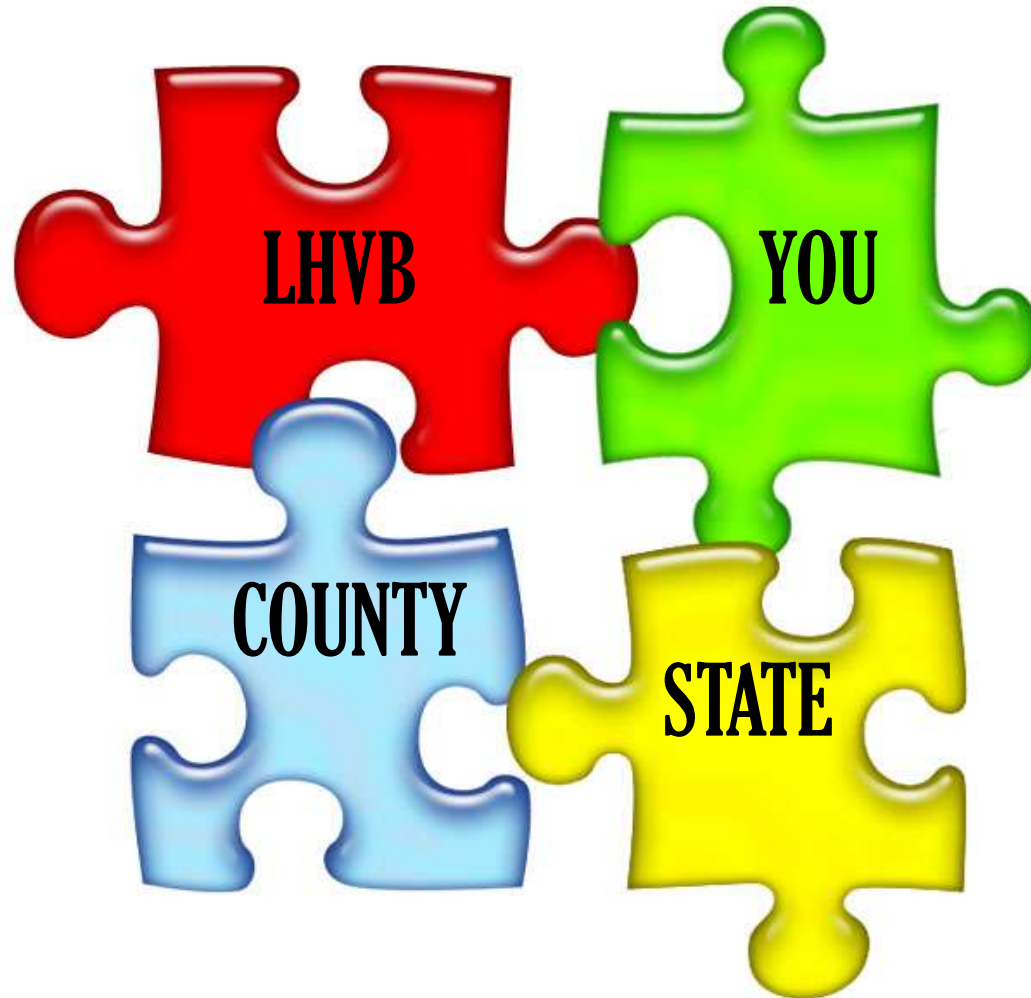


Partnership Orientation







Piece of PA Puzzle

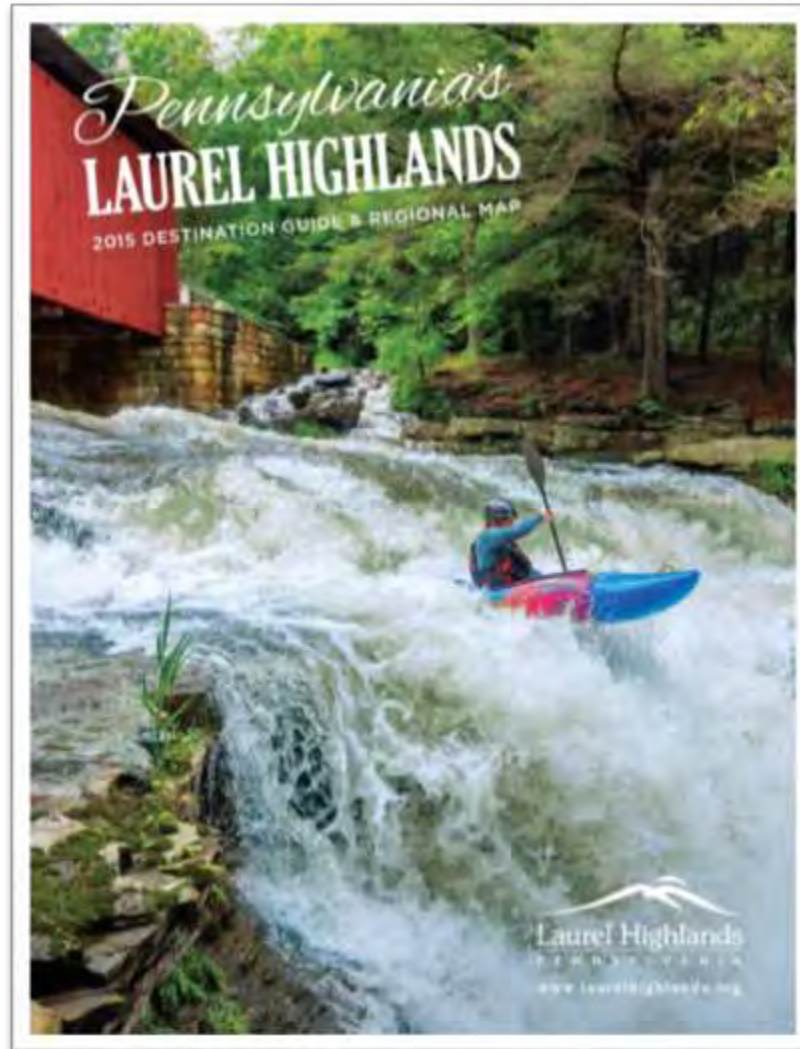


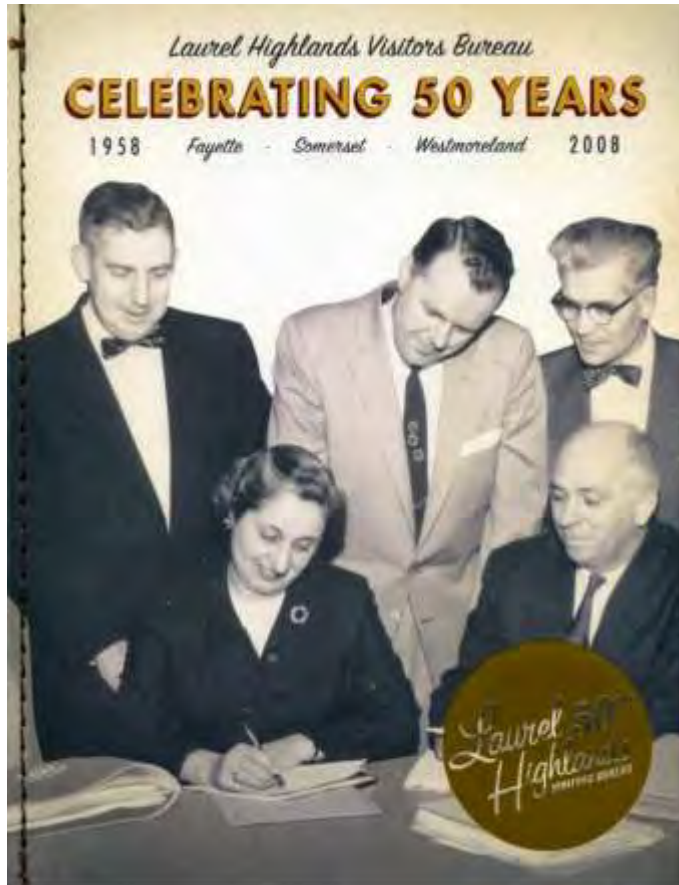
8 Recognized REGIONS for the Commonwealth of Pennsylvania
Laurel Highlands = Legacy Brand



Puzzle Complete

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.





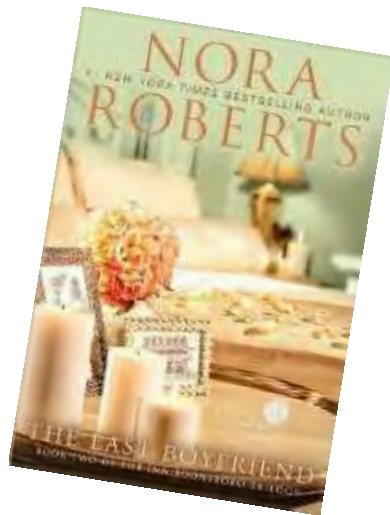
Brand & Regional Recognition



The Inn Boonsboro Trilogy

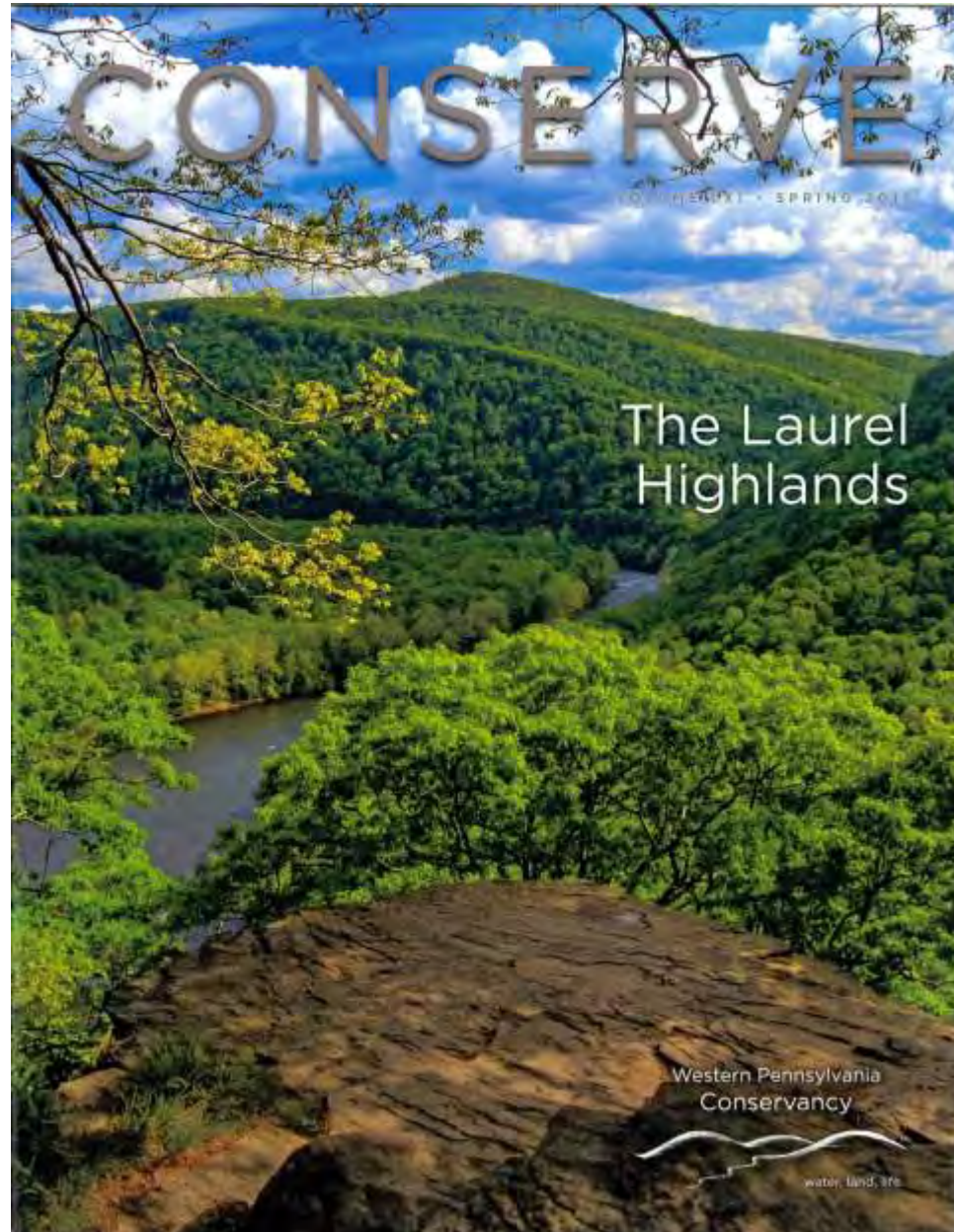
Book 2, Chapter 11, Page 157

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





Brand & Regional Recognition



- 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

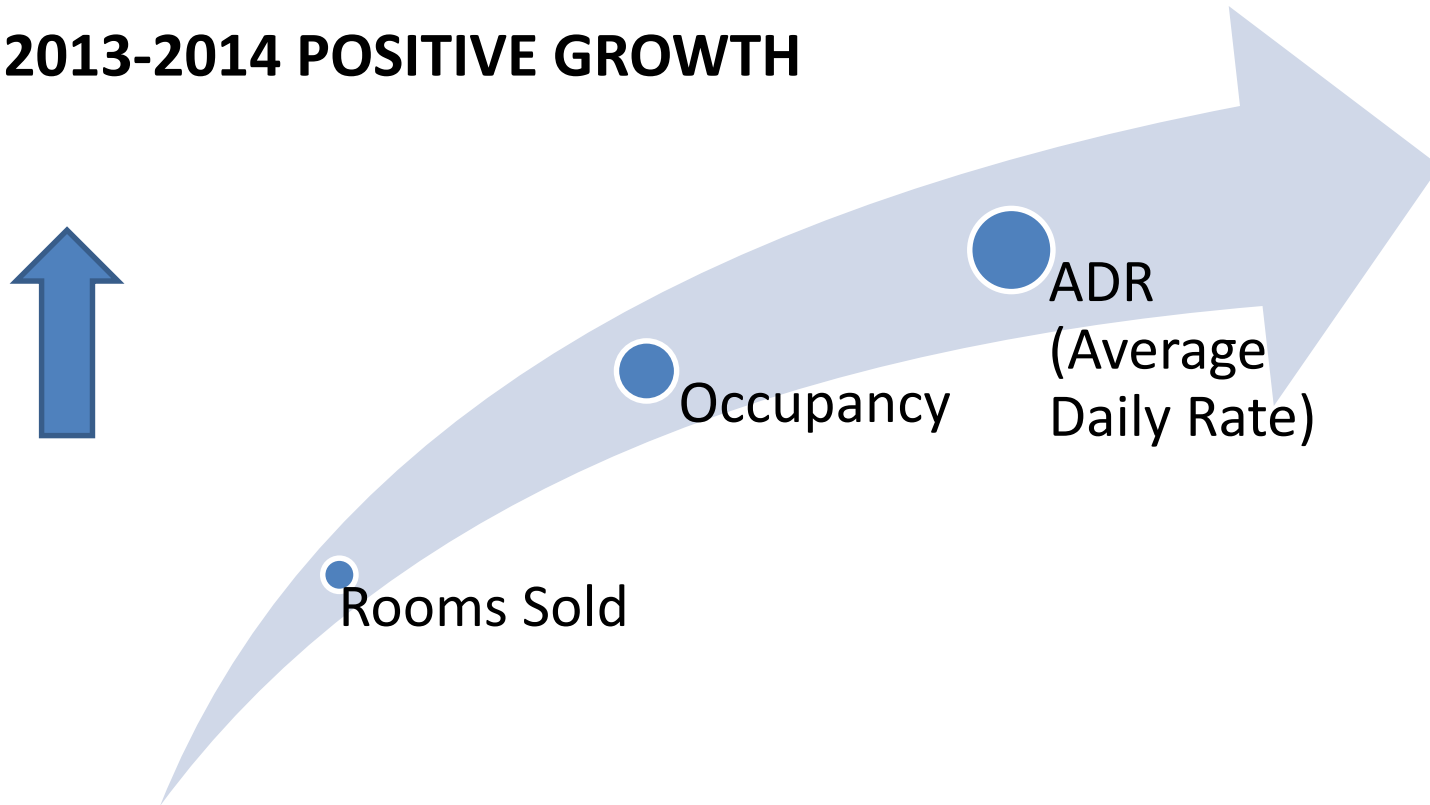


- 78 % Plan trips lasting between 1-5 days
- 78 % Plan
- 50% are looking for an outdoor experience

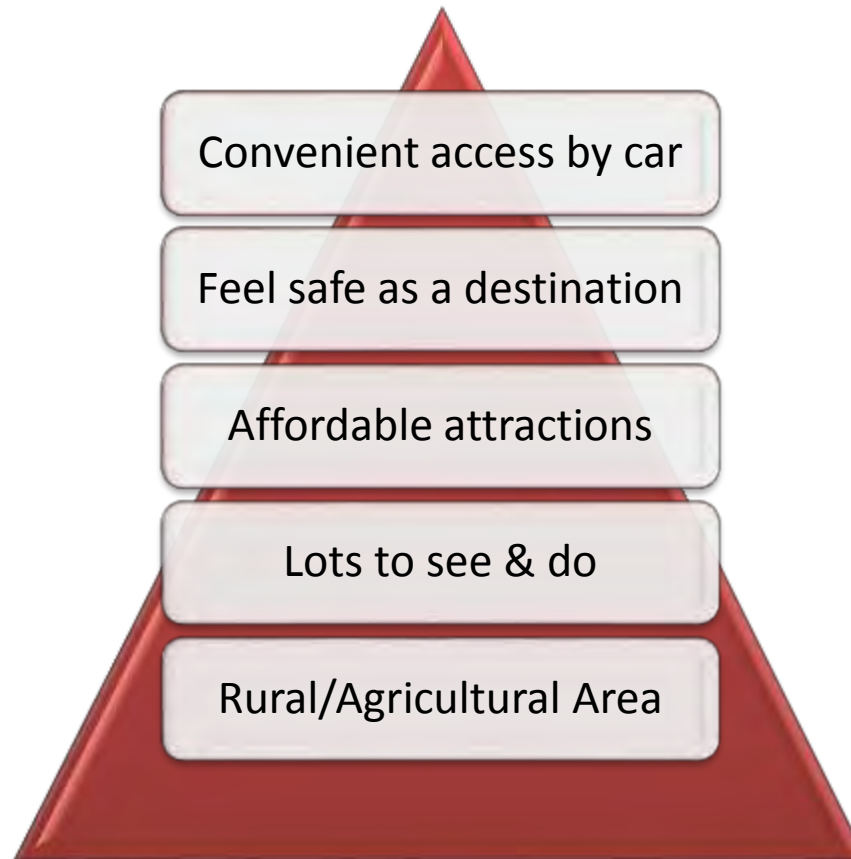


75% Plan to travel a distance up to 200 Miles
Top States: PA, OH, MD, NY

2013-2014 POSITIVE GROWTH



TOP 5 Factors in Choosing Region:



Visitors to the region spent **\$1.8 BILLION**

•Source: *Tourism Economics – 2012*

70 % spend between \$200-\$400 a day





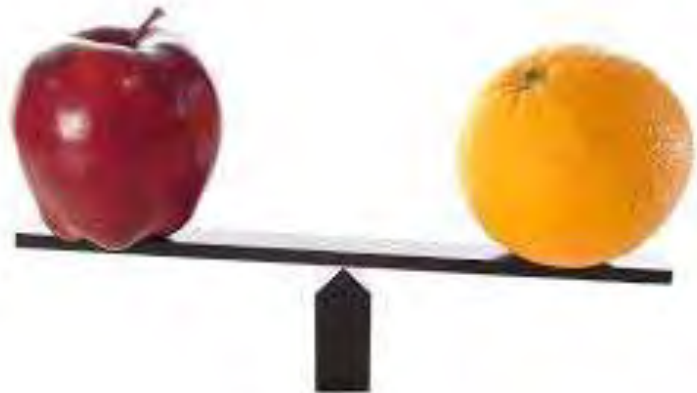
Your Investment



\$195

\$250

Be cognizant of your comparisons!





2014-2015 Promotional Budget \$1,040,645.00

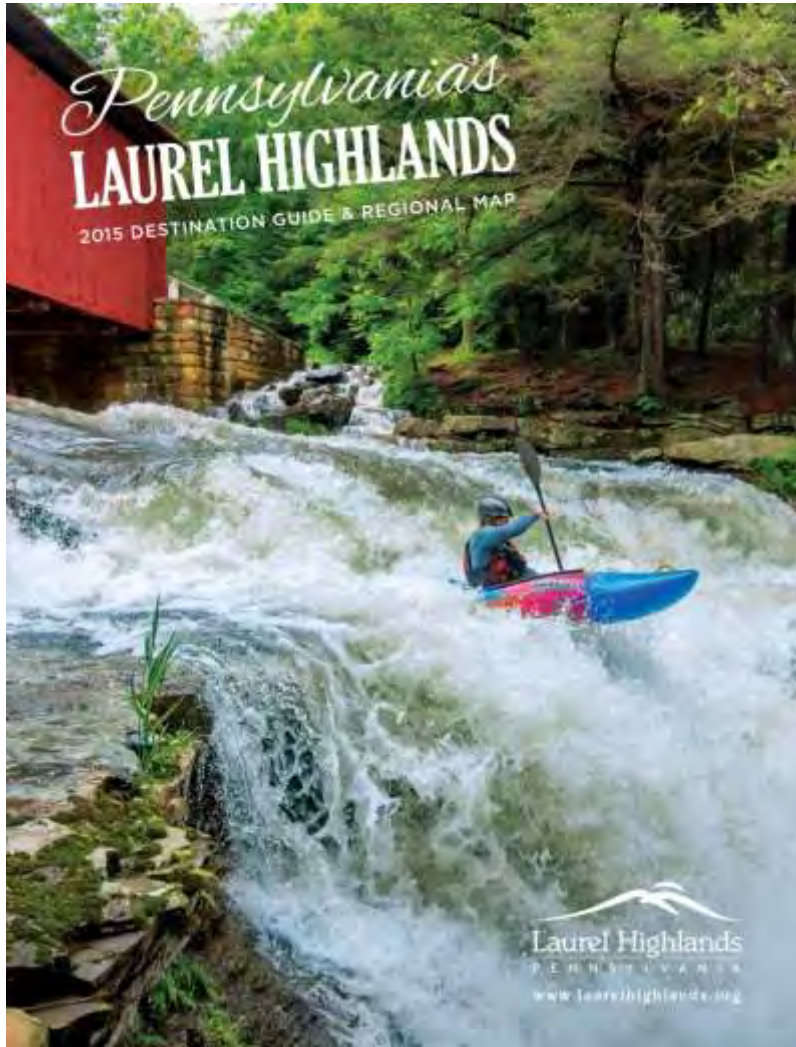
Laurel Highlands Visitors Bureau is funded from Room Tax Revenues in each of our three counties, your Partnership Dues (10%), and membership participation in marketing opportunities.



Core Benefits



Laurel Highlands
PENNSYLVANIA
PARTNERS



- 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



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!

PENNSYLVANIA WELCOME CENTERS



**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



Tourism After Hours



Annual Dinner



Workshops

Networking is a **PIECE** of the **PUZZLE**
Get Active, Stay Active, Be Involved!



Core Benefits



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



CFappreciation.ca
Community • Strength • Savings

ReconnaissanceFC.ca
Communauté • Force • Économies



How do I keep informed?

Read your snail mail – invitations/newsletters



OPEN – OPEN – OPEN

Your newsletter from us!

Deadlines, Latest News, Stats, Cool Stuff

View a complete listing of all the things you can do in the Laurel Highlands.

LHVB News
December 13, 2014

Vote Laurel Highlands!
Help them help Laurel Highlands attractions get special recognition.

Adventure & SocialZone
Let's help friends & neighbors get geared! Think of the year by Retiree-free Thruout this year a day on all computer and mobile devices (and December 13th 2014) here to place your vote and spread the word!

Road-Coneaugh River
In observance of the holiday season, the LHVB office will be closed on December 24 & 25 in addition to December 31 & January 1.

Happy Holiday from all of us at LHVB!

Home for the Holidays!
In observance of the holiday season, the LHVB office will be closed on December 24 & 25 in addition to December 31 & January 1.

Happy Holiday from all of us at LHVB!

Follow LHVB Staff member of Twitter
Check back to stay up-to-date on all of the fun things you're up to!

Laurel Highlands Winter Hashtag on Social Media
Have you been posting pictures of the beautiful snowfall at all of our resorts via Facebook, Twitter, and



Marketing - #1 Mission



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.



Marketing-Billboards

BILLBOARDS – Gateway Anchors to our Region

**I-76 Eastbound Monroeville/Irwin,
I-76 Eastbound Donegal
and
I-76 Westbound Somerset Area**





Marketing-TV/Radio



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.



Marketing-TV/Radio



Marketing-Coupon Book



OUT MAY 1st!!

One of our most popular opportunities. Inexpensive way to get your name in front of Summer visitors to our region!



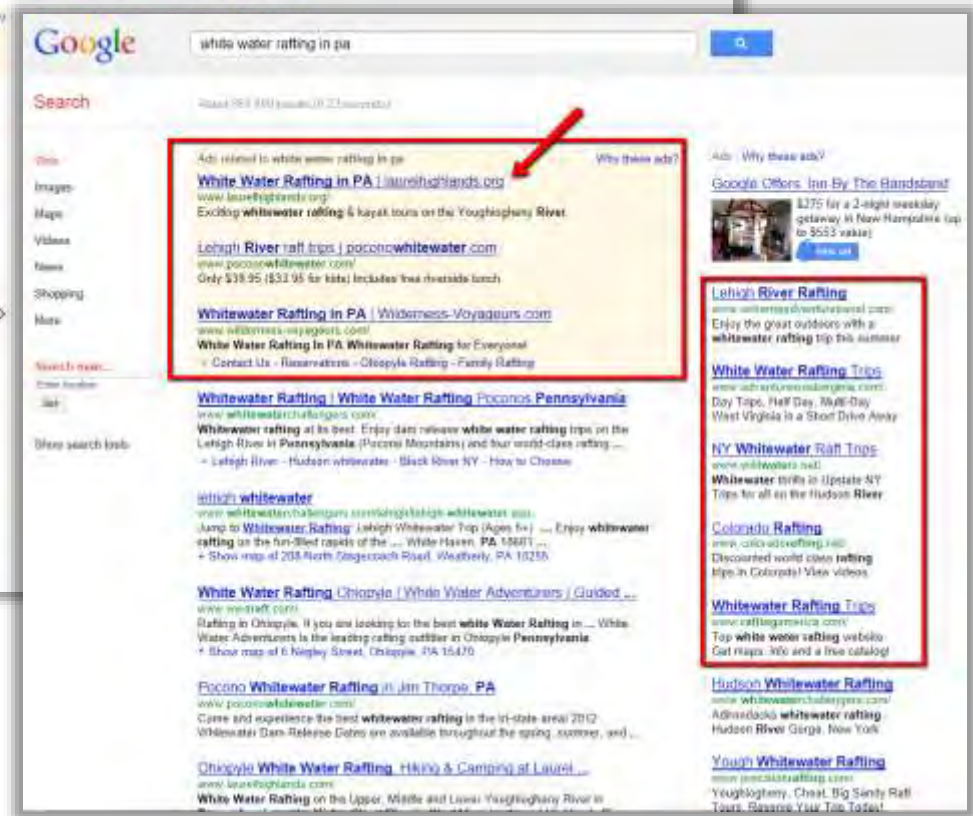
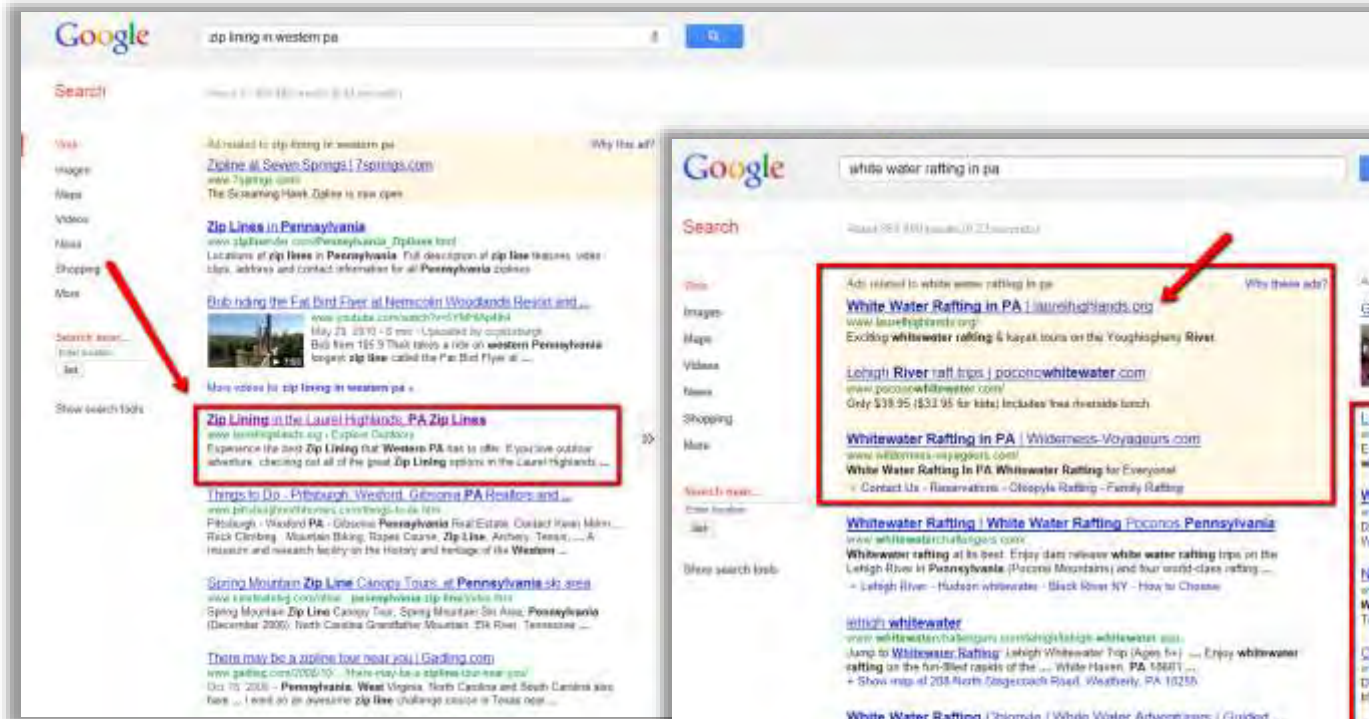
Marketing-Online Banner Ads

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.





Marketing-Social Media

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:

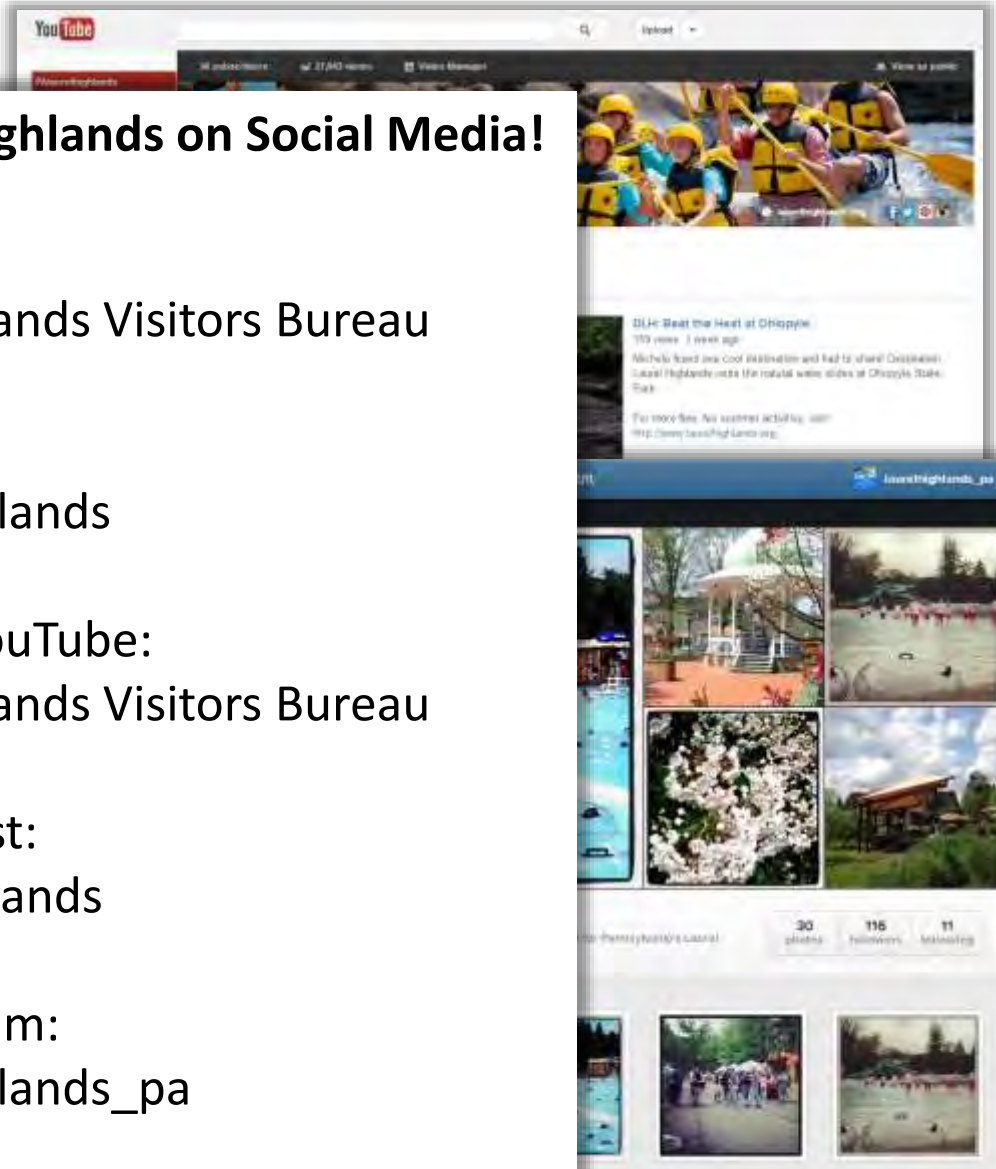
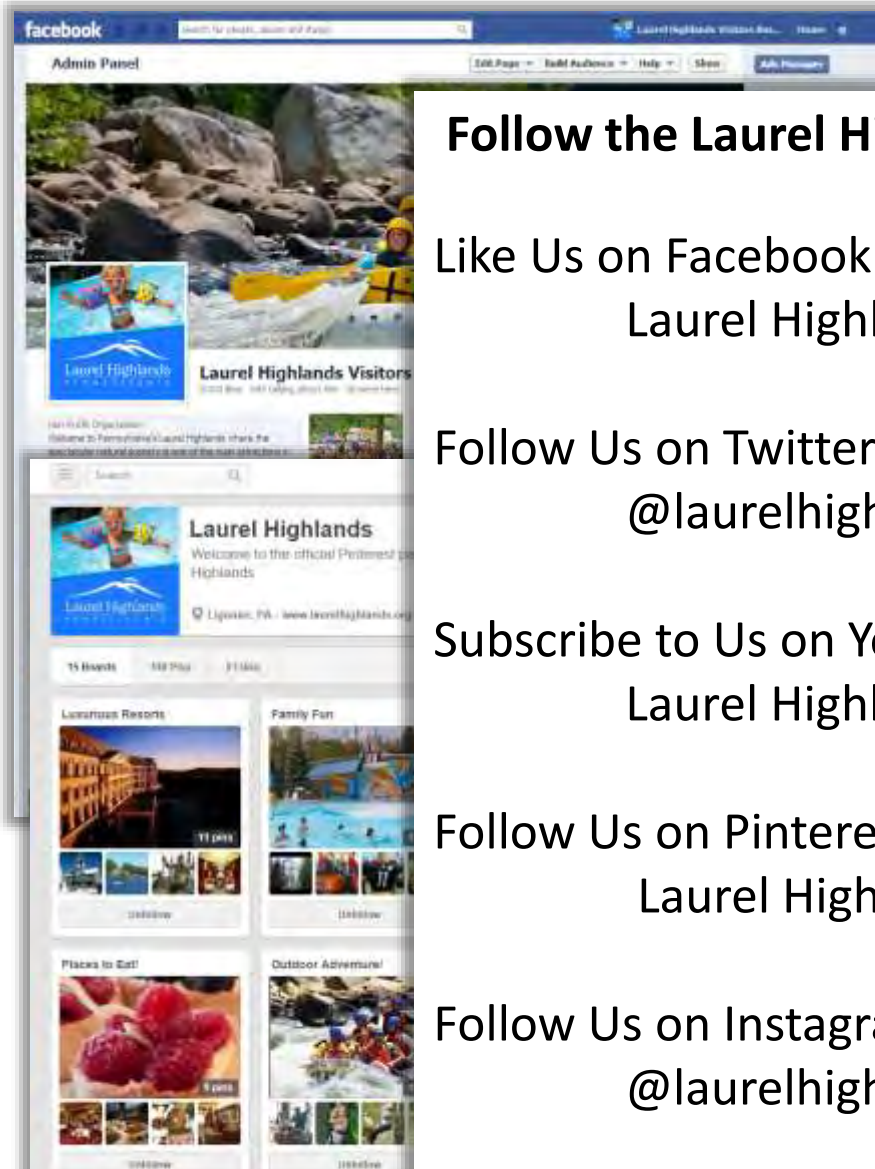
Laurel Highlands Visitors Bureau

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:


	2010 TOTAL	2011 TOTAL	2012 TOTAL	2013 TOTAL	2014 TOTAL	Percentage increase since 2010
Total Visitors	107,460	193,431	322,186	455,352	575,863	435.89%
Unique Visitors	89,068	158,553	267,279	376,331	484,829	444.34%
Page Views	270,264	979,554	1,261,385	1,814,596	1,691,589	525.90%




Responsive Design – Optimized for Tablets and Mobile Devices

Homepage Highlights, Events, & Special Offers


UPCOMING EVENTS



JUNE 14-16, 2014
Miners' Memorial Weekend
VENUE NAME
Windber, PA




JULY 26-28, 2014
Rib & Wing Festival
VENUE NAME
Seven Springs, PA




AUGUST 3-4, 2014
250th Anniversary Battle of Bushy Run
VENUE NAME
Jeannette, PA

[VIEW ALL](#)

SPECIAL OFFERS



BIKE & FLOAT ALONG THE GAP
Pack up the kids for a fun three-day trip!



FLIGHT 93 NATIONAL MEMORIAL
Have you ever wondered where to find courage?



Weather Widget

GROUPS MEETINGS RESOURCES TRIP BUILDER (0 ITEMS)

PENNSYLVANIA'S LAUREL HIGHLANDS

THINGS TO DO OUTDOORS RESTAURANTS PLACES TO STAY

	72° ^ Mostly Sunny THU 11/07
	39° Partly Cloudy FRI 11/08
	69° Partly Cloudy SAT 11/09
	89° Partly Cloudy SUN 11/10
	90° Partly Cloudy MON 11/11

Website Footer – Map, Social Media Icons, Guide Request, & E-newsletter Sign-up

The screenshot displays the footer of the Laurel Highlands website. At the top, there is an "E-NEWSLETTER SIGN-UP" section with a text input field and a green "SIGN-UP" button. To the right, the text "FOLLOW LAURELHIGHLANDS" is followed by icons for Facebook, Twitter, Pinterest, Instagram, YouTube, and a generic social media icon. Further right, a "REQUEST A FREE DESTINATION GUIDE!" section includes a small image of a guide and the text "Sign Up Now!".

The central feature is a map of Pennsylvania and surrounding regions (Ohio, West Virginia, Maryland, Delaware, New Jersey, New York). Major cities and interstate highways are labeled. A green callout box with a white arrow points to the "LAUREL HIGHLANDS" region in western Pennsylvania.

At the bottom, the "Laurel Highlands PENNSYLVANIA" logo is on the left. To its right is the contact information for the Laurel Highlands Visitors Bureau: 724.238.5661, Toll-Free: 800.333.5661, and 120 East Main Street, Ligonier, PA 15658. The TripAdvisor logo is also present. On the far right is the "PA" logo.

The footer also contains a copyright notice: "Copyright © 2014 Laurel Highlands Visitors Bureau." Below this are links for "PARTNERS", "PRESS", "PRIVACY", "CONTACT US", "PARTNER DIRECTORY", "BLOG", and "SITEMAP". In the bottom right corner, there is a logo for "powered by simpleview".

Category Listings Page

HOTELS & MOTELS

RESORTS

BED & BREAKFASTS AND COUNTRY INNS

VACATION RENTALS

CABINS & CAMPGROUNDS

CONFERENCE & RETREAT CENTERS

HOSTELS

PET LODGING

PLACES TO STAY Like | Share | Print

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 ▼

AMENITIES +

REGIONS ▼

Keywords

SEARCH

OPEN MAP

VIEW: A-F | G-L | M-R | S-Z | ALL 1 OF 100

LAUREL HIGHLANDS

Laurel Highlands Visitors Bureau

Like

Laurel Highlands Visitors Bureau

What's your favorite Thanksgiving day tradition?

Cooking with the family?
Watching the Macy's Thanksgiving Day Parade?
Spending time with family and friends?
Watching Thursday Night Football?

Share your plans with us!

Facebook event page

FEATURED

MAP IT

ADD TO TRIP

Summit Inn Resort

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

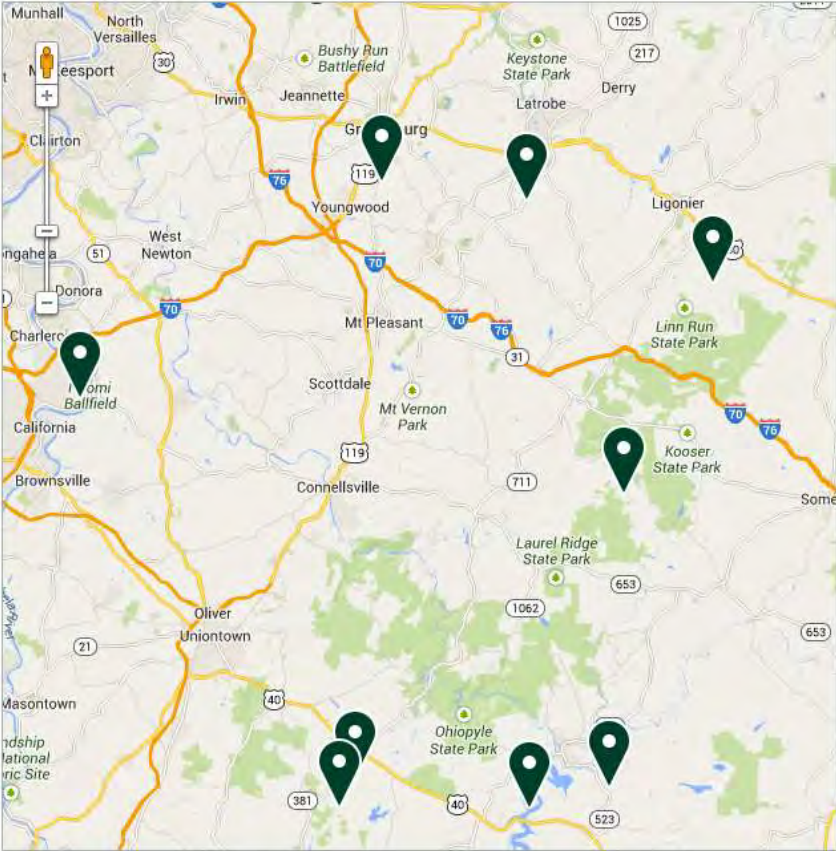
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore... [More info](#)

SPECIAL OFFERS

Interactive Google Map

CATEGORIES ▼ REGIONS ▼

AMENITIES + Keywords **SEARCH**



The map displays the Laurel Highlands region in Pennsylvania, showing major roads (Interstates 70, 76, 78, 80, 82, 84, 86, 88, 92, 94, 96, 98, 102, 106, 108, 112, 114, 118, 122, 124, 128, 132, 136, 140, 144, 148, 152, 156, 160, 164, 168, 172, 176, 180, 184, 188, 192, 196, 200, 204, 208, 212, 216, 220, 224, 228, 232, 236, 240, 244, 248, 252, 256, 260, 264, 268, 272, 276, 280, 284, 288, 292, 296, 300, 304, 308, 312, 316, 320, 324, 328, 332, 336, 340, 344, 348, 352, 356, 360, 364, 368, 372, 376, 380, 384, 388, 392, 396, 400, 404, 408, 412, 416, 420, 424, 428, 432, 436, 440, 444, 448, 452, 456, 460, 464, 468, 472, 476, 480, 484, 488, 492, 496, 500, 504, 508, 512, 516, 520, 524, 528, 532, 536, 540, 544, 548, 552, 556, 560, 564, 568, 572, 576, 580, 584, 588, 592, 596, 600, 604, 608, 612, 616, 620, 624, 628, 632, 636, 640, 644, 648, 652, 656, 660, 664, 668, 672, 676, 680, 684, 688, 692, 696, 700, 704, 708, 712, 716, 720, 724, 728, 732, 736, 740, 744, 748, 752, 756, 760, 764, 768, 772, 776, 780, 784, 788, 792, 796, 800, 804, 808, 812, 816, 820, 824, 828, 832, 836, 840, 844, 848, 852, 856, 860, 864, 868, 872, 876, 880, 884, 888, 892, 896, 900, 904, 908, 912, 916, 920, 924, 928, 932, 936, 940, 944, 948, 952, 956, 960, 964, 968, 972, 976, 980, 984, 988, 992, 996, 1000) and various parks and landmarks. Several green location pins are placed on the map, indicating specific points of interest. The map interface includes a search bar at the top with filters for Categories, Regions, and Amenities, and a 'SEARCH' button. A 'CLOSE MAP' button is located at the bottom center of the map area.

× CLOSE MAP

All LHVB Partners receive a Listing Page

The screenshot shows a listing page for Nemacolin Woodlands Resort. At the top, there is a navigation bar with links for GROUPS, PRESS, RESOURCES, and TRIP PLANNER (0 ITEMS). A weather widget shows 57 degrees. Below the navigation is a green banner with the Laurel Highlands logo and menu items: THINGS TO DO, OUTDOORS, RESTAURANTS, PLACES TO STAY, DEALS, and ABOUT US. Social media icons for Facebook, Twitter, YouTube, and TripAdvisor are visible. The main content area features a large photo of the resort building at dusk, with a caption 'Click image for larger view'. To the right of the photo is the resort's name, 'Nemacolin Woodlands Resort', and contact information: ADDRESS (1001 Lafayette Drive, Farmington, PA 15437), PHONE ((724) 329-8555, (866) 386-8957), and WEBSITE (www.nemacolin.com). Below the contact info are social media icons for Facebook, Twitter, Pinterest, and Instagram, and a yellow 'ADD TO TRIP' button. On the left side, there is a vertical menu with links for DETAILS, AMENITIES, EVENTS, SPECIAL OFFERS, and TRIPADVISOR. The main text block describes the resort's location and amenities, mentioning its recognition in the travel industry and its variety of lodging options.

GROUPS PRESS RESOURCES TRIP PLANNER (0 ITEMS) 57°

PENNSYLVANIA'S
**LAUREL
HIGHLANDS**

THINGS TO DO OUTDOORS RESTAURANTS PLACES TO STAY DEALS ABOUT US

Facebook Twitter YouTube TripAdvisor



Click image for larger view

Nemacolin Woodlands Resort

ADDRESS 1001 Lafayette Drive
Farmington, PA 15437

PHONE (724) 329-8555
(866) 386-8957

WEBSITE www.nemacolin.com

Facebook Twitter Pinterest Instagram

ADD TO TRIP

DETAILS

AMENITIES

EVENTS

SPECIAL OFFERS

TRIPADVISOR

Situated on 2,000 acres in the Laurel Highlands of Western Pennsylvania and just 70 miles southeast of Pittsburgh, Nemacolin Woodlands Resort is consistently recognized in the travel and hospitality industry for superior service and deluxe accommodations. With activities and amenities galore you, can expect the unexpected at Nemacolin. Nemacolin offers six distinct types of lodging, ranging from the AAA Five-Diamond Falling Rock boutique hotel to luxury rental homes. If a "family vacation" always includes your four-legged friends, don't worry. Nemacolin is honored to be the first resort in the world to receive the designation of PET PROUD®. At the heart of their

Deals and Events - Most Viewed Areas of the Website!

Highlight your events, special deals, and packages for FREE!

+ ADD TO TRIP

Valley Family Memories at Hidden Valley Resort

Valid Dates: Jan 4, 2015 - Mar 31, 2015
 Hidden Valley Resort, Hidden Valley, PA

Make a memory with your family this winter at Hidden Valley! This is the perfect opportunity to introduce your kids to skiing and ... More info

+ ADD TO TRIP

Sugar's Running Special Stay

Valid Dates: Mar 20, 2015 - Mar 29, 2015
 Applewood Country Cottage

It's MAPLE SYRUP FESTIVAL TIME IN MEYERSDALE, PA. Applewood Country Cottage is only 31 miles away from local maple sap. ... More info

+ ADD TO TRIP

Ramada Ligonier Golf Getaway at Champion Lakes & Glengarry Courses

Valid Dates: Apr 1, 2015 - Oct 31, 2015
 Ramada Ligonier, Ramada Ligonier, PA

Two great courses and one great hotel. Lodging (double accommodations) Free Breakfast Buffet daily. 25 Minutes out of ... More info

MAP IT + ADD TO TRIP

Mar 04, 2015 - Mar 29, 2015
 (Recurring daily)
Pop-Up Exhibition - Sean Derry, Gary Jurysta & Matthew Forrest
 Westmoreland Museum of American Art @rt 30 Greensburg, PA
 Experience works by southwestern Pennsylvania artists in monthly Pop-Up Exhibitions at Westmoreland... More info

THURSDAY, MAR 19, 2015

MAP IT + ADD TO TRIP

Mar 19, 2015
Lunch a l'Art
 Southern Alleghenies Museum of Art at Ligonier Valley, Ligonier, PA
 Lunch and lecture with watercolorist Jeannie McGuire. Cost is \$15 or \$12 for members. R.S.V.P. by Mar 18. ... More info

MAP IT + ADD TO TRIP

Mar 19, 2015
Stripology Club III- Strips and Salsa
 Sew Special ... More info



Laurel Highlands Blog

GROUPS PRESS RESOURCES TRIP PLANNER (6 ITEMS)
64°

PENNSYLVANIA'S LAUREL HIGHLANDS
THINGS TO DO OUTDOORS RESTAURANTS PLACES TO STAY DEALS ABOUT US

CATEGORIES

HISTORY (1)

OUTDOORS (3)

TAGS

bucket list (1)
french & indian war (1)
george washington (1)
glamping (1)
outdoors (1)
whitewater rafting (1)
youghiogheny river (1)

AUTHORS

Breanna Smith (1)

Laurel Highlands (7)

Stacey Magda (1)

SUBSCRIBE

Email

First Name

Last Name

SIGN UP

Like
+1
+1
+1

LAUREL HIGHLANDS BLOG

Your Place for Insider News, Events & Activities

Did You 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 this morning, which started a conversation in ...

Media Gallery

The screenshot shows the website's navigation bar with links for GROUPS, PRESS, RESOURCES, and TRIP PLANNER (0 ITEMS). A weather widget shows 64° and a search icon. Below the navigation is a green banner with the Laurel Highlands logo and a menu: THINGS TO DO, OUTDOORS, RESTAURANTS, PLACES TO STAY, DEALS, ABOUT US.

Media












 <p>Accommodations 83 Photos</p>	 <p>Dining 15 Photos</p>	 <p>Family Fun 34 Photos</p>	 <p>History 28 Photos</p>	 <p>National Parks 13 Photos</p>
 <p>Outdoor Recreation 81 Photos</p>	 <p>Scenery 20 Photos</p>	 <p>Shopping 3 Photos</p>	 <p>Special Events 39 Photos</p>	 <p>Things to Do 33 Photos</p>
 <p>Towns 16 Photos</p>				

Photo Contest

Trip Builder Tool

TRIP PLANNER

Step 1
Start exploring the site for all there is to do in Laurel Highlands. Then, click the "+ ADD TO TRIP" icon to start planning your adventure.

Step 2
When you're ready to see your schedule, click one of the "VIEW TRIP" buttons, or the TRIP PLANNER link in the top.

Step 3
Share and also log your visits.

My Trip Share

Login to save and access your trips at any time:

[Login](#) | [Create Account](#) | [New Trip](#) | [Edit Trip Name](#)

Open Map

View By Type:
All

Dining

<p>Caporella's Italian Ristorante 90 Pittsburgh Street Uniontown, PA 15401 (724) 438-8466</p>	<p>Carol & Dave's Roadhouse 122 North Market Street, 2nd Floor Ligonier, PA 15658 (724) 238-2296</p>
--	---

Places to Stay

<p>Nemadun Woodlands Resort 1001 Lafayette Drive Farmington, PA 15437 (724) 329-8555</p>

Things To Do

<p>Bushy Run Battlefield 1253 Bushy Run Road Jeannette, PA 15644 (724) 527-5564</p>	<p>Christina W. Klay Winery 412 Fayette Springs Road Chalk Hill, PA 15421 (724) 439-3424</p>
--	---



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

Upcoming Events
Sponsorship

UPCOMING EVENTS



JUNE 14-16, 2014
Miners' Memorial Weekend
VENUE NAME
Weather, PA



JULY 26-28, 2014
Rib & Wing Festival
VENUE NAME
West Springs, PA



AUGUST 7-9, 2014
250th Anniversary Battle of Bosky Run
VENUE NAME
Weather, PA



Special Offers
Sponsorship

SPECIAL OFFERS



BIKE & FLOAT ALONG THE GAP

Pick up the kids for a fun two-day trip!

HIGHLIGHTS



FLIGHT 93 NATIONAL MEMORIAL

Have you ever wondered where to find courage?



REQUEST A FREE
DESTINATION GUIDE
Sign Up Now!

FOLLOW LAUREL HIGHLANDS



NEWSLETTER SIGN-UP

name@email.com

SIGN UP

Internal Page Advertising Opportunities: Page Sponsor, Spotlight Link, Banner, & Featured Listing

The image shows a screenshot of a website page with several advertising opportunities highlighted by orange callout boxes:

- Page Sponsor:** Located on the left side of the page, pointing to the top section.
- Spotlight:** Located on the left side of the page, pointing to a 'SPOTLIGHT' section containing a list of items.
- Banner:** Located on the left side of the page, pointing to a grey banner at the bottom.
- Featured Listing:** Located on the right side of the page, pointing to a list of hotel listings.

The website content includes:

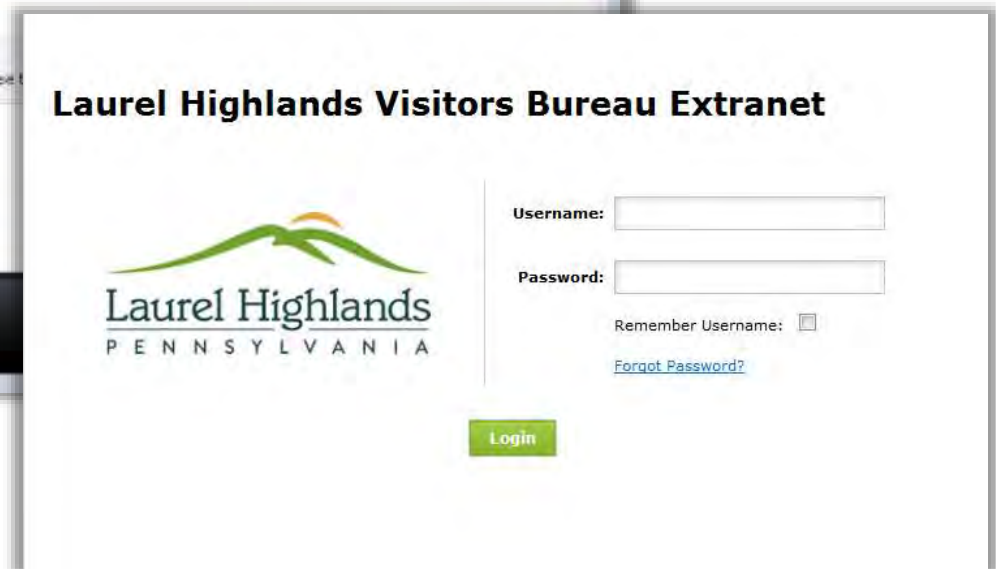
- A top banner for "BIKE & FLOAT ALONG THE GAP" with a photo of a wooden bridge and a map of the region.
- A "SPOTLIGHT" section with a blue header and a list of items, each with a small image and text.
- A "FEATURED LISTING" section with a grid of hotel listings, each with a photo, name, address, phone number, and a "MAP IT" button.



LHVB Partner Extranet

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

The screenshot displays the LHVB Partner Extranet interface. At the top, it says "Welcome, Michele Wisnesck - Logged in to: Laurel Highlands Visitors Bureau" with a "LOGOUT" button. The main navigation includes "Partner Record" and "Partner Bulletins". The "Partner Bulletins" section is active, showing a list of recent messages. On the left, there is a "Search Messages" section with a dropdown for "All Categories", a search input field, and a "Search" button. Below that are "Message Categories" with links for Marketing (1), Partnership (1), Finance (1), Group Tour Program (1), and Tourism Grant Program (1). The "Recent Messages" list includes:

- Welcome to our Extranet (Read: 01/16/2014)** - 11/07/2013. Welcome to the LHVB Extranet, a fantastic tool LHVB partners can use to update and edit their information! [more >>](#)
- New Partnership Model (Not Read)** - 01/24/2014. Have you heard about the changes to the LHVB partnership model? [more >>](#)
- 2014 Tourism Grant Program (Not Read)** - 01/24/2014. Be sure to apply for a Tourism Grant through your county. [more >>](#)
- Renew Your Partnership with LHVB (Not Read)** - 02/04/2014. 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)** - 01/24/2014. Explore the benefits of being a partner in the LHVB group tour program. [more >>](#)

The footer contains navigation links for "Partner Record" and "Partner Bulletins", the version number "Version 3.0, Copyright ©2003-2014 simpleview, inc. All rights reserved.", and the "simpleview" logo.



Partner Record – Account Information

Welcome, Michele Wisnesck - Logged in to:
Laurel Highlands Visitors Bureau

Partner Record Partner Bulletins

ACCOUNT DETAIL: LAUREL HIGHLANDS VISITORS BUREAU

Account Information

Account ID: 2255	Status: Non-Member
Account: Laurel Highlands Visitors Bureau	Region: WESTMORELAND
Account (sort): Laurel Highlands Visitors Bureau	Email:
Parent:	Web Site: www.laurelhighlands.org
Formerly:	

Phone/Fax Numbers

Primary: (724) 238-5661	Alternate:
Toll Free: (800) 333-5661	Fax: (724) 238-3673

Address Information

Physical Address	Billing Address	Shipping Address
120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES

Contacts Listings Web Amenities Social Media

Filter: --Any Type-- Page 1 of 1

Action	Contact ID	Contact Name	Title	Email	Phone	Type
	2664	Ron Virag	President & CEO	rvirag@laurelhighlands.org	(724) 238-5661 x105	Primary
	3481	Cesario Alviar	Information Counselor - Ohiopyle	cesarioalviar@gmail.com	(724) 238-5661	Secondary
	2773	Julie Donovan	Vice President - Public Relations	jdonovan@laurelhighlands.org	(724) 238-5661 x109	Secondary
	2776	Kristin Ecker	Senior Marketing Manager	kecker@laurelhighlands.org	(724) 238-5661 x104	Secondary
	3532	Jim Hamerski	Brochure Distribution Coordinator	warehouse@laurelhighlands.org	(724) 238-5277	Secondary
	3135	Doug Hoehn	Information Counselor - Ohiopyle		(724) 329-1127	Secondary



Partner Record – Website Listings

Laurel Highlands Visitors Bureau Extranet Welcome, Michele Wisnesck - Logged in to: **Laurel Highlands Visitors Bureau** LOGOUT

Partner Record | Partner Bulletins

ACCOUNT DETAIL: LAUREL HIGHLANDS VISITORS BUREAU

Account Information

Account ID: 2255	Status: Non-Member
Account: Laurel Highlands Visitors Bureau	Region: WESTMORELAND
Account (sort): Laurel Highlands Visitors Bureau	Email:
Parent:	Web Site: www.laurelhighlands.org
Formerly:	

Phone/Fax Numbers

Primary: (724) 238-5661	Alternate:
Toll Free: (800) 333-5661	Fax: (724) 238-3673

Address Information

Physical Address	Billing Address	Shipping Address
120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES

Listings | Web | Amenities | Social Media

Filter: All Listings | --Any Type--

Action	Listing ID	Type	Category	SubCategory	Listing
	952	Website	Resources	Civic & Community Organizations	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 Fa
	951	Website	Group	Attractions	This is an example of a web listing associated with the LHVB Group Tour Program.

Page 1 of 1

Partner Record | Partner Bulletins

Version 3.0, Copyright ©2003-2014 simpleview, inc. All rights reserved.



Partner Record – Website Coupons & Packages

Laurel Highlands Visitors Bureau Extranet

Welcome, Michele Wisnesck - Logged in to: **Laurel Highlands Visitors Bureau** [LOGOUT](#)

Partner Record | Partner Bulletins

ACCOUNT DETAIL: LAUREL HIGHLANDS VISITORS BUREAU

Account Information

Account ID: 2255	Status: Non-Member
Account: Laurel Highlands Visitors Bureau	Region: WESTMORELAND
Account (sort): Laurel Highlands Visitors Bureau	Email:
Parent:	Web Site: www.laurelhighlands.org
Formerly:	

Phone/Fax Numbers

Primary: (724) 238-5661	Alternate:
Toll Free: (800) 333-5661	Fax: (724) 238-3673

Address Information

Physical Address	Billing Address	Shipping Address
120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES

Web | Amenities | Social Media

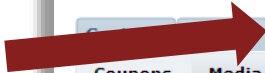
Coupons | **Media**

[Add New Coupon](#)

Filter: All Coupons | --Any Type--

Action	Offer Title	Pending	Redeem Start	Redeem End	Post Start	Post End
	15% off select shoes	Yes	03/02/2014	03/16/2014	02/05/2014	03/16/2014

Page 1 of 1





Partner Record – Website Media (Photos & Videos)

Account ID: 2255 Status: Non-Member
Account: Laurel Highlands Visitors Bureau Region: WESTMORELAND
Account (sort): Laurel Highlands Visitors Bureau Email:
Parent: Web Site: www.laurelhighlands.org
Formerly:

Phone/Fax Numbers

Primary: (724) 238-5661 Alternate:
Toll Free: (800) 333-5661 Fax: (724) 238-3673

Address Information

Physical Address	Billing Address	Shipping Address
120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES

Web Amenities Social Media

Coupons Media

[New Logo/Image](#) [New IPIX](#) [New YouTube](#)

Filter: All Types

Action	Type	Title	Filename		Created By	Created	Last Updated By	Last Updated	Sort Order
	Logo	LHVB Logo	LHlogo_3c-WEB0.jpg		User: Test User	10/24/2013			1
	Image	Photo Contest	WEB_1st-Place--Charlotte-Pletcher-Somers-et-Historical-Center-covered-bridge0.jpg		User: Admin/Web	02/04/2014			2
	YouTube	YouTube Video	http://www.youtube.com/watch?v=jt_xFW82V6U&list=TLCQPLfjDnfwxvGzk2-p-m83FB05uohbMZ		User: Admin/Web	02/04/2014			3



Partner Record – Website Listing Amenities

Phone: (800) 555-5001 Fax: (724) 238-5075

Address Information

Physical Address	Billing Address	Shipping Address
120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES

[Contacts](#) [Listings](#) **[Amenities](#)** [Social Media](#)

[General](#) [Shopping](#) [Dining](#) [Accommodations](#) [Parks](#) [Group](#)

AMENITIES FOR GENERAL

[Edit Amenities](#)

General

Wheelchair Accessible: Yes	Gift Shop: No
Discounts Available: Children	National Registry of Historic Places: No
Hours of Operation:	Public Restroom(s) Available: No
Adult Admission: \$12/person	Free WiFi: Yes
ATM Available: No	Smoke Free Property: No
Gift Cards Available: Yes	

Payment Methods Accepted

Cash: Yes	American Express: No
Check: No	Discover: No
MasterCard: Yes	Paypal: No
Visa: Yes	

[Edit Amenities](#)

| [Partner Record](#) | [Partner Bulletins](#)

Version 3.0, Copyright ©2003-2014 simpleview, inc. All rights reserved.



Partner Record – Adding your Social Media Accounts

Physical Address	Billing Address	Shipping Address
120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES	120 East Main Street Ligonier, PA 15658 UNITED STATES

[Contacts](#) [Listings](#) [Web](#) [Account](#) **[Social Media](#)**

Social Media for Member/Partner

Blog URL	<input type="text"/>
Facebook URL	<input type="text" value="https://www.facebook.com/laurelhighlandsPA"/>
Flickr URL	<input type="text"/>
Foursquare URL	<input type="text"/>
GooglePlus URL	<input type="text"/>
Instagram URL	<input type="text" value="http://instagram.com/laurelhighlands_pa"/>
Pinterest URL	<input type="text" value="http://www.pinterest.com/laurelhighlands/"/>
Twitter Username	<input type="text" value="laurelhighlands"/>
YouTube Username	<input type="text" value="Laurel Highlands Visitors Bureau"/>



LHVB Partner Extranet

Add & Edit Events!

Laurel Highlands Visitors Bureau Extranet

Welcome, Anna Weltz - Logged in to: **Seven Springs Mountain Resort** [LOGOUT](#)

Partner Record | **Partner Bulletins** | Events

Laurel Highlands Visitors Bureau Extranet

Welcome, Anna Weltz - Logged in to: **Seven Springs Mountain Resort** [LOGOUT](#)

Partner Record | Partner Bulletins | Events

Events: Add New Event

[Save](#) [Save & New Event](#) [Cancel](#)

Red fields are required.

Event Information

Event Title:

Event/Start Date: 11/18/2014

Event Recurrence

Event Recurrence:

One Day | Daily | Weekly | Monthly | Yearly

No event recurrence, this event will occur only on the date shown above.

You can click the above buttons above to create a daily, weekly, monthly, or yearly recurring event.

Event Description

Start Time: -- -- ΔH ΔM

End Time: -- -- ΔH ΔM

Partner Listing: --Select a listing-- Partner Name (required)

Event Address: (10,000 Character Max)

Event City:

Event State: --None--

Event Zip Code:

Event Admission: (1 to 999,999,999)

Contact:

Public Phone:

General Email:

Website: (1 to 1000000000000000)

Event Picture: No file chosen **Leave field blank for no Picture.**

Images must be in either a .jpg or .gif format and be at least 400px wide and 400px high.
Note: The Laurel Highlands Visitors Bureau reserves the right to view, modify and reuse all submitted images.

Description:

Action	Date
	25/2015
	20/2015
	30/2015
	15/2015
	26/2015
	09/2015
	25/2015
	01/2014
	01/2014
	25/2014
	26/2014
	19/2014
	14/2014



LHVB Partner Extranet Training

Instructional Videos & Documents can be found at: www.laurelhighlands.org/extranet

Helpful Training Tools For The LHVB Extranet

View or download PDF instructions for:

- [Logging In & Getting Started](#)
- [Updating & Maintaining Information in the LHVB Extranet](#)

The below Extranet training videos offer step by step instructions on all of the available features of the LHVB Extranet. These videos can be viewed either on this page or in YouTube by clicking the link.

[LHVB Extranet: Logging In & Familiarizing](#)

The screenshot shows the LHVB Extranet interface. At the top, it says "LHVB Extranet: Logging In & Familiarizing". Below that, there's a navigation bar with "Partner Record" and "Partner Bulletins". The main content area is titled "Partner Bulletins" and contains a "Search Messages" section on the left and a "Recent Messages" section on the right. The "Recent Messages" section lists several messages, including a welcome message, a message about a new partnership model, a message about the 2014 Tourism Grant Program, a message about renewing partnership dues, and a message about the benefits of being in the LHVB Group Tour Program. A video player is embedded in the "2014 Tourism Grant Program" message.

Search Messages

All Categories
Enter Search Keyword
Search

Message Categories

- Marketing (1)
- Partnership (1)
- Finance (1)
- Group Tour Program (1)
- Tourism Grant Program (1)

Recent Messages

- Welcome to our Extranet (Read: 01/16/2014)**
Welcome to the LHVB Extranet, a web-based tool LHVB partners can use to update and edit their information. [more >>](#) 11/07/2013
- New Partnership Model (Not Read)**
Have you heard about the changes to the LHVB partnership model? [more >>](#) 01/24/2014
- 2014 Tourism Grant Program (Not Read)**
Be sure to apply for a Tourism Grant through your county. [more >>](#) 01/24/2014
- 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 >>](#) 02/04/2014
- 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 >>](#) 01/24/2014

Partner Record | Partner Bulletins

simpleview



- Media Relations
- Media Marketplaces and Events
- Media Queries
- Editorial Calendars
- Itineraries & Press Visits





Public Relations & Outreach

Julie Donovan

PITTSBURGH TRIBUNE-REVIEW™
TRIB TUDAL MEDIA



THE
HUFFINGTON
POST

SERVING NEW YORK CITY, NASSAU & SUFFOLK COUNTIES

NEWYORK TREND
SINCE 1987



NBC 4
WASHINGTON, D.C.

Antique Week
THE WEEKLY ANTIQUE AUCTION & COLLECTING NEWSPAPER



Public Relations & Outreach

Julie Donovan

Toronto Media Mission



MATPRA
MID-ATLANTIC TOURISM
PUBLIC RELATIONS ALLIANCE



Public Relations & Outreach

Julie Donovan

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 laurelhighlands.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

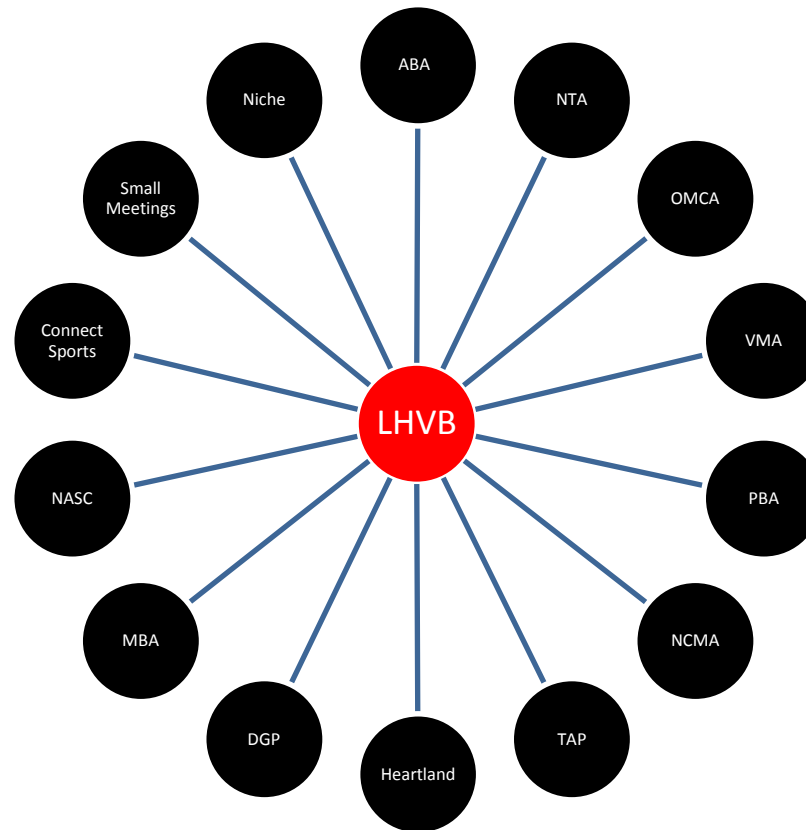
Group Tour Program is a Pay-to-Participate Program



Group Tour Program

Linda Mauzy & Stacey Magda

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

**Welcome to
PENNSYLVANIA'S LAUREL HIGHLANDS**

CUSTOMIZE YOUR EXPERIENCE
SAMPLE ITINERARIES

"A TOUCH OF GLASS"
Experience the fine things in life. Enjoy a High Tea, decadent desserts with a mind-blowing, specialty shopping, and receive the perfect set of glassware. It is simply a touch of class!

"BY GEORGE - I THINK WE'VE GOT IT!"
Take a journey along Route 40, the National Road, George Washington's road, our country's first federally built highway. From the start of George Washington's career to the significance of historic preservation and events that can fill your days of touring with extraordinary pleasures.

"DOWN HOME ON THE FARM"
Beautiful opportunity awaits with more than one stop to appreciate not only farms, but little rivers, hot springs, a sawtooth mill in a 100 year old barn, and a life altering experience at a dairy farm. We meet, we run produce, grow, and discover your interest!

"HERE'S THE SCOOP"
One scoop, two scoops, three scoops, more! Experience the dairy history that abounds in our countryside. We have the home of the banana split, the ice cream cow story from the 1800s, a fresh Lloyd Wright Welcome Center treat, and lots more to sish out... come, embrace, enjoy!

"LET'S BE PERFECTLY FRANK! HOW ABOUT THAT?"
Escape into the imagination of one of the world's most famous architects, Frank Lloyd Wright. He captured the Laurel Highlands' landscape as an inspiration for his futuristic architectural designs.

"WATER, WHISKEY & WINE"
Enjoy a day of full adventure while you glide with a guide down the historic creek, visit a distillery and talk about the Whiskey Rebellion, sip the fruit of the vine in a Nectar Garden, and indulge at a string quartet ballpit at a Tea Room that really isn't!

Find Details, Options at WWW.LAURELHIGHLANDS.ORG/GROUPS

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



Group Tour Program

Get Connected, Stay Connected

PA's Laurel Highlands Group Tour Community

Timeline About Photos Likes More

PEOPLE

285 likes

Promote Your Page
Connect with more of the people who matter to you
[Promote Page](#)

Invite your friends to like PA's Laurel Highlands

Jackie Stange [Invite](#)

Stacey Prognosoparis Rutledge [Invite](#)

See All Friends

ABOUT

Promoting Group Tourism in PA's Laurel Highlands

<http://www.laurelhighlands.org> [Private](#)

PHOTOS

What have you been up to?

PA's Laurel Highlands Group Tour shared Laurel Hill State Park. [Original photo](#)
Posted by Stacey Prognosoparis Rutledge on August 22, 2014

Waiting this photo was a "scratch and sniff", but knowing these sights and smells are just around the corner!

Enjoy the "dog days" of Summer in the #laurelhighlands, but don't forget to come back and enjoy the spectacular sights and happenings of #fall!

<http://www.laurelhighlands.org/group/group-friendly/special-events/>

Like Comment Share

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!



Group Tour Program

**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.





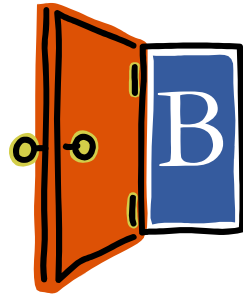
Partner Opps: Consumer Shows

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.”



Partner Opps: Social Networking 101

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!!!!



Partner Opps: Backyard Tour



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



Partner Opps: Interactive Marketing Summit

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





Tourism Grant Workshop

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



We are connected

PATT

Chambers of Commerce

DCED

Economic Development Agencies

DCNR

Heritage & Historic Preservation Organizations

Main Street Programs

Laurel Highlands Conservation Landscape Initiative



Your job?

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!

