



West Virginia Division of Tourism Marketing Plan – 2010

Mission Statement

“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.”

Challenges and Opportunities

Today's downward pressure on the average household budget continues to present the biggest challenge for the industry. Consumers are saving more and spending less. But, while travel budgets may be waning, the desire to travel is not.

According to the latest July 2009 *travelhorizons* survey, almost two-thirds (63%) of US adults expect to take at least one trip for leisure purposes between August 2009 and January 2010, a 2% increase compared to this time last year – this translates into approximately 142 million overnight trips.

With the stress and uncertainty of the day, 'getting away' can be viewed as a necessity rather than an unnecessary expense. The cost of travel remains at historic lows, giving consumers unique options to stretch their traveling dollars. West Virginia has traditionally been in the position to capture limited travel dollars due to our proximity from the eastern half of the United States, which makes taking mini-vacations throughout the year more attractive.

While the travel industry has many challenges, it also has many opportunities. Over the coming year, we will be seeking your input, your ideas and your suggestions on ways we can best move our industry forward.

On behalf of the WV Division of Tourism and the Tourism Commission, we are pleased to present the Marketing Plan for 2010. The Plan offers highlights of our latest research, information about our collaborative advertising opportunities, and programs we will be initiating. It is a living document, subject to taking new directions as we monitor upcoming trends and opportunities. We invite you to take the journey with us.

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WV Division of Tourism

Oshel Craigo, Chair
Tourism Commission

WV Tourism Commission

Oshel Craigo, Chair
Better Foods, Inc.
Nitro, West Virginia

William Bright, Vice Chair
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Charles Town, West Virginia

(As of September 1, 2009)

Economic Impact of Tourism

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. Furthermore, the tourism industry helps to create a positive image of West Virginia. Below are findings from the most recent studies by the Division of Tourism.

Economic Impact – 2008 (Dean Runyan)

Economic Impact: \$4.38 Billion

State Tax Revenues: \$544 Million

Total Employment: 44,000 West Virginians

Research and Trends

Research plays a vital role in tourism planning by uncovering the latest visitor trends and travel habits. While each individual study is important, the use of multiple studies and statistics together can paint a more complete portrait of the West Virginia traveler. Following is research planned for the year ahead.

- Continue to track overnight visitors through the use of an annual overnight visitor profile. The profile will examine the number of visitors, origins, activities and demographics.
- Track lodging occupancy, rates, demand and revenues generated in West Virginia by receiving monthly reports from Smith Travel Research.
- Follow industry trends and the latest national research. Additionally, monthly numbers from welcome centers, the Internet and the Call Center will provide performance indicators and internal tracking information.

2009 Travel Insights

In 2009, Welcome Centers began conducting surveys of random visitors. The surveys are short and ask a few specific questions about their trips. Some interesting results for the first half of 2009: two out of three respondents said their plans had not changed due to the economy; over seven out of ten visitors were overnight visitors with an average stay length of three nights; their top five activities were *dining out, shopping, state parks, museums and civil war*. Of note is that many of these results mirror those in the recent 2008 Longwoods Overnight Visitor Study – especially the top five reasons visitors come to West Virginia – which adds even greater validity to the surveys.

Visitor Profiles

Overnight Visitor Profile – 2008 (Longwoods)

Overnight Visitors: 14.1 Million

State Sources of Overnight Visitors:

West Virginia – 20%
Ohio – 13%
Pennsylvania – 9%
North Carolina – 8%
Virginia – 7%
Maryland – 7%

Urban Sources of Overnight Visitors:

Charleston-Huntington – 10%
Washington, D.C. – 8%
Pittsburgh – 6%
Cleveland – 5%

Day Visitor Profile – 2006 (Longwoods)

Day Visitors: 39.9 Million

State Sources of Day Visitors:

Ohio – 28%
Pennsylvania – 19%
Maryland – 17%
West Virginia – 17%
Virginia – 11%

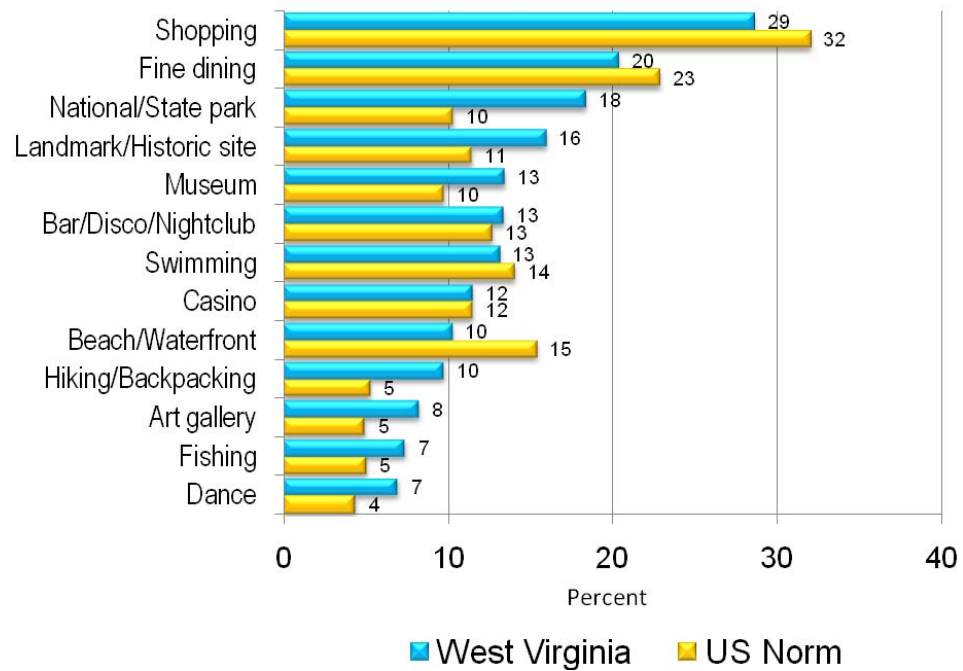
Urban Sources of Day Visitors:

Washington, D.C. – 18%
Pittsburgh – 17%
Charleston-Huntington – 9%
Lexington – 7%
Cleveland – 7%

Overnight Visitor Observations

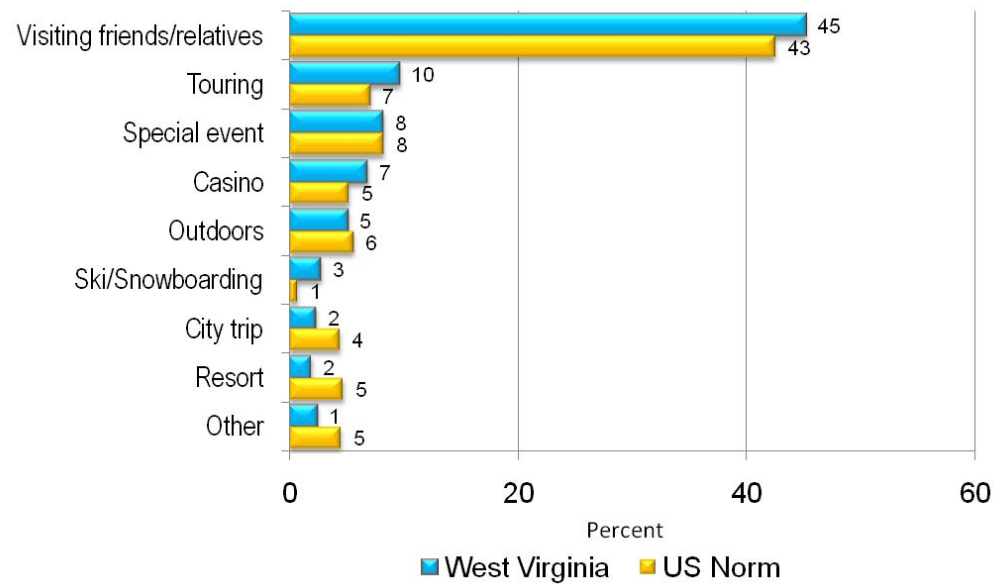
- Overnight visitors to West Virginia spent an average of 2.8 nights, with an average party size of 3 people.
- July through September is the most popular season for West Virginia's overnight visitors, with 31% of total visitation.
- The accommodations sector in West Virginia was strong in 2008. Hotel/motel room demand was up 1.5% in 2008, with revenues up 3.2%, according to Smith Travel Research.
- Nearly one in four overnight visitors are between 25-44 years of age, seven out of ten visitors have no children under the age of 18, and nearly half have at least one college degree.
- Thirty-eight percent of West Virginia's overnight visitors planned their trip online, while thirty percent actually booked their trip online.

- Shopping and dining continue to be top activities for West Virginia's overnight visitors. Nearly one in five visits a national or state park, while one in six visits landmarks and historic sites.



(Source: Longwoods, Smith Travel Research)

- Forty-five percent of West Virginia's overnight visitors come to visit friends or relatives as their primary purpose. The chart below shows the main purpose of leisure trips for West Virginia's overnight visitors.



(Source: Longwoods)

Travel Trends

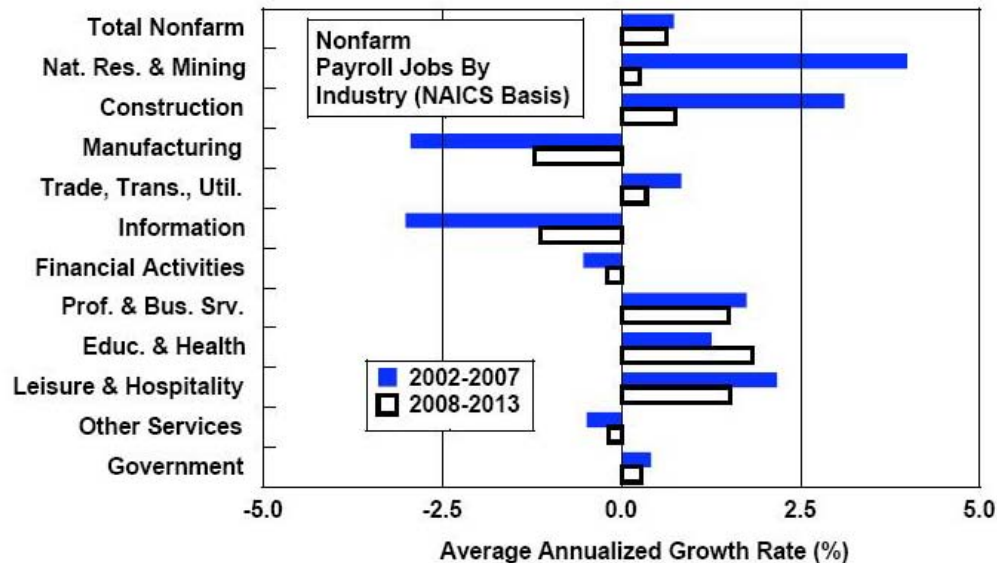
- Consumers want more value for what they spend. While they are not looking for the cheapest option, consumers want to feel like they got the best deal possible. In addition, consumers also prefer inclusively-priced travel to exercise greater control over vacation costs.
- As concerns about the economy persist, visitors will continue searching for ways of cutting travel costs by decreasing both the distance and duration of trips and taking more day trips or weekend getaways. The nearby cities and surrounding states will continue to be key origins of West Virginia visitors due to their high population. In short, the trend of “shorter trips, closer to home” continues.
- While the percentage of American travelers who plan and purchase trips online has remained unchanged, consumers are now taking advantage of the ability to comparison shop on the Internet. Meta searches have soared in popularity as potential travelers seek out the best deal. This places more power into consumers’ hands than ever before.
- “Togetherring” vacations that celebrate major events in life are becoming more popular as seven out of ten adults have taken a “celebration vacation” before. These vacations tend to have a higher budget, are planned further in advance and have a larger party size.

(Source: YPartnership)

Tourism Job Growth Forecast

In contrast to job losses in the goods-producing sectors, service-providing employment will expand, although slowly. The majority of service-producing job gains are expected in three sectors: health care; professional and business services; leisure and hospitality.

The strongest job growth during the past year was posted by health care (up 2,700); leisure and hospitality (up 1,500); and professional and business services (up 1,200). Rising employment in leisure and hospitality is related to the growth of the recreation and tourism sector of the state economy. While slow through 2009, leisure and hospitality will add jobs on average during the next five years.



Marketing Activities

Customer Service Centers

All the marketing efforts in the world cannot be successful without excellent customer service. 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 Web site chat sessions. The goal of our CSC is to promote West Virginia as a *preferred* vacation destination.

1-800-CALL WVA

Call Center staff assist travelers by providing detailed information about state events, attractions and historical sites, travel conditions, lodging availability and planning vacations. The Center regularly receives individual feedback from satisfied customers and it is open from 8:00 am – 6:00 pm, Monday through Saturday.

Initiatives for 2010

- *Survey the industry to secure actual physical addresses to include in the database for GPS users.*
- *Expand electronic database of email addresses for distributing tourism information.*
- *Refine online chat service integration with the new Web site.*
- *Update database listings of events, destinations, activities, etc.*
- *Conduct presentations for schools, civic organizations and other consumers.*
- *Increase lodging reservation referrals.*

Material Distribution Center

The MDC acts as the Division's distribution source for materials and printed collateral to prospective visitors, restocks Welcome Centers and ensures promotional materials reach destinations for Division activities at trade and consumer shows, meetings and exhibitions.

Initiatives for 2010

- *Continue to research the most cost effective means of shipping and mailing.*
- *Fulfill consumer requests within 24 hours.*
- *Update postal software to automatically verify and correct mailing addresses.*

Welcome Centers

With the primary objective of providing information and assistance – including emergency service – to travelers, the staffed Welcome Centers are located throughout West Virginia. While economic conditions forced several surrounding states to temporarily close their Welcome Centers in 2009, West Virginia's centers remained fully operational. These eight satellite offices also serve the tourism industry, and businesses and communities within their region, as a source for gathering important information on demographics and travel trends needed for strategic planning purposes.

Initiatives for 2010

- *Increase lodging reservation referrals and secure special hotel rates for travelers from area facilities.*
- *Conduct presentations to schools, civic organizations and other consumers.*
- *Install WiFi at all centers.*
- *Create an electronic guest register.*

- *Develop ‘menu boards’ highlighting special features, seasonal specials and events within the region.*
- *Stay current with staff CPR certification.*
- *Participate in familiarization tours provided by the industry to keep staff apprised of tourism product.*
- *Promote events for other state agencies, such as DNR and the Department of Agriculture.*
- *Integrate social media into promotional efforts.*
- *Educate travelers about state tourism offerings through monthly display themes and wearing promotional apparel. Since West Virginia is a four-season tourist destination, outdoor recreation is promoted throughout the year, along with other themes planned for 2010.*

January – Winter Sports

July – Arts, Culture and Heritage

February – Black History

August – Agri-tourism

March – Green/Eco-tourism

September – Fall Foliage

April – Outdoor Recreation

October – ADA Accessibility/Hunting

May – National Tourism Week

November – Winter Sports/Holiday Events

June – Fairs & Festivals

December – Winter Sports/Holiday Events

Culture and Heritage

Cultural and heritage tourists stay longer and spend more money than other types of tourists, with the average length of overnight stays at 5.2 nights compared to 3.4 nights for other leisure travelers, according to the U.S. Travel Association. West Virginia has an incredible array of heritage sites and events to offer this market segment. The Civil War Sesquicentennial, which runs from 2011 – 2015, will take center stage and the Division of Tourism will take advantage of the state's rich Civil War history, while continuing to promote our unique Appalachian culture.

Initiatives for 2010

- *Increase consumer and media awareness of the many cultural and heritage tourism assets and travel opportunities in West Virginia.*
- *Enhance the state's Civil War tourism infrastructure by installing up to 150 Civil War Trails markers prior to the beginning of the Sesquicentennial.*
- *Create promotions that will appeal to consumers' desire to escape from the busy pace of their daily lives and influence their decision to travel to West Virginia.*
- *Position the Division of Tourism as a recognized leader in culture and heritage programming and promotion.*

- *Assist communities with the identification of cultural and heritage tourism assets through workshops and other educational media.*
- *Embark on an intensive PR strategy to create localized interest to strengthen the rate of installations of Civil War Trails markers.*
- *Monitor demand, trends and advertising performance for cultural and heritage travel information via online analytics.*
- *Develop outreach communication strategies that effectively meet the needs of the cultural and heritage traveler.*
- *Provide tourism members a venue for promoting cultural and heritage attractions via the Division's new Web site.*
- *Develop an electronic database consisting of cultural and heritage sites.*
- *Build cultural and heritage awareness through attending trade shows and other relative events.*
- *Integrate social media into promotional efforts.*

Domestic Travel Trade

The Domestic Travel Trade market segment includes group tours of any size, meetings and conventions, and conferences and sporting events with visitors as participants or observers. These groups bring in revenue to a host area, especially during shoulder seasons, and provide an opportunity for word-of-mouth advertising at no cost to the state.

Initiatives for 2010

- *Expand the network of tour operators, who include motorcoach tours to West Virginia in their sales portfolio, by attending trade shows and networking with the group tour community.*
- *Increase awareness of the destinations and events throughout the state that can accommodate group tours.*
- *Establish a marketable, sustainable tourism product for promotion to tour groups.*
- *Partner with the tourism industry to ensure a comprehensive and unified promotional effort geared towards attracting and supporting the group tour market.*
- *Continue marketing efforts for the Sesquicentennial of the Civil War and West Virginia's statehood.*
- *Expand West Virginia's presence with the members of the Travel Alliance Partners by participating in their Preferred Destinations Magazine. This publication also includes TAPs guaranteed departures.*
- *Create a database of travel agents and AAA offices for constant contact from the Division with major PR/direct mailings aimed at adventure travel.*

Meeting Planners

In today's economic climate, the cost effectiveness of meetings and conventions is becoming more of a factor than ever before. West Virginia is in a good position to capture market share with the number of quality second-tier cities and resort areas that want meetings business. The location of major hotels near convention centers also provides venues for sporting events as season fillers.

Initiatives for 2010

- *Expand the network of meeting planners, who currently know West Virginia as a great location for a conference, by attending trade shows and networking with the meetings community, along with continuing the Division's relationship with Executive Ink and the West Virginia Meetings Planner's Guide.*
- *Collaborate with West Virginia Society to develop a fulfillment piece aimed at the meeting planner/convention market segment.*
- *In the spring of 2010, host a function in the Washington D.C. area for meeting planners in the D.C./Baltimore/Alexandria metro area. This will be a pay-to-play event geared toward illustrating what West Virginia has to offer this market segment.*

Domestic Trade Sales — Calendar 2010

American Bus Association: [January 15-19, 2010, National Harbor, MD](#). Marketplace for member tour operators/bus owners to meet with destination representatives and suppliers to discuss tour options for their clients. Division staff will meet in one-on-one prescheduled appointments with up to 55 tour operators to discuss West Virginia as a destination for their groups.

Heartland Travel Showcase: [February 18–21, 2010, Columbus, OH.](#) Regional Marketplace for tour operators to meet with destination representatives and suppliers from the Heartland area of the U.S. to discuss tour options for their groups. Division staff will meet one-on-one with up to 40 tour operators in prescheduled appointments and on the open tradeshow floor. In addition, the Division will be supporting the American Mountain Theatre and their partners in hosting the final luncheon for tour operators.

Travel South USA Showcase: [April 10-14, 2010, Birmingham, AL.](#) Marketplace for qualified tour operators and media to meet with destination representatives and suppliers from the 12 southern states to learn about new ideas for their groups. Division staff will meet with 40-50 tour operators to discuss West Virginia facilities and destinations.

Travel Alliance Partners: [June 2-5, 2010, Branson, MO.](#) *Travel Alliance Partners, LLC* is a partner-owned organization of the 36 premiere tour operators in the United States and Canada. Each is a regional expert with new and unique itineraries and each partner operates under the highest standards for business ethics and product quality. Partners purchase products in a profitable fashion, pass the savings on to the consumers and increase market share with key suppliers. TAP will host an invitation only marketplace every year in order for preferred suppliers to bring in new product and ideas that the different tour operators can add to their existing or new itineraries.

CONNECT: [September 16-19, 2010, Louisville, KY.](#) Marketplace and trade show aimed at social, military, education, religious and fraternal meeting planners. The Division will participate with the private sector partners who went to the 2009 marketplace. Site inspections will be encouraged for meetings going to and from Louisville for this show. This will also be a good show for distribution of the new military brochure. Booth space is normally part of the advertising co-op.

Reunion Friendly Network: [September 23-24, 2010, Fairfax County, VA.](#) Marketplace for retired military personnel who plan reunions. Having worked this show before, the Division plans to re-enter the market with distribution of the new military brochure along with the meeting planners guide. Potential of meeting with up to 50 planners at each show.

Rejuvenate: [October, 2010, \(TBD\).](#) Marketplace and trade show for religious conference planners. Booth space is normally part of the advertising co-op. In addition, the Division is able to give a 5-minute presentation to all participants. Potential for up to 30 planner meetings.

National Tour Association: [November 2010, Montreal, PQ.](#) Marketplace for member tour operators/bus owners to meet with destination representatives and suppliers to discuss tour options for their clients. Division staff will meet in one-on-one prescheduled appointments with up to 40 tour operators to discuss West Virginia as a destination for their groups.

Reunion Friendly Network: [November 1-2, 2010, Virginia Beach, VA.](#) Marketplace for retired military personnel who plan reunions. Having worked this show before, the Division plans to re-enter the market with distribution of the new military brochure along with the meeting planners guide. Potential of meeting with up to 50 planners at each show.

International

According to the U.S. Travel Association, hints of economic recovery are appearing in the marketplace today. These are all good signs for travel and tourism, though we have much to make up for. Consumers are reporting a greater desire to travel. Declines in air travel have been improving, albeit very slowly, but the lodging industry will not see growth until mid-2010. Leisure travel, while still weak, continues to outperform persistently languishing business travel. We will continue representation service in the United Kingdom, and continue our relationship with Travel South USA in promoting the states to the Canadian market. We will work with our industry members to promote West Virginia to our northern neighbor through a sales mission and sales calls.

Canadians – High Yield Visitors

In 2007, 17.8 million Canadians visited the U.S. – up 11% over 2006.

2008 showed no let down. As of September 2008, 15 million Canadians arrived in the U.S., up 11.5 percent from 2007. Canadians account for 40% of foreign visitors to the U.S., maintaining its status as the #1 ranked tourists generating country. Canada also maintained top market status by posting a fourth consecutive year of at least 7% annual growth.

Seeing a Great ROI for International

UK Media Familiarization Tour: [September 10-14, 2009](#). Journalist John Carter has been commissioned to write a major article for the travel pages for the *Mail on Sunday* (2.4 million circulation), the theme being a contrast between the preserved steam trains of West Virginia and the high speed train service between Washington, D.C., and Baltimore. He has also been asked to write another article, on roughly the same lines, for *Woman's Weekly* magazine (340,000+ circulation).

UK Media Visit: [September 24, 2009](#). Journalist Roly Smith wrote a book on Britain's National Parks which was published late last year and is being reprinted later this year. Mr. Smith will meet with Harpers Ferry officials to discuss the comparison between our national parks and theirs to be included in his new reprint. Mr. Smith is being hosted by the Capital Region USA and UK tour operator, America As You Like It.

Experience America by Rail - Amtrak Consumer Evening: [October 1, 2009](#). London, England. Consumers will be invited to Experience America by Rail, which will provide an excellent opportunity for us to showcase our destination along the Amtrak route. Our UK rep will attend on West Virginia's behalf.

Discover America Canada Day: [October 5, 2009](#). Toronto, Canada. A Travel South USA "pay-to-play" project includes media/trade appointments and a sponsored luncheon, using horse races at Mountaineer Racetrack to familiarize the guests with the region. Approximately 125 media/trade people will be in attendance.

Initiatives for 2010

AAA Great Vacations EXPO 2010: [January 22-24, Columbus, Ohio](#). *The EXPO provides a unique opportunity to meet face to face with Ohio's most sought after travel enthusiasts.*

Snowbird Extravaganza: [January 26-27, 2010, Lakeland, FL](#). *35,000 people (60% Canadian snowbirds and 40% American winter residents) are expected to attend the 2010 event.*

Toronto Star Golf and Travel Show: [March 5-7, 2010, Toronto, Canada](#). *The 21st Annual Toronto Star Golf and Travel Show is the largest consumer show in North America. Golf courses, golf destinations, golf equipment, accessories and much more. Cost will be shared with the industry.*

Canadian Sales Mission: [Spring 2010 \(TBD\)](#). *Sales calls to media, Canadian Automobile Associations (CAAs) and tour operators with a tradeshow reception. Cost will be shared with the industry.*

US Travel Association's International Pow Wow: [May 15-19, 2010, Orlando, FL](#). *This is the travel industry's premier international marketplace. In just three days of intensive pre-scheduled, computer-generated business appointments, more than 1,000 U.S. travel organizations from every region of the USA representing all industry category components, and nearly 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. At International Pow Wow, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips.*

American Automobile Associations (AAAs): TBD. *Develop auto counselor familiarization tours and/or educational training. Invite contiguous states' representatives for familiarization tours and conduct educational training with AAA auto counselors. Encourage industry participation.*

United Kingdom Media and Tour Operator Familiarization Tours: Spring/Fall, 2010 (TBD). *Host media and operators for an educational visit to West Virginia to learn first-hand the opportunities available.*

United Kingdom Sales Mission: Summer, 2010 (TBD). *Schedule meetings with media and tour operators.*

New Marketing Initiatives

While the Division will continue current traditional marketing efforts, there are several new initiatives that are planned. Information about partnership opportunities for these initiatives, as well as any of our efforts, are shared with the industry via E-notes, our electronic newsletter.

Culinary Marketing

As a follow-up to the successful *101 Unique Places to Dine in West Virginia* brochure and PR effort, the partnership with the Collaboration for 21st Century Appalachia (C21) will continue with a second brochure that will feature fine dining, wineries and specialty shops. We will also continue to promote the annual 'Cast Iron Cookoff' event and agri-tourism efforts in partnership with the WV Department of Agriculture and C21.

Military Heritage

The Division will develop a marketing campaign that highlights the state's strong military heritage. A new brochure will feature military activity that took place in West Virginia, pay homage to native sons and daughters who distinguished themselves in service to their country, list notable military sites and events, and provide information about recognition efforts for our service men and women. This campaign will celebrate our unique military heritage and market the state to active military and their families, as well as reunion groups.

Motorcycle Touring

Working with the Motorcycle Advisory Committee, we will continue our efforts to promote the state as a perfect destination for motorcycling enthusiasts. Our [wvmountainrider](#) mini-site will feature consumer shows and rallies, and selected advertising opportunities. We will establish partners to develop recommended rides in their particular regions and provide information about motorcycle-friendly communities. We will also encourage input from organizations such as the WV Motorcycle Safety Program to promote safe riding awareness.

Joint Tourism/Development Accommodations DVD

In collaboration with the WV Development Office, we will develop a video that will be made available to all lodging properties to share with their guests. The five-minute piece will be similar to the segment that was integrated into the “We Are Marshall” DVD and will highlight West Virginia as a four-season, leisure destination. It will also include a positive message about the advantages of doing business in the state.

Social Media

Traditional marketing has worked well for many years and is still strong. However, more and more people are accessing social media sites for interactive information. Traditional television, magazine, newspaper, radio, billboards and direct mail must be integrated with online opportunities such as those offered by:

Online booking engines	(Expedia, Travelocity, etc)
Online search engines	(Bing, Google, Ask.com, etc)
Online travel sites	(Virtual Tourist, Trip Advisor, etc.)
Online social networks	(Myspace, LinkedIn, etc.)
Online video sites	(Youtube, GoogleVideo, etc.)
Online blogging sites	(Twitter, etc.)

TWI Surveys and the Society for New Communications Research (SNCR), report that social media and conversational marketing will outpace that of traditional marketing by 2012. According to these studies, by 2012 it is projected that almost 60% of advertisers will spend more on conversational marketing than they do on traditional marketing. In our current economic environment, social media is poised to significantly increase due to cost savings alone.

It is estimated there are more than 200 million blogs. According to Universal McCann, a media-marketing consultancy firm, 34% of bloggers post opinions about products and brands and a July 2009 Neilson survey states that 78% of consumers trust peer recommendations.

eMarketer estimates that social network advertising will increase over 17% to \$2.35 billion, up from \$2 billion in 2008, and reports that a Summer 2009 Ad-ology Survey indicates 47% of US adult Internet users had used the Web recently to research travel.

Initiatives for 2010

- *Take advantage of low cost social networking to offset budget reductions for 2010.*
- *Develop a presence on major social media sites to integrate marketing and advertising efforts.*
- *Monitor social networking trends through established research channels.*

WV Film Office

The defining goal of the WV Film Office is to increase the number of productions that select West Virginia as a place to conduct film industry business. The objective of reaching that goal is to have a positive impact on our economic base by promoting the state's unique locations, providing opportunities for our film industry workforce, and creating a positive state image.

Initiatives for 2010

- *Increase promotion of the WV Film Industry Investment Act that provides transferable tax incentives within the film industry.*
- *Increase distribution of the annual Production Services Directory that identifies workforce available for hire and businesses that support the film industry.*
- *Develop a workforce training program to help create a sustainable industry by collaborating with the state's Community and Technical College System in the development of curriculum and identification of students interested in internships.*
- *Increase national and international visibility of the Film Office by participating in key industry events, maintaining memberships in key associations, and publication of the Film Office Email Newsletter that provides topical information about the industry in the state.*

- *Expand and promote the digital Locations Library database on our new Web site with cataloging and keyword functions access for potential clients.*
- *Continue to identify and provide a list of fee-free locations to the industry.*
- *Develop familiarization tours for key industry executives to introduce them to West Virginia.*
- *Create Locations Package for citizens to education them on what to expect when a company wants to film on their property.*
- *Develop a training program for communities to allow them to be officially recognized by the Film Office as a “Certified Film Friendly Community,” which is a marketable incentive to the film industry.*
- *Develop a contest for the best film locations DVD for WV filmmakers.*
- *Expand advertising in key publications such as the Directors Guild of America Quarterly magazine, the Producers Guild of America Produced By magazine, the DGA and PGA Annual Membership Directories, American Cinematographer magazine, P3 Update magazine, and the Motion Picture, Television and Theater Directory.*

Matching Advertising Partnership Program

MAPP is a reimbursable advertising matching program legislated in 1994 to provide matching funds for direct advertising campaigns by the tourism industry. It is managed by the Division of Tourism and the 13-member Tourism Commission, appointed by the Governor. Its purpose is to bring tourism businesses together to partner with each other and the state to leverage available tourism investment dollars and take advantage of economies-of-scale opportunities.

In an effort to sustain funding for future projects and ensure the state and the industry get the greatest return on investment with the funds available, the Tourism Commission approved the following revisions to legislative rules governing the program. These rules will be reviewed by the appropriate legislative rules committees in preparation for full legislative review during the 2010 legislative session:

- A reduction in eligible postage, allowing for direct mail at the standard bulk rate only. Fulfillment postage for leads generated by direct advertising will now be the applicant's responsibility.
- A provision that all allowable printing costs be accompanied by three written bids to be provided by the applicant to the Division of Tourism at the time of reimbursement with written justification included, should the lowest bid not be selected.

- A clarification that real estate advertising is for vacation rentals only with no pro-ration provision for any real estate sales.
- A reduction of allowable production expenses from a total cap of \$22,500 per media category to \$10,000 per media category.
- Clarification that Web design, development and upgrades are for the applicant's Web site only and accessible once per year, per applicant.
- The addition of Destination Campgrounds as an eligible applicant category.
- A stipulation that, if a grantee does not utilize all funding in past applications, current allowable funding will be reduced accordingly, with a provision for Tourism Commission appeal citing extraordinary circumstance.
- A provision that all MAPP applications must include at least three partners (including the applicant organization).

Initiatives for 2010

- *Refine the new Web-based system for MAPP applicants, which will aid applicants in the preparation and management of their projects from the application process through reimbursement.*
- *Conduct educational workshops around the state to educate the industry and communities about the program.*

Public Relations

Working with the Commerce Communications Section and the Division's agency of record, the Division will continue to maintain a schedule of media releases to highlight ongoing activity as well as develop programs to educate the media about our tourism product.

Adventure Advisory: In order to encourage in-state travel, this listing is issued twice monthly to in-state media, focusing on fairs, festivals and regional activities.

Seasonal Media Kits: Seasonal media kits are issued electronically to a wide array of media, focusing on new or updated product

MATPRA, USTA and Travel South USA Media Opportunities: The Division will continue membership in the Mid-Atlantic Tourism Public Relations Alliance, which provides marketplace opportunities for direct interaction with travel writers. Membership also provides opportunities to establish partnerships with other members for the development of joint activities of mutual benefit. We will continue to participate in the media marketplaces offered by the U.S. Travel Association at their annual Pow Wow conference, as well as media activities offered by Travel South USA.

Media Familiarization Tours: The Division will continue to host travel writers to introduce them to West Virginia and our unique tourism product, and to nurture established relationships. Working with the CVBs and other organizations, staff will be assigned to assist writers interested in regions of the state with which the staff member is familiar.

Outreach and Education

The need for the Division of Tourism, the Tourism Commission, the tourism industry and representative organizations to work together collaboratively has never been more important than in today's economy. Activities to encourage dialogue and educate our partners and consumers will be continued and strengthened.

Annual Governor's Conference on Tourism: We will continue to work with the WV Association of Convention & Visitors Bureaus (CVBs) and the WV Hospitality & Travel Association (WVHTA) to coordinate the Governor's Conference, our state's largest tourism educational activity. The Conference, which brings together all stakeholders, provides information about best practices and the latest trends, as well as opportunities to foster collaboration.

Tourism Day at the Legislature: Working with WVHTA and the CVBs, we will coordinate this activity as a vehicle to highlight a variety of businesses in the state, showcase their opportunities for the traveler, and illustrate the importance of these businesses to our communities and our economy.

Workshops: We will continue to customize workshops to provide training about the services and support the Division can offer, as well as keep the industry updated on the Matching Advertising Partnership Program. The Film Office will also continue to conduct workshops on its activities.

Staff Training: It is imperative that Division staff remain aware of current and future events, new product development, and changes that affect the industry. We will continue to schedule staff FAM trips and in-house training to keep them up-to-date.

Advertising

The Division will continue to create strategic media campaigns that appeal to West Virginia's travel demographic, timed around peak periods for vacation planning. This includes identifying niche markets, such as those featured in our series of mini-sites, and targeting advertising to those market segments. We will continue to offer co-op advertising opportunities to the industry that are designed to increase overall visibility and branding for West Virginia and support private-public partnerships.

Advertising Objectives

- Maintain focus on promoting destination awareness.
- Stimulate new visitation through the creation of new mini-sites.
- Increase call to action efforts as Web site enhancements are implemented.
- Expand outreach to Canadian markets.
- Expand co-op advertising opportunities, maximizing the value of private sector match.

Co-Op Opportunities and Initiatives

- Print marketing co-op ad buys
- Statewide travel newspaper insert
- State Travel Guide
- Premium listings on Web site
- Booths at annual Governor's Conference and other trade shows
- Integrated product-themed initiatives
- MAPP matching funds

West Virginia Tourism
2010 Co-op Plan

Publication	January	February	March	April	May	June	July	August	September	October	November	December
BH&G, Family Circle, Ladies Home Journal DC, MD, NC, OH, PA, VA, WV (custom circ)				FP/4C Co-op								
Blue Ridge Country WV, VA, NC, TN, KY, OH, PA, MD/DC, SC, GA, AL, FL	FP/4C Co-op Annual Travel Guide				FP/4C Travel Advertorial Features							
Blue Ridge Outdoors VA, DC, NC, MD, WV		Back Cover/4C Co-op										
Civil War Traveller				FP/4C Co-op								
Civil War Times				FP/4C Co-op								
Good Housekeeping Southeast: DE, MD, VA, WV, NC, SC, GA, FL, AL, MS, TN, KY					FP/4C Co-op Family Travel							
O Magazine Eastern Region - CT, DC, DE, FL, GA, ME, MD, MA, NH, NY, NJ, NC, PA, RI, SC, VT, VA, WV				FP/4C Family/Friends								
Ohio Magazine Long Weekends IL, IN, KY, MI, NY, OH, PA, WV				FP/4C								
Recreation News	FP/4C Co-op											
Southern Living Mid Atlantic					FP/4C Co-op							
Group Publication												
Rejuvenate		FP/4C Co-op		FP/4C Co-op	FP/4C Co-op							
Newspaper / Inserts												
Heritage & Culture Insert Civil War Times, Smithsonian, Preservation: American History			FP/4C Co-op									
Family Fun Insert (Disney's Family Fun, Family Circle, Rachel Ray) NJ, PA, DE, MD, DC, VA, WV, NC, SC, GA				HP/4C Co-op								
Madden Pre-print Insert Regional												
Radio / TV												
MetroNews Network WV Statewide												
WV Media WV Statewide												
Metro Traffic DC, Columbus, Pittsburgh, Richmond :15												
Online												
Budget Travel E-newsletter						Exclusive E-newsletter						
Tripadvisor.com						Co-op						
Washingtonpost.com					Email Blast Co-op	Homepage Arts & Living Co- op						

2010 Initiatives – An Overview

As stated earlier, the current economic environment presents unique challenges. The Division of Tourism is committed to working with tourism entities to identify and support opportunities to sustain West Virginia's tourism industry.

- Nurture long-term relationships with established tourism stakeholders by providing advice and support for their efforts through continued communication of information and services and through increased community involvement, such as giving presentations to schools and civic organizations.
- Form new alliances through increased educational opportunities making use of workshops and conferences.
- Use multi-discipline marketing and advertising projects to increase awareness, build interest and drive visitors to the state, including the use of multiple languages on the Web site to increase connection with international visitors.
- Expand communication and connection with existing and prospective visitors through a range of opt-in communication channels.
- Embrace social media through enhanced Web site functionality that is consumer friendly.
- Develop new product to broaden understanding of the state's diverse offerings and motivate new visitation, such as the Kids and Military mini-sites.
- Continue communication with elected officials, legislators and the media to continue to build awareness and appreciation of the tourism industry and its value.

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