G R E A T E R
PARKERSBURG
Convention & Visitors Bureau

How Are the CVB's Visitors Guides Distributed?

Have you ever wondered where the bureau distributes the 75,000 visitors guides that it prints every year? Are they used in a way that benefits my business and increases the number of visitors coming to the area?

The primary purposes of the CVB's visitors guide are to convince someone that they should visit Greater Parkersburg and to provide the information a person needs in order to plan their visit. The latter purpose is fulfilled by including detailed information on all the businesses that have purchased a listing in the guide (as well as on the bureau's award-winning web site).

As a secondary purpose, the guide serves as a valuable reference tool for visitors (travelers, meeting attendees, etc.) once they are already here and for local residents who may be looking for something to do. Finally, the guide is used by a number of local businesses as part of a relocation or welcome packet.

So just how do those guides get distributed? According to records maintained by the bureau staff, here is where the guides have been distributed in the last twelve months:

Inquiry fulfillment (those requesting area information)	13,500
Direct mail (sent to qualified leads)	14,000
Trade and travel shows	4,500
I-77 Welcome Center	6,500
Other welcome centers and CVB visitor centers	13,500
Local brochure racks	14,000
Area businesses	3,500
Groups (meetings, reunions, sporting events)	3,000
Miscellaneous	2,500
	75,000

While the amounts used for various purposes may fluctuate slightly from year to year, the majority of the visitors guides are distributed to travelers before they arrive in the area, at the time they are making decisions on what to see and do, where to stay, where to eat, etc.

If you have any questions regarding this, please contact me.

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