



POCAHONTAS COUNTY TOURISM OUR VISITORS + THEIR IMPACT

Pocahontas County: Visitor Research

Produced in Partnership with WVU + PCCVB

- State of Origin
 - WV, VA, NC, OH, PA, MD, KY, SC, TN, DC
- Primary Age Demographics
 - Age 18-44 = **52%**, Age 45-65+ = **48%**
- **Average HHI = 42% +\$100,000** (combined annually)
- Primary Activity/Purpose of Trip
 - Skiing/Snowboarding; visiting Snowshoe Resort
 - Scenic Train Rides
 - Visiting Green Bank Observatory
 - Hiking
 - Mountain Biking
- Hiking is the most popular activity reported, with **41%** of all visitors partaking in hiking while in Pocahontas County

Economic Impact: Outdoor Recreation

Outdoor Recreation Continues to Stimulate Local Economies

- In 2023, outdoor recreation generated **\$1.2 TRILLION** in economic output, a **5% increase** versus 2022
- In the US, the outdoor recreation industry created **5 MILLION jobs**, accounting for 3.1% of all US employees in 2023
- **Snowshoe Highlands**, West Virginia's first and only IMBA Designated Ride Center, is home to a vast **35,000** acres of trail systems; mountain biking generates more than **\$48 MILLION** in regional economies annually, contributing to **\$30 MILLION** of total visitor spending in the US
- In WV, spending in outdoor recreation rose to **\$1.5 BILLION**, accounting for **24%** of total visitor spending in 2023

Pocahontas County Tourism = Steady Economic Growth

- In 2023, Pocahontas County saw **\$148 MILLION** in annual visitor spending, with a **44% increase** in occupancy tax collection since the COVID19 pandemic
- Tourism in Pocahontas County *directly* saves residents **\$1,400** in annual property taxes
- The *average* group spending per trip to Pocahontas County is **\$1,598**, which directly supports our local tourism businesses



Nature's
**MOUNTAIN
PLAYGROUND**
POCAHONTAS COUNTY, WV®



SCAN TO VIEW THE
2024 PCCVB ANNUAL REPORT