

WILLIAMSON COUNTY CONVENTION & VISITORS BUREAU

VISION

Williamson County will have the best tourism development program in the state of Tennessee.

MISSION

The mission of the Williamson County Convention & Visitors Bureau (WCCVB) is to positively impact the local economy by increasing travel related spending in the county, provide quality services to the visitor and the local hospitality industry, and assist in the development, preservation, and expansion of the county's tourism product.

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2014 ECONOMIC IMPACT NUMBERS

1.22 million visitors

(7.1% increase over 2013)

\$407.46 million

(6.6% increase over 2013)

**Williamson County is ranked #6 of Tennessee's 95 counties in
visitor spending**

Generated 2,990 hospitality industry related jobs

(2.6% increase over 2013)

Saving each household in Williamson County

\$475.70 in local and state taxes



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2015/2016 Goals & Objectives

GOAL

BUILD AND PROMOTE THE AMERICANA BRAND AND EXPERIENCE

OBJECTIVES

- Increase website traffic by 12% to 340,998 page views in fiscal year 2015/2016
- Increase WCCVB ad revenue 10% to \$89,423
- Increase Visitor Center visitation by 5% to 40,692
- Increase Visitor Center sales by 5% to \$48,932
- Increase awareness of Visit Franklin in Nashville market
- Deliver clear brand messaging across all three sales markets (Meetings, Sports, Tour & Travel)
- Establish Storyteller Program as a 'must do' training program for hospitality industry
- Continue to work closely with Heritage community to promote the historic sites, Main Street, battlefields/battlefield reclamation and preservation



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GOAL

INCREASE SALES LEADS AND MEASURABLE ROOM NIGHTS

OBJECTIVES

- Increase lead room nights, definite leads booked and definite room nights by 5% over 2014/2015 actual (lead room nights = 78,750; definite bookings = 75; definite room nights = 10,172)
- Engage 100 new meeting planners through digital marketing efforts
- Continue partnership with industry associations (MPI, NTTP, CMCA, ABA, TSAE)

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2015/2016 Goals & Objectives

GOAL

MAXIMIZE DIGITAL INNOVATION TO BETTER CONNECT & ENGAGE WITH VISITORS, CLIENTS, PARTNERS, STAKEHOLDERS AND LOCAL COMMUNITY

OBJECTIVES

- Increase Facebook followers by 40% to 89,665
- Increase Twitter followers by 25% to 16,670
- Increase Instagram followers by 50% to 6,741
- Launch new CRM to better utilize the visitor, meetings, sports/group databases for new marketing and follow-up opportunities

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2015/2016 Goals & Objectives

GOAL

CREATE AND CULTIVATE COMMUNITY AND REGIONAL PARTNERSHIPS

OBJECTIVES

- Continue to build regional partnerships (NCVC, TDTD)
- Strengthen community partnership within the hospitality industry (DOS and Sports Facilities meetings)
- Strengthen partnership with industry partners (DFA, Middle TN Tourism Council, Natchez Trace Compact, AMT, Leiper's Fork Business Association)
- Work with potential new hospitality industry businesses
- Continue to represent WCCVB in Williamson County at BOMA, County Commission, Brentwood Quarterly Dinners, etc.

THANK YOU!