



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 1.2% (4.7% for Facebook) Clicks Click Through Rate **Impressions**



ADVENTURE CAMPAIGN

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

1.18 million 10.364

0.87% (2.17% for Facebook) Impressions Clicks / 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 people have claimed their souvenir coin

PARTICIPANTS FROM:

- 1. Bridgeport, OH.
- 2. Milford, PA
- 3. Pittsburgh, PA
- 4. Waynesburg, PA
- 5. Barboursville, WV
- 6. St. Albans, WV
- 7 Huntington, WV
- 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.

FACEBOOK

Reach Shares 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.

FACEBOOK -

972 Reach

Comments

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. MARION COUNTY

awards & Honors

WEST VIRGINIA

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. Wes

- 1. West Virginia
- 2. Pennsylvania



3. New York



4. Washington, D.C.



5. Virginia

MOST POPULAR WEB PAGES (in order, excluding homepage)

(III order, excluding nomepa

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



OVERALL SESSION WEBSITE





↑ 68%

of web traffic originates from mobile



90% of visitors to marioncvb.com WERE NEW VISITORS

SOCIAL MEDIA



TWITTER

Distributed through WV

welcome centers, guide requests, welcome bags,

travel plazas, and rest stops

570,123 Impressions

1,257Retweets



FACEBOOK

416,918 Impressions

17,796Sessions to website

NEWSLETTERS

1,528

Subscribers

783

New subscribers





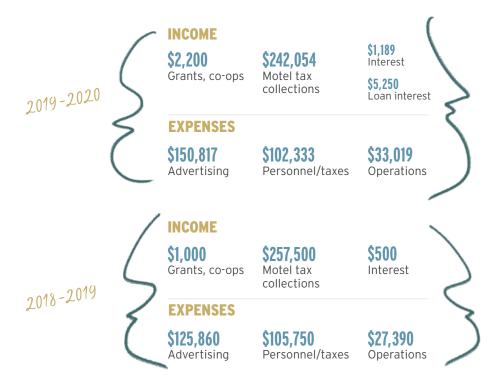
17% OPEN RATE

4

5



Financial Info



TAXES COLLECTED

\$242,054
\$257,500
\$287,366
\$231,088
\$295,000
\$460,000
\$400,000
\$350,000
\$365,000
\$320,000
\$220,000

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STAFF

Leisha Elliott, Executive Director

BOARD MEMBERS 2019-2020

T.J. Nicholson, President
Greg Bray, Vice President
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