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Charleston CVB Wins Two State Tourism Awards Tim Brady Named WV Tourism Professional of the Year

Charleston, W.Va. - The Charleston Convention & Visitors Bureau recently won two *Stars of the Industry* awards at the Governor's Conference on Tourism, hosted annually by the West Virginia Division of Tourism. The CVB's website, charlestonwv.com, took home the trophy for *Best Website* for its creative content, captivating imagery, and innovative online features. The website is the heart of all information distribution for the CVB, feeding the Information Station kiosk located at Capitol Market, the Visit CWV mobile app and official event calendar for the City of Charleston. In 2022, the CVB redesigned its website, in partnership with Josh Dodd of Dodd Web Design, to enhance the digital experiences of visitors and locals with updated content, user-generated galleries, and a simpler, more user-friendly experience. The redesign has helped increase website traffic by 19% over last year.

"Our goal in redesigning our website was to make it easier for users to find the information they're looking for, and in so doing generate more visitor spending in our community," said Tim Brady, President/CEO of the Charleston Convention & Visitors Bureau. "We also wanted to give locals more of a voice in the process, which is why incorporating more user-generated content was such a critical component. There are no better salespeople for Charleston than the people who live here."

In addition to the website award, Tim Brady was named West Virginia Tourism Professional of the Year 2021. This award is presented to an individual who has made an outstanding and significant contribution to West Virginia's tourism industry, through exceptional job performance, leadership in the industry or development and improvement of tourism facilities and activities.

For more information on the Charleston Convention & Visitors Bureau, visit charlestonwv.com.

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