



Annual Report

Fiscal Year 2022-2023

Convention & Visitors Bureau of Marion County, Inc.

Marion County

the middle of everywhere

OUR MISSION

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

MARKETING IN MARION COUNTY

Acknowledging that economic concerns for travelers still lingered from the impact of the pandemic and previously inflated fuel prices, our marketing efforts continued to highlight local attractions and nearby activities within Marion County.

PEPPERONI ROLL

The Pepperoni Roll Campaign took place from November 1, 2022, to March 15, 2023. The campaign aimed to showcase Marion County's rich Italian heritage and celebrate the origin of the famous pepperoni roll. The campaign included a printed Pepperoni Roll Tour Guide, which outlined the county's renowned pepperoni roll variations, as well as digital and print advertisements.

The campaign generated...

49,192 clicks
4,839,048 impressions
1.02% click-through rate



THINGS TO DO

The Things to Do Search Campaign began in February 2022 and continued into 2023, driving traffic to the site for people searching for things to do around Fairmont.

The campaign generated...

7,129 clicks
80,265 impressions
8.88% click-through rate

SPRING/SUMMER

The Spring/Summer Campaign ran from April 3 to June 30, 2023, and aimed to showcase Marion County's vibrant seasonal attractions. The campaign comprised three distinct themes: outdoor recreation, history and pepperoni rolls, each designed to amplify the visibility of their corresponding printed guides. The campaign integrated engaging digital advertisements to further enhance its impact.

The campaign generated...

22,285 clicks
1,552,192 impressions
1.44% click-through rate

OUTDOOR RECREATION CAMPAIGN

The Outdoor Recreation Campaign was launched in the first quarter of the fiscal year. The purpose of this campaign was to increase awareness of the county's outdoor recreational activities, such as hiking, mountain biking, kayaking, paddle boarding, fishing, swimming and disc golf. The campaign included new images of outdoor activities, a printed Outdoor Recreation Guide and digital and print advertisements.

The campaign generated...

10,356 clicks
4,512,375 impressions
0.23% click-through rate



WV DEPARTMENT OF TOURISM CO-OP ADVERTISING

In the 2022-2023 fiscal year, digital advertisements through the WVDT cooperative advertising program gained the Marion County CVB an additional 19,165,051 impressions and 67,060 clicks. With their generous 50% match on advertising dollars, it helped significantly increase our economic impact on the county in another challenging year.

Printed Projects

VISITORS GUIDE

We updated our Visitors Guide, designed to highlight the latest and most current selection of local businesses, activities and attractions within the county.



MINI GUIDE

To complement our comprehensive Visitors Guide, we created a more abbreviated Mini Guide, exclusively for distribution at Visitor Centers. The guide features QR codes that link directly to our online listings.

YANN'S HOT DOG POSTCARD

In honor of Russell Yann and his famous hot dogs, we created a commemorative postcard that pays homage to his remarkable contribution to our culinary community.



WVACVB ACCREDITATION SCORE CARD

Having met stringent quality standards and demonstrated exceptional commitment, the Convention & Visitors Bureau of Marion County achieved accreditation as a Certified West Virginia CVB.



Website Traffic

42.85 % increase in traffic over the previous fiscal year for a total of...
180,943 sessions and
263,664 page views

74.46 % of website traffic came from mobile



TOP 5 STATES

1. West Virginia
2. Virginia
3. Pennsylvania
4. New York
5. Ohio

TOP PAGES

1. Pepperoni Roll
2. Things to Do
3. Outdoor Recreation
4. Events Archive
5. Hotels, Things to Do, Events





Accounting and Analytics

INCOME: (\$309,500)

\$70

CREDITS/
REFUNDS

\$690

CONFERENCE
ROOM RENTAL

\$4,400

INTEREST/
REWARDS

\$304,340*

MOTEL TAX COLLECTIONS

EXPENSES: (\$335,455)



\$35,610

OPERATIONS



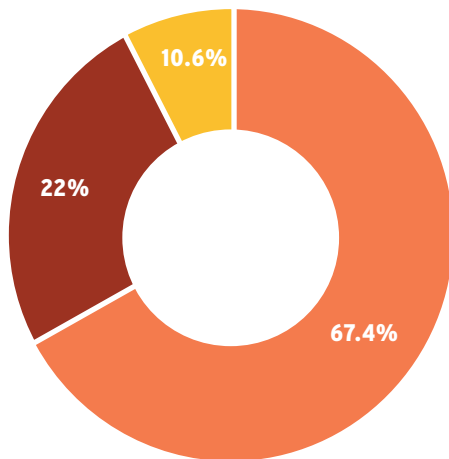
\$73,695

PERSONNEL & TAXES



\$226,150

ADVERTISING



\$25,955

FUNDS USED FROM
CASH RESERVE

Social Media



FACEBOOK

5,818,499

impressions

950 NEW LIKES



INSTAGRAM

12,662

impressions

2,381 FOLLOWERS



TWITTER

21,443

impressions

1,025 ENGAGEMENTS



TIKTOK

1,860

likes

94 FOLLOWERS



@MarionCVB



@MarionCVB



NEWSLETTER

3,766

subscribers

2,008 NEW

2.1%

avg. click rate

28.8%

avg. open rate

Who *we* are...

BOARD OF DIRECTORS 2022-2023:

GREG BRAY - Pricketts Fort Memorial Foundation - *Chairman*

KRIS CINALLI - Marion Co. Commission - *County Administrator*

FRAN KIRK - Fairmont State University

MIT ABBOTT - Stone House Lavender

WENDY ANDERSON - Fairfield Inn

CARRIE MENAS - Colasessano's

STACY NAY - Hampton Inn

DONNA BLOOD - Main Street Fairmont - *Secretary*

EMILY HADDIX - City of Pleasant Valley

TONY MICHALSKI - MCPARC - *Vice Chairman*

MIKE ROHALY - Coal Country Mini Golf

REBECCA BURTON - Seth Burton Disc Golf Complex

JASON DEFRANCE - Town of White Hall - *Treasurer*

KANDI NUZUM - City of Fairmont

STAFF:

LEISHA ELLIOTT - *Executive Director*



MARIONCVB.COM | 304-368-1123

**THE CONVENTION & VISITORS
BUREAU OF MARION COUNTY, INC.**

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MARION COUNTY IS AN ACCREDITED CVB THROUGH WVACVB.