Real.
PROGRESS

2016
Annual Report

WILD, WONDERFUL
WEST VIRGINIA
Wild, Wonderful West Virginia Partners,

“At first they’ll ask you why you’re doing it. Later they’ll ask how you did it.”

More than two years ago Wild, Wonderful West Virginia started what would become a massive renovation of the state’s promotion of travel and tourism. We ripped out cabinets, pulled up carpet, and tore down walls. We took our home down to the studs—meaning we pulled back on some things we’d “always done” and put a hold on other projects. We assessed internal operations, we listened and worked closely with industry partners, we scoured past reports and research, and we came up with a plan. We also took steps to ensure our home had a strong foundation. We did our homework; we did our research.

As with any effective renovation, one must take into account a number of factors: budget, timing, finish, and project management. I’m pleased to say, we’ve put in place the critical elements—new plumbing, updated electric, and a workable floor plan—like with all good things, there is still more work to be done.

I’m excited to share with you, in the pages that follow, the progress of our renovation. Together with industry partners, we’ve strengthened existing partnerships, put down some new roots, grown as a brand, integrated the gold level standard of new technologies and data sets into our marketing efforts, begun implementing our forward looking strategy, and furthered our successes in travel and tourism.

Our team has a passion for what we do. I’m pleased to be a small part of this smart, talented, and creative team.

Yours truly in Wild, Wonderful West Virginia,

Amy Shuler Goodwin
Commissioner, Wild, Wonderful West Virginia
Division of Tourism

THE ECONOMIC IMPACT OF TOURISM

Visitors directly spent $4.5 billion in West Virginia in 2014. Travel to West Virginia generated $527 million in state and local tax revenues. Travel to West Virginia generated 46,000 jobs.

IMPACT OF ADVERTISING ON WEST VIRGINIA’S IMAGE: 2014 VS. 2016

By focusing in on key tourism drivers, our advertising impacted awareness about what West Virginia has to offer across the board. The charts below show a significant boost in all key categories compared to 2014:

WEST VIRGINIA HAD 15.9 MILLION OVERNIGHT VISITORS IN 2015: A 6% INCREASE FROM 2014.


WEST VIRGINIA GENERATED $14 IN TAXES FOR EVERY $1 SPENT ON ADVERTISING IN FY2016.


HALO EFFECT

Through Longwoods research, a link has been established between tourism advertising and economic development image ratings.

This “halo effect” has raised West Virginia’s image on key economic development measures such as: “a good place to live,” “a good place to start a career,” “a good place to retire,” and a “good place to attend college.
One of the most successful collaborations to date, Facebook co-ops provide our WV partners an opportunity to strategically leverage our strong social media presence. The co-op slots filled up the day they were offered, and participating partners have reported strong returns with minimal investment.

**2016 FACEBOOK CO-OPS (THROUGH NOVEMBER 2016)**

| TOTAL REACH | 4,942,207 |
| TOTAL ENGAGEMENTS | 264,519 |

**TRAVELOCITY GNOME**

The GoToWV Team hosted the Travelocity “Roaming Gnome” in different regions across the state (April 28-May 3). The schedule included stops in Thomas, Davis, Lewisburg, Fayetteville, Parkersburg, and Wheeling. The Travelocity Gnome brought a great deal of visibility to Wild, Wonderful West Virginia. #GoToWV trended #1 on Twitter on Thursday, April 28 for a few hours.

| IMPRESSIONS | 2,216,305 |
| ENGAGEMENTS | 219,698 |

During the campaign period, West Virginia hotels on Travelocity’s website experienced:

- 9% increase in hotel gross bookings
- 15% increase in room nights
- 16% increase in room transactions
#MYWV CAMPAIGN

Our #MyWV campaign empowered visitors and locals alike to contribute their own content to our efforts—which reinforces the authenticity of our Real. branding, serves as a trustworthy testimonial and engages our audiences on a more personal level. #MyWV has successfully generated viral interest, but it has also recruited our brand loyalists to take a more active role in supporting our mission, too.

940,127 REACH  
13,358 ENGAGEMENTS  
390,950 VIDEO VIEWS  
1,735 HOURS VIEWED

REAL. CAMPAIGN VIDEOS

GoToWV is currently running an addressable TV campaign in New York City. Addressable TV allows us to use the same types of demographic and geographic targeting available with digital placements. Currently this is only available in New York City and in a limited fashion in Pittsburgh. Additionally, major branding campaigns are running on broadcast and cable in:

RALEIGH  
RICHMOND  
CHARLOTTE  
PITTSBURGH  
WASHINGTON, D.C.  
INDIANAPOLIS  
COLUMBUS  
ROANOKE  
CINCINNATI

REAL. JOY - OGLEBAY FESTIVAL OF LIGHTS  
REAL. PLAY - CLAY CENTER  
REAL. ADVENTURE - DOLLY SODS  
REAL. ADVENTURE - THE GAULEY RIVER
GoToWV is currently marketing in China, the UK, and Canada

**Brand USA Programs:**

Built out a China-facing web presence: GoUSA.cn/WestVirginia

China multi-channel program via Brand USA: full page print, 3 activity listings on GoUSA.cn, 10-minute TV episode (features Harpers Ferry, Shepherdstown, Berkeley Springs)

China in-language video: Features Green Bank, Snowshoe Mountain Resort, Harman’s Luxury Cabins

Germany in-language video: Features Summersville Lake and Charleston

2016 Inspiration Guide - co-op participants were Charleston and Morgantown

**International Showcase Attendance:**

Partners that attended IPW 2016 with us saw a positive impact on their businesses as a result of their participation this year:

“Having the opportunity to meet so many different people from around the globe was not only interesting, but educational. Coming from a venue that is in a smaller town, I quickly learned that a lot of international travelers are looking for just that - a small town...In addition to meeting many international tour operators, there were also valuable meetings with travel writers, bloggers, and online booking agencies.”

- Matt Scott, Durbin & Greenbrier Valley Railroad

Result of Matt’s 2016 IPW attendance: 2 bookings + 3 contacts for travel stories + addition of venue to Viator, an online booking agency.

Result of Canaan Valley Resort’s 2016 IPW attendance: contract with Creative Travel, a receptive operator.
GoToWV PARTICIPATED IN THE FOLLOWING TRAVEL SOUTH USA SALES MISSIONS:

Orlando Sales Mission: Made in-office sales calls to Orlando based receptive tour operators, pitching West Virginia alongside other southern states within the Travel South region.

New York City and Boston: Attended networking events and met with international tour operators based in New York City. Met with staff of Boston-based receptive tour operator company, TourMappers.

Brand USA’s ‘Travel USA’ Inspiration Guide is distributed to more than 21 international audiences via print and digital distributions.

UK and Ireland tour operators embarked upon one of seven U.S. itineraries in Brand USA’s 2016 MegaFam program. Wild, Wonderful West Virginia was among 18 U.S. states that participated this year.
GoToWV has made a great effort to incorporate technology into workflows to create efficiencies, deepen measurement and tracking capabilities, and manage assets.

Salesforce helps to manage contacts that request information via phone or through digital channels. Reports provide insights into origin markets, interests and help manage collateral.

A Digital Asset Management (DAM) software implementation allows the GoToWV team to manage creative assets, including logo files, photography, production videography, and release forms in one central location. This tool includes asset-sharing tracking for industry partners and media requests.

Additional tracking and marketing tools have been implemented and optimized for insight into how and where potential visitors are viewing and interacting with GoToWV marketing and advertising materials.

Arrivalist, a tool that tracks a sample size of media exposures and subsequent physical visitor arrivals in West Virginia, has provided tremendous insight into the effectiveness of advertising placements. Arrivalist has also corroborated traditional research findings on emerging and traditional markets and demographics. Other tools allow for sharing of non-personally identifiable information from one marketing platform to another, and allow us to see how visitors to GoToWV.com are consuming and interacting with content.
### TOP ORIGIN STATES OF INFO REQUESTS
1. West Virginia
2. Ohio
3. Pennsylvania
4. Virginia
5. Maryland
6. Florida
7. North Carolina
8. Michigan
9. Texas
10. New York

### TOP INTERESTS OF INFO REQUESTS
1. Events & Festivals
2. West Virginia Vacations
3. History & Heritage
4. Outdoor Recreation
5. Unique Adventures
6. Romantic Getaways
7. Craft Beer & Spirits
8. Family Fun

### TOTAL FULFILLMENTS FOR COLLATERAL: 755,742

### SOCIAL MEDIA

#### FACEBOOK REACH
49,749,029

#### TWITTER IMPRESSIONS
2,090,6663

Our Gramma & Ginga video reached over 1.6 million people, with over 3,000 hours of viewing and over 13,000 viewer engagements.
WEBSITE DATA (JAN 1, 2016 - NOV 30, 2016)

Our top-level analytics show that not only are we attracting viewers to the site, once they are there, they are spending time exploring, returning and converting at high rates.

<table>
<thead>
<tr>
<th>SESSIONS</th>
<th>PAGEVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,694,014</td>
<td>2,857,554</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP REGIONS</th>
<th>TOP METRO AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. West Virginia</td>
<td>1. Washington, D.C.</td>
</tr>
<tr>
<td>2. Pennsylvania</td>
<td>2. Charleston/Huntington</td>
</tr>
<tr>
<td>3. Ohio</td>
<td>3. New York City</td>
</tr>
<tr>
<td>5. Virginia</td>
<td>5. Clarksburg/Weston</td>
</tr>
<tr>
<td>9. Maryland</td>
<td>9. Cleveland</td>
</tr>
<tr>
<td>10. Kentucky</td>
<td>10. Columbus</td>
</tr>
<tr>
<td>11. Tennessee</td>
<td></td>
</tr>
</tbody>
</table>

Research has helped us tailor our marketing efforts to provide the right message, in the right place, at the right time. Data proves our efforts are working. Traffic to GoToWV.com has increased from in-state visitors in each of the major markets and from our core-market areas.

AGE RANGES
Travel experiences in West Virginia appeal to all interests and age groups. Our advertising placements are speaking to each age range visiting GoToWV.com.

<table>
<thead>
<tr>
<th>AGE RANGE</th>
<th>VISITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>11.7%</td>
</tr>
<tr>
<td>25-34</td>
<td>16.8%</td>
</tr>
<tr>
<td>35-44</td>
<td>18.1%</td>
</tr>
<tr>
<td>45-54</td>
<td>18.2%</td>
</tr>
<tr>
<td>55-64</td>
<td>20.1%</td>
</tr>
<tr>
<td>65+</td>
<td>15.1%</td>
</tr>
</tbody>
</table>
DEVICE BREAKDOWN

Mobile viewership is higher across the board for web users. Our responsive, flexible design makes the information navigable and easy for visitors on every device and platform.

MOBILE 57%  
DESKTOP 27.5%  
TABLET 15.5%

HOW PEOPLE ARE VISITING GoToWV.com

The outreach channels we are promoting the strongest are seeing correspondingly high results, and we’re hitting our goal numbers across the board especially in the mediums that see high return with low investments.

10.8% DISPLAY/NATIVE  
11.2% REFERRAL  
10.3% DIRECT  
3.9% OTHER  
1.2% EMAIL  
23.4% SOCIAL  
19.7% PAID SEARCH  
17.5% ORGANIC SEARCH  
2% RETARGETING
### WEBSITE DATA (JAN 1, 2016 - NOV 30, 2016)

**CONTENT**

Our robust content program gives us fresh topics to share, and a major SEO boost. We leverage each piece with an individual mix of opportunities, including native placements, social sharing and more, then refine our future topics by the results of that outreach. Not only are people navigating to our content, they’re also continuing from there to our target pages.

**HIGHEST PERFORMING CONTENT IN 2016:**

<table>
<thead>
<tr>
<th>Website URL</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://WWW.GoToWV.COM/LITTLE-BAHAMAS-IN-WV/">WWW.GoToWV.COM/LITTLE-BAHAMAS-IN-WV/</a></td>
<td>84,268</td>
</tr>
<tr>
<td><a href="http://WWW.GoToWV.COM/6-SURREAL-ABANDONED-PLACES/">WWW.GoToWV.COM/6-SURREAL-ABANDONED-PLACES/</a></td>
<td>51,489</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referral clicks to industry partner sites</td>
<td>119,477</td>
</tr>
<tr>
<td>Guide requests on the website</td>
<td>25,639</td>
</tr>
</tbody>
</table>
The Film Office forged a new partnership with Oz Publishing's “Mid-Atlantic Production Services Directory” (joining MD, VA & DC) to give the state’s workforce and business service providers an opportunity to promote themselves to Business Prospects in the Mid-Atlantic region. Business Prospect recruitment reached an all-time high with dozens of companies choosing to film in the state. More highlights include:

541 Business Prospects contacted the Film Office about filming; 85% were interested in the film tax credit program.

$6 MILLION estimated direct expenditures of 30 Business Prospects approved to participate in the film tax credit program.

80,388 social media views of a new showreel highlighting selected film and TV productions that feature West Virginia.

60 people participated in three film industry workforce training workshops; 350 people have been trained in myriad skill sets since 2013.

194% increase in Business Service Providers listed in the online Vendor Directory since 2014.

37% increase in the number of workforce listed in the online Workforce Directory since 2014.

180 new locations from 41 counties added to the online Locations Library,

300% increase in followers of Film Office Facebook page since June 2016, totaling 8,274.

60 people who downloaded the Film Office’s iPhone app for its Locations Library and Crew & Vendor Directory.

2016 FILMOGRAPHY HIGHLIGHTS

“THE GLASS CASTLE” Feature, Lionsgate (McDowell Co.)

“LOOPHOLE” Feature, JCFilms (Monongalia Co.)

“MINDHUNTER” TV series, Netflix (Marshall Co.)

“MY BROTHER, MY BROTHER & ME” Web series, NBC-Seeso (Cabell Co.)

“What the Night Can Do” Feature, River Entertainment (Greenbrier, Monroe Cos.)
2016 MEDIA BUYS

GoToWV advertised with a diverse group of partners in 2016, including:

EARNED MEDIA

Road Trip USA: Pepperoni rolls, Google Maps mishaps in W.Va.

The Washington Post

West Virginia’s Gauley River turns rapid for a short season of fun

USA Today

New residents bring a taste of the city to a rural West Virginia town

The New Yorker

The First Family of Competitive Lumberjacking

Pittsburgh Post-Gazette

Fall getaways (West Virginia)

Wired

What happens when a space observatory goes rogue

Ohio Magazine

First-Rate Resorts (West Virginia)

Journeys

Tastefully West Virginia: Take a bite out of the Mountain State

Mountain State Wines: Get ready for a very unexpected taste in West Virginia

13
Requests for GoToWV’s free travel guide were a benchmark on the site and at visitor centers. We also targeted high-interest activities with smaller segmented guides, which were functional, not just informational. The magazine-like Explore piece enhanced media pitches as a detail-rich example of West Virginia’s vast content opportunities.

**AWARDS**

**PRSA CRYSTAL AWARDS**
- Logo
- Social Media
- Annual Report
- Poster (22 days/Gauley)
- Honorable Mention - Website

**STS SHINING EXAMPLE AWARD**
- Best Marketing ($500,000 budget or greater)

**AAF WEST VIRGINIA AWARDS**
- Gold Award: Real. West Virginia Marketing Campaign
- Silver Award: Real. Guides Collateral Campaign
- Silver Award: Real. GoToWV Print Campaign
- Silver Award: GoToWV Logo

**BEST OF THE BLUE RIDGE WINNER**
- WV was voted the Best State for Outdoor Adventure by Blue Ridge Outdoors Magazine readers.
“Wild, Wonderful West Virginia, in collaboration with private and public partners, promotes the state as the premier outdoor destination offering unmatched natural beauty, exhilarating adventures, and authentic experiences. Tourism is a robust economic driver in the state. The tens of thousands of jobs created through the tourism industry generates billions of dollars by promoting West Virginia as a welcoming place to work, play and raise a family.”