



Annual Report

Fiscal Year 2019-20

Convention & Visitors Bureau of Marion County, Inc.

Marion County

the Middle of Everywhere

MARKETING IN MARION COUNTY

This year's promotional efforts can best be separated into regular campaigns – aimed at visitors and local – focusing on Marion County residents. The COVID-10 pandemic influenced our pivot from regular to local.

Regular Campaigns

FEAST OF THE SEVEN FISHES

A campaign was developed for the annual Feast of the Seven Fishes festival as a way to increase event awareness and attendance.

249,728 Impressions
2,998 Clicks
1.2% (4.7% for Facebook) Click Through Rate



ADVENTURE CAMPAIGN

Using hiking, biking, disc golf and water activities as examples, this campaign highlighted Marion County's outdoor recreational offerings.

1.18 million Impressions
10,364 Clicks
0.87% (2.17% for Facebook) Click Through Rate



Local Campaigns

GEOCACHE TRAIL

Created as a fun, social distancing activity, the Marion County Geo Trail is a scavenger hunt through our scenic areas and historic locations.

500 Finds
37 people have claimed their souvenir coin

PARTICIPANTS FROM:

1. Bridgeport, OH₁
2. Milford, PA₂
3. Pittsburgh, PA
4. Waynesburg, PA
5. Barboursville, WV
6. St. Albans, WV
7. Huntington, WV
8. Weston, WV
9. Morgantown, WV
10. Marion County, WV

₁ Top geocachers from Ohio

₂ Top geocachers from Pennsylvania

ACTIVITY BOOK CAMPAIGN

Our new activity books – one for adults, one for children – were designed to educate and entertain through themed games and puzzles.

f FACEBOOK

423 Reach
5 Shares
37 Engagements

VALLEY FALLS PUZZLE CONTEST

Facebook fans were asked to share their favorite memory/photo of Valley Falls for a chance to win a 500-piece jigsaw puzzle.

f FACEBOOK

972 Reach
19 Comments
91 Engagements

THE IMPACT OF COVID-19

Like most in the tourism industry, for the health and safety of our residents, we did not encourage travel for several months. This resulted in a decrease in visits and associated data.



Awards & Honors



GOVERNOR'S CONFERENCE ON TOURISM AWARD

MCPARC's **John Provins** was named **West Virginia Tourism Professional of the Year** on September 25, 2019, at the Governor's Conference on Tourism awards banquet held at Snowshoe Resort.

FATHER OF ROCK & ROLL TRIBUTE

Named Top 20 Event for July 2020



WV THREE RIVERS FESTIVAL

Named Top 20 Event for May 2020

WV ASSOCIATION OF CVBS ACCREDITATION

(Nearly perfect score)

WEBSITE DATA

TOP 5 VISITING STATES

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

96,902
OVERALL
SESSION WEBSITE



↑ 68%
of web traffic
originates from
mobile

MOST POPULAR WEB PAGES (in order, excluding homepage)

1. Homepage
2. Things To Do/Festivals and Events
3. Pepperoni Rolls
4. Marion Events/Month
5. Tygart Valley Cinemas



90%
of visitors to
marioncvb.com
WERE NEW VISITORS

SOCIAL MEDIA



TWITTER

570,123 **1,257**
Impressions Retweets



FACEBOOK

416,918 **17,796**
Impressions Sessions
to website



20,000 MARION COUNTY
VISITOR GUIDES

Distributed through WV
welcome centers, guide
requests, welcome bags,
travel plazas, and rest stops

NEWSLETTERS

1,528

Subscribers

↑ 783
New subscribers



2.61%
CLICK RATE

17%
OPEN RATE



Financial Info

2019-2020

INCOME

\$2,200

Grants, co-ops

\$242,054

Motel tax
collections

\$1,189

Interest

\$5,250

Loan interest

EXPENSES

\$150,817

Advertising

\$102,333

Personnel/taxes

\$33,019

Operations

2018-2019

INCOME

\$1,000

Grants, co-ops

\$257,500

Motel tax
collections

\$500

Interest

EXPENSES

\$125,860

Advertising

\$105,750

Personnel/taxes

\$27,390

Operations

TAXES COLLECTED

2019-2020	\$242,054
2018-2019	\$257,500
2017-2018	\$287,366
2016-2017	\$231,088
2015-2016	\$295,000
2014-2015	\$460,000
2013-2014	\$400,000
2012-2013	\$350,000
2011-2012	\$365,000
2010-2011	\$320,000
2009-2010	\$220,000



**THE CONVENTION & VISITORS
BUREAU OF MARION COUNTY, INC.**
1000 COLE ST., SUITE A
PLEASANT VALLEY, WV 26554

Who *we* are...

STAFF

Leisha Elliott, Executive Director

BOARD MEMBERS 2019-2020

T.J. Nicholson, President
Greg Bray, Vice President
Barbara Metcalfe, Secretary
Jason DeFrance, Secretary/Treasurer

Jason Boyer
Amber Buracker
Rebecca Burton

Kris Cinali
Dora Grubb
Brett Harshbarger

James Kane
Rachel Michell
Jessican Sharp