel4kids.com website & Alban Elementary presentation**
- **Group tour seminar in Romney for Hardy, Hampshire & Grant Counties**
- **9 roundtables in Martinsburg, Canaan Valley, Logan, Beckley, Bethany, Parkersburg, Fairmont, Huntington & Weston**
- **Preservation Alliance of WV** – Thematic Trails Development
- **Appalachian Regional Commission** - Travel Advisory Council
- **WV State University** – Marketing Workshop for Tourism Class
- **West Virginia University** – Marketing Workshop for Tourism Class
- **National Coal Heritage Area**
- **Raleigh County Arts Council** – Social Media Workshop
- **WV Local Government Leadership Academy** – Tourism Resources and Programs Workshop
- **Civil War Trails Program Development** – Meetings Statewide
- **WV Recreational Trails Program**
- **WV State Trails Conference**
- **WV Sustainable Tourism Advisory Council**
- **PGA Tour** – Greenbrier Classic
- **WV / VA Trout Trail Development Meeting**
- **WV Geocaching GeoChallenge Kick-Off Event**
- **Preservation Alliance of WV Annual Conference** – Heritage Tourism Panel
- **Midland Trail Association Annual Meeting**
- **WV Governor's Conference on Tourism**
- **National Coal Heritage Area** – Mt. Hope Visitors Center Steering Committee
- **WV State Trails Conference**
- **Mountain State Arts and Craft Fair**
- **MountainFest**
- **Hatfield McCoy Recreational Trails Board**
- **Bridge Day**

Trade Shows

- **Rejuvenate** – Faith Based Meeting Planners
- **Connect** – Association Meeting Planners
- **National Tour Association** – Tour Operators
- **American Bus Association** – Tour Operators
- **Travel South USA** – Tour Operators
- **Heartland Travel Showcase** – Tour Operators
- **National Motorcoach Network** – Tour Operators
- **Lenzner Tour & Travel Group Leader Show**
- **Travel Alliance Partners TAPDance**
- **International Motorcycle shows**
- **International Pow Wow**
- **Travel South USA**

Consumer Shows

- **AAA Vacations Expo**
- **Southern Christmas Show**
- **Ottawa Golf Show**
- **Snowbird Extravaganza**
- **Southern Women's Show**

Earned Media

- **AAA Journeys**
- **WCBM Radio**
- **Trailblazer RV Magazine**
- **Aviation for Women Magazine**
- **Group Tour**
- **Group Tour**
- **Woman's Weekly**
- **American Heritage Magazine**
- **History Channel Magazine**
- **Civil War Traveler Magazine**
- **Town and Country Magazine**
- **Delaware Today**
- **Main Line Today**
- **Bus Tour Magazine**
- **Preservation Magazine**
- **Easy Rider Magazine**



The Division continued to create strategic media campaigns that appeal to West Virginia's demographic, timed around peak periods for vacation planning. This includes identifying niche markets and targeting advertising opportunities to those market segments.

The Division of Tourism is committed to working with tourism entities to identify and support opportunities to sustain West Virginia's tourism industry.



Civil War

Civil War Trails is a multi-state program that identifies, interprets and creates driving tours of both the great campaigns and the lesser-known Civil War sites. Directional "trailblazer" signs and four-color interpretive markers with maps, illustrations, and text have been installed at more than 900 previously un-interpreted sites. West Virginia has 150 of these designated signs. 72 currently installed and another 78 more committed.



GROUP TOURS

The group tour industry is a crucial part of West Virginia's economy. The economic impact of motorcoach-based travel in West Virginia is over \$863 million according to a 2009 study conducted by John Dunham and Associates for the American Bus Association Foundation. By becoming a Guild Member of the Travel Alliance Partners for the investment of \$5,950, the TAP Travel Metrics Economic Impact Index stated that their members spent \$13,136, 227 in West Virginia in 2009. This includes a total of 2,200 nights for a gross expenditure of \$225,451.22 by seven TAP member companies.

Meeting Planners/Conventions

The Division of Tourism actively targeted the meeting planner/convention market segments in 2010 by the development of an ad for trade publications. With the assistance of WV Executive Magazine, their Meeting Planners Guide was used as a fulfillment piece for the ad's call to action. The Division hosted breakfast in Washington, DC for invited meeting planners in the area along with private sector partners to introduce West Virginia as a viable option for meetings and conventions. It also assisted the West Virginia State Society with their annual Birthday Reception in an effort to encourage former West Virginians to market the state as a meeting/convention location.



INTERNATIONAL

UK Tour Operators – New Product Development

- **America As You Like It** – new White Water Rafting Packages and "A Taste of the Virginias"
- **Bon Voyage** – new website promotion of package
- **The Vacations Group** – accommodation only





RESEARCH

Overnight Visitor Profile – 2009 (Longwoods)

Overnight Visitors: 13.6 Million

- 10.6 million adults
- 3 million children

State Sources of Overnight Visitors:

- West Virginia – 19%
- Ohio – 13%
- Virginia – 12%
- Pennsylvania – 10%
- Maryland – 7%
- North Carolina – 6%

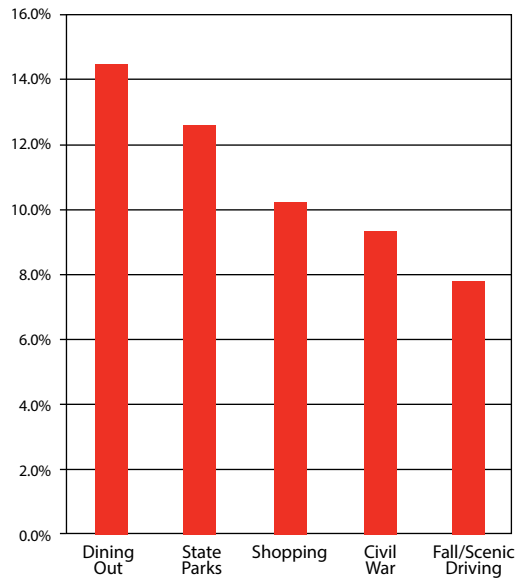
Total Stay Length		
	Count	Percent
Days	10,058	36.6%
Nights	17,399	63.4%
Total	27,457	100.0%
Avg. # of Nights	2.9%	

2010 Welcome Center Survey Stay length



Average number of nights - 2.9

2010 Welcome Center Survey Top Activities



Activities		
	Count	Percent
Dining Out	4,554	14.3%
State Parks	3,949	12.4%
Shopping	3,223	10.1%
Civil War	2,962	9.3%
Fall/Scenic/Driving	2,447	7.7%
Museums	2,392	7.5%
Camping	2,099	6.6%
Fairs & Festivals	1,420	4.5%
Rail Heritage	1,090	3.4%
Hunting/Fishing	1,061	3.3%
Whitewater	795	2.5%
Motorcycle Touring	704	2.2%
Golf	698	2.2%
ATV Riding	458	1.4%
Skiing	287	0.9%
Total	28,139	100.0%

The Tourism industry is a vital part of the state's economy. In addition to generating a large economic impact, tourism also provides thousands of jobs, as well as significant state and local tax revenues.



Keith Burdette, Secretary
Department of Commerce

Betty Carver, Commissioner
Division of Tourism

Earl Ray Tomblin
Governor

Tourism Commission

Oshel Craigo, Chair
Better Foods, Inc.

William Bright, Vice Chair
Bright Enterprises

David Arnold
Class VI – Mountain River

Cindy Cramer
Department of Transportation

Frank Jezioro
Division of Natural Resources

Joseph Manchin IV
Energysystems, Inc.

Ron Marcus
Turf Motel

Sharon Rowe
CVB Board/WVHTA Board

Cliff Sutherland
Triple S Harley Davidson

Steve White
Steven F. White PLLC

Randy Worls
Oglebay Park

Partnerships and Industry Associations

WV Mountain Bike Association
Whitewater Commission
U.S. Travel Association (Formerly TIA)
- Discover America Web site
- PowWow International Marketplace
Appalachian Regional Commission
- Collaborative Tourism Promotion Board
Convention & Visitors Bureau Association/CVBs
American Bus Association
- Marketplace for Tour Operators
National Tour Association
- Marketplace for Tour Operators
National Motorcoach Network
- Supplier Marketplace
Hatfield-McCoy Trails
Virginia Motorcoach Association
- Group Tour Marketplace
Maryland Motorcoach Association

West Virginia State Society
National Coal Heritage Area
WVU Extension Service
WV Society for Association Executives
WV Division of Culture and History
WV Department of Education
Southeast Tourism Society (STS)
- Co-op Advertising
- Top 20 Events
U.S. Department of Commerce
- Cultural & Heritage Tourism Marketing Council
Southeast Tourism and Travel Research
- Benchmarking, Best Practices, Trends
WV Civil War Sesquicentennial Commission

WV Department of Agriculture
Travel South USA
- Co-op Advertising
- Showcase Group Tour Marketplace
- Travel Shows; Web site
Commerce Agencies
Mid-Atlantic Tourism Public Relations Alliance
- Travel Writers Marketplace
Pennsylvania Bus Association
Coal Heritage Trail Association
WV State University Tourism Education Program
WV Department of Transportation
WV Professional Rafting Outfitters (WVPRO)
WV Ski Association
WV HEAT Program
Civil War Task Force
Travel Alliance Partners
WV Tourist Train Association
WV Group Travel Association

