

**Tuscarawas County Convention & Visitors Bureau
2003 Year End Report
Submitted by Chrissy Blackwell CPS, Communications Manager**

Phone Calls:

January	559
February	475
March	526
April	513
May	580
June	562
July	610
August	630
September	531
October	619
November	411
December	396
Total	6,412 (Decrease of 13%)

Office Visitors:

January	119
February	100
March	82
April	79
May	101
June	144
July	122
August	110
September	92
October	87
November	65
December	38
Total	1,139 (Decrease of 1%)

Tourist Information Center Visitors

Northbound (Opened in May 2002):

January	2,479
February	1,973
March	3,109
April	2,206
May	5,066
June	5,201
July	6,629
August	6,040
September	4,308
October	4,777
November	3,648
December	2,787
Total	50,528 (Increase of 15%)

Southbound:

January	2,934
February	2,532
March	4,168
April	5,395
May	6,639
June	7,216
July	9,402
August	9,348
September	6,357
October	7,220
November	5,218
December	3,121
Total	69,877 (Decrease of 3%)

Tourist Information Center Donations

Northbound:

January	331.40
February	228.68
March	394.75
April	505.18
May	485.03
June	428.61
July	445.32
August	439.16
September	395.40
October	464.77
November	404.80
December	409.71
Total	4,932.81 (Increase of 40%)

Southbound:

January	589.96
February	433.11
March	777.37
April	716.48
May	639.08
June	553.30
July	586.36
August	694.01
September	563.04
October	729.57
November	613.76
December	461.01
Total	7,357.05 (Decrease of 13%)

**2003 Visitor Guide Distribution
(120,000+ printed):**

Mail/UPS	3,208
Travel Shows	1,364
TICs	3,400
Goodie Bags	5,975
Local Delivery	25,109
1-800-Buckeye/ODOT	13,200
CVBs	3,290
Bulk Mail	6,961
Ohio Travel Pavilion	6,500
<u>AD-RACK</u>	<u>20,000</u>
Total	89,007

2003 Visitor Guide Visitor Requests:

Email	932
Written Requests (Fax/Letter)	20
Phone	588
Postcard	6
TIC Visitors	3
Office Visitor	1
<u>Other Distribution</u>	<u>76</u>
Total	1,626

(Decrease of 8%)

CVB Website

Homepage Hits	58,048 (+60%)	Percentage of Users from US	95%
Successful Hits on Entire Site	765,608	Percentage of International Users	5%
Unique Visitors	65,628	Top International Country	Canada
Visited > 1 time	8,075	Most Visited Page (exc. Home Page)	Accommodations

Leads Received from Publications/Websites:

Ohio Magazine Reader Response for Sugarcreek Ad	129
Better Homes & Gardens Website	29
Discover Ohio	925
Harrison/Guernsey/Tuscarwas Counties CIC Ad*	603
Cleveland Plain Dealer**	366
<u>Ohio Magazine November 2003 Holiday Ad***</u>	<u>101</u>
Total	2,153

* Ad appeared in Pittsburgh Magazine and Ohio Magazine

** Co-Op with Dennison Depot/Ohio Central Railroad (Currently Being Held for 2004 Visitor Guide)

*** Co-Op with Dennison Depot, Enchanted Pines B&B, Ramada Limited, Zoar Community Assoc., Zoar Tavern and Zoar Village State Memorial (Currently Being Held for 2004 Visitor Guide)

Bulk Mailings

2003 Visitor Guide Tour Operator Mailing	912
Olde World Bed & Breakfast Mailing	1,539*
Ohio Central Railroad Press Release	2,341**
Discover Ohio Leads Mailing	409
CIC & Discover Ohio Leads Mailing	286
<u>Christmas Co-Op Mailing</u>	<u>700***</u>
Total	6,187 (Decrease of 37%)

* The cost of this mailing was split by Olde World & CVB

** This mailing did not include a visitor's guide and was paid in full by OCR

*** Cost of mailing split between partners

Media Distribution

Tuscarawas County Videos	1
Tuscarawas County Video on DVD	37
Travelwriter Resource CD	13
Tuscarawas County Photo CD	4

Goodie Bags

Goodie Bags

4,771 (Increase of 14%)

- Airstreamers
- Battery A 226 S/L BN Reunion
- Bruce Mears
- Dover Car Show
- Elks District Meeting
- Gnadenhutten Moravian Church Women's Retreat
- Hampton Inn New Phila
- Harbor House Golf Outing
- Homemakers Camp
- Jane Gartrell
- Jim Beam Bottle Collectors
- Kids Farm Safety Conference
- Main Street Car Show
- MERC Golf Outing
- Navy Reunion
- Navy Seabees
- Ohio Association of Historical Societies & Museums
- Ohio Flying Farmers
- Ohio Job & Family Services District Meeting
- Ohio Tourist Rail Association
- PNCC of Ohio
- Port Authority Open House
- Port Washington Elementary Science Night
- Ramada Limited
- Sleep Inn
- South Market Street Station Bike Rally
- Tusc Inter Valley Trucking
- VFW District Meeting
- Western Reserve Cutlery Association
- Wild Turkey Foundation
- Winnie Walker
- York Wedding
- Zoar Civil War Encampment
- Zoar 5K Road Race

Door Prizes

Door Prizes

11 (Decrease of 21%)

- Central Catholic HS Irish Extravaganza
- Twin City Hospital Silent Auction
- Twin City Chamber Golf Outing
- Tusc. Co. Chamber June Business After Hours (2)
- J.E. Reeves Ice Cream Social Silent Auction
- Bullrider Shawn Walters
- Community Youth Support Road Rally
- WTUZ Song Contest
- Claymont Band Boosters
- Western Reserve Tourist Council Silent Auction

Respectfully Submitted,



Chrissy Blackwell CPS