

You are invited to be a part of the largest Travel and Tourism marketing organization in North Central Ohio.

# Mansfield & Richland County

Convention & Visitors Bureau



The Mansfield & Richland County Convention & Visitors Bureau (a non-profit economic development corporation focused on the Tourism market) is a PR and marketing organization that creates opportunities for our members. With the help of our members, the CVB has been successful in marketing the area as a destination for Leisure, Special Events, Motorcoach and Convention Travelers.

As you will discover, there are many good reasons to become a member. As you make the decision for your establishment, remember...

**Tourism Means Business!**

Looking forward to working with you,

Amber Dobbins  
Operations/Member Services Director  
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419.525.1300 ext. 27

## Top Ten Reasons to be a Member

1. Our widely distributed publications increase visibility for your business or attraction.
  - **Brochures & Distribution** - A combination of over 250,000 Visitors Guides, Lure Brochures, Shawshank Trail, Richland B&O Trail, Wine & Ale Trail, and Visitor Maps are distributed annually through visitor requests, statewide and regional brochure distribution services, conventions, member hotels, information booths at special events and races, as well as at our Visitor Information Center.
  - **Packaged Travel Planner** - Available online, our Packaged Travel Planner provides details on member sites and services for the group travel market.
  - **Facilities Guide** - Available online, our Facilities Guide provides information on meeting facilities and assists meeting and event planners.
2. **Website** - As a member your listing and link appear on our responsive website MansfieldTourism.com and its mobile versions (for phones and tablets) which in the past 12 months averaged nearly 19,000 visits and over 55,000 views per month. Advertising opportunities on the site are available.
3. **Public Relations** - With over \$16 million total worth of media exposure in the past year, the CVB has been successful in getting the word out on Richland County's tourism offerings. We bring in travel writers to generate stories on the area and bureau members.

## vision statement

Mansfield and Richland County will be widely acknowledged as one of the most extraordinary and distinctive destinations in Ohio.



## mission statement

The Mansfield/Richland County Convention & Visitors Bureau leads the marketing of Richland County through innovative collaboration and cohesive messaging, positioning the region as a desirable choice for recreation, events and entertainment resulting in increased business activity and improved quality of life.

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- Membership allows access to collaborative advertising opportunities in travel publications and bureau resources:
  - Travel Media** - Mohican Country, SIP, Midwest Living, and other print and online advertising opportunities that may stretch your marketing dollars with partnership and exposure.
  - Calendar of Events** - a searchable listing of county-wide current events available on our website. Members can use the "Submit an Event" feature too.
  - Social Media** - information that is shared through Twitter and three Facebook pages (Mansfield Tourism, The Shawshank Trail, and Haunted Mansfield Ohio). Videos are shared on our own YouTube Channel and photos are shared through Pinterest and Instagram.
  - Membership List** - a complete listing of CVB members is furnished to members as well as convention and tourism leaders seeking local services.
  - The Traveler** - a monthly e-publication, including an update of industry news, tourism statistics, member spotlights, and Bureau activities including convention and group tour activity.
  - Visitor Eblasts** - an e-publication to 24,000 visitors about happenings in Richland County.
  - Packages** - an opportunity to advertise lodging packages on MansfieldTourism.com.
  - Local/Mobile Deals** - an opportunity to advertise deals for smart phones on MansfieldTourism.com.
  - Race Deals** - an opportunity to advertise deals to race fans at the race track and online.
  - Contests/Promotions** - an opportunity to get in front of different audiences.

- Niche Markets** - promotions to help your business get more exposure like The Shawshank Trail, Haunted Mansfield Ohio, Richland B&O Trail, etc.
  - Annual Meeting** - attend and see the new things the Bureau is doing to promote our area. Sponsorship and door prize opportunities available.
  - Road Blitzes** - an effective marketing method of personal selling and education to the group tour market.
  - Familiarization Tours** - the CVB uses FAM or Familiarization Tours to communicate the area's benefits to tour operators and travel writers. Typically a free or reduced rate trip offered to acquaint them with the area.
  - Tradeshow/Event Booths** - an opportunity to volunteer as a Community Ambassador.
- Opportunity to attend meetings that develop new ideas and ways to promote Mansfield/Richland County.
  - Access to information and databases concerning the Travel & Tourism Industry (Tour Operators and Convention & Event Planners).
  - As a member, you are recommended through sales presentations, social media, and contacts with visitors seeking travel information.
  - Networking and cross promotion of member businesses and staff.
  - Your brochure can be placed in the Visitor Information Center located off of I-71 at SR13 and in the brochure racks at our downtown office.
  - Membership demonstrates your interest and support of the CVB and your community.



## did you know

- The CVB has invested over **\$2,000,000** in developing events, conventions, and other marketing projects.
- The CVB has generated over **\$316 million** in promotional publicity (radio, newspaper, TV, and internet) since 1999.
- Last year the CVB received over **30,000** phone calls, walk-ins, inquiries, emails and ad responses.
- The impact of visitor spending in Richland County is **\$304.2 million**, generating over **\$8.9 million** in local tax revenues and supporting over **4,432 jobs**.

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MansfieldTourism.com