

G R E A T E R
PARKERSBURG
Convention & Visitors Bureau
N E W S L E T T E R

SUMMER 2012



County Experiences Record Hotel Occupancy Rates



So far in 2012 Wood County hotels are experiencing one of the best occupancy rates in the past 10 years. Each month the bureau surveys its partner hotels regarding the number of room nights sold to gauge travel activity in the area. The level of hotel occupancy is of extreme interest to the CVB due to the fact that increasing the number of overnight visitors is one of the organization's primary missions.

For the first four months of 2012 (January-April), total room nights sold totaled 53,948, up from the 48,665 sold the same period of 2011. Occupancy was up 4.5% over last year. The county has now had 17 consecutive months where the number

of room nights sold exceeded the previous year, and April 2012 had the highest number of room nights sold since April 2006. As a result, hotel tax collections are up and so is CVB hotel tax revenue.

"Our occupancy numbers and room nights sold are strong indicators of several things," said Steve Nicely, CVB president. "One, it demonstrates that area hotels, attractions and the CVB are aggressively working together to attract visitors to the region. Two, it also shows that the CVB's strategic marketing efforts are having an effect through the partnerships and advertising we've invested in."

Early Bird Discount Now Available on 2013 Visitors Guide Ads

The Greater Parkersburg CVB launched ad sales for its 2013 visitors guide June 1. Have you reserved your space in this award-winning publication?

The bureau has contracted with its agency of record, Stonewall Marketing, to handle the creative and sale of advertising for the 2013 guide. Information giving the details of this outstanding advertising opportunity should have or soon will be arriving in your mail box.

The following discount applies to the ad rates:

15% off listed ad rate for all contracts signed and ad(s) paid in full before July 13, 2012

Ad sales for the guide will officially close Sept. 28. All ad materials must be submitted to Stonewall Marketing by Sept. 28, 2012. A special incentive is being offered for all first-time advertisers.

The 68-page full-color digest size book (5.5" x 8.5") will be stocked with key information and maps regarding Greater Parkersburg, West Virginia and surrounding communities. Please contact Kari Thompson at Stonewall Marketing by email kthompson@stonewallgroup.com or call 740-373-2334 to learn more about advertising.

