

## 2016 – 2017 FISCAL YEAR INFORMATION

MARION COUNTY CVB  
- BY THE NUMBERS -

### MISSION STATEMENT

The Convention & Visitors Bureau of Marion County, Inc. is a non-profit marketing and sales organization whose sole purpose is to take the leadership role in developing the area's tourism industry and advancing the image of Marion County as a vacation, group tour and meeting destination.



### TOP 5 VISITING STATES (IN ORDER)

-  1. West Virginia
-  2. New York
-  3. Pennsylvania
-  4. North Carolina
-  5. Washington, D.C.

### STATS



**3,473** Marion County  
Visitors Guides mailed  
from visitor requests



**1,655** Welcome Bags given  
to reunions, receptions  
and other gatherings



**7,625** Marion County  
Visitors Guides mailed to  
WV Welcome Centers

### WEB



Website traffic increased **12%**  
compared to FY 2015-2016

**74%** of visitors to marioncvb.com  
were new visitors.

Mobile traffic has grown **12%**, resulting  
in **71%** of all traffic to the website in  
2016-2017.

The most popular pages include:  
Event Calendar, Visitor's Guide,  
Pepperoni Roll page, Advent Calendar  
and Festivals & Events page.

### RECOGNITION



 SOUTHEAST TOURISM SOCIETY

Feast of the Seven Fishes has been  
selected by Southeast Tourism Society  
as a Top 20 Festival & Event winner  
for the month of December 2016.

### 2016-2017 BOARD OF DIRECTORS

Emily Bickerstaff, *President*

Gloria Cunningham, *Vice President*

Greg Bray, *Treasurer*

Tony Michalski, *Secretary*

Amy Baker

Kris Cinalli

Cherie Coogle

Jason DeFrance

James Kane

Rob Linger

Barbara Metcalfe

T.J. Nicholson

Josh Smith

Guy Ward

### STAFF

Leisha Elliott, *Executive Director, TMP*

Sharon Phillips, *Administrative Assistant*



Certified West Virginia Convention &  
Visitor Bureau for 2015-2018.

## FINANCIAL INFO

### 2016-2017

#### INCOME:

Grants, co-ops **\$5,360**

Motel tax collections **\$231,088**

Interest **\$1,585**

#### EXPENSES:

Advertising **\$104,255**

Personnel/Taxes **\$95,177**

Operations **\$27,956**

### 2015-2016

#### INCOME:

Grants, co-ops **\$9,000**

Motel tax collections **\$295,000**

Misc. **\$2,656**

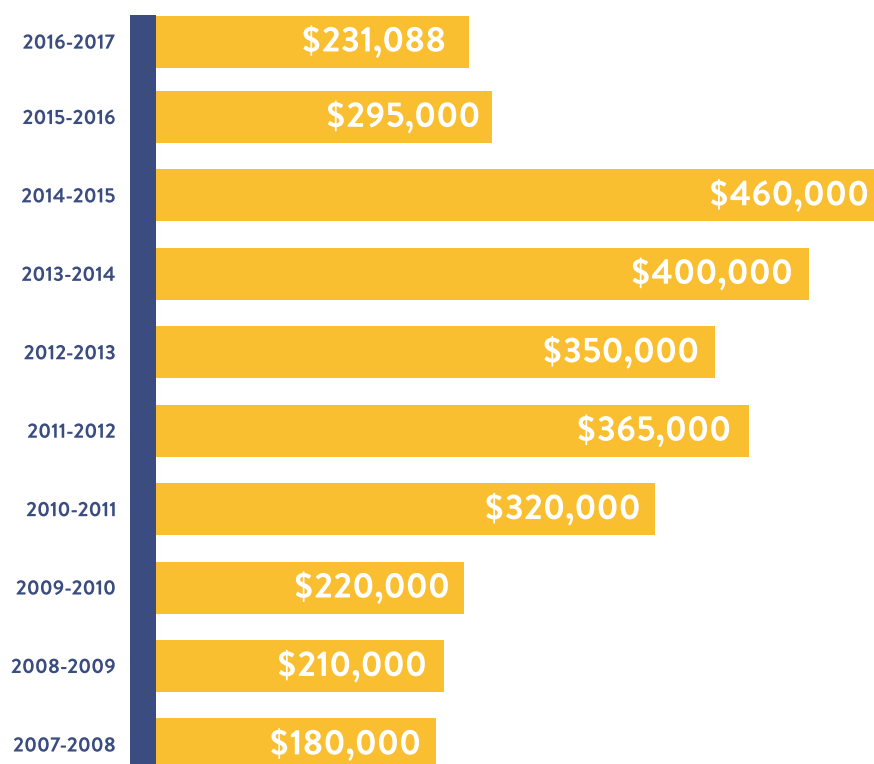
#### EXPENSES:

Advertising **\$154,038**

Personnel/Taxes **\$122,300**

Operations **\$29,522**

## TAX COLLECTED



## SOCIAL

### f FACEBOOK

Facebook reached **12,000** more people a month on average, compared to FY 15-16.

Facebook generated **twice as many** sessions and goals compared to FY 15-16.

### 🐦 TWITTER

Twitter received **21%** more mentions, compared to FY 15-16.

Twitter generated **41%** more sessions to the website, and a **58%** higher retweet reach compared to FY 15-16.

### 📷 INSTAGRAM

Instagram received **30%** more likes, and a **5%** increase in comments compared to FY 2015-2016.

## NEWSLETTERS

Monthly Newsletter:  
**1,059** subscribers

The average open rate during 2016-2017 was **17%** compared to **22%** during 2015-2016.

The average click rate during 2016-2017 was **22%** compared to **22%** in 2015-2016.

## TRAVEL / TRADE SHOWS:

New York Travel Show (January 2017)

Pittsburgh Home & Garden Show (March 2017)

## HOME FOR THE HOLIDAYS



The Advent Calendar generated more than **3,500** pageviews. That made it the **6th** most viewed page on the website in 2016. It received more pageviews than the wave pool, pepperoni roll and gameday pages in the **45** days it was live.

In December, it was responsible for **23%** of traffic to the website.

Compared to other digital ads that ran throughout the year, it had the **3rd** highest click-through-rate and the **2nd** lowest cost-per-click. Making it one of the most efficient campaigns we ran in FY 2016-2017.

American Advertising Awards West Virginia, February 2017 Gold Award for Best Online Interactive, Social Media Campaign Marion County Home for the Holidays, Marion County Convention and Visitors Bureau