Partnership Orientation
8 Recognized REGIONS for the Commonwealth of Pennsylvania

Laurel Highlands = Legacy Brand
When all the pieces are in place, WE have a beautiful picture!
57 Years Serving the Region

Established in 1958

Visionary group of private & public partners

• West Penn Power, Connellsville
• Fayette County Development Council
• Uniontown Chamber of Commerce
• The Summit Hotel
• Idlewild Park
• Donegal Motel
• Laurel Mountain Ski Slopes
• Master Lee Travel, Latrobe
• Ligonier Chamber of Commerce
To promote and support tourism, tourism development, and the interests of the travel and hospitality industries in Pennsylvania's Laurel Highlands region generally comprising Fayette, Somerset and Westmoreland counties, thereby contributing to the economic growth and quality of life for the area.
The Inn Boonsboro Trilogy
Book 2, Chapter 11, Page 157

Remember the summer we all rented that house in Pennsylvania for a couple weeks? In the Laurel Highlands?
Our Visitor

• Over 2.8 Million Annual Overnight Visitors
• 6.5 Million Daytrippers Annually
• 80% are between the ages of 30-64
• 80% Travel with a spouse, partner or family
Our Visitor

• 78% Plan trips lasting between 1-5 days
• 78% Plan
• 50% are looking for an outdoor experience

75% Plan to travel a distance up to 200 Miles
Top States: PA, OH, MD, NY
2013-2014 POSITIVE GROWTH

Source: Smith Travel Research
TOP 5 Factors in Choosing Region:

- Convenient access by car
- Feel safe as a destination
- Affordable attractions
- Lots to see & do
- Rural/Agricultural Area

• Source: Tourism Economics – 2012
Visitors to the region spent $1.8 B I L L I O N

70% spend between $200-$400 a day

• Source: Tourism Economics – 2012
Be cognizant of your comparisons!

Your Investment

$195
$250
Laurel Highlands Visitors Bureau is funded from Room Tax Revenues in each of our three counties, your Partnership Dues (10%), and membership participation in marketing opportunities.

2014-2015 Promotional Budget
$1,040,645.00

$1million $1.8billion ROI !!!!!!
Core Benefits

• Primary Fulfillment Piece
• 200,000 in Circulation
• PA Welcome Centers
• PA Visitor Centers (PA Turnpike)
• 85 Regional Rack Locations
• visitPittsburgh Welcome Centers
• Arnold Palmer Regional Airport
• Chambers of Commerce
• Regional Informational Centers
• Partner Properties
YOUR WEBPAGE

YOU Update!
2 Brochure Distribution Programs

FREE

You have the benefit of having your brochure distributed FREE:
1,000 brochures distributed to six (6) regional PA Welcome Centers, five (5) Regional Information Centers and partner requests

Pay to Participate

10,000 brochures/1 year/$1,000 investment
Core Benefits

CALENDAR OF EVENTS

Produced seasonal
13,000 Mass distribution

**FREE** to YOU to distribute.

**FREE** to YOU as an LHVB Partner to submit multiple event listings!
Our Guide, Your Brochures and Our Calendar of Events Go Here
Educational Workshops

Social Networking 101 – FREE, April 14
Partnership Orientation – FREE
Extranet Workshop – FREE, April 16
Breakfast with the Bureau – FREE
Beyond Your Front Door – FREE

Interactive Marketing Summit – November 6
Grant Writing Workshop – November 18
Annual Backyard Tour – May 7, $40
Trail (GAP) Summits – Spring/Fall
Core Benefits

Possibilities Exist As An LHVB Partner.....

• Featured Articles
• Press Tours
• Media Photo Requests
• Image Used in Marketing Efforts
• Film Location
• TV Commercial Exposure
• WCNS “Laurel Highlands Happenings” Radio Feature
• Blog Feature
• Destination Guide Callout
• Backyard Tour Featured Stop
Core Benefits

Tourism After Hours

Annual Dinner

Workshops

Networking is a PIECE of the PUZZLE
Get Active, Stay Active, Be Involved!
Your partnership with LHVB allows you the opportunity to expand your marketing presence BEYOND your country’s border to the Canadian Armed Forces network. This unique opportunity showcases our region as a destination for current and retired Canadian military and their families. We are proud to partner with this organization in sharing our region and the reasons we are a choice for so many Canadian travelers.

Further Details: Contact Linda Mauzy, ext 108
How do I keep informed?

Read your snail mail – invitations/newsletters

OPEN – OPEN – OPEN

Your enewsletter from us!

Deadlines, Latest News, Stats, Cool Stuff
The Laurel Highlands is a Drive-to Destination.  
23% of the US population is within driving distance of the Laurel Highlands.  
8 major metro areas are within a 5 hour drive distance.
BILLBOARDS – *Gateway Anchors to our Region*

I-76 Eastbound Monroeville/Irwin,  
I-76 Eastbound Donegal  
and  
I-76 Westbound Somerset Area
Monthly Pittsburgh TV Ads

Radio ad placements in DC and Pittsburgh.

DC Stations include DC101 and Hot99.5

Pittsburgh includes leading stations such as WDVE, Y108 and 3WS.
One of our most popular opportunities. Inexpensive way to get your name in front of Summer visitors to our region!

OUT MAY 1st!!
Seasonal online banner ads are linked to unique landing pages on laurelhighlands.org featuring information related to each ad topic. Using pixels that have been placed on laurelhighlands.org to define pattern models of key visitors to the site, a custom model of ideal Laurel Highlands’ visitors is being applied to the display ad inventory and is allowing for better consumer targeting of high-potential, quality customers.
Search Engine Optimization & Search Engine Marketing
Ensuring laurelhighlands.org appears high in search engine results.
Follow the Laurel Highlands on Social Media!

Like Us on Facebook:
  Laurel Highlands Visitors Bureau

Follow Us on Twitter:
  @laurelhighlands

Subscribe to Us on YouTube:
  Laurel Highlands Visitors Bureau

Follow Us on Pinterest:
  Laurel Highlands

Follow Us on Instagram:
  @laurelhighlands_pa
All LHVB Marketing efforts drive visitors to the website.

Quick Stats for laurelhighlands.org

Overview of year-end totals:

<table>
<thead>
<tr>
<th></th>
<th>2010 TOTAL</th>
<th>2011 TOTAL</th>
<th>2012 TOTAL</th>
<th>2013 TOTAL</th>
<th>2014 TOTAL</th>
<th>Percentage increase since 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visitors</td>
<td>107,460</td>
<td>193,431</td>
<td>322,186</td>
<td>455,352</td>
<td>575,863</td>
<td>435.89%</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>89,068</td>
<td>158,553</td>
<td>267,279</td>
<td>376,331</td>
<td>484,829</td>
<td>444.34%</td>
</tr>
<tr>
<td>Page Views</td>
<td>270,264</td>
<td>979,554</td>
<td>1,261,385</td>
<td>1,814,596</td>
<td>1,691,589</td>
<td>525.90%</td>
</tr>
</tbody>
</table>
Responsive Design – Optimized for Tablets and Mobile Devices
Homepage Highlights, Events, & Special Offers
Weather Widget
Website Footer – Map, Social Media Icons, Guide Request, & E-newsletter Sign-up
Category Listings Page

PLACES TO STAY

Great Laurel Highlands lodging will make your overnight stay in Western Pennsylvania a memorable one.

There's so much to do in the Laurel Highlands that an overnight stay will surely make your visit to Western Pennsylvania more enjoyable. Come see for yourself. Our wide range of Laurel Highlands lodging and hotels can provide you with affordable places to stay no matter what kind of experience you're seeking. You can chill out in a cozy cabin or cottage, unwind on the porch of an intimate Inn or take in all the amenities of one of our top-rated Pennsylvania hotels or luxurious resorts. Wherever you stay, you will awake to the splendor of Pennsylvania's beautiful Laurel Highlands...ready to start the next day's adventure!

CATEGORIES

REGIONS

AMENITIES

Keywords

SEARCH

Summit Inn Resort
101 Skyline Drive
Farmington, PA 15437
(724) 438-8594

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore... More info
Interactive Google Map
All LHVB Partners receive a Listing Page
Deals and Events - Most Viewed Areas of the Website!
Highlight your events, special deals, and packages for FREE!
Diary Know?: Ohiopyle Falls

Posted on May 16, 2014 at 4:50PM by Breanna Smith

Even though I am a native of the Laurel Highlands region, I am CONSTANTLY learning new, awesome information about this area. It never ceases to amaze me.

It's been storming here A LOT this week, and was basically non-stop yesterday. The water levels everywhere have been rising. There were even parts of roads that had water on them on our drive in the morning, which started a conversation in
Media Gallery
Trip Builder Tool
Maximize your exposure

Our website offers the opportunity to our partners to increase their exposure through additional advertising opportunities!

Take advantage of the over 500,000 yearly visitors to laurelhighlands.org!

Visit laurelhighlands.org/online-marketing to learn more!
Homepage Advertising Opportunities:
Events & Special Offers
Internal Page Advertising Opportunities:
Page Sponsor, Spotlight Link, Banner, & Featured Listing
Connect to the LHVB Partner Extranet

A fantastic tool LHVB partners can use to easily and quickly update their web listings, contact information, and more!
Partner Bulletins – Keep up-to-date with LHVB news

Recent Messages

- **Welcome to our Extranet (Read: 01/16/2014)**
  
  Welcome to the LHVB Extranet, a fantastic tool LHVB partners can use to update and edit their information! more >>

- **New Partnership Model (Not Read)**
  
  Have you heard about the changes to the LHVB partnership model? more >>

- **2014 Tourism Grant Program (Not Read)**
  
  Be sure to apply for a Tourism Grant through your county. more >>

- **Renew Your Partnership with LHVB (Not Read)**
  
  It’s time to renew your partnership dues with LHVB in order to continue to take advantage of all of the great LHVB partner benefits. more >>

- **Benefits of being in the LHVB Group Tour Program (Not Read)**
  
  Explore the benefits of being a partner in the LHVB group tour program. more >>
Partner Record – Account Information

### Account Detail: Laurel Highlands Visitors Bureau

<table>
<thead>
<tr>
<th>Account ID</th>
<th>Account Name</th>
<th>Status</th>
<th>Region</th>
<th>Email</th>
<th>Web Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>2255</td>
<td>Laurel Highlands Visitors Bureau</td>
<td>Non-Member</td>
<td>WESTMORELAND</td>
<td><a href="http://www.laurelhhighlands.org">www.laurelhhighlands.org</a></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone/Fax Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary: (724) 238-5661</td>
</tr>
<tr>
<td>Toll Free: (800) 333-5661</td>
</tr>
<tr>
<td>Alternate:</td>
</tr>
<tr>
<td>Fax: (724) 238-3673</td>
</tr>
</tbody>
</table>

### Address Information

<table>
<thead>
<tr>
<th>Physical Address</th>
<th>Billing Address</th>
<th>Shipping Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>120 East Main Street, Ligonier, PA 15658, UNITED STATES</td>
<td>120 East Main Street, Ligonier, PA 15658, UNITED STATES</td>
<td>120 East Main Street, Ligonier, PA 15658, UNITED STATES</td>
</tr>
</tbody>
</table>

### Contacts

<table>
<thead>
<tr>
<th>Action</th>
<th>Contact ID</th>
<th>Contact Name</th>
<th>Title</th>
<th>Email</th>
<th>Phone</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2664</td>
<td>Ron Virag</td>
<td>President &amp; CEO</td>
<td><a href="mailto:rvirag@laurelhhighlands.org">rvirag@laurelhhighlands.org</a></td>
<td>(724) 238-5661 x105</td>
<td>Primary</td>
</tr>
<tr>
<td></td>
<td>3461</td>
<td>Cesario Alviar</td>
<td>Information Counselor - OhioPyle</td>
<td><a href="mailto:cesarioalviar@gmail.com">cesarioalviar@gmail.com</a></td>
<td>(724) 238-5661</td>
<td>Secondary</td>
</tr>
<tr>
<td></td>
<td>2773</td>
<td>Julie Donovan</td>
<td>Vice President - Public Relations</td>
<td><a href="mailto:jdonovan@laurelhhighlands.org">jdonovan@laurelhhighlands.org</a></td>
<td>(724) 238-5661 x109</td>
<td>Secondary</td>
</tr>
<tr>
<td></td>
<td>2776</td>
<td>Kristin Ecker</td>
<td>Senior Marketing Manager</td>
<td><a href="mailto:kecker@laurelhhighlands.org">kecker@laurelhhighlands.org</a></td>
<td>(724) 238-5661 x104</td>
<td>Secondary</td>
</tr>
<tr>
<td></td>
<td>3532</td>
<td>Jim Hammerski</td>
<td>Brochure Distribution Coordinator</td>
<td><a href="mailto:warehouse@laurelhhighlands.org">warehouse@laurelhhighlands.org</a></td>
<td>(724) 238-5277</td>
<td>Secondary</td>
</tr>
<tr>
<td></td>
<td>3133</td>
<td>Doug Hoehn</td>
<td>Information Counselor - OhioPyle</td>
<td><a href="mailto:doug@laurelhhighlands.org">doug@laurelhhighlands.org</a></td>
<td>(724) 329-1127</td>
<td>Secondary</td>
</tr>
</tbody>
</table>
Partner Record – Website Listings

### Account Detail: Laurel Highlands Visitors Bureau

<table>
<thead>
<tr>
<th>Account ID: 2255</th>
<th>Status: Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account: Laurel Highlands Visitors Bureau</td>
<td>Region: WESTMORELAND</td>
</tr>
<tr>
<td>Account (sort): Laurel Highlands Visitors Bureau</td>
<td>Email:</td>
</tr>
<tr>
<td>Parent: Laurel Highlands Visitors Bureau</td>
<td>Web Site: <a href="http://www.laurelhighlands.org">www.laurelhighlands.org</a></td>
</tr>
</tbody>
</table>

#### Phone/Fax Numbers
- Primary: (724) 238-5661
- Toll Free: (800) 333-5661
- Alternate: |
- Fax: (724) 238-3673

#### Address Information

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<th>Physical Address</th>
<th>Billing Address</th>
<th>Shipping Address</th>
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<td>120 East Main Street, Ligonier, PA 15658, UNITED STATES</td>
<td>120 East Main Street, Ligonier, PA 15658, UNITED STATES</td>
</tr>
</tbody>
</table>

#### Listings

<table>
<thead>
<tr>
<th>Action</th>
<th>Listing ID</th>
<th>Type</th>
<th>Category</th>
<th>SubCategory</th>
<th>Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="edit_icon" alt="Edit" /></td>
<td>952</td>
<td>Website</td>
<td>Resources</td>
<td>Civic &amp; Community Organizations</td>
<td>The mission of the Laurel Highlands Visitors Bureau is to promote tourism, tourism development and the interests of the travel and hospitality industries located in the Laurel Highlands, comprising</td>
</tr>
<tr>
<td><img src="edit_icon" alt="Edit" /></td>
<td>951</td>
<td>Website</td>
<td>Group</td>
<td>Attractions</td>
<td>This is an example of a web listing associated with the LHVB Group Tour Program.</td>
</tr>
</tbody>
</table>
Partner Record – Website Coupons & Packages
Partner Record – Website Media (Photos & Videos)
Partner Record – Website Listing Amenities
Partner Record – Adding your Social Media Accounts

<table>
<thead>
<tr>
<th>Social Media for Member/Partner</th>
<th>URL</th>
<th>Social Media for Member/Partner</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog URL</td>
<td></td>
<td>Facebook URL</td>
<td><a href="https://www.facebook.com/laurelhighlandsPA">https://www.facebook.com/laurelhighlandsPA</a></td>
</tr>
<tr>
<td>Facebook URL</td>
<td></td>
<td>Flickr URL</td>
<td></td>
</tr>
<tr>
<td>Foursquare URL</td>
<td></td>
<td>GooglePlus URL</td>
<td></td>
</tr>
<tr>
<td>Instagram URL</td>
<td></td>
<td><a href="http://instagram.com/laurelhighlands_pa">http://instagram.com/laurelhighlands_pa</a></td>
<td></td>
</tr>
<tr>
<td>Pinterest URL</td>
<td></td>
<td><a href="http://www.pinterest.com/laurelhighlands/">http://www.pinterest.com/laurelhighlands/</a></td>
<td></td>
</tr>
<tr>
<td>Twitter Username</td>
<td>laurelhighlands</td>
<td>YouTube Username</td>
<td>Laurel Highlands Visitors Bureau</td>
</tr>
</tbody>
</table>
LHVB Partner Extranet

Add & Edit Events!
Instructional Videos & Documents can be found at: www.laurelhighlands.org/extranet
• Media Relations
• Media Marketplaces and Events
• Media Queries
• Editorial Calendars
• Itineraries & Press Visits
Toronto Media Mission
Awesome stories are happening ALL the time.......
Group Tour Program
Linda Mauzy & Stacey Magda

• 500 Printed four-color Group Destination Planner Guides distributed throughout the US and Canada
• Digital versions available with all emails and more
• Expanded listing on laurelhhighlands.org/groups
• Membership on behalf of our partners in major Tour & Travel Associations and representation at select Tour & Travel Conferences nationwide

Direct Representation = Requests = Group Tour Visits

Group Tour Program is a Pay-to-Participate Program
Literally, decades of tourism knowledge from LHVB Staff.
Extensive Representation in National, State, Regional, Tour & Meeting Conferences.

We are an extension of YOUR sales team!
Here’s what Group Tour Marketing can do for YOU:

- **Tour Product Development:**
  *Inclusion in Themed Itineraries and Suggested Tour options*

- **FAM:**
  *Familiarization Tours / Site Visits with clients to meet YOU*

- **Meet & Greets – Member Receptions – Team Building**

- **Partner Booth Share at Industry Tour & Travel Shows**

- **Statewide & Regional Sales Missions**

- **Partners selling Partners**
We speak the language that Tour and Meeting Planners want to hear! Not the same language so we help you build those necessary relationships!
Tour Product Development

We include partners in Themed Itineraries showing the Versatility and Value of our Region!
Group Tour Program

Get Connected, Stay Connected
Did you know?

One motorcoach spending a day in our region can leave behind around $3,000.00 toward the economic impact?

A motorcoach tour group stayed for four days, three nights on a winery tour. They left more than $20,000 for lodging, meals, attractions, and shopping in our area.

That is a very nice economic impact!

We also prepare for those meetings that may well want an offsite spouse or guest tour or event offsite from their meeting space. Groups have new meaning and we are excited to bring all requests to you, regardless of size or desired interest!
We welcome groups on any wheels they may travel and with any interest that may intrigue them!

Whether a group arrives by Motorcoach, Motorcycles, Vans, Cars, Classic Cars, RV’s, Campers, or a Bicycle, they are groups and we are prepared to assist them! Regardless of the size of the group, we are prepared to celebrate them and assist in planning a tour to keep them coming back again and again.
Yearly opportunities to reach visitors in our target markets. $125 and we will distribute your brochure for you!

Columbus
Washington DC
Pittsburgh
Cleveland
Michigan
New York
Hershey/Harrisburg
Philadelphia
Partner Opps: Staff Training

Beyond your Front Door

A FREE 2-Hour Educational Workshop for front-line employees educating them on our region, tourism attractions, and helpful tools to navigate our area.

Director of Sales, Vicky Sheetz, at the Uniontown Holiday Inn shares:

“Guest satisfaction is our number one priority at the Uniontown Holiday Inn. This satisfaction extends beyond our front doors to all our guests’ experiences when they visit our area. The presentation you made to our staff will help everyone in the hotel direct visitors to attractions designed to make their stay, not just good, but memorable! I would recommend all businesses take advantage of this program.”
Never fear....LHVB’s Marketing Team is always on the cutting edge of technology and we’re willing to share!

Join us for our quarterly Intro to Social Media Workshop where we cover the basics of Facebook, Twitter, Instagram, Foursquare, & more.

NEXT Tuesday: April 14, 9-11am
LHVB Conference Room
FREE!!!!!
Designed for front-line employees and business owners, this popular Tour explores hidden gems in our three counties.

For 12 hours 😊, partners visit numerous sites so they are able to answer the question “What is there to do around here?”

The day includes lunch and dinner and tons of networking opportunities.

Cost: $40 per person

May 7, 2015: Westmoreland County
Perfect for small business owners & marketing professionals who want to learn about the latest trends and techniques in online marketing!

2014 Content Topics were:

- Search Engine Optimization
- Google Analytics
- Social Media
- Digital Marketing Campaign

Learn more at: www.laurelhighlands.org/summit
A workshop is hosted leading into the upcoming Grant cycle. “Newbies” learn the ins/outs of the grant process. Any changes to the criteria are shared and the workshop provides an opportunity for networking with our tourism entities.

Somerset County – January
Westmoreland County – February
Fayette County – March

November 18, 2015
PATT
Chambers of Commerce
DCED
Economic Development Agencies
DCNR
Heritage & Historic Preservation Organizations
Main Street Programs
Laurel Highlands Conservation Landscape Imitative
Remember......

The job of LHVB is to bring visitors to the REGION.

It is your job, to get them to your specific door, open that door, and invite them back again!

Get involved with LHVB, participate in our programs and marketing opportunities.

We are partners working together!