

West Virginia Division of Tourism

2013 Annual Report



West Virginia
Wild and Wonderful

CELEBRATING 150 YEARS 1863-2013

W V T O U R I S M . C O M

The central graphic features a blue outline map of West Virginia. Overlaid on the map is the text 'West Virginia' in a large, bold, blue sans-serif font. Below it, the slogan 'Wild and Wonderful' is written in a blue script font. At the bottom of the map, a white rectangular box with a blue border contains the text 'CELEBRATING 150 YEARS 1863-2013'. Below the box, the website address 'W V T O U R I S M . C O M' is written in a blue, spaced-out, sans-serif font.



West Virginia Division of Tourism • 90 MacCorkle Ave., SW • South Charleston, WV 25303 • www.wvtourism.com • 1-800-225-5982

Travel is part of the fabric of life. The effects of which are felt in a variety of experiences that people share and look forward to with anticipation and excitement. Whether it's a planned trip for a family gathering and reunion at home or a travel opportunity of a lifetime halfway around the globe, the ability to travel and explore new places, tastes new foods, see new sights and meet new people is just outside our door.

West Virginia offers a banquet of vacation options for every taste and budget. To start, the Mountain State is naturally beautiful. The mountains, valleys, forests, streams and scenic highways give travelers a spectacular visual welcome as they make their way to their destination. Once they arrive, a warm West Virginia welcome awaits in the form of a quick smile, a tasty dish and desire to make everyone comfortable.

The Division of Tourism takes great pride in its mission of promoting all that is "Wild and Wonderful" about our state. Those efforts are maximized when working with industry partners who love West Virginia just as much as we do. From showcasing the excitement of outdoor recreation to sharing the unique flavors of new Appalachian Cuisine, West Virginia is a traveler's "almost heaven" all in one place.





Boy Scouts of America

The Boy Scouts of America has chosen West Virginia as the new home for its National Jamboree and its newest high-adventure base, the Summit Bechtel Family National Scout Reserve. The first National Scout Jamboree was held July 15-24, 2013 with 52,000 in total attendance. In 2019, the World Scout Jamboree will be held at the Summit Bechtel Family National Scout Reserve and scouts from every corner of the world will have the opportunity to experience it. This will be the first time the World Scout Jamboree has been held in the United States in more than 40 years.

Heritage

West Virginia kicked off its Sesquicentennial Birthday Celebration by partnering with the B&O Railroad in Baltimore, Maryland. A media reception brought attention to “The War Came by train” exhibit which was on display at the B&O Railroad Museum for the months of April and May. To continue the celebration the Division worked with the Civil War Sesquicentennial Commission to host a week of activities at the Capitol that included a phenomenal light show and fireworks.

The Civil War signage program has gained speed with more trail blazers signs installed to mark the trail.

Group Tours

The group tour industry is a crucial part of West Virginia’s economy. According to Travel Alliance Partners, LLC (TAP) in 2012 their members spent \$653,225 in West Virginia. The Division of Tourism’s investment of \$5,950 for 2012 in TAP resulted in an ROI of 1,098%. This figure represents only eight of the 32 TAP members currently selling West Virginia product and accounted for 1,633 room nights for 2012. The gross expenditure for rooms alone was \$190,751.92.

Meeting Planners/Conventions

The Division is currently using the Meeting Planners Guide provided by WV Executive Magazine as a fulfillment piece for requests, in addition to distributing leads to the private sector.

Customer Service Centers

1-800-CALL WVA Call Center

Callers assisted by Travel Counselors: 64,081
 Internet requests for information: 61,824
 Magazine lead requests: 45,119

Website & Mini-Site Page Views: 3,590,237

Facebook Reach: 1,011,412

Welcome Centers

Total visitors: 3,404,776
 Signed register: 436,142
 International visitors: 28,176
 Reservations made by staff: 1,887
 Revenue generated by reservations: \$149,632

Economic Impact – 2012 (Dean Runyan)

Travel Spending: \$5.1 Billion
 Travel Generated State and Local Tax Revenues: \$707 Million
 Travel Generated Employment: 46,400

Overnight Visitor Profile – 2011 (Longwoods)

Overnight Visitors: 14.8 Million

State Sources of Overnight Visitors:

- West Virginia – 18%
- Ohio – 16%
- Virginia – 13%
- Pennsylvania – 9%
- Maryland – 7%



Fulfillment Center

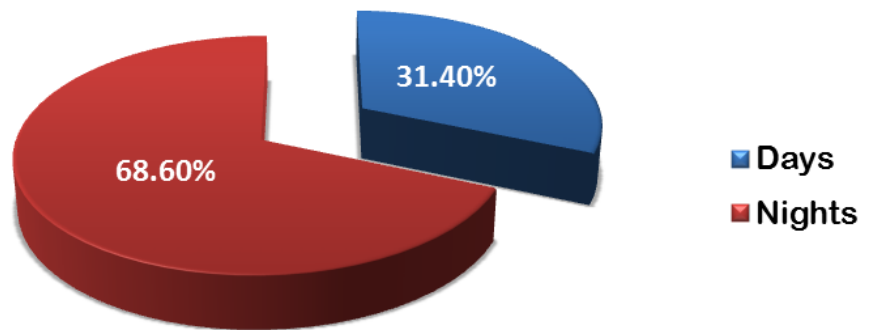
Individual brochures distributed: 94,729
 Bulk brochures distributed: 885,879
 Total brochures distributed: 980,608

Welcome Center Surveys

The Welcome Centers conducted 4,900 surveys in 2013. These surveys provide a low cost source of information on visitors to our Welcome Centers, and include various demographics and top activities.

Total Stay Length

Days = 2,208 (31.4%)
 Nights = 4,822 (68.6%)
 Average Number of Nights = **3.4**



Changed Your Plans Due to Economy?		
	Count	Percent
Yes	1,183	27.8%
No	3,080	72.2%

Reason For Visiting		
	Count	Percent
Vacation/Leisure	1,857	43.4%
Family	1,604	37.5%
Business	818	19.1%

Activities		
	Count	Percent
Dining Out	1,502	15.7%
State Parks	1,063	11.1%
Shopping	1,047	11.0%
Civil War	767	8.0%
Fall/Scenic/Driving	726	7.6%
Museums	677	7.1%
Trails/Hiking/Biking	535	5.6%
Camping	529	5.5%
Fairs & Festivals	443	4.6%
Gaming	402	4.2%
Rail Heritage	374	3.9%
Hunting/Fishing	368	3.9%
Golf	277	2.9%
Whitewater	229	2.4%
Motorcycle Touring	219	2.3%
ATV Riding	199	2.1%
Skiing	180	1.9%

Hotel/Motel Trends

(Source: Smith Travel Research)

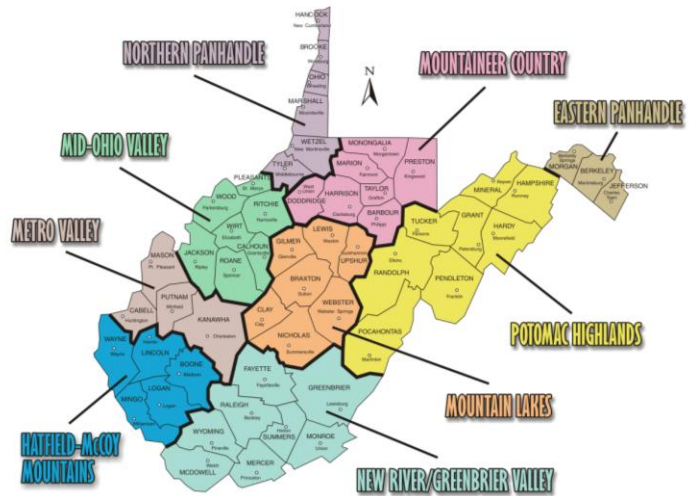
As in prior years, West Virginia continued to outpace the national average in hotel/motel occupancy 2012. Average occupancy in the U.S. was 62.3 percent, while West Virginia had an occupancy rate of 63 percent.

Occupancy	63%
Revenue per Available Room (RevPAR)	\$57.76
Demand (Rooms Sold)	6,298,822

Cooperative Tourism (MAPP)

Grants Issued by Travel Region in 2013

Northern Panhandle	\$1,214,632
Mid-Ohio Valley	\$48,915
Metro Valley	\$422,041
Hatfield/McCoy Mountains	\$13,873
New River/Greenbrier Valley	\$866,699
Mountain Lakes	\$340,844
Potomac Highlands	\$429,910
Eastern Panhandle	\$1,456,203
<u>Mountaineer Country</u>	<u>\$142,434</u>
Total:	\$4,935,551



Grants Issued in 2011	Match	Number	Amount
Small Grants (\$7,500 or <)	75/25	68	\$391,625
Fairs & Festivals (\$5,000 or <)	50/50	27	\$82,556
<u>Large Grants (\$10,000 or >)</u>	<u>40/60</u>	<u>37</u>	<u>\$4,461,370</u>
Total		132	\$4,935,551

Consumer Shows

- International Motorcycle Shows – New York City, Cleveland, Canada
- Toronto Golf Show
- Snowbird Extravaganza
- AAA Great Vacation Expo

Trade Shows

- National Tour Association – tour operators
- American Bus Association – tour operators
- Student Youth Travel Association - tour operators who specialize in student/youth travel
- Travel Alliance Partners – tour operators
- USTA's International Pow Wow – tour operators and media
- Travel South USA Showcase – tour operators & media
- Travel South International Showcase – media and international receptive operators

Media Coverage

Pittsburgh Post Gazette

Roanoke Times

Ohio News Network

Ohio Magazine

Inter Mountain Messenger Newspaper

Recreation News

AAA Journeys

Group Tour Magazine

Groups Today

Bus Tour Magazine

Leisure Group Travel

Mid-Atlantic Events

WV Executive

Courier

Destinations

New England Golf Monthly

Northern Ohio News-Herald

San Jose Mercury News

NY Connecticut Register Citizen

Tri State Golfer

The A Position

Bluffton Breeze

Golf Getaways

Colorado Avid Golfer

Views Magazine

Portfolio Magazine

Golf Georgia

Mynegm.com

Coupleoftravelers.com

BuffaloGolfer.com

BunkerShot.com

Golfgurls.com

Worldgolf.com

Thegeorgiagolfer.com

Cybergolf.com



2013 Outreach

Travel Writer Outreach

- Motorcycle FAM – Roadbike Magazine - featured scenic beauty and camping.
- Travel South USA’s Showcase Media Appointments
- USTA’s International Pow Wow Media Event
- FAM – Roadbike Magazine – Focus Scenic Beauty and Camping
- Media Reception and Exhibit – B&O RR
- Domestic Golf Media FAM
- German Media Fam

Events

- West Virginia State Fair
- Wheeling Partner Packaging and Wheeling Heritage Roundtable Meetings
- Mingo County Schools Career Day Presentation
- MCMS Career Fair – Mylan Park Pro Performance in Morgantown
- Tourism Day at the Legislature
- Arts Day at the Legislature
- PGA Tour – Greenbrier Classic
- WV Governor’s Conference on Tourism
- Mountain State Arts and Craft Fair
- MountainFest
- Bridge Day
- Winter Ski Days
- Meadowbrook Mall Outdoor Exhibit – Bridgeport
- WV Honey Festival
- Stonewall Hunting and Fishing Show
- Oglebayfest - Wheeling



International

UK Tour Operators – New and Continued Product

America As You Like It
Fishing Worldwide
Vacations to America
North America Travel Service
Bon Voyage
Old Country Tours
Destination Golf
American Sky
Complete North America
Trek America

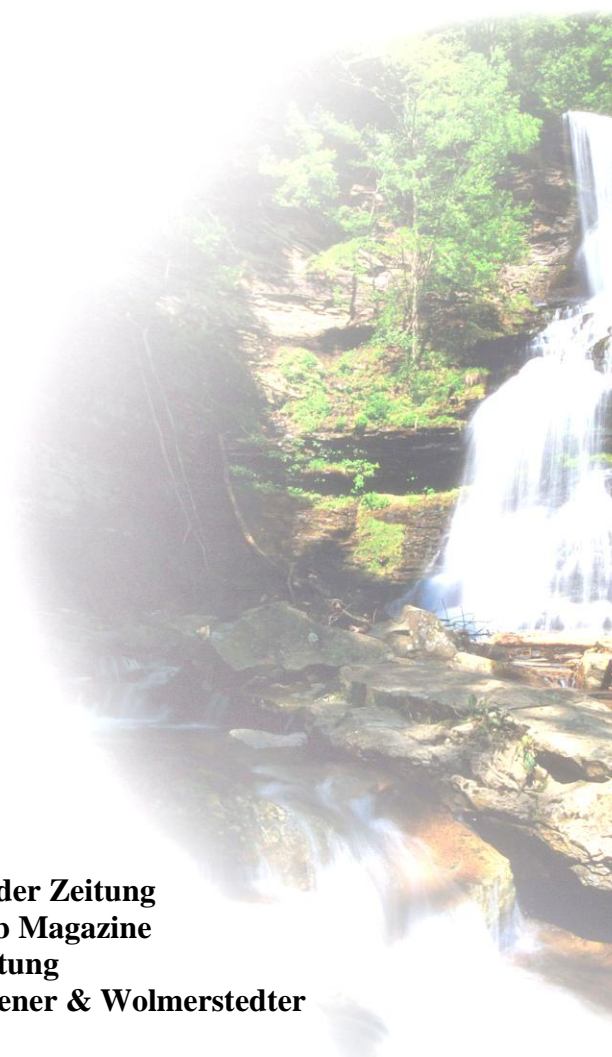
UK Travel Agents

Barhead Travel
Glenn Travel
Travel Fox
USA Holiday Direct

UK/Germany Earned Media

Luxury Bible and ivillage.com
Selling Long Haul
Essentially America Magazine
Brand USA Supplement
Travel Weekly
Northern Ireland Travel News
The International Travel Writers Alliance
Ireland's TravMedia
Cheshire Independent Travel
Stockport Independent
International Journalist Alliance
Belfast Telegraph
Ulster Tatler
Visit USA Now
America Journal
Background Magazine
Berliner Kurier

Bremervorder Zeitung
Diners Club Magazine
Fuldaer Zeitung
Haldenslebener & Wolmerstedter
Sonntag
Hamburger Morgenpost
Hanauer Anzeiger
Markische Oderzeitung
Markischer Markt
Neue Westfälische
Only the best "Reisen"
Ostschweiz am Sonntag
Pirmasenser Zeitung am Sonntag
Sächsische Zeitung
Schleswig-Holsteinische Landeszeitung
Sonntag Aktuell
Sonntag Nachrichten
The Red Bulletin Austria



Partnerships and Industry Associations

WV Mountain Bike Association

Whitewater Commission

U.S. Travel Association (Formerly TIA)

- Discover America Website
- PowWow International Marketplace

Appalachian Regional Commission

- Collaborative Tourism Promotion Board

Convention & Visitors Bureau Association

American Bus Association

- Marketplace for Tour Operators

National Tour Association

- Marketplace for Tour Operators

National Motorcoach Network

- Supplier Marketplace

Hatfield-McCoy Trails

Virginia Motorcoach Association

- Group Tour Marketplace

Maryland Motorcoach Association

West Virginia State Society

National Coal Heritage Area

Reaching the Summit Steering Committee

WVU Extension Service

WV Society for Association Executives

WV Division of Culture and History

WV Department of Education

Southeast Tourism Society (STS)

- Co-op Advertising
- Top 20 Events

U.S. Department of Commerce

- Cultural & Heritage Tourism Marketing Council

Southeast Tourism and Travel Research

- Benchmarking, Best Practices, Trends

WV Civil War Sesquicentennial Commission

WV Department of Agriculture

Travel South USA

- Co-op Advertising
- Showcase Group Tour Marketplace
- Travel Shows Website

Commerce Agencies

Mid-Atlantic Tourism Public Relations Alliance

- Travel Writers Marketplace

Pennsylvania Bus Association

Coal Heritage Trail Association

WV State University Tourism Education Program

WV Department of Transportation

WV Professional Rafting Outfitters (WVPRO)

WV Ski Association

WV HEAT Program

Civil War Task Force

Designated Retirement Communities Committee

Travel Alliance Partners

WV Tourist Train Association

WV Group Travel Association





“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.”

Earl Ray Tomblin

Governor

Keith Burdette, Secretary
Department of Commerce

Betty Carver, Commissioner
Division of Tourism

Tourism Commission

Oshel Craigo - Chairman
Better Foods, Inc.

William Bright
Bright Enterprises

Cindy L. Cramer
WV Dept. of Transportation

Joesph Manchin, IV
Enersystems, Inc.

Cliff Sutherland
Triple S Harley Davidson

David Arnold
Class VI River Runners

Frank Jezioro
Division of Natural Resources

Ron Marcus
Turf Motel

Steve White
Steven F. White PLLC

John Klemish
The Greenbrier

Marianne Moran
CVB of Marion County

Randy Worls
Oglebay Park

Jeffrey Lusk
Hatfield McCoy Trails

Sharon Rowe
SHR Consulting, LLC

