

West Virginia's Share of Tourism¹

- Travel and Tourism generated \$3.97 billion in economic activity in West Virginia in 2006.
- In 2006, West Virginia hosted 22.43 million overnight visitors and 39.9 million day visitors
- Travel and Tourism is directly responsible for 44,000 jobs in West Virginia.
- Travel and Tourism in West Virginia generates \$649 million in state, local and federal taxes.
- Each household in West Virginia would pay an additional \$715 in state and local taxes without the tax revenue generated by the Travel and Tourism industry.

The Tourism Commission supports the efforts of the Division of Tourism as they strive to:

Cultivate a world-class travel and tourism industry in West Virginia through creation of jobs, stimulation of investment, expansion of current tourism attractions, and promotion of a positive state image, thereby improving the way of life for West Virginians.



Betty Carver
Commissioner, Division of Tourism



Scott Rotruck
Chair, Tourism Commission

¹ Longwoods International, Dean Runyan & Associates 2007



Wild and Wonderful - Almost Heaven - *Wired* and Wonderful. Whatever you call it, the Mountain State's rugged natural beauty, combined with Appalachian arts, heritage and culture make it a unique tourism destination with a growing appeal to urban travelers.

Tourists come to West Virginia for a variety of reasons. The number one reason for leisure travel to West Virginia and across the nation is to visit friends and relatives. The other activities tourists seek in West Virginia vary widely - from exploring and camping, to shopping and gaming. The way consumers find out about the state is even more varied.

Traditional media, word of mouth, and new media all play a role in influencing today's traveler. There are nearly five times as many media outlets today as there were five years ago. And the outlook for the future shows that number increasing. More media outlets, combined with a 16 percent price increase for media over the past two years, makes media planning an extremely important part of the overall strategic planning process.

This year, the Division of Tourism will embrace new technologies and is committed to employ marketing techniques that speak to targeted potential consumers through media that has proven to have the greatest impact on influencing travelers.

We are using a combination of print, television, radio and online communications to converse with potential customers. Tools like Journey TV and consumer generated content might seem relatively new to some marketers and consumers, but they are merely temporary roads to *newer* communication delivery systems soon to be explored.

The Division of Tourism looks forward to the challenge of combining the new with the old to deliver effective marketing messages to all potential tourists. The road will be steep and have many curves, but who is better prepared to face those challenges than those in The Mountain State!

Sincerely,

Liz Chewning
State Travel Director

Introduction

In 2006, the decision was made to launch a two-pronged marketing strategy, focusing on branding and lead generation. Traditionally, the West Virginia Division of Tourism (the Division) has concentrated on measuring success by advertising created to generate inquiries. Research showed however, that the idea of what West Virginia had to offer, both as an overnight and a daylong destination wasn't clear to travelers. Branding is an important way to establish West Virginia as an ideal destination for urban dwellers seeking an escape from congestion, chaos and complexities of today's busy lifestyles.

Lead generation advertisements focus on individual *activities* that appeal to travelers. Print ads featuring a myriad of activities, including excursion trains, skiing, rafting, driving tours, shopping and more will run throughout the year. The brand campaign focuses on a more subtle message - an emotional understanding that West Virginia has what travelers desire.

West Virginia is Calling is the branding campaign currently underway. Through print, television, out of home, and online advertising, the campaign illustrates that a reprieve from the stress of work, family, congested roads and high-tech gadgetry can be achieved – at least temporarily – by taking a trip to West Virginia. *West Virginia is Calling* you every time you feel the need to get away. We are calling you because we understand the need for an escape. West Virginia is perfectly located near high areas of population longing for time to getaway to explore, rejuvenate and relax.

Throughout 2007-2008, the Division's advertising illustrates to travelers an understanding of their need for a reprieve from current demanding lifestyles. The website WVisCalling.com will be used to illustrate how West Virginia can provide an escape to travel consumers of all ages and interests.

Unfortunately, the triumphant moment enjoyed by marketers as they discovered the proverbial golden nugget – was just that, *a moment*. Once the Internet entered the marketing picture, advertising could no longer be measured by traditional response rates. Advertising that once sparked consumers to pick up the phone or send away for more information, now triggers a trip to the keyboard where the planning process begins. Unfortunately, search engines have negated any hope of measurement by using unique domains with specific ads and offers. Eighty-five percent of online travel consumers use search engines (such as Google, Yahoo!, etc.) to find the sites they are looking for. Even when they are sure of the web address of the site, online travel planners still will begin by "Googling" a keyword associated with an idea related to a trip instead of directly typing in the domain.

Throughout this plan, you will see how the Division is utilizing a combination of traditional media and new media to form a comprehensive marketing strategy.

Target Audience

Working with Charles Ryan Associates, the Division has put a personal face to the demographic profiles of potential West Virginia tourists.

Young Adventurer

Name: William Wallace

William is ready to set the world on fire. At 25-35 years of age, he's spent a lot of time getting a professional degree and takes his career very seriously. He grew up in Richmond, but moved to Washington, D.C. two years ago to start working as a CPA at the second firm with which he interviewed. He's been with his firm now for two years and pulls in \$60-\$75,000 a year.

He still keeps in touch with his friends from home and created new ones with other young, male Washingtonians. Most of his buddies are still single and stay in shape with runs through The Mall, weekly softball games and weekend warrior trips to go mountain biking and snowboarding. William loves the idea of getting a rafting trip together, but doesn't know where to start. Although William is full of ambition, he's in serious need of a break. He'd love to recharge, but doesn't have the time to plan a lengthy trip. A couple of nice long weekends would really help him relax, rejuvenate and re-invigorate.

Family

Names: Ward, June, Wally, Theodore

Their friends are jealous of Ward and June because they have what appears to be the ideal nuclear family. Ward is 35-45 years old and a computer programmer for the state of Ohio that allows him plenty of time to spend with the family. June is 35-45 and works as a nurse at a prominent Columbus hospital. Their combined income, \$110,000, allows them to afford a nice mid-sized home. They have two sons, Wally (10) and Theodore (7). Between work, soccer, scouts, and PTA, they barely have time to relax but they make time to escape with their family or friends. Ward looks forward to spending some quality time with his family, exploring Civil War trails and discovering America's history instead of seeing his children playing video games all the time. Mary also likes to plan a getaway every year – whether it's shopping with the girls or a romantic getaway with Ward in a cozy cabin.

Ward is technically the head of the household, but June actually makes most of the financial decisions, including travel plans. They are always looking for a good value package so June goes online to do the research, gets Ward involved and makes the arrangements for the trip. The family usually takes an annual trip to the beach, but they're thinking about trying something new because of the growing crowds and long drive. June's job is stressful, so she's looking for a trip that's easy to plan and a destination that won't require her and Ward to burn a day of vacation driving a long distance.

Baby Boomers

Names: Carol and Mike

Mike is 55-65 years old and recently retired from a successful construction business. He worked hard to build his business in suburban Pittsburgh. Mike and his wife, Carol, who is 50-65 and a retired manager at a national bank branch, have been smart and saved well. Mike and Carol's son is taking care of the family business and their daughter just had the family's first grandchild.

Now it's time for Carol and Mike to reap the benefits of their hard work. While they have time on their hands to travel, they are always looking for a good value package. They are into scenic drives and state parks. Mike wants to play golf and fish for bass in his new boat. Together they enjoy the nightlife that West Virginia has to offer and the chance to see a live show or experience the thrill of thoroughbred racing. The pair want to go places they haven't seen, don't particularly enjoy crowds and have come to appreciate the finer things.

Advertising Objectives

- **Brand the state**
- **Generate quality leads**
- **Strengthen overall state tourism industry**

Traditional marketing efforts no longer generate results at a level reached in previous years. Television, radio, magazine, newspaper, billboards and direct mail must be integrated into plans that address the following *new media*:

- Internet television
- Satellite radio
- Niche specific magazines
- Newspaper travel sections
- Newspaper Inserts
- Out of home messaging points – everything from tattoos to grocery carts
- Out of home event venues – concerts, sporting events, etc.
- Online magazines
- Online newspapers
- Online radio
- Online booking engines (Expedia, Travelocity, etc.)
- Online search engines (Google, Yahoo!, etc.)
- Online news outlets (MSN, Foxnews, etc.)
- Online travel sites (Virtual Tourist, Trip Advisor, etc.)
- Online social networks, (Myspace, LinkedIn, etc.)
- Online video sites (GoogleVideo, Youtube, etc.)^[MSOffice1]
- Online blogging Sites
- Online content syndication
- Plus emerging markets being developed every day

According to New Study by TWI Surveys, Inc. on Behalf of the Society for New Communications Research (SNCR), social media and conversational marketing will outpace that of traditional marketing by the year 2012. Nearly 57% of respondents report that in five years time, what they spend on conversational marketing will be greater than that of traditional marketing, while another 24% believed it would be the same as traditional marketing says the Center for Media Research. Significantly, 81% of marketers believe that in five years they'll be spending as much or more on conversational marketing vs. traditional marketing.

The findings indicate that while social media adoption is still very much in its infancy, communications professionals foresee significant growth in adoption and spending over the next five years. Of the 260 respondents:

- 70% are currently spending 2.5% or less of their communications budgets on conversational marketing
- Two-thirds plan to increase their investment in conversational marketing within the next twelve months
- 57% project that in five years they will spend more on conversational marketing than traditional marketing
- 23.8% believe that spending on conversational marketing will be the same as traditional marketing in five years
- In total, 81% of all respondents project that by the year 2012 they will spend at least as much on conversational marketing as traditional marketing

Joseph Jaffe, a Senior Fellow of the SNCR, said "The rise of digital media continues to make significant inroads into the mainstream media pie. Conversational marketing investment will make up the third pillar of the new marketing model." In addition, Jaffe adds Community and Conversation to the Four P's of marketing: Product, Place, Price and Promotion.

The primary obstacles, says the report, currently preventing respondents from investing more in conversational marketing include:

- Manpower restraints: 51.1%
- Fear of loss of control: 46.9%
- Inadequate metrics: 45.4%
- Culture of their organizations: 43.5%
- Difficulty with internal sell-through: 35.8%

The emerging baby boomer market, especially that generation's female population, is an incredibly important target in planning travel because of their large disposable income and desire to travel.

- **61% of US adult Internet users research travel online. –eMarketer, 2007**
- **Of all generation groups that travel, Boomers travel the most, logging 375.5 million trips in 2004 with the number of trips per year continuing to increase.-TIA, 2007**
- **As of 2006, the nation's estimated 77 million Baby Boomers began reaching their 60s. By 2010, the segment of the population between 55 and 64 is expected to grow more than any other, at an estimated 5% per year. – TIA, 2007**

The *West Virginia is Calling* campaign was launched in spring 2007 to serve three very important purposes: (1) to reintroduce and grow the West Virginia brand to the new travel audiences, (2) to generate quality leads to be used for ongoing dialogue and (3) to continue to cultivate our traditional market segments.

To date, *West Virginia is Calling* has generated an estimated total of **393,892,729 impressions through traditional and interactive advertising**. WVVisCalling.com has received **206,100** visitors, **838** people have provided their contact information to receive updated information from West Virginia. More than **100** videos were entered for a chance to win a Toyota Hybrid Camry, with **80** approved for public viewing. Videos were received from visitors who came to West Virginia from as far away as Wyoming. Many in-state residents showed their pride in the state through entertaining and descriptive video submissions.

By separating its lead generation to focus on the potential travelers preferred *activity*, the Division was able to increase overall leads by 21 percent and showed an amazing 61% increase in print leads with no increase in budget. The lead generation campaigns feature print ads and e-mail blasts targeting distinct travel interests referring readers to content-specific mini-sites. This strategy resulted in a 25.7% increase in overall internet requests, a 15.5 percent increase in overall website visits and monthly increases in mini-site visits over the same month in the previous year, including a 148% increase in December 2006.

The leads generated were used for communication with the Division's e-mail dialogue program, a monthly opt-in newsletter about travel opportunities in West Virginia. Since January of this year, **4,121,006** Wild & Wonderful e-newsletters were sent. There were 453,933 opened and readers clicked through to 16,771 industry partner sites featured in stories and ads.

Throughout 2007-2008, advertising for *West Virginia is Calling* will continue to speak to the potential West Virginia traveler's lifestyle by illustrating how the state is the answer to their quest for an escape from the stresses and monotony of every day life. This year's new series of print ads will continue to utilize portals as visual tools in the form of reflections, doors or paths to help mentally transport the reader to West Virginia, Wild and Wonderful. The two acclaimed 30-second TV spots and two four-second TV teaser spots from the *West Virginia is Calling* campaign will be repurposed for 2007-2008 because of their effectiveness at grabbing viewers' attention and communicating the West Virginia brand. We will drive lead generation by again combining specialized print ads in select publications, e-mail blasts, lead purchasing and co-registration programs. Based on the success of the 2006-2007 efforts, we plan to use a very similar approach in 2007-2008.

In addition to targeting its traditional out of state drive markets, the Division will also work to continue its promotion of *West Virginia is Calling* in state through public relations efforts and via media purchased through the Matching Advertising Partnership and cooperative advertising programs. The Division believes state residents can be brand ambassadors – as demonstrated in the *West Virginia is Calling* campaign, further enabling the state to improve perception for outside residents through positive association from its own citizens.

The creation of WVisCalling.com, a landing page for the new branding campaign, placed West Virginia at the forefront of online marketing trends not only for a state destination marketing organization, but for *any* organization. As part of the spring *West Virginia is Calling* branding push, the Division was able to secure a corporate sponsorship with Toyota to provide a Camry Hybrid for the first Answer the Call user-generated video contest. Potential travelers were asked to visit West Virginia, create a video of their journey and submit it to WVisCalling.com. The generous response helped enter West Virginia into a new realm of conversational marketing and Web 2.0, creating a nascent conversation with actual potential travelers.

The launches of the *West Virginia is Calling* campaign and its Answer the Call contest both helped elevate the Wild and Wonderful brand. The initial launch of the campaign's website was featured in Adweek's "Out to Launch" section and the campaign homepage was featured among the world's leading Web designs on www.coolhomepages.com. The launch of the contest featured an multimedia release with PR Newswire that was picked up by 839 online news venues, 4,674 video portal sites, and was featured on Yahoo's homepage and various other travel portals, auto industry and news sites. The resulting buzz, especially from the advertising and travel industries, allowed West Virginia to piggyback on the internationally prominent Toyota brand and further establish the strong relationship between the automotive giant and the state.

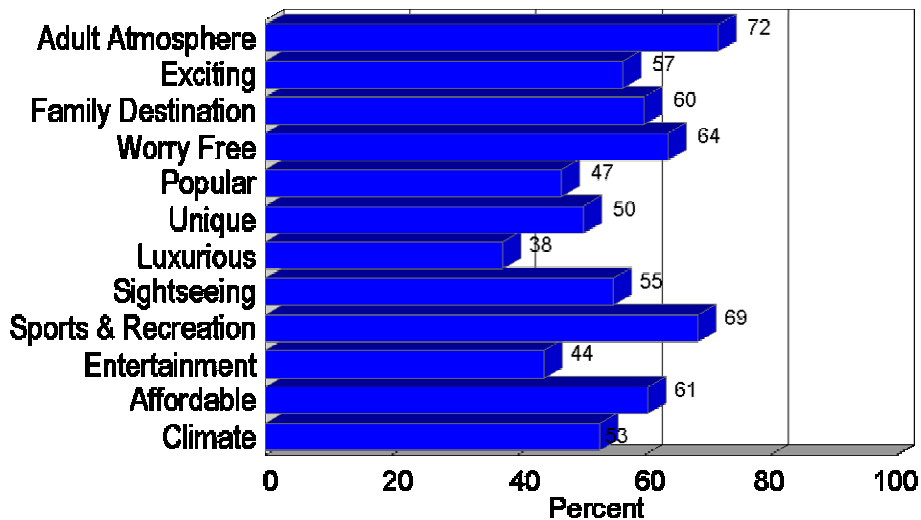
Finally, in continuing with its cultivation of the overall state tourism industry, the Division will continue to look for multiple opportunities to involve industry partners throughout its advertising programs including traditional and, for the first time this year, interactive efforts. Some of the proposed efforts include highly visible projects like:

- Second Annual Answer the Call User-Generated Video Contest
- Choose Your Escape interactive Web feature
- Mother's Day Centennial Celebration
- Washington, D.C. City Blitz

Research

Research shows that West Virginia continues to attract more people who are spending more money. The following are points from some of our most recent studies, which will show some characteristics and perceptions of our visitors.

- The following is a chart showing West Virginia’s image as perceived by our Day Visitors. This indicates a positive image of West Virginia, particularly in Adult Atmosphere, Family Destination, Worry Free, Sports & Recreation and Affordability. The responses show the percentage who agree with the following statements:



Source: Longwoods International – 2006 Day Study

- Day Visitors come from a variety of Urban areas, which include Washington DC (18%), Pittsburgh (17%), Charleston/Huntington (9%), Lexington (7%) and Cleveland (7%). *Note: These are DMA’s.*

Source: Longwoods International – 2006 Day Study

- Overnight Visitors travel primarily from surrounding states, such as: West Virginia (17%), Ohio (15%), Virginia (12%), North Carolina (9%) and Pennsylvania (9%). *Note: These are DMA’s.*

Source: Longwoods International – Overnight Study

- West Virginia attracts travelers from larger communities. 51% of our overnight leisure visitors are from communities of 1 million or more. Additionally, 48% of our marketable day trips were from communities larger than 1 million.

Source: Longwoods International – Day & Overnight Studies

- Forecasts show continued growth in leisure and hospitality at rates above the state average job growth. Additionally, West Virginia's tourism employment forecast (2006-2011) is slightly higher than the projected growth for tourism nationally; with growth rates of 1.5% and 1.4% respectively.

Source: Tom Witt - Tourism & the WV Economy

- In 2006, 11.43 million overnight visitors traveled to West Virginia, up 2% from 2005. In addition, there were also 39.9 million day visitors, which up slightly (0.3%) from the last study of 2003.

Source: Longwoods International – Day & Overnight Studies

- Travel generated spending in West Virginia was over \$3.97 billion in 2006. This was up 6.1% from 2005, with average annual growth of 8.8% per year since 2000.

Source: Dean Runyan Associates – 2006 Economic Impact

- In 2006, visitor spending supported 44,000 jobs with earnings of \$854 million. Additionally, tourism also generated \$546 million in state and local taxes.

Source: Dean Runyan Associates – 2006 Economic Impact

2007/2008 Research Projects

Listed below are research projects planned for 2007/2008:

- **Objective:** Determine Economic Impact of Tourism throughout West Virginia.

Tactic: Economic Impact – This study provides direct spending estimates, employment, earnings and tax revenue generated from tourism. Numbers are provided from 2000-2006 for trending purposes. This study includes county-level detail, as well as regional and statewide data.

- **Objective:** Determine the volume and demographics of West Virginia's overnight visitors.

Tactic: Overnight Visitor Volume Estimates – This will show overnight visitation and spending estimates for 2007. The numbers are broken down into categories such as overnight leisure and overnight business. This is used to benchmark our progress from year-to-year.

- **Objective:** Obtain monthly in-depth information on hotel/motel occupancy, room rates and revenues.

Tactic: Smith Travel Data – This is a recurring report received each month. The reports include hotel/motel occupancy, average room rates, room supply & demand and revenue per available room (RevPAR) for hotels/motels in West Virginia.

- **Objective:** Inform the industry of current West Virginia tourism trends and research.

Tactic: Tourism Monitor – This is a monthly report sent to the industry that tracks various indicators of tourism such as call center, website and welcome center numbers, public relations data, Smith Travel occupancy statistics, monthly leisure and hospitality employment estimates, and other monthly trends.

Mini-Sites

The network of mini-sites created over the last few years has proven to be extremely successful. Targeted content developed specifically for niche marketing topics is popular among online browsers and performs well among the search engine process people use to find pertinent information. Topics currently covered by mini-sites are:

- Getaway weekend ideas to be enjoyed throughout the year at our most popular small towns - **WVescapes.com**.
 - 206,076 total visitors – 93,193 *click thrus to industry sites*
- Need ideas for a quick weekend escape? **WVweekends.com** features inspirational inns, spas and resorts, cozy cabins and B&Bs.
 - 454,727 total visitors – 295,225 *click thrus to industry sites*
- Among one of the most popular mini-sites, **WVtraditions.com** delivers information about many cultural and heritage activities including coal, oil and gas attractions, excursion trains, Civil War sites and Appalachian arts and crafts.
 - 389,968 total visitors – 82,614 *click thrus to industry sites*
- Think there's nothing to do at night in the Mountain State? Think again! Check out **WVnights.com** for information on gaming, music, theater and more.
 - 11,704 total visitors – 3,173 *click thrus to industry sites*
- **AdventuresInWV.com** focuses on what West Virginia is famous for – outdoor recreation options galore!
 - 36,629 total visitors – 15,938 *click thrus to industry sites*
- **GolfingInWV.com, WVwintersports.com, and WVriversports.com** – each provide an in-depth look at popular seasonal activities.
 - 37,518 total visitors – 35,000 *click thrus to industry sites*
- Special offers from industry partners plus links to all of the mini-sites can be found at **Escape2WV.com**.
 - 113,070 total visitors – 22,336 *click thrus to industry sites*
- Branding messages, consumer generated content and online interactivity create a fun filled site at **WVisCalling.com**.
 - 206,100 total visitors

As of September 30th, 2,151,548 visitors have browsed the network of mini-sites, resulting in 652,042 click thrus to industry partner websites.

In the spring, a mini-site devoted to motorcycling will be built. The site will feature suggested riding trails, events and biker-specific activities.

The network of mini-sites is primarily promoted through print advertising and online search. Overall, search has become an extremely important part of the marketing equation.

Across the board, Search marketing budgets are set to increase in 2008, according to MarketingSherpa's "Search Marketing Benchmark Survey." Responding marketers said they planned to increase their pay-per-click budgets by at least 11% in 2008. One-third of search marketers whose spending was average said they planned to do so on Google AdWords. Respondents rated both PPC and search engine optimization as effective search marketing tactics. "Just as the personal nature of word of mouth makes it one of the most accepted forms of marketing among consumers, so is search engine optimization, a somewhat stronger tactic for increasing ROI than is paid search advertising," said David Hallerman, senior analyst at eMarketer.²

Respondents ranked Search Engine Optimization as the second most effective tactic behind house e-mail marketing

² Marketing and Tourism Trends report, November 2007

Partnership Marketing

Appalachian Regional Commission (ARC)

Spring of 2008 will see Phase II of the partnership between the Appalachian Regional Commission and the Division of Tourism. Following upon the success of the 2005 advertising program between National Geographic and ARC, this year's ARC marketing program will feature a map of driving tours throughout the 13 state Appalachian region.

Each state submitted two driving routes for consideration on the map. The trails selected must have identification signage and either a printed or electronic brochure available to tourists. West Virginia will actually highlight three Byways throughout the state – The Midland Trail, the Coal Heritage Trail, and the Staunton-Parkersburg Turnpike. Additionally, The Historic National Road, from Maryland to Ohio, will be included.

The map is scheduled to be national distribution in the March 2008 edition of *National Geographic Traveler* magazine.

Mother's Day

Another partnership that has exciting potential for 2008 involves someone who everyone can relate to – Mom! The 100th anniversary of Mother's Day will be celebrated in 2008 and Grafton, West Virginia was the birthplace of Mother's Day. The Division is looking forward to working with the Mother's Day Shrine and the Anna Jarvis home in Grafton to promote this internationally recognized holiday. Destinations across the state can tap into this event by developing special Mother's Day packages and rates that the Division will promote throughout the year.

Civil War

It is no secret that Civil War historians make great tourists. Targeted marketing efforts directed at Civil War enthusiasts have high conversion rates. The Division is looking forward to increasing its marketing efforts and improving the actual experience for Civil War tourists by partnering with Civil War Trails, Inc. This partnership will allow West Virginia to market its historic sites in collaboration with Maryland, Virginia, North Carolina and Tennessee. The program includes installation of interpretive and directional signage, a brochure, website presence and cross promotional marketing with the other participating states.

Additionally, the Division is beginning plans for upcoming significant historic commemorations. These events include the anniversaries of Abraham Lincoln's birth, John Brown's Raid, Civil War sesquicentennial and West Virginia's statehood.

International Marketing

West Virginia Tourism continues to promote to our international markets of Canada, Germany (Austria and Switzerland) and the United Kingdom. West Virginia's charming small towns, extraordinary landscapes, a vast array of outdoor activities and close proximity to international gateways offers us unique promoting opportunities.

According to the U.S. Department of Commerce, Office of Travel and Tourism Industries, the travel and tourism industry exported a record-breaking \$107.8 billion of travel and tourism-related goods and services in 2006. This was an increase of more than \$5 billion (5%) over 2005. The previous record was set prior to September 11, 2001, which led to three years of continuous declines. International visitation to the U.S. increased 4% to 51.1 million, nearly reaching the previous record set in 2000 of 51.2 million international visitors. Spending from Canadian visitors increased 16% over 2005, with a 7.6% increase in arrivals.

The division continues to promote the state through our marketing representation companies in Hannover, Germany (Kaus Media Services) and London, England (Destination Marketing Limited). We also have had assistance from American Driving Vacations (www.americandrivingvacations.com) in promoting West Virginia packages to our European trade markets.

Two successful European press trips were held in autumn 2006. The articles appeared in magazines, newspapers and/or websites and generated an estimated dollar value of over \$350,000. By working with tour operators these fam tour itineraries become priced packages, which are available for our European visitors to book. In addition, we are working with a receptive operator to offer bookable, priced packages on our German website, www.westvirginia.de.

Canada continues to be a market with exceptional potential for the state. West Virginia's golfing was featured in the Canadian PGA Golf Magazine in 2006, and will be featured again in the 2007 Canadian PGA Golf Magazine, with 80,000 copies being distributed in Canada. West Virginia golfing also has been featured a number of times on www.golf-south.net. We will continue our golf product marketing in 2008.

The division is committed to working closely with Travel South USA to create an awareness of the south as a driving vacation destination. As such, a website directed to the Canadian market has been developed, www.travelsouthusa.com, and features the 12 southern states. Travel South member states will travel to Toronto in November 2007 and again in April 2008 to expose the Canadians to the "Flavors of the South."

The division will participate in the following trade/consumer marketplaces and familiarization (FAM) tours:

September 26-27, 2007	TIA's Travel Leadership Summit, Washington, DC
October 2007	German Press Familiarization Trip (tentative)
November 14-18, 2007	Gourmet Food and Wine Expo, Toronto, Canada
Nov. 30 – Dec. 2, 2007	Rhythms of the South Marketplace, New Orleans, LA
January 2008	United Kingdom Press Ski Fam (tentative)
January 29-30, 2008	Snowbird Extravaganza, Lakeland, FL
February 2008	Golf Shows, Hamilton and London, Ontario Canada
April 2008	Travel South USA, Toronto, Canada
May 31 – June 4, 2008	TIA's International Pow Wow, Las Vegas, NV

Group and Packaged Travel

Due to the continued rising cost of fuel and changing market segments, an effort will be made to position West Virginia as a safe and economical tour option for everyone. Baby boomers are ageing and educational and performance tours are becoming big business for tour operators.

West Virginia Division of Tourism in conjunction with the American Bus Association Foundation commissioned GuerrillaEconomics, LLC, to conduct research on motorcoach travel into West Virginia during the fall of 2006. This study found that as many as 7,400 motorcoaches carrying over 287,000 tourists visited the Mountain State during 2006. The average day trip brings in about \$3,800/coach to the local economy, while the average overnight tour generates an impact of just over \$7,700/coach. The total economic impact for 2006 was \$37.3 million, which includes:

- Direct economic impact of \$23.4 million
- Indirect impact of \$4.7 million
- Induced impact of \$9.2 million

In addition, nearly 1,300 jobs were supported by the Motorcoach industry in West Virginia and it is estimated that \$3.95 million in state and local tax revenues were generated from Motorcoach based tourism in West Virginia.

In order to tap into new market segments, the Division has joined the Maryland Motorcoach Association, Virginia Motorcoach Association, Student & Youth Travel Association and the Reunion Network (military reunions and sightseeing opportunities). Trade show schedule for fiscal '08 includes Virginia Motorcoach Association Marketplace, National Motorcoach Network Invitational, Going On Faith, National Tour Association Marketplace, American Bus Association Marketplace, Travel South USA Showcase, NTA Spring Tour Operator Retreat, African-American Travel Conference, The Reunion Network Confam and TEAMS (sports marketing). These events enable the Division to hit the market segments of seniors, boomers, students, church groups, tour operators, group leaders, conference planners and sports ventures.

The West Virginia Division of Tourism will continue to provide inquiries generated from trade shows to the private sector. Additionally, the Division of coordinate booth participation when available at each show.

Niche Marketing

Cultural and Heritage tourism continues to be one of the fastest growing segments in the travel industry. Tourists continue to demonstrate growing visitation to cultural and historical sites. According to a 2006 TIA (Travel Industry Association of America) study, over eighty percent of U.S. adults who traveled more than 50 miles from home, within the last year, included historical or cultural activities in at least one of their trips.

Afflicted by time poverty, Americans are now taking shorter vacations with greater frequency. However, there is an exception to this trend: the cultural and heritage tourist. Statistics reveal that the cultural and heritage tourist spends more money and stays longer than any other type of tourist. The average length of stay for a domestic cultural and heritage tourist is 5.2 nights compared to 3.4 nights for other types of travelers. The average length of stay for an international culture and heritage tourist is 19 nights compared to 16 nights for all foreign travelers.³

West Virginia's tourism industry is positioned to benefit from the promising trends in cultural and heritage tourism as 2008 marks the Centennial of the creation of Mother's Day in Grafton, W.Va., and in 2009 is the Sesquicentennial of John Brown's famous raid on Harpers Ferry. We have begun planning for these significant events in the Nation's history. West Virginia's foothold in the national heritage tourism market is significant and we will work to capitalize on the significant historical events in West Virginia's timeline including the Sesquicentennial of the Civil War and the birth of the State.

Cooperative partnerships between the Division and the tourism industry will continue to serve as a key strategy in the promotion of cultural and heritage destinations. Through these partnerships, the Division will assist in marketing the tourism industry via trade shows, advertising co-ops, and the development of FAM tours for tour operators and meeting planners. The Division will continue to offer assistance and work collaboratively with other State agencies and community groups such as the Development Offices' Main Street program, Preservation Alliance of West Virginia, National Coal Heritage Area, Division of Natural Resources, State Parks and the National Park Service.

Finally, the Division's cultural and heritage mini-site, WVtraditions.com, will continue to play a vital role in the promotion of tourism destinations and events. The website classifies West Virginia's cultural and heritage destinations by topics including Civil War, Appalachian Crafts and Music, Railroads, Coal, Oil and Gas. The tourism industry may submit their products, destinations and events for listing on the mini-site. A strong web presence is vital to the success of any tourism product or destination. In fact, "Seventy-eight percent of American travelers used the internet to find travel or destination information in 2005. Of those, more than fifty-five percent claim the internet to be their sole source of information used for travel planning."⁴

³ Travel Industry Association

⁴ Randall Travel Marketing, "Top Ten Travel and Tourism Trends for 2007"

The Division strives to promote every facet of the industry, from mountain bikes to motor sports, fairs and festivals, dining, rock climbing and the arts. In addition to the many destinations, attractions and events that we routinely promote through the website, newsletters, trade shows, events and advertising, listed below are some of the special events that will be highlighted this year:

Camping

Camping is one of the most popular topics discussed at West Virginia Welcome Centers. Visitors often arrive and need assistance finding a campground suitable to their needs. A camping brochure featuring all of the facilities located in the state with information regarding amenities will be printed and distributed this spring.

Whitewater Rafting

The Division partnered with the whitewater rafting industry to conduct a series of focus groups regarding awareness and perceptions of West Virginia whitewater rafting opportunities. The Division looks forward to applying the knowledge gleaned from these findings to broaden the base of appeal and awareness of river-related activities throughout the state.

Gaming

Armed with data from the Longwoods Day Traveler Profile and the Economic Impact Study by Dean Runyan and Associates, the Division certainly understands the economic importance of gaming to the tourist industry. We will continue to support the four gaming facilities located within the state and look forward to the promotion of table games in Chester, Wheeling and Cross Lanes.

Green Tourism

TripAdvisor, a travel Website, surveyed more than 2,500 travelers globally to find that the growth of green tourism is among the top ten traveler concerns.⁵ The Division will be working with the Department of Environmental Protection and other interests groups to help promote “green-friendly” destinations, attractions and events as they occur throughout the year.

⁵ Tourism and Travel Trends report, November 2007

Customer Service Centers

The main goal of the Call Center and Welcome Centers is to sell West Virginia. Our initiative is to increase the length of visits and encourage overnight stays.

Education and training are vital tools needed to sell the state's many tourist destinations. In 2007 - 2008, we will focus on:

- Educational training and industry presentations
- Familiarization tours
- Exemplary customer service
- Cross communication to share best practices and knowledge

The **Welcome Center** Staff Support Services will continue to:

- Extend marketing opportunities to industry members that showcase West Virginia attractions, destinations and events through seasonal and theme related activities. New topics of interest to be featured this year include Agritourism and Handicap Accessibility
- Secure and distribute discount rates/coupons to travelers
- Provide support service information to new tourism businesses
- Coordinate receipt and delivery of promotional materials to industry partners
- Assist with research/surveys in conjunction with educational projects
- Maintain an up-to-date inventory of all promotional materials
- Promote and facilitate advertising Service Packages to industry. Packages include photos, pricing and policy regarding Duratran and display case advertising
- Provide support services to the WV Film Office by shooting photos of locations, as requested
- Distribute Film Office promotional materials
- Distribute Economic Development Office literature as requested by the Bureau of Commerce

Additionally, the Welcome Centers are working with the Community Connect Foundation to provide wireless internet access to visitors at the Centers.

Call Center Staff will provide support services, including:

- Support information to new tourism business
- Conduct research and survey projects
- Host an on-line chat service to assist internet browsers with travel questions
- Conduct database presentations to visitors to the Call Center
- Staffing support to the mail room and front desk coverage, as needed
- Direct callers to the State Parks website to make on-line reservations
- Make updates to data used in the Travel Planner on CallWVA.com website and mini-sites

Fulfillment Center provides staff support services, such as:

- Coordinate bulk order requests among the Welcome Centers, industry and the warehouse
- Arrange for tourism literature from industry members to be added to the Welcome Center monthly shipments
- Promote cost efficiency and time savings by accessing as UPS Program to print our own labels and prepare packages for shipment on a daily basis

Safety training updates are provided to Call Center, Welcome Center and Fulfillment Center employees. The Welcome Center staff will continue certification in CPR and Fire Extinguisher Training.

The department also will continue to work closely with the Department of Transportation. Of importance is:

- Maintenance and signage
- Upgrade interiors for select Centers
- Installation and upkeep of security systems at the Welcome Centers

Matching Advertising Partnership Program (MAPP)

The MAPP program is a reimbursable partnership program, started by the Legislature in 1995 that provides matching funds for innovative and effective direct advertising projects that increase visitation and travel expenditures in West Virginia and impact the economic growth of the travel industry. It is managed by the West Virginia Tourism Commission and the West Virginia Division of Tourism and assists in promoting West Virginia as a premier tourist destination. The program has encouraged tourism businesses of all sizes, fairs and festivals, small towns, large cities and entire regions to invest their dollars and work together to increase visitation to the state.

With more than 2,497 approved matching partnership applications during its 12 years, the MAPP has helped industry businesses throughout the state receive funds to produce stronger promotions. This program offers three categories of partnerships, including a \$10,000+ level, a \$7,500 level and a \$5,000 fair and festival level. The \$10,000 and fair and festival levels provide a 50/50 percent match for the applicants while the \$7,500 level provides a 75/25 percent match for the applicants, with the applicants and partners investing their own marketing dollars in the program. This is an extremely effective and efficient method of investing state funds into tourism promotion initiatives, in which the applicants and partners, private and nonprofit experts, invest their own precious dollars.

According to a study completed by Dean Runyan Associates, travel spending by visitors to West Virginia generated \$3.97 billion in 2006. This is an increase of 6.1% from 2005.

Further industry growth is anticipated through legislation that was passed in the August, 2007 Special Legislative Session allowing the inclusion of internet advertising in the MAPP program. The Tourism Commission has worked closely with members of the industry and the Division to quickly utilize this new addition, as the internet is one of the most used tools by potential visitors for vacation planning.

Information on the MAPP is available at www.wvtourism.com in the industry information section.

Public Information

The Division will utilize the services of the Commerce Communications group for the following projects:

- Monitor and report earned media from all media sources
- Write and distribute press releases. This includes releases for scheduled seasonal events plus stories for select events or activities
- Produce and distribute the Adventure Advisory
- Produce *e-notes* for distribution to industry partners (on an opt-in basis) twice a month
- Assist the Division with travel writer inquiries
- Proofreading, copywriting and editing
- Collaborate with the Division on special promotions and projects as they arise.

The Division will also continue to work with the CVB Association and individual members of the industry to partner in providing hospitality and information to travel journalists.

As our agency of record, Charles Ryan Associates will assist with promotion of events and information as needed. Their assistance in promotion of the Answer the Call video contest garnered media attention from across the globe. Additionally, they were able to secure the Toyota Hybrid Camry as the prize.

Calendar of Events 2007-2008

JULY 07

- 7/13: Betty Cutlip – FAM trip to Prague, Czech Republic with WV State University
- 7/19: Commission Meeting – South Charleston, W.Va.
- 7/19: Goodstock Music Fest – Summersville, W.Va.
- 7/19: National Motorcoach Network – Gettysburg, Pa.
- 7/26: Mountain Fest, motorcycle event – Morgantown, W.Va.

AUGUST 07

- 8/15: Educational Sessions for Tourism Officials (ESTO) – Phoenix, Ariz.
- 8/15: Going on Faith Conference – Louisville, Ky.
- 8/16: Commission Meeting – South Charleston, W.Va.
- 8/20: Pete Dye Classic, Roanoke, W.Va.

SEPTEMBER 07

- 9/19: Cooperative Tourism Promotion Fund Meeting (aka MAPP) – Beckley, W.Va.
- 9/20: Commission Meeting - Lansing/Class VI, W.Va.
- 9/26: TIA's Travel Leadership Summit – Washington, D. C.
- 9/28: VA Motorcoach, Pigeon Forge, Tenn.

OCTOBER 07

- 10/3: Virginia Beach NTA, Virginia
- 10/4: Wilderness Challenge, Class VI, Lansing, W Va.
- 10/7: Reunion Network – Ft. Mitchell, Ky.
- 10/18: Commission Meeting, South Charleston, W.Va.
- 10/20: Bridge Day, Hico, W.Va.
- 10/22: TEAMS Conference – Louisville, Ky.
- 10/31: Answer the Call contest ends

NOVEMBER 07

- 11/1: NTA – Kansas City, Mo.
- 11/5: Governor's Conference on Tourism – Glade Springs, Daniels, W.Va.
- 11/5: Commission Meeting – Glade Springs
- 11/13: Travel South, Gourmet Food and Wine Expo – Toronto, Canada
- 11/29: Rhythms of the South – New Orleans, La.

DECEMBER 07

- 12/12: Cooperative Tourism Promotion Fund Meeting (MAPP) – South Charleston, W.Va.
- 12/13: Commission Meeting – South Charleston, W.Va.

JANUARY 08

- United Kingdom Press Ski FAM trip (tentative), City, State or Providence
- 1/17: Commission Meeting – South Charleston (tentative), W.Va.
- 1/29: Snowbird Extravaganza, Lakeland, Fla.

FERUARY 08

- Canadian Golf Shows, Ontario (TBD), Canada
- 2/1: American Bus Assoc (ABA) – Virginia Beach, Va.
- 2/7: Tourism Day at Legislature/WVHTA Reception, Charleston, W.Va.
- 2/8: Tourism Day at Legislature, Charleston, W.Va.
- 2/8: Commission Meeting – Charleston, W.Va.

MARCH 08

- 3/1: Travel South Showcase, Gulfport-Biloxi, Miss.
- 3/20: Commission Meeting –South Charleston (tentative), W.Va.

APRIL 08

- Travel South USA, Canada
- 4/1: NTA Spring Meeting – Connecticut
- 4/8 – AATC – Cleveland, Ohio

MAY 08

- 5/05: Annual Mother's Day Tea – Grafton, W.Va.
- 5/10: Mother's Day
- 5/31: TIA International Pow Wow, Las Vegas, Nev.

JUNE 08

- 6/20: West Virginia Day

**MEDIA PLAN
2007-2008**

July	AAA World/ Home & Away	Blue Ridge Country	Blue Ridge Outdoors	Courier	Mid- Atlantic Events	O Magazine	Outside	Washington Post Metro Express	Ar Jo
August	AAA World/ Home & Away	Blue Ridge Country	Blue Ridge Outdoors	Country Living	Ohio Magazine	Canadian Traveller	State Journal		
September		Blue Ridge Country	Blue Ridge Outdoors	O Magazine	Southern Living	Washington Post Magazine	Group Tour		
October	A.F. Budget Travel	Blue Ridge Country	Blue Ridge Outdoors	National Geo Adventurer	Ohio Magazine	Long Weekends	Womens Day	Madden Newspaper Insert	
November	State Journal	Blue Ridge Country	Blue Ridge Outdoors	Men's Journal	Outside				
December	Southern Living		Blue Ridge Outdoors		Group Tour				
January	Destinations	Blue Ridge Country	Blue Ridge Outdoors	O Magazine	Ohio Mag	Recreation News	Canadian Traveller	Holiday & Lifestyle	
February		Blue Ridge Country	Blue Ridge Outdoors						
March	AAA World	Blue Ridge Country	Blue Ridge Outdoors	AARP	AF Budget Travel	Culture & Heritage Insert	O Magazine	Ohio Magazine	Pa M
March Cont	Washington Post Magazine	Whitewater	State Journal	Canadian Traveller	Group Tour				
April	AF Budget Travel	Blue Ridge Country	Blue Ridge Outdoors	Ladies Service Pub.	Canoe & Kayak	National Geo Traveler	O Magazine	Ohio Magazine	M Ne In
May	AAA Go/ AAA Home & Away	Blue Ridge Country	Blue Ridge Outdoors	Canoe & Kayak	Heritage & Culture Insert	Men's Journal	O Magazine	Ohio Magazine	Pa
May Cont.	Canadian Traveller	Family Fun Insert							
June		Blue Ridge	Blue Ridge	Canoe &	Ohio	Southern	Washington		

This is a planning document only, subject to change without prior notice. To see the full media plan, please consult the industry news section of callwva.com.

ONLINE PLAN

July/Aug	Sept/Oct	Nov/Dec	Jan/Feb	Mar/Apr	May/June
Wild & Wonderful E-newsletter ↑	↔ ↑	↑	↑	↑	↑
Yahoo! Answers Video Search Front Pge eBay – Motors ATT Mail Trip Advisor ↑	↑				
YouTube ↑	↑				
Washington Post Email Banners Slate ↑	↑				
AOL Travel Weather Social Media Video Portal ↑	AF Budget Travel email Blue Ridge Outdoors Blue Ridge Country ↑				
Lead Acquisition Pay Per Click – Minisites	Lead Acquisition ↑	Lead Acquisition Pay Per Click – Minisites		Oprah Southern Living Blue Ridge Country	Good Housekeeping AF Budget Travel Southern Living Woman’s Day AAA World AAA Go
				Pay Per Click – Minisites	↑