



VIEW*S* & VISIONS

A publication of Bowles Rice LLP

Fall 2016



#GoToWV

Amy Shuler Goodwin, Commissioner
West Virginia Division of Tourism

Amy Shuler Goodwin was appointed Deputy Secretary of Commerce and Commissioner of Tourism by West Virginia Governor Earl Ray Tomblin in June 2014.

Since taking this role, Goodwin has launched #GoToWV, which spans multiple social media platforms. She has also spearheaded nationally-recognized campaigns: the “Real.” branding campaign and the “Go Outside and Play” public relations campaign, which encourages West Virginians to do just that. Goodwin regularly meets with convention and visitors bureaus, small business owners and tourism industry leaders from across the state to implement best practices and collaborate on key marketing initiatives.

Prior to her current position, Goodwin served as communications director and chief spokesperson for Governor Tomblin. She previously served as spokeswoman for Governor Bob Wise, and has served as chief spokesperson for presidential candidates, congressmen and mayors during her career.

Goodwin has owned and managed a public relations firm with clients such as major law firms, health care organizations, major trade and issue associations, not-for-profit organizations, universities, Fortune 500 companies, labor unions and small businesses.

She earned a bachelor’s degree in journalism from West Virginia University, where she served as student body vice president.

The passage of the Potomac through the Blue Ridge is perhaps one of the most stupendous scenes in nature. It is as placid and delightful as that is wild and tremendous. This scene is worth a voyage across the Atlantic.

– Thomas Jefferson’s description of Harpers Ferry from the high point now aptly named, “Jefferson Rock.”
October 25, 1783

The promise of West Virginia and her people is strong and, in large part, due to the passion and entrepreneurial spirit of those living in the Eastern Panhandle’s small rural counties – situated in the middle of a large urban population.

The Mountain State is known around the world for providing artists with infinite inspiration and leaving outdoor adventurers breathless from steep inclines and plunging valleys.

More than 1.5 million overnight trips are taken to the place where our nation’s civil rights movement was born and where you can still step back in time to cobblestone streets lined with quaint shops.



Orr’s Farm Market, Martinsburg, West Virginia

It’s no surprise Virginia and Maryland residents account for 33 percent of the visitors to the Eastern Panhandle. However, it’s West Virginians who add 20 percent to this growing travel population.

Last year, we developed and launched a new campaign to promote wild, wonderful West Virginia – here at home, across the nation and around the world. Our message of “Real.” continues to be centered on beautiful and engaging photos and videos of real West Virginians doing really cool things. In an extremely competitive industry, we are making West Virginia and all she has to offer known to the world, consistently ranking in the top five nationally with social media engagement and growing the #GoToWV footprint.

During a time when the state is seeing and feeling the impact of changing industries, travel and tourism in West Virginia remains one of the largest industries. They bring more than \$4.5 billion to the state every year and support more than 46,000 jobs. Nowhere in the state are those numbers more significant than in the Eastern Panhandle. Travel-generated direct spending to the region contributes more than \$900 million and has created 9,000 jobs. Local taxes account for \$12 million and state taxes come in close to \$174 million.

In addition to being a strong economic driver, the Eastern Panhandle brings generations together to experience history, outdoor adventure, natural beauty, mountain flavor and more. Here are a few of our favorite places to make new memories:

Harpers Ferry National Historical Park (Harpers Ferry): Follow costumed interpreters and engaging exhibits leading you through layers of history at the beautiful convergence of the Potomac and Shenandoah Rivers.



Large Image: Harpers Ferry, West Virginia · Insets from top: The Woods, Hedgesville, West Virginia; General Adam Stephen House, Martinsburg, West Virginia; DeFluri's Fine Chocolates, Martinsburg, West Virginia

historic Roman Bath House, known for its healing powers.

Contemporary American Theater Festival (Shepherdstown): This summer theater festival presents five bold plays by five new American playwrights annually.

The Bavarian Inn (Shepherdstown): Enjoy the view from the infinity pool overlooking the Potomac. Or, discover the renowned chef's seasonal dishes featuring venison, boar sausage, elk tenderloin, rabbit, quail and pheasant during the "Wild Game Festival" in September.

Harpers Ferry Canopy Tour at River Riders (Harpers Ferry): Take a thrilling guided zip line tour or test your skills on a treetop forest challenge course. Better yet, do them both!

The Woods (Hedgesville): In Hedgesville, get pampered at this full-service resort for golfers and spa lovers.

The Washington Heritage Trail: Travel this 136-mile route spanning three counties and discover 40 historic and scenic sites.

Hollywood Casino (Charles Town): Foodies, take note: The casino is home to some of the best food in the area. Check out the Asian-style cuisine at 9 Dragons or the contemporary flair of the Final Cut.

Happy Retreat (Charles Town): Recently named one of America's "100 National Treasures" by the National Historic Register, this 18th century mansion was the family home of Charles Washington, President Washington's younger brother. Today, the house and surrounding property serve as a community hub for the arts. The Washington family built several other homes in the area including Harewood, Claymont and Beallair.

Cacapon Resort State Park: Enjoy the park's 6,000 acres of natural beauty – hike, golf, horseback ride and more. Make it a weekend – or a week – and spend a night in a cabin or the lodge.

Historic Shepherdstown: A must stop! Quaint shops and local restaurants line the streets of this hip small town, while music and theater play a starring role in the culture of the area. ♪

To plan your next wild, wonderful adventure to the Eastern Panhandle, call 800-225-5982 or visit GoToWV.com. Share your Real. West Virginia stories on Facebook, Twitter and Instagram with #GoToWV and #RealWV. Download the GoToWV app for iOS and Android.

Bloomery Plantation Distillery (Charles Town): This distiller of artisanal spirits cooks up creative cocktails for every palate. Try the Ginger Shine in the kickin' Jefferson Mule.

Berkeley Springs State Park (Berkeley Springs): See George Washington's bathtub, then take your own soak in the