



Crawford County



Everyone Needs A Getaway!
...and it's in Crawford!

2016

Member Benefits

VisitCrawford.org

800-332-2338

Thinking of Becoming a Member?

The goal and purpose of the Crawford County Convention & Visitors Bureau is to promote and encourage tourism, travel and convention activities in Crawford County, the region and the state of Pennsylvania. We provide and assist in producing and disseminating promotional literature and information designed to create a desire to travel, vacation, or relocate to Crawford County. We achieve this through print media, television, PA Film Office, website development, radio, trade-shows, social media, video, motor coach tours, and familiarization tours which bring in writers. Please read the information regarding membership it will give you further insight and details on what the Visitors Bureau can do for you. We hope you find that we are able to assist you in many of your marketing needs.

We would love to work with you to help promote your business, attraction and events. We look forward to working with you to make Crawford County a tourist destination.

Sincerely,



Juanita P. Hampton
Executive Director

Meet Our Staff



Executive Director
Juanita Hampton



Assistant Director/
Graphics Department
Kevin Parsons



Information Specialist
Stacey Reese-George

About Us

Established and incorporated in 1963, the Crawford County Convention and Visitors Bureau is one of Pennsylvania's fifty-one official Tourist Destination Marketing Organizations. The Bureau is part of a bigger picture; we are connected regionally with Pennsylvania's Great Lakes Region (Crawford, Erie, Mercer and Venango counties) and Route 6 Alliance, which encompasses over 400 miles and 11 counties across the northern tier of Pennsylvania. We work closely with the State's tourism office (Department of Community and Economic Development (DCED)). This allows us the ability to promote Crawford County to a very large local, national and international market. We also work hand-in-hand with our State Representatives and County Commissioners. We appreciate all the support they have given us over the years.



Our Mission

The purpose of the Bureau is to promote and encourage tourism travel and convention activities in Crawford County, Pennsylvania.

- ~To promote and encourage the development of attracting activities, lodging accommodations, restaurants, state parks, museums, and places of historic interest.
- ~To provide and assist in producing and disseminating promotional literature and information designed to create desirability to travel and vacation in Crawford County.
- ~To effect ways of increasing the scope and intensity of tourist development and promotion in Crawford County.

Our Member's Benefits

- Free business and event listing in our annual Visitors Guide with yearly distribution of over 80,000 copies
- Free business and event listing on 4 major websites with local, regional and state exposure:
 - ~ **Visitcrawford.org**
 - ~ **PAGreatLakes.com**
 - ~ **PARoute6.com**
 - ~ **VisitPA.com**
- Free brochure placement in our lobby
- Visitors Guide distribution: all PA Welcome Centers, I-80 in PA & Ohio, 9 counties in Ohio, over 300 sites in Pittsburgh, Tom Ridge Center and local businesses - AAA's, Hotels & Restaurants in OH & PA
- Exposure on Explorer Boards in OH
 - Free exposure through our Visitors Guide being distributed at:
 - ~ Trade shows - RV & Outdoor Shows
 - ~ Fulfillment mailed to direct leads
 - ~ Sales Missions
 - ~ 48 Visitors Bureaus in PA
 - ~ Our Senator and Representative's offices
 - ~ Colleges and College students
 - ~ Hospital, College Recruitments & Relocation Packets
- Promote Visitors Guide in PA State guide
- Co-op prices in marketing opportunities
- Exclusive referral from direct calls, emails and visitors coming into our office
- The ability to showcase your business and merchandise in the lobby of the Visitors Bureau in our Consignment Gift Shop & On-line Store
- Broadcast faxes and emails of your upcoming events or new attractions to our 80 Press Contacts, Eventful, Go Crawford and Go Erie.
- We hire an Outdoors man to bring writers in to write stories about Crawford County. We have been in: Cabela's, Pursuits (state publication), PA Angler & Boater, PA Outdoor News, and Outdoor Magazine and are recognized by the PA Fish and Boat Commission.
- We are contacted by travel writers for articles in books and magazines featuring sections on our area such as "Stay on Route 6," "Ten Million Steps on Route 6," "National Geographic," "The Wall Street Journal" and "PA Crude"
- We are contacted by the PA Film Office to help scout film locations for major motion pictures like "The Road" that was filmed partially in Crawford County.

Web Site Marketing

- VisitCrawford.org receives over 110,000 unique visitors per year. Our website is featured on every local, statewide or national marketing piece or ad we create.
- Home page exposure – purchase an ad on our Scrolling Marquee on the all new VisitCrawford.org
- Free online listing that includes your business name, address, phone number, interactive website link, image and description
- Interactive Visitors Guide
 - ~ Direct linking from the publication to any web page or site
 - ~ Keyword/key phrase search
 - ~ Page-to-page linking
 - ~ Zoom capabilities
 - ~ Embedded video
 - ~ Embedded flash animation
 - ~ Compatible on many platforms such as Android & iPhone
 - ~ Email/forward to a friend feature
 - ~ Printing capability
 - ~ Full analytics and reporting
- Full year of Calendar of Events with link and images
- Feature packages and specials

Social Media



Facebook – we can show case your business and promote your events (881 fans & growing daily)



Twitter - we can tweet your links and updates (587 followers & growing daily)



YouTube - we can up-load and manage your videos



We Pin local events and attractions on our Pinterest boards.

We have over 475 pins.



Member of Foursquare letting travelers pin there location for their friends to follow

E-Marketing/E-Commerce

- Send e-blasts for you – no more bulk mail (call for pricing)
- E-Newsletter
- Surveys
- Merchandising with PayPal (we now have credit card service)

In-House Design

- Our graphic arts department can help you with any of your design/layout needs for:
 - ~ Business cards
 - ~ Ad creation
 - ~ Racks cards
 - ~ Brochures
 - ~ Gift items and Giveaways
 - ~ Banners
 - ~ We can do just about anything – if we can't, we will find someone who can
- The first design is FREE to New Members
- Low design fees to members

Group Tour

- We host Familiarization tours of local properties and events
- We hire Anderson Distribution to attend 7 trade shows for RV, Outdoor and Leisure travel
- We attend Sales Mission to Canada, Ohio, Tennessee, Kentucky, Michigan and Pennsylvania
- We purchase advertising in PA Outdoor News - They attend 5 trade shows for us to promote hunting and fishing in Crawford County.
- Regionally, through the Pennsylvania Great Lakes Region, we attend trade shows for American Bus Association and PA Bus Association
- Regional Group Tour Guide – 44 page full color tour book promoting attractions, dining, accommodations, entertainment, heritage and shopping
- Route 6

Advertising

- We market Crawford on a local, regional and national scale such as:
 - Visitpa.com
 - Pa's Scenic Byway for Crawford Lakelands Scenic Byway
- ~ State of Pennsylvania's Travel Guide
- ~ PA AAA's Destinations
- ~ We use a major marketing company from Pittsburgh for zoned;
 - Google impressions marketing
- Co-op marketing through Pa's Great Lakes Region
- ~ Co-op marketing through Pa's Route 6 Alliance
- ~ American Road Magazine
- ~ Recreation News
- ~ Where & When
- ~ Guest Quest Magazine and Website
- ~ Ohio Maps
- ~ Precion News
- ~ PA & Ohio outdoor News
- ~ Local Edge Phone Book, Including Cover
- ~ Clear Channel Radio - Ohio
- ~ Recreation News
- ~ Artisan Trail

· THESE ARE JUST A FEW AREAS WE MARKET IN

We design, print and distribute seasonal materials to promote events, attractions and recreation

We create niche market brochures to promote: restaurants, B&B's, motorcycle tours, golfing, Amish/antique shops, hiking/ biking, hunting and fishing, golfing, canoeing and kayaking water trails.

Lead Counts

- Crawford County Leads: 98,000 +
- Other Regional Leads: 40,000 +
- VisitCrawford.org Website Visits: 125,000 +
- Go-Guide Interactive Visitors Guide: 9000+
- Group Tour Leads-Travel Planners & Tour Companies 150+



VisitCrawford.org

800-332-2338

TOURISM is one of the larger industries in Crawford County

Providing \$265.8 Million in direct tourism spending
Impacts 2,152 direct tourism jobs and impacts 3,398 jobs for indirect or induced tourism related industry such as: restaurants, gas stations goods and services. This is called the trickle-down effect.

Pennsylvania's Great Lakes Region
Crawford, Erie, Mercer and Venango Counties
Travelers spent \$1.64 billion in the region

Crawford is part of the Route 6 Heritage Corridor
The economic impact of the Corridor is \$91 million

We are proud to support the Quality of Life in Crawford County!

Contact Us

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