

CVB ANNUAL MARKETING REPORT

For the Fiscal Year ending: December 31, 2011

CVB Name: Newaygo County Convention & Visitors Bureau

Person completing report: Laurie Supinski
Title: Executive Director

Corporate Officers:

- President** : Lou Meuwenberg, Harrington Inn
- Vice President** : Roman Miller, Miller's Resort
- Secretary** : Laurie Supinski, Executive Director
- Treasurer** : Joy Meiser-Mendis, Croton Shores Cottage

Bureau Mission Statement:

To promote the Newaygo County area as an overnight destination and a day trip destination for a variety of guests.

Bureau Marketing Goals:

1. Protect and promote the natural resources specific to Newaygo County and the activities specific to our region (e.g. Muskegon River, Croton and Hardy Dams, Manistee National Forest; ag-tourism, outdoor recreation) Promote Newaygo County as a year round destination.
2. Promote local arts and culture.
3. To provide a Welcome Center that is open to the public 7 days a week for travelers, businesses and residents.
4. Create partnerships and provide and facilitate cooperation among:
 - a. Residents
 - b. Newaygo County businesses (packages?)
 - c. Regional areas
 - d. Other communities (e.g. chambers, CVBs)
 - e. Council, TAP, MSU Extension, NCEDO, WMTA, MTTA, etc.
5. Portray community as one with rural sophistication.
 - a. A clean, friendly, hospitable, small town community with a positive quality of life.

- b. A center for leisure activities and a beautiful place with a variety of water, forests, trails,
 - c. An outdoor playground that has the best of both worlds – a technologically savvy (wireless) community.
6. Address the various needs of target market segments (e.g. quiet versus adventurous activities).
7. Use marketing tools (e.g. media) to reach targeted markets.
8. Develop an inventory of Newaygo County offerings/experiences.

Target Customer Groups (vertical and affinity markets, i.e., golf, ski, paddling and winter sports, etc.):

The NCCVB will focus on three new vertical markets, which are a subset of an overall market, focused on Outdoor Tourism and Recreation. The three vertical markets are:

- Adventure Market
- Outdoor Leisure/Nature Travel
- Sportsperson/Outdoor Travel

Promotional Methods

Website development and promotion – new and expanded website will be developed in 2012

5 County Cooperative Marketing efforts - MGO

Development and promotion of vertical market brochures, maps and information

Target Geographic Markets:

Northern Indiana and Michigan, Ohio, Wisconsin, Chicago and Toronto

Marketing Results (including any research methods):

- Annual review of area hotel assessment data
- Annual review of inquiries tracked by the bureau via phone, email and U.S. mail

CVB Sponsored/Co-sponsored Events:

Newaygo Nationals

**North American Ice Fishing Circuit Tournament
MGO Legislative Panel**

**Staff and Outside Professionals utilized in the Marketing
Effort:**

Laurie Supinski, Executive Director CVB
White Knight Design, website development

I CERTIFY THAT THIS REPORT IS CORRECT:

 date 12-20-11
CHIEF OPERATING OFFICER