

TOURISM BY THE NUMBERS



\$148 MILLION
 IN ANNUAL
 VISITOR SPENDING

LODGING	\$38M
FOOD + BEVERAGE	\$45M
RECREATION	\$28M
RETAIL	\$24M
TRANSPORTATION	\$14M

POCAHONTAS COUNTY
 HAS SEEN A

44%

INCREASE IN
 OCCUPANCY TAX COLLECTION
 COMPARED TO
 PRE-PANDEMIC LEVELS



1,100
 TOTAL DIRECT
 EMPLOYMENT

\$4,500
 ANNUAL PROPERTY TAX SAVINGS
 PER
 POCAHONTAS COUNTY HOUSEHOLD

POCAHONTAS COUNTY CVB MISSION STATEMENT

The Pocahontas County Convention and Visitors Bureau is dedicated to promoting tourism which strengthens our community through job creation and education, while protecting the environment, sharing our culture and preserving our history.

POCAHONTAS COUNTY CVB VISION STATEMENT

To provide a worldclass destination experience.





POCAHONTAS COUNTY TOURISM INITIATIVES



SNOWSHOE HIGHLANDS AREA RECREATION COLLABORATIVE

Dedicated to enhancing, promoting, and developing outdoor recreation in the Snowshoe Highlands region.



MON FOREST TOWNS

A regional initiative collaboratively growing a strong, sustainable recreation economy within gateway communities to the Monongahela National Forest.



- Pocahontas County Housing Taskforce
- Make It Shine Countywide Clean-Up Campaign
- Leave No Trace Partner
- Mountain Culture Hospitality Training
- Annual PCCVB 8th Grade Business Luncheon
- PCCVB - Snowshoe Foundation Tourism Scholarship
- Pocahontas County - Mountain State Maple Days

**SCAN FOR MORE
INFORMATION ON PCCVB
PARTNER SUPPORT AND
PARTNERSHIP
OPPORTUNITIES**

