

Real.
PROGRESS

2016
Annual
Report

WILD, WONDERFUL
WEST 
VIRGINIA

Greetings

FROM AMY SHULER GOODWIN

Wild, Wonderful West Virginia Partners,

"At first they'll ask you why you're doing it. Later they'll ask how you did it."

More than two years ago Wild, Wonderful West Virginia started what would become a massive renovation of the state's promotion of travel and tourism. We ripped out cabinets, pulled up carpet, and tore down walls. We took our home down to the studs--meaning we pulled back on some things we'd "always done" and put a hold on other projects. We assessed internal operations, we listened and worked closely with industry partners, we scoured past reports and research, and we came up with a plan. We also took steps to ensure our home had a strong foundation. We did our homework; we did our research.

As with any effective renovation, one must take into account a number of factors: budget, timing, finish, and project management. I'm pleased to say, we've put in place the critical elements--new plumbing, updated electric, and a workable floor plan--like with all good things, there is still more work to be done.

I'm excited to share with you, in the pages that follow, the progress of our renovation. Together with industry partners, we've strengthened existing partnerships, put down some new roots, grown as a brand, integrated the gold level standard of new technologies and data sets into our marketing efforts, begun implementing our forward looking strategy, and furthered our successes in travel and tourism.

Our team has a passion for what we do. I'm pleased to be a small part of this smart, talented, and creative team.

Yours truly in Wild, Wonderful West Virginia,



Amy Shuler Goodwin
Commissioner, Wild, Wonderful West Virginia
Division of Tourism

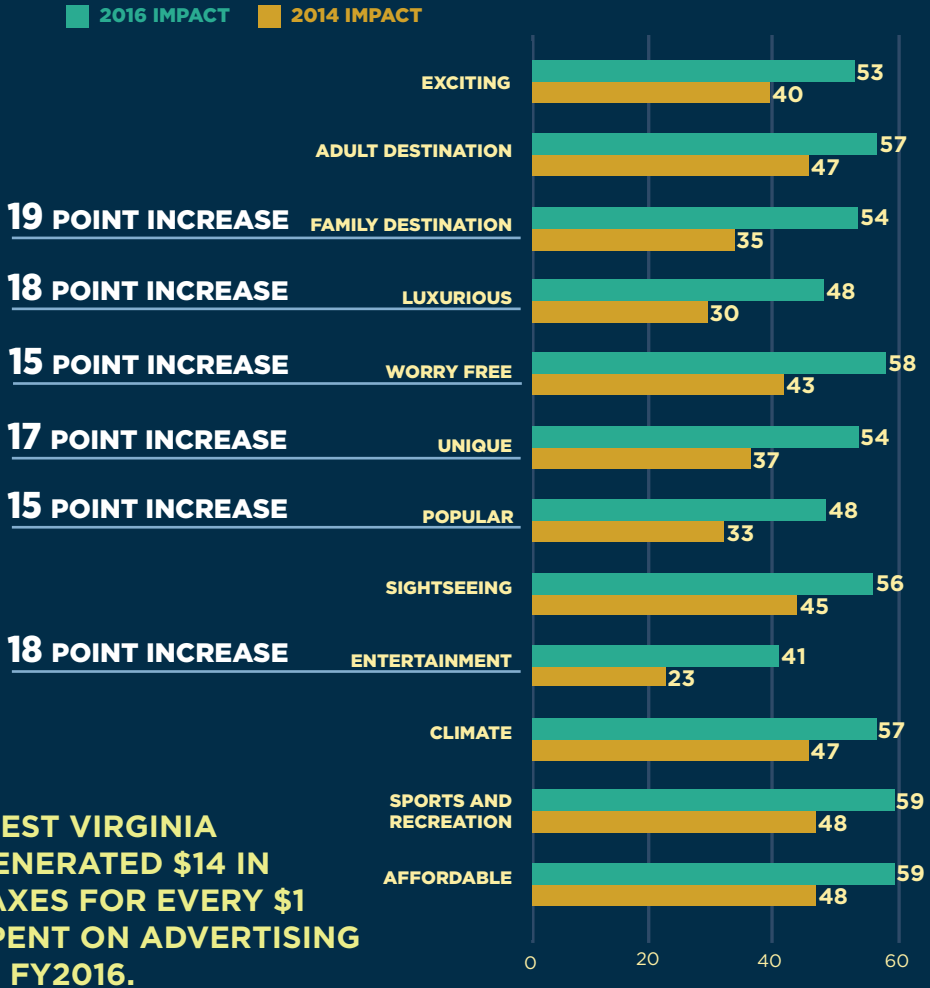
THE ECONOMIC IMPACT OF TOURISM

*Visitors directly spent \$4.5 billion in West Virginia in 2014.
Travel to West Virginia generated \$527 million in state and local tax revenues.
Travel to West Virginia generated 46,000 jobs.*

(West Virginia Travel Impacts 2000-2014p. Rep. Portland: Dean Runyan Associates, 2015. Print.)

IMPACT OF ADVERTISING ON WEST VIRGINIA'S IMAGE: 2014 VS. 2016

By focusing in on key tourism drivers, our advertising impacted awareness about what West Virginia has to offer across the board. The charts below show a significant boost in all key categories compared to 2014:



WEST VIRGINIA GENERATED \$14 IN TAXES FOR EVERY \$1 SPENT ON ADVERTISING IN FY2016.

(FY 2016 West Virginia Image & Advertising Accountability Research. Rep. Toronto: Longwoods International, 2016. Print.)

WEST VIRGINIA HAD 15.9 MILLION OVERNIGHT VISITORS IN 2015: A 6% INCREASE FROM 2014.

(2015 Overnight Visitor Study. Rep. Longwoods International. Toronto: Longwoods Travel USA, 2015. Print.)

HALO EFFECT

Through Longwoods research, a link has been established between tourism advertising and economic development image ratings.

This “halo effect” has raised West Virginia’s image on key economic development measures such as: “a good place to live,” “a good place to start a career,” “a good place to retire,” and a “good place to attend college.

SUCCESSFUL PARTNERSHIPS & CAMPAIGNS



2016 FACEBOOK CO-OPS (THROUGH NOVEMBER 2016)

One of the most successful collaborations to date, Facebook co-ops provide our WV partners an opportunity to strategically leverage our strong social media presence. The co-op slots filled up the day they were offered, and participating partners have reported strong returns with minimal investment.

TOTAL REACH 4,942,207

TOTAL ENGAGEMENTS 264,519

TRAVELOCITY GNOME

The GoToWV Team hosted the Travelocity "Roaming Gnome" in different regions across the state (April 28-May 3). The schedule included stops in Thomas, Davis, Lewisburg, Fayetteville, Parkersburg, and Wheeling. The Travelocity Gnome brought a great deal of visibility to Wild, Wonderful West Virginia. #GoToWV trended #1 on Twitter on Thursday, April 28 for a few hours.

IMPRESSIONS 2,216,305

ENGAGEMENTS 219,698



During the campaign period, West Virginia hotels on Travelocity's website experienced:



9% INCREASE IN HOTEL GROSS BOOKINGS

15% INCREASE IN ROOM NIGHTS

16% INCREASE IN ROOM TRANSACTIONS

#MYWV CAMPAIGN

Our #MyWV campaign empowered visitors and locals alike to contribute their own content to our efforts— which reinforces the authenticity of our Real. branding, serves as a trustworthy testimonial and engages our audiences on a more personal level. #MyWV has successfully generated viral interest, but it has also recruited our brand loyalists to take a more active role in supporting our mission, too.

940,127 REACH
13,358 ENGAGEMENTS
390,950 VIDEO VIEWS
1,735 HOURS VIEWED

23 #MYWV
VIDEOS

REAL. CAMPAIGN VIDEOS

GoToWV is currently running an addressable TV campaign in New York City. Addressable TV allows us to use the same types of demographic and geographic targeting available with digital placements. Currently this is only available in New York City and in a limited fashion in Pittsburgh. Additionally, major branding campaigns are running on broadcast and cable in:

RALEIGH

PITTSBURGH

COLUMBUS

RICHMOND

WASHINGTON, D.C.

ROANOKE

CHARLOTTE

INDIANAPOLIS

CINCINNATI

REAL. JOY - OGLEBAY FESTIVAL OF LIGHTS



REAL. PLAY - CLAY CENTER



REAL. ADVENTURE - DOLLY SODS



REAL. ADVENTURE - THE GAULEY RIVER



INTERNATIONAL MARKETING EFFORTS

GoToWV IS CURRENTLY MARKETING IN CHINA, THE UK, AND CANADA

BRAND USA PROGRAMS:

Built out a China-facing web presence: GoUSA.cn/WestVirginia

China multi-channel program via Brand USA: full page print, 3 activity listings on GoUSA.cn, 10-minute TV episode (features Harpers Ferry, Shepherdstown, Berkeley Springs)

China in-language video: Features Green Bank, Snowshoe Mountain Resort, Harman's Luxury Cabins

Germany in-language video: Features Summersville Lake and Charleston

2016 Inspiration Guide - co-op participants were Charleston and Morgantown



INTERNATIONAL SHOWCASE ATTENDANCE:

Partners that attended IPW 2016 with us saw a positive impact on their businesses as a result of their participation this year:

“Having the opportunity to meet so many different people from around the globe was not only interesting, but educational. Coming from a venue that is in a smaller town, I quickly learned that a lot of international travelers are looking for just that - a small town...In addition to meeting many international tour operators, there were also valuable meetings with travel writers, bloggers, and online booking agencies.”

- **Matt Scott, Durbin & Greenbrier Valley Railroad**

Result of Matt's 2016 IPW attendance: 2 bookings + 3 contacts for travel stories + addition of venue to Viator, an online booking agency.

Result of Canaan Valley Resort's 2016 IPW attendance: contract with Creative Travel, a receptive operator

GoToWV PARTICIPATED IN THE FOLLOWING TRAVEL SOUTH USA SALES MISSIONS:

Orlando Sales Mission: Made in-office sales calls to Orlando based receptive tour operators, pitching West Virginia alongside other southern states within the Travel South region.

New York City and Boston: Attended networking events and met with international tour operators based in New York City. Met with staff of Boston-based receptive tour operator company, TourMappers.



Brand USA's 'Travel USA' Inspiration Guide is distributed to more than 21 international audiences via print and digital distributions.



Brand USA's in-language video programs allow the GoToWV Team to connect with international audiences.



UK and Ireland tour operators embarked upon one of seven U.S. itineraries in Brand USA's 2016 MegaFam program. Wild, Wonderful West Virginia was among 18 U.S. states that participated this year.

TECHNOLOGY IMPLEMENTATION

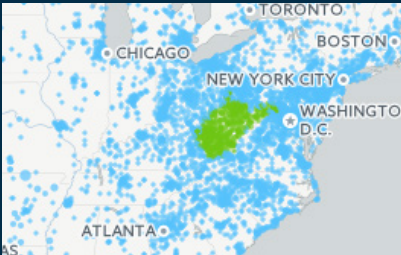
GoToWV has made a great effort to incorporate technology into workflows to create efficiencies, deepen measurement and tracking capabilities, and manage assets.

Salesforce helps to manage contacts that request information via phone or through digital channels. Reports provide insights into origin markets, interests and help manage collateral.

A Digital Asset Management (DAM) software implementation allows the GoToWV team to manage creative assets, including logo files, photography, production videography, and release forms in one central location. This tool includes asset-sharing tracking for industry partners and media requests.

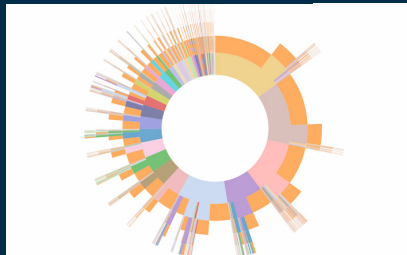
Additional tracking and marketing tools have been implemented and optimized for insight into how and where potential visitors are viewing and interacting with GoToWV marketing and advertising materials.

Arrivalist, a tool that tracks a sample size of media exposures and subsequent physical visitor arrivals in West Virginia, has provided tremendous insight into the effectiveness of advertising placements. Arrivalist has also corroborated traditional research findings on emerging and traditional markets and demographics. Other tools allow for sharing of non-personally identifiable information from one marketing platform to another, and allow us to see how visitors to GoToWV.com are consuming and interacting with content.



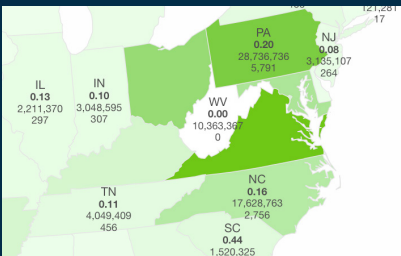
ORIGIN MARKETS

Map shows where media exposures took place, and where the visitor arrived in West Virginia



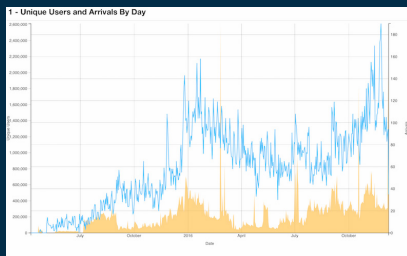
ARRIVAL SEQUENCES

Provides insight in the sequence of media exposures that lead to verified arrivals



ARRIVALS BY STATE

Shows the concentration of number of arrivals and APM (arrivals per 1000 exposures)



UNIQUE USERS AND ARRIVALS BY DAY

Shows us on a daily basis the number of media impressions and verified individual arrivals

WEB/FULFILLMENT/WELCOME CENTER STATS

REQUESTING INFORMATION BY PHONE:



TOP ORIGIN STATES OF INFO REQUESTS

1. West Virginia
2. Ohio
3. Pennsylvania
4. Virginia
5. Maryland
6. Florida
7. North Carolina
8. Michigan
9. Texas
10. New York

TOP INTERESTS OF INFO REQUESTS

1. Events & Festivals
2. West Virginia Vacations
3. History & Heritage
4. Outdoor Recreation
5. Unique Adventures
6. Romantic Getaways
7. Craft Beer & Spirits
8. Family Fun

TOTAL FULFILLMENTS FOR COLLATERAL: 755,742

WELCOME CENTERS



TOTAL VISITORS **3,242,703**

INTERNATIONAL VISITORS **18,839**



50,363

PHOTOS
TAGGED ON
INSTAGRAM



SOCIAL MEDIA

FACEBOOK REACH

49,749,029

TWITTER IMPRESSIONS

2,090,663

SOCIAL MEDIA FOLLOWERS:

 **224,316**

 **16,225**

 **7,694**

 **721**

 **448**

Our Gramma & Ginga video reached over 1.6 million people, with over 3,000 hours of viewing and over 13,000 viewer engagements.

WEBSITE DATA (JAN 1, 2016 - NOV 30, 2016)

Our top-level analytics show that not only are we attracting viewers to the site, once they are there, they are spending time exploring, returning and converting at high rates.



TOP REGIONS

- | | |
|---------------------|-------------------|
| 1. West Virginia | 7. North Carolina |
| 2. Pennsylvania | 8. Michigan |
| 3. Ohio | 9. Maryland |
| 4. New York | 10. Kentucky |
| 5. Virginia | 11. Tennessee |
| 6. Washington, D.C. | 12. Florida |

TOP METRO AREAS

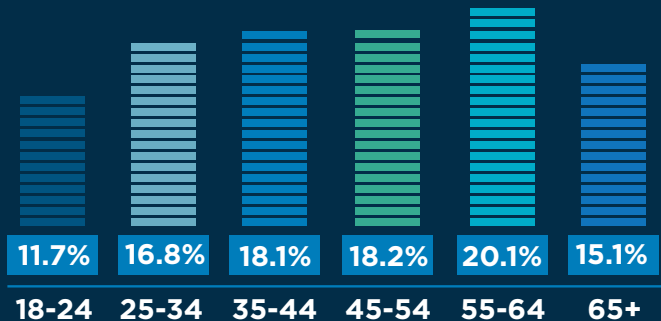
- | | |
|--------------------------|----------------------|
| 1. Washington, D.C. | 6. Detroit |
| 2. Charleston/Huntington | 7. Philadelphia |
| 3. New York City | 8. Beckley/Bluefield |
| 4. Pittsburgh | 9. Cleveland |
| 5. Clarksburg/Weston | 10. Columbus |

Research has helped us tailor our marketing efforts to provide the right message, in the right place, at the right time. Data proves our efforts are working. Traffic to GoToWV.com has increased from in-state visitors in each of the major markets and from our core-market areas.



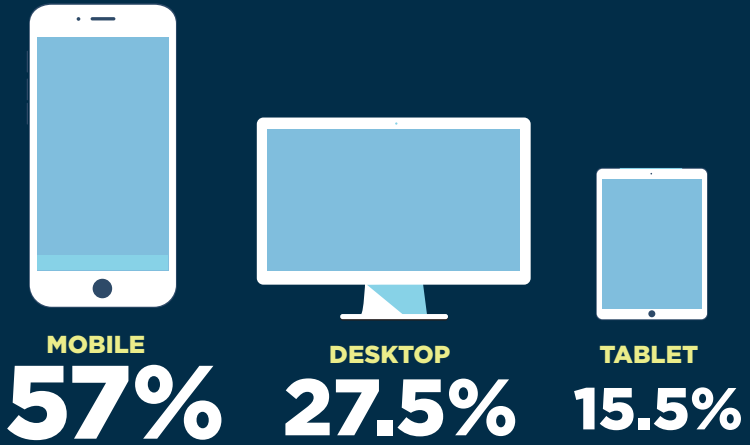
AGE RANGES

Travel experiences in West Virginia appeal to all interests and age groups. Our advertising placements are speaking to each age range visiting GoToWV.com.



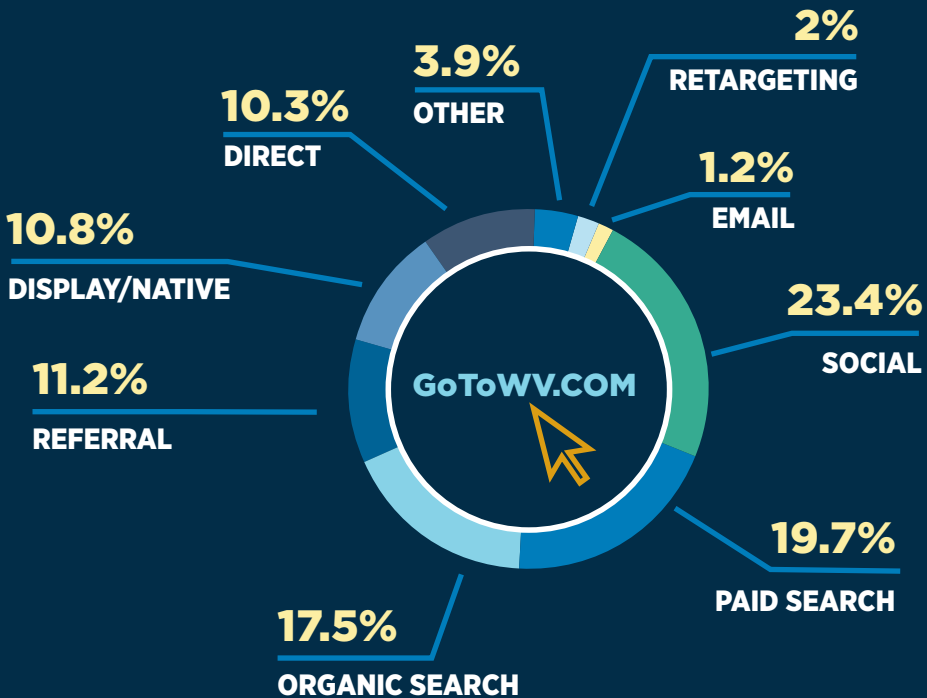
DEVICE BREAKDOWN

Mobile viewership is higher across the board for web users. Our responsive, flexible design makes the information navigable and easy for visitors on every device and platform.



HOW PEOPLE ARE VISITING GoToWV.com

The outreach channels we are promoting the strongest are seeing correspondingly high results, and we're hitting our goal numbers across the board especially in the mediums that see high return with low investments.



WEBSITE DATA (JAN 1, 2016 - NOV 30, 2016)

CONTENT

Our robust content program gives us fresh topics to share, and a major SEO boost. We leverage each piece with an individual mix of opportunities, including native placements, social sharing and more, then refine our future topics by the results of that outreach. Not only are people navigating to our content, they're also continuing from there to our target pages.

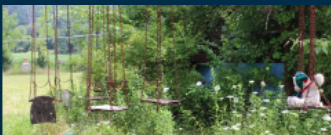
HIGHEST PERFORMING CONTENT IN 2016:

WWW.GoToWV.COM/LITTLE-BAHAMAS-IN-WV/



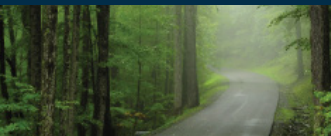
84,268
SESSIONS

WWW.GoToWV.COM/6-SURREAL-ABANDONED-PLACES/



51,489
SESSIONS

WWW.GoToWV.COM/THERES-A-TOWN-LITERALLY-NAMED-ODD/



23,020
SESSIONS

119,477

REFERRAL CLICKS TO
INDUSTRY PARTNER SITES

25,639

GUIDE REQUESTS ON
THE WEBSITE

WEST VIRGINIA FILM OFFICE 2016

The Film Office forged a new partnership with Oz Publishing's "Mid-Atlantic Production Services Directory" (joining MD, VA & DC) to give the state's workforce and business service providers an opportunity to promote themselves to Business Prospects in the Mid-Atlantic region. Business Prospect recruitment reached an all-time high with dozens of companies choosing to film in the state. More highlights include:

541 Business Prospects contacted the Film Office about filming; **85%** were interested in the film tax credit program.

\$6 MILLION estimated direct expenditures of 30 Business Prospects approved to participate in the film tax credit program.

80,388 social media views of a new showreel highlighting selected film and TV productions that feature West Virginia.

60 people participated in three film industry workforce training workshops; **350** people have been trained in myriad skill sets since 2013.

194% increase in Business Service Providers listed in the online Vendor Directory since 2014.

37% increase in the number of workforce listed in the online Workforce Directory since 2014.

180 new locations from **41 counties** added to the online Locations Library,

300% increase in followers of Film Office Facebook page since June 2016, totaling **8,274**.

60 people who downloaded the Film Office's iPhone app for its Locations Library and Crew & Vendor Directory.

2016 FILMOGRAPHY HIGHLIGHTS

"THE GLASS CASTLE"

Feature, Lionsgate (McDowell Co.)

"MY BROTHER, MY BROTHER & ME"

Web series, NBC-Seeso (Cabell Co.)

"LOOPHOLE"

Feature, JCFilms (Monongalia Co.)

"WHAT THE NIGHT CAN DO"

Feature, River Entertainment (Greenbrier, Monroe Cos.)

"MINDHUNTER"

TV series, Netflix (Marshall Co.)

2016 MEDIA BUYS

GoToWV advertised with a diverse group of partners in 2016, including:



EARNED MEDIA



Road Trip USA:
Pepperoni rolls, Google
Maps mishaps in W.Va.



New residents bring a
taste of the city to a rural
West Virginia town



The First Family of
Competitive Lumberjacking



West Virginia's Gauley
River turns rapid for a
short season of fun



Fall getaways (West Virginia)



What happens when a space
observatory goes rogue



First-Rate Resorts
(West Virginia)



Tastefully West Virginia: Take a
bite out of the Mountain State

Mountain State Wines: Get
ready for a very unexpected
taste in West Virginia

PRINT COLLATERAL

Requests for GoToWV's free travel guide were a benchmark on the site and at visitor centers. We also targeted high-interest activities with smaller segmented guides, which were functional, not just informational. The magazine-like Explore piece enhanced media pitches as a detail-rich example of West Virginia's vast content opportunities.



AWARDS



PRSA CRYSTAL AWARDS

- Logo
- Social Media
- Annual Report
- Poster (22 days/Gauley)
- Honorable Mention - Website



STS SHINING EXAMPLE AWARD

- Best Marketing (\$500,000 budget or greater)



AAF WEST VIRGINIA AWARDS

- Gold Award: Real. West Virginia Marketing Campaign
- Silver Award: Real. Guides Collateral Campaign
- Silver Award: Real. GoToWV Print Campaign
- Silver Award: GoToWV Logo



BEST OF THE BLUE RIDGE WINNER

WV was voted the Best State for Outdoor Adventure by Blue Ridge Outdoors Magazine readers.

WILD, WONDERFUL WEST VIRGINIA

“Wild, Wonderful West Virginia, in collaboration with private and public partners, promotes the state as the premier outdoor destination offering unmatched natural beauty, exhilarating adventures, and authentic experiences. Tourism is a robust economic driver in the state. The tens of thousands of jobs created through the tourism industry generates billions of dollars by promoting West Virginia as a welcoming place to work, play and raise a family.”



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