

West Virginia Tourism

Problem

How can West Virginia Tourism improve the image of the state and encourage more frequent and longer tourist stays?

Solution

By developing a multi-faceted creative out of home campaign reflecting an iconic song that portrayed the image the state wanted to promote.

Background

West Virginia Tourism wanted to continue their growth of previous campaigns which led to significant increases in web traffic, social traffic, and visitors.

Objective

The objective was to raise awareness of the many assets West Virginia offers. Long-term goals for the Tourism Office include better positioning West Virginia as a world-class travel and tourism destination, promoting a positive brand image to counter negative perceptions, maintaining a strong repeat visitor base while increasing new visitors, and increasing the average length of stay and average spend per visitor.

Strategy

A new advertising campaign, a new cooperative advertising program, industry development, and public relations efforts all contributed to fuel the strategy in 2018. "Take Me Home, Country Roads," John Denver's classic anthem that christened the state "almost heaven," served as the creative and emotional centerpiece of the campaign.

Plan Details

Markets: Washington DC

Flight Dates: July 9, 2018 - August 5, 2018

OOH Formats: Digital liveboards, rail two sheets, rail car cards

Budget: \$10,000 and over

Results

Tourism Commissioner Chelsea Ruby said, "We are starting to turn the corner. We are seeing really positive metrics. Our hotel stays are up 10.7 percent. Our travel guide requests are up 36 percent. Our website page views are up 91 percent and our unique visitors are up 58 percent."

