

# TOURISM ADVERTISING IS PROVEN TO INCREASE TOURISM REVENUE

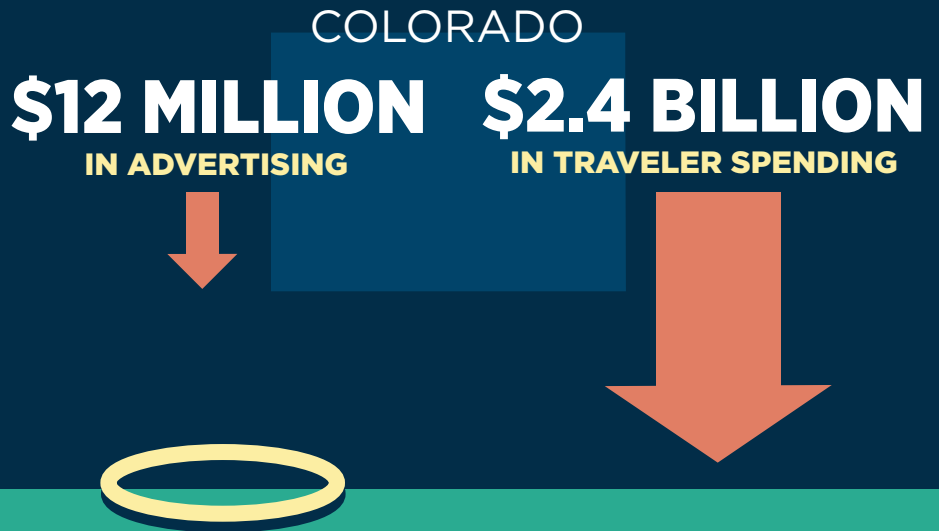
WHEN STATES INVEST IN TOURISM ADVERTISING, TOURISM REVENUE INCREASES DRAMATICALLY.

- Between 2006 and 2009, Michigan invested \$8 million a year in out-of-state tourism advertising and saw an average of \$325 million a year in additional traveler spending.
- After increasing advertising investment in 2006, they moved from 9th to 2nd in the region within a few months.



WHEN STATES CUT TOURISM ADVERTISING, TOURISM REVENUE DROPS DRAMATICALLY.

- When Colorado eliminated tourism advertising, they lost \$2.4 billion in travel spending and fell from the #1 summer resort destination to #17 in one year.

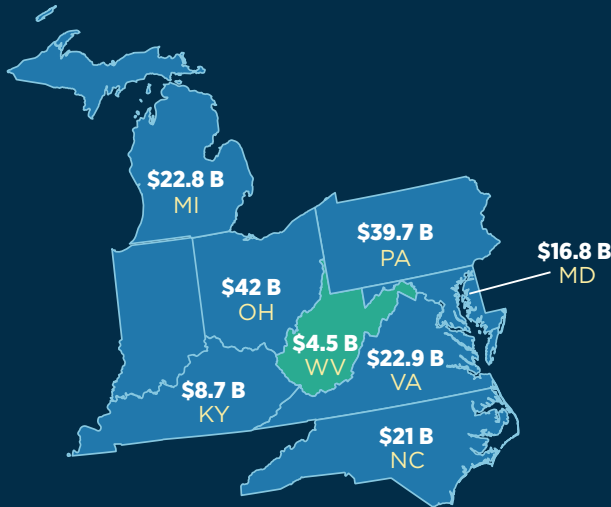


**HALO EFFECT: TOURISM SPENDING HELPS MORE THAN JUST TOURISM**

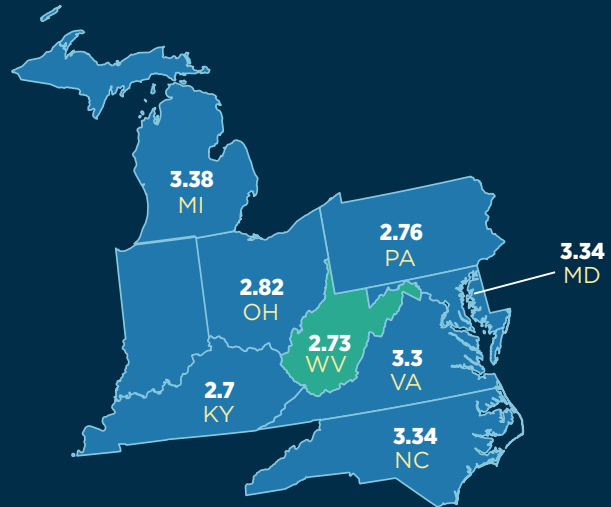
RESEARCH SHOWS TOURISM ADVERTISING IMPROVES WEST VIRGINIA'S IMAGE AS A PLACE TO LIVE, START A BUSINESS, GO TO COLLEGE AND RETIRE.

**TOURISM ADVERTISING CAN GROW WEST VIRGINIA'S ECONOMY**

**WEST VIRGINIA IS LAST IN TOURISM REVENUE IN OUR REGION. ON AVERAGE, OUR VISITORS STAY LESS THAN 3 DAYS. OUR OCCUPANCY RATES ARE 48TH IN THE NATION.**



**ANNUAL TRAVELER SPENDING**  
IN BILLIONS\*



**LENGTH OF STAY**  
NATIONAL AVERAGE: 4 DAYS

**WE LIVE IN THE MOST BEAUTIFUL STATE WITH AMAZING RECREATION, 4 PERFECT SEASONS, AND THE FRIENDLIEST FOLKS ON EARTH. WE CAN DO BETTER, BUT THE KEY IS ADDITIONAL ADVERTISING INVESTMENT.**

**WEST VIRGINIA TOURISM BY THE NUMBERS:**



**\$4.5 BILLION** IN DIRECT SPENDING

**46,000** JOBS

**\$527 MILLION** IN TOTAL TAXES



**15.9 MILLION** OVERNIGHT VISITORS

WILD, WONDERFUL  
**WEST VIRGINIA**

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**SOURCES:**

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Portland: Dean Runyan Associates, 2015. Print.

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\*As reported by each state