

# Greenbrier County

CONVENTION & VISITORS BUREAU

Annual Report for Fiscal Year 2006-07

## Greetings Tourism Partners,

The past year has been extremely exciting for the tourism industry in Greenbrier County. Throughout the area, tourism leaders continued investing in new hotels, restaurants and attractions assuring that Greenbrier County will remain a leading tourist destination for years to come.

The GCCVB has also seen its fair share of excitement with the implementation of several new programs designed to further develop a support network for tourism related businesses, while also creating new marketing and promotional opportunities for our partners.

We at the CVB are proud to share with you this annual report of our work during the 2006-07 Fiscal Year. We hope that you will not only learn more about the mission of the CVB, but also discover the importance of the tourism industry to Greenbrier County.

As we move towards the future, it is exhilarating to look back at what we've accomplished over the past year. The upcoming year promises to be filled with many new projects and promotions that will uphold the CVB's mission of promoting the county as a premier getaway destination.

Sincerely,



Kara D. Dense, Executive Director

## CVB Awards

Southeast Tourism Society  
CVB of the Year

WV Division of Tourism  
Stars of the Industry Award  
for Best Web Advertising

WV Division of Tourism  
Stars of the Industry Award  
for Best Overall Advertising

WV Division of Tourism  
Partners in Progress Award  
for Best Print Advertising

WV Division of Tourism  
Partners in Progress Award  
for Best Coop Advertising

Gold Millennium Award  
for the 2006-07 Official  
Visitors Guide to Greenbrier County

Silver Millennium Award  
for the 2006 Greenbrier Valley  
Arts and Music Festival Poster

**4,213**

Visitors to the  
Information Center

**7,373**

Telephone Requests

**45,318**

Magazine Requests

**65,567**

Unique Visits to CVB Website

**155,328**

Brochures Distributed

**22.5 million**

Visitor Impressions  
Public Relations

**59 million**

Visitor Impressions  
Advertising

**CERTIFIED**  
West Virginia  
Convention &  
Visitors Bureau



2007-2008  
BOARD OF DIRECTORS

**Mike Kidd**  
President

Chamber of Commerce  
Representative

**Mike Dotson**  
Vice President

Hotel/Motel Representative

**Brad Tuckwiller**  
Treasurer

County Commission Representative

**Bob Neff**  
Secretary

Historical/Cultural Attractions  
Representative

**Sharon Rowe**  
Past President  
At-Large

**John Manchester**

Mayor – City of Lewisburg

**John Hill**

Mayor – City of Rainelle

**Margaret Hambrick**

City of Alderson Representative

**Lynn Swann**

City of White Sulphur Springs  
Representative

**Jeff Layfield**

Hotel/Motel Representative

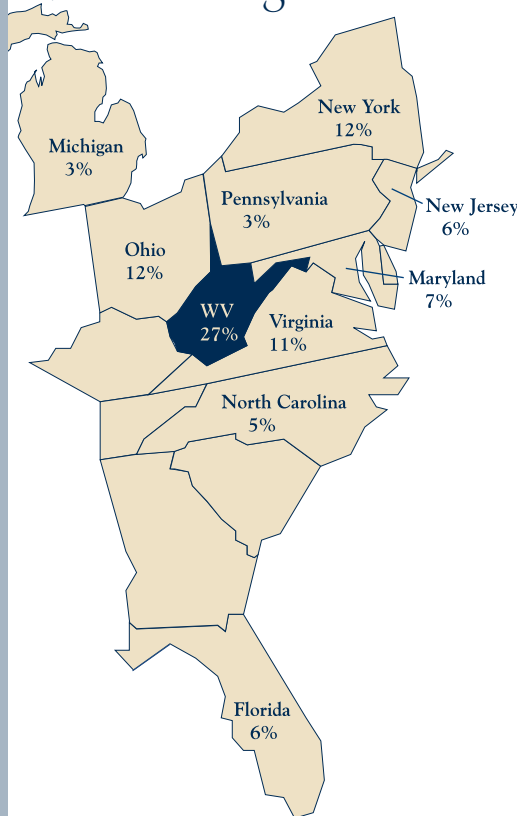
**Tryg Brody**

The Greenbrier Representative

**Pam West**

At-Large

Top States of  
Visitor Origin



Top Lead Generating  
Publications

Explore the Southeast  
Newspaper Insert  
9,115

People Magazine  
7,526

Great Vacation Getaways  
Newspaper Insert  
6,944

Valassis Newspaper Insert  
3,943

Good Housekeeping  
3,417

Mini Grant Program

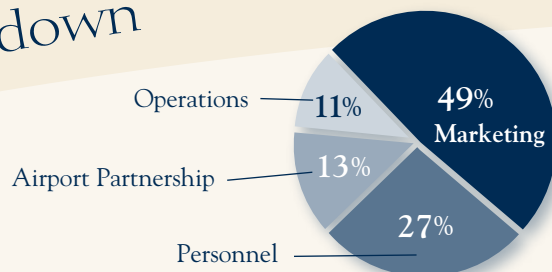
Since the Mini Grant Program's inception in July 2002, the Greenbrier County Convention & Visitors Bureau has been helping groups and organizations market events. Since that time, the CVB has distributed more than \$166,000 in direct marketing grants to many of the county's fairs, festivals and non-profit organizations.

2006-2007 Recipients Include:

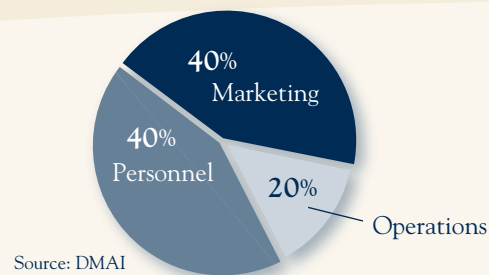
- Alderson Fire Department
- Alderson Main Street
- American Heritage Music Hall
- Battle of Lewisburg Heritage Committee
- Carnegie Hall
- Communities in Schools of Southeast West Virginia
- Concerned Citizens of Quinwood
- Fruits of Labor
- Greater Greenbrier Valley Homebuilders Association
- Greenbrier Historical Society
- Greenbrier River Trail Association
- Greenbrier Valley Arts and Music Festival
- Greenbrier Valley Master Gardeners
- Greenbrier Valley Theatre
- Guided Equine Healing and Learning Experience
- Lewisburg Business & Professional Women's Club
- Lewisburg Downtown Business Association
- Rainelle High School Reunion
- Riders of the Flood
- Ronceverte River Festival
- State Fair of West Virginia
- Trillium Collective, Ltd.
- White Sulphur Springs Fish Hatchery
- White Sulphur Springs Main Street

Budget Breakdown

Greenbrier County CVB



Industry Standard



Source: DMAI

## New in 2006-07

### Group Tour Planner

To kick-off the new group tour initiative, a new planner was developed to serve as a comprehensive guide for tour operators and group tour leaders that are interested in planning a trip to Greenbrier County. Featuring separate sections for attractions, lodging and dining, along with a calendar of events and maps of the area, the detailed guide highlights information pertinent to group travel.

### Rack Card Program

The CVB offered its tourism partners and other area businesses the opportunity to save more than 65% on printing costs with the rack card printing program. The 23 participants each received 10,000 rack cards at an extremely reduced rate. The CVB also developed two rack cards promoting the county's arts community and antiquing opportunities.

### Spirit of Tourism Awards

The Inaugural Spirit of Tourism Awards were celebrated in November 2006. Developed by the CVB to honor deserving individuals and organizations that go above and beyond for the tourism industry, the 2006 recipients were Aaron and Monica Maxwell of Harmony Ridge Gallery for the Greenbrier Award; Jim and Mary Noel Morgan from the General Lewis Inn for the Greenbrier County Ambassador Award; Paul Crafton of The Greenbrier for the Hometown Hero Award; and Margaret Hambrick of Alderson Main Street for the Friend of Tourism Award.

### Tourism Summit

On May 14, 2007 the CVB held the first county-wide tourism summit for tourism partners to come together in honor of National Tourism Week. The one-day event had an educational focus and featured presentations on the CVB's latest marketing campaign, new sales initiatives and the importance of customer service. Other activities included a presentation by the West Virginia Division of Tourism and remarks by Stephen Baldwin of The Greenbrier.

### Driving Tours of Greenbrier County

The CVB revamped six tours that were originally produced by John McIlhenny and the Lewisburg Foundation several years ago. The brochure also features a new tour focusing on agriculture in Greenbrier County highlighting several farms that offer pick-your-own produce and magnificent scenic views.

### New Staff Developments

The CVB staff has grown over the past year, with the addition of two new positions. Abbey Withrow joined the team in October in the position of Sales Manager to handle the influx of tour groups and meetings coming to the area.

The new position of Marketing Assistant, filled by Brent Warden in July, was developed to assist with the organization's extensive promotional projects and marketing plan.

## Looking Ahead to 2007-08

### Hospitality Stars Program

The Hospitality Stars Program kicked off in July and is designed to honor exceptional service by hospitality employees throughout the county. Each month, nominated employees receive a star lapel pin and recognition by the CVB. The CVB will host a celebration for all of the nominees during National Tourism Awareness Week in May, where one standout will be named the "Hospitality Star of the Year."

### 2007-08 Official Visitors Guide

Printing a record number of 110,000 Visitors Guides this year, the CVB distributes this guide to a variety of travel plazas and welcome centers across the state and sends it as a fulfillment piece for all information requests that come to the Visitors Center as a result of advertising and public relations efforts.

### New Website on the Horizon

Beginning in late 2007 the CVB will be working with ParamoreRedd out of Nashville, TN on a new tourism website. This new site will feature all of the aspects of our current website that our visitors and partners rely on in a new, streamlined format. Look for the new site to launch in late spring 2008.

### Meeting Planner Guide

The CVB is in the early stages of developing a new meeting planner guide to assist in sales efforts to increase meetings to the area. The new piece will be similar in appearance to the Group Tour Planner, but will focus on the specific needs of meeting planners.



Kara D. Dense  
Executive Director

## CVB Welcomes New Executive Director

Following a nationwide search, the GCCVB Board of Directors was delighted to enlist Kara D. Dense, a Rainelle native, to lead the organization. A graduate of Concord University, Dense has returned to her home state after cultivating her skills in the tourism industry in Pigeon Forge and Gatlinburg, Tennessee. Most recently the Director of Sales for the City of Gatlinburg's Department of Tourism, Dense joined the CVB team in February and looks forward to the exciting future that lies ahead for the organization.

## Mission Statement

The CVB's mission, simply stated, is to strive each day to positively impact the area's economy. We do this by marketing the region as a premier tourist destination.



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Lewisburg, WV 24901

800-833-2068  
www.greenbrierwv.com

### CVB Staff

**Kara D. Dense**  
Executive Director

**Beth Beyer**  
Marketing Director

**Amy Kaczynski**  
Public Relations Manager

**Abbey Withrow**  
Sales Manager

**Delilah Dixon**  
Office Manager

**Brent Warden**  
Marketing Assistant

**Mary Cole Deitz**  
Visitors Center Specialist

**Angela Blair**  
Visitors Center Assistant

## List of Publications and Quantity Printed by the CVB

**Visitors Guide 2006**  
100,000

**Direct Mail Postcard  
Winter 2006**  
3,500

**Group Tour Planner Guide**  
1,500

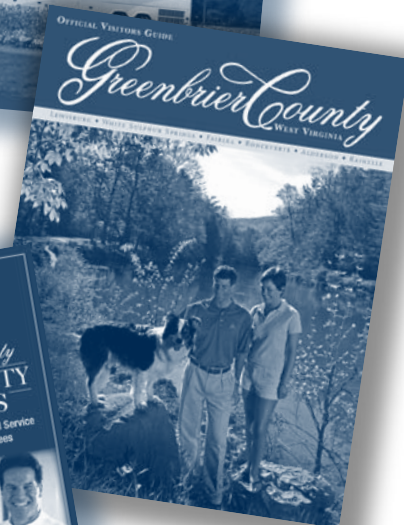
**Arts Rack Card**  
10,000

**Antiques Rack Card**  
10,000

**Driving Tours  
of Greenbrier County**  
5,000

**Hospitality Stars Brochure**  
20,000

**Battle of Lewisburg  
Brochure Reprint**  
5,000



The CVB was represented at the following trade shows and marketplaces over the past year:

### Motorcoach

American Bus Association • Travel South

### Meetings

Destination Showcase

### Media

Mid-Atlantic Tourism Public Relations • Alliance Media Marketplace

### Leisure

Charlotte Spring Show • Columbus Sports Show • Cleveland Sports Show  
AAA Travel Show • Family Motor Coach Association Convention and RV Show  
Pennsylvania RV and Camping Show • Pittsburgh RV Show  
Washington D.C. Camping and RV Expo • Tidewater RV and Camping Show  
Richmond RV and Camping Expo • Charlotte RV and Camping Show