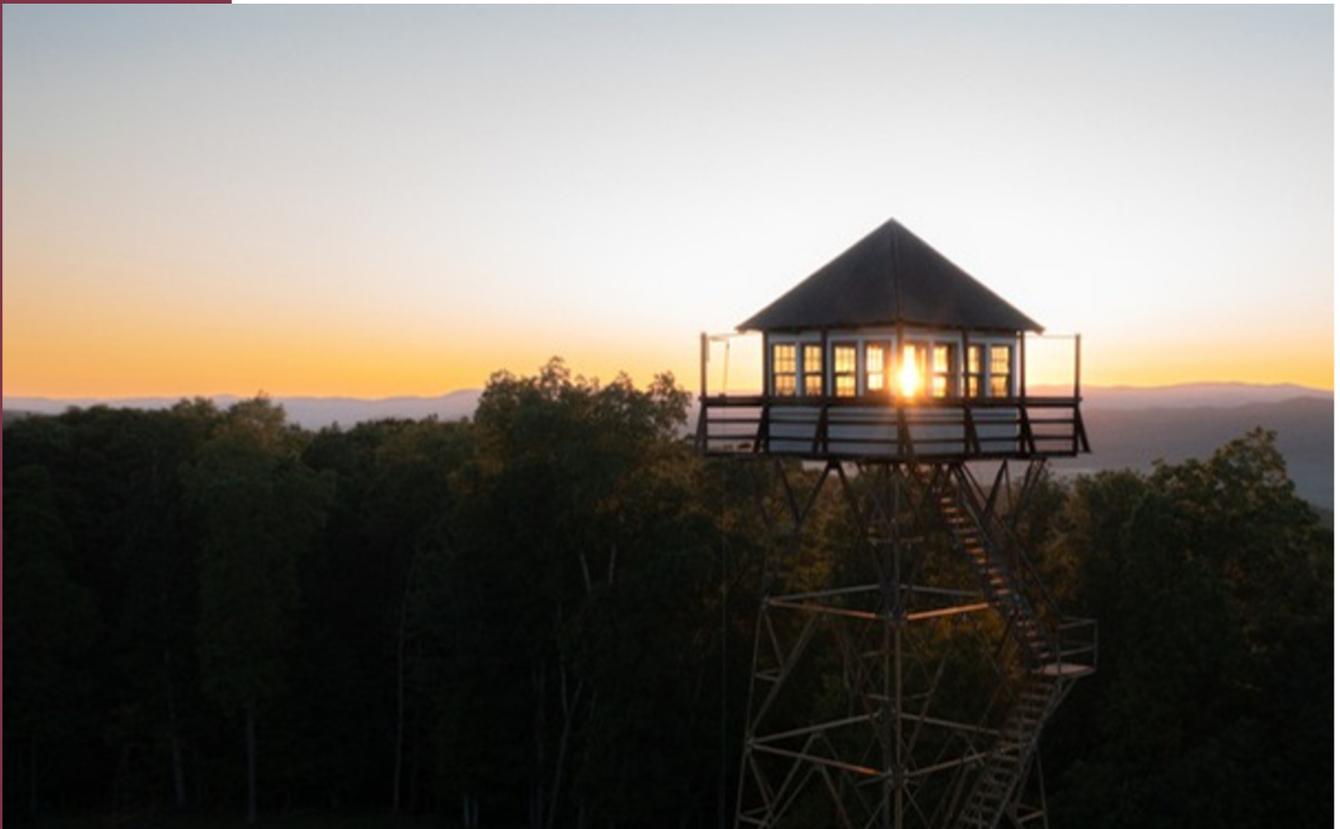


Nature's 
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

2024-2025

ANNUAL REPORT



PREPARED BY

CHELSEA FAULKNIER
EXECUTIVE DIRECTOR, POCAHONTAS COUNTY CONVENTION & VISITORS BUREAU

ABOUT THE POCAHONTAS COUNTY CONVENTION & VISITORS BUREAU



The Pocahontas County Convention and Visitors Bureau (PCCVB), a 501(c)(6) nonprofit organization, remains steadfast in its mission to position Pocahontas County as a premier outdoor recreation destination. With a focus on showcasing our rich Appalachian heritage, breathtaking natural beauty, and authentic mountain culture, we strive to welcome visitors with experiences that are as meaningful as they are memorable.

In 2025, our organization continued to make measurable strides in tourism development despite facing a dynamic landscape shaped by shifting travel trends, policy changes, and evolving consumer behaviors. These challenges underscored the importance of adaptability, collaboration, and forward-thinking strategies—values that continue to guide the PCCVB's work.

Over the past year, we strengthened key partnerships that align with our long-term vision, including ongoing collaboration with the Snowshoe Highlands Area Recreation Economy (SHARC), active participation in the Mon Forest Towns Partnership (MFT), and co-marketing initiatives with the West Virginia Department of Tourism to expand our reach. These collective efforts have helped bolster local tourism infrastructure, enhance destination visibility, and support sustainable economic growth. Our focus remains clear: to cultivate a thriving recreational economy rooted in community, conservation, and cultural preservation. As we look ahead, the PCCVB will continue to build bridges between stakeholders, support strategic investments in tourism, and champion initiatives that enrich the lives of residents and enhance the experience of every guest who explores our destination.

OVERVIEW OF WV CODE §7-18-13A

The State of West Virginia now requires all Convention and Visitors Bureaus (CVBs) to report not only to their local collecting authority (their respective county commission), but also to the West Virginia State Auditor, the Joint Committee on Government and Finance, and the West Virginia Association of CVBs. This document serves as the complete report required by state law.

The Pocahontas County Tourism Commission, doing business as the Pocahontas County Convention and Visitors Bureau (PCCVB), is a fully accredited member of the West Virginia Association of CVBs. This accreditation program, endorsed by the West Virginia Legislature, upholds the credibility of CVBs receiving local hotel/motel tax dollars and promotes continuous improvement in the services offered to the traveling public. In compliance with state legislation, this report is submitted to the West Virginia State Auditor's Office, the Joint Committee on Government and Finance, and the West Virginia Association of CVBs.

OUR MISSION

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

OUR VISION

To provide a world class destination experience.



ORGANIZATIONAL STRUCTURE

PCCVB BOARD OF DIRECTORS

The PCCVB is governed by a Board of Directors that represents a diverse cross-section of tourism-related sectors, public interests, and voting districts throughout the county. The Board plays a vital role in providing oversight, setting strategic priorities, and ensuring the responsible use of lodging tax revenue to support tourism growth and development.

The Board works in close partnership with PCCVB staff to guide the organization's long-term vision and uphold its commitment to sustainable tourism practices. The Board meets monthly, gathering on the third Wednesday at 6:00 PM at the PCCVB office in Marlinton. In addition to regular meetings, the Board participates in a strategic planning retreat every two years to evaluate progress, establish organizational goals, and revise the PCCVB's five-year strategic plan.

2024-2025 PCCVB BOARD MEMBERS

Bob Sheets, President | Green Bank Voting District
Mikey Valach, Vice President | Ski Industry
Bill Jordan, Secretary | Chamber of Commerce
Erica Engquist, Treasurer | At-Large
Coby Brown | At-Large
Gil Willis | At-Large
Jamie Walker | County Commission
Sarah Guyette | Edray Voting District
Jeff Layfield | State Parks & Forests
Delsie Swearingen | Little Levels Voting District
Felicia Smith | Huntersville Voting District
Rob Gonyea | Lodging
Jason Hattersley | USFS (non-voting)

PCCVB FIVE YEAR STRATEGIC PLAN

Please scan the QR code to view the PCCVB five year strategic plan.





ORGANIZATIONAL STRUCTURE

PCCVB STAFF

The PCCVB is led by a dedicated team of hospitality professionals who serve as the front line of guest experience in Nature's Mountain Playground. From managing visitor centers to offering personalized travel assistance, staff embody Mountain Culture hospitality and help ensure each visit is memorable.

Beyond daily operations, PCCVB drives destination development through strong regional partnerships. With support from the U.S. Forest Service, Snowshoe Mountain Resort, and others, PCCVB helped secure Great American Outdoors Act funding to launch the SHARC Trail Crew. This team maintains and develops trails in the Snowshoe Highlands IMBA Ride Center and surrounding areas, with matching grant support extending the impact for long-term recreational access.

PCCVB STAFF MEMBERS

Chelsea Faulknier | Executive Director

Linda Adams | Special Projects & Office Manager

Makinsey Poeppel | Social Media Content Specialist

Mike Moore | Information Specialist, Marlinton Visitor Center

Tammy Shoemaker | Information Specialist, Cass Scenic

Railroad State Park Visitor Center/Snowshoe Resort

Mary Seldomridge | Information Specialist, Snowshoe

Mountain Resort Visitor Center (*full-time seasonal*)

Tara Bauserman | Information Specialist, Green Bank

Observatory Visitor Center (*full-time seasonal*)

Carolyn McCloud | Information Specialist, Cranberry Mountain

Nature Center Visitor Center (*full-time seasonal*)

Jake Osbourne | Information Specialist, Durbin Visitor Center
(*full-time seasonal*)

SHARC TRAIL MAINTENANCE CREW

Charles Evans | Trail Maintenance Crew Coordinator/Backcountry
Recreation Coordinator

CJ Peterson | Trail Maintenance Crew Lead/Multimedia Director

Zen Clements | Trail Maintenance Crew Lead/Race Director

Justin Dible | Trail Maintenance Crew Member (*full-time seasonal*)

Peyton (Evan) Smith | Trail Maintenance Crew Member (*full-time
seasonal*)

Catherine Tamlyn | Trail Maintenance Crew Member (*full-time
seasonal*)

Johnevin (Kyle) Wayne | Trail Maintenance Crew Member (*full-
time seasonal*)



ORGANIZATIONAL STRUCTURE

VISITOR CENTER LOCATIONS & HOURS OF OPERATION

To better serve guests across our large, rural, and mountainous region, the PCCVB operates and staffs six visitor centers located throughout Pocahontas County. These centers ensure that travelers have access to timely, accurate information no matter where they are in the county.

Several centers are located in partnership with local attractions or within Pocahontas County Free Libraries, creating mutually beneficial relationships that support both the PCCVB and our tourism partners. This county-wide network of visitor centers helps enhance the overall guest experience while expanding the reach of the PCCVB's services across multiple key locations.

VISITOR CENTER LOCATION	HOURS
POCAHONTAS COUNTY CVB (MAIN OFFICE) MARLINTON	8:30AM-5PM DAILY MAY-OCTOBER; MONDAY-SUNDAY NOVEMBER-APRIL
SNOWSHOE MOUNTAIN RESORT/ SNOWSHOE HIGHLANDS RIDE CENTER VISITOR CENTER LINWOOD LIBRARY, SLATY FORK	9AM-5PM FRIDAY-SUNDAY MEMORIAL DAY-LABOR DAY & THROUGH SKI SEASON
CASS SCENIC RAILROAD STATE PARK VISITOR CENTER CASS	8:30AM-5PM DAILY MAY-OCTOBER; DAILY LATE NOVEMBER-DECEMBER IN CONJUNCTION WITH TRAIN OPERATIONS
CRANBERRY MOUNTAIN NATURE CENTER VISITORS CENTER MILL POINT	9AM-5PM THURSDAY-MONDAY MAY-OCTOBER
DURBIN VISITOR CENTER POCAHONTAS COUNTY ART COUNCIL GALLERY, DURBIN	9AM-5PM WEDNESDAY-SUNDAY MEMORIAL DAY-OCTOBER IN CONJUNCTION WITH TRAIN OPERATIONS
GREEN BANK OBSERVATORY VISITOR CENTER GREEN BANK OBSERVATORY SCIENCE CENTER	9AM-5PM FRIDAY-SUNDAY MEMORIAL DAY-LABOR DAY & THROUGH SKI SEASON



INDUSTRY ADVOCACY & STAFF DEVELOPMENT

The PCCVB team strengthens its expertise through conferences, workshops, and trainings, including the WV Governor's Conference on Tourism and Hospitality University, while building valuable industry partnerships. The organization also advocates for tourism's economic and community value through outreach to residents, policymakers, and partners. Local support includes training, resources, funding assistance, and hosting the annual Pocahontas County Tourism Summit. To further advocacy, staff and Board members engage in Tourism Day at the Capitol and attend local government meetings to keep officials informed of tourism priorities and challenges.

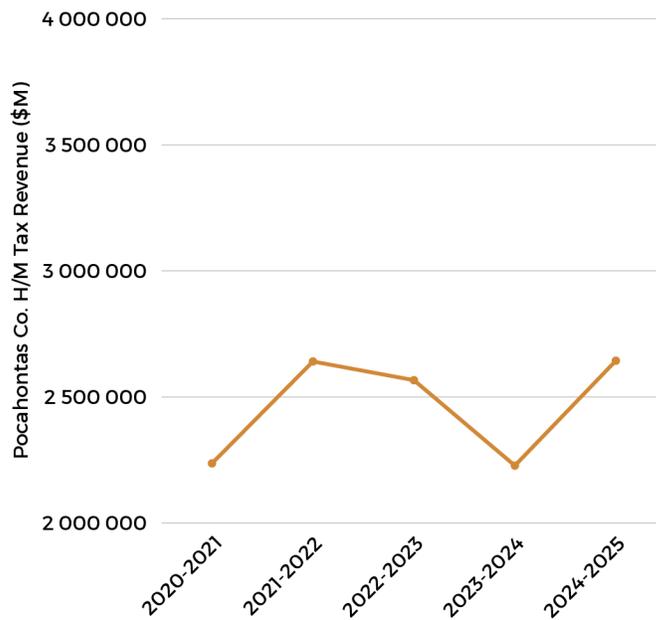
PCCVB STAFF DEVELOPMENT + INDUSTRY ADVOCACY EFFORTS

- WVHTA Hospitality University
- WV Governor's Conference on Tourism
- WV Department of Tourism Trainings
- State & Federal Grant Workshops
- Pocahontas County 8th Grade Business Luncheon
- Nature's Mountain Classroom/Adventure Pocahontas Workshops
- Pocahontas County School System Career Days
- Pocahontas County Tourism Summit
- WV Tourism Day at The Capitol
- Advocacy/Information Tables at local & regional events
- Mon Forest Towns Partnership Summit
- Pocahontas County CVB WV Day Staff Outing
- Pocahontas County Homeland Security/Emergency Management/911
- Pocahontas County Search and Rescue
- NICA Cheat Mountain Salamanders Mountain Bike Team
- Offering training, workshops, and classes on Chainsaw Skills, Search and Rescue Skills, GIS skills, Trail Maintenance (both regionally and locally)

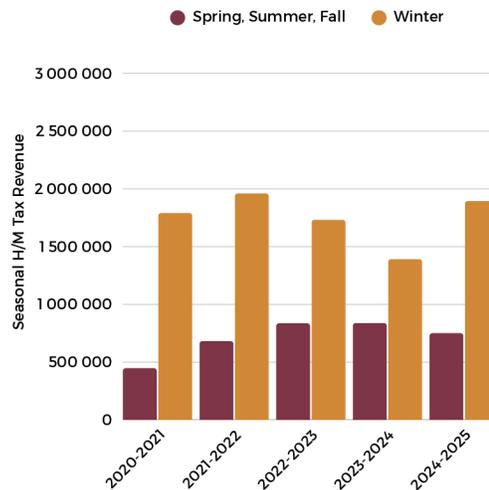
YEAR IN REVIEW

OCCUPANCY TAX PERFORMANCE FY 2024-2025

Visitation to PCCVB Visitor Centers and countywide occupancy tax revenue both increased in FY 2024-2025, reaching record breaking highs driven by a strong ski season, the launch of the Monday Lick Trail System at the Snowshoe Highlands Ride Center, and high-profile events like the UCI World Cup Marathon at Snowshoe Resort. Despite the overall growth, spring occupancy tax revenue saw a noticeable dip. To address this, the PCCVB will focus future marketing and advertising efforts on underperforming seasons, using creative strategies and increased investment to boost year-round visitation.



POCAHONTAS COUNTY H/M TAX COLLECTION PREVIOUS 5 YEARS

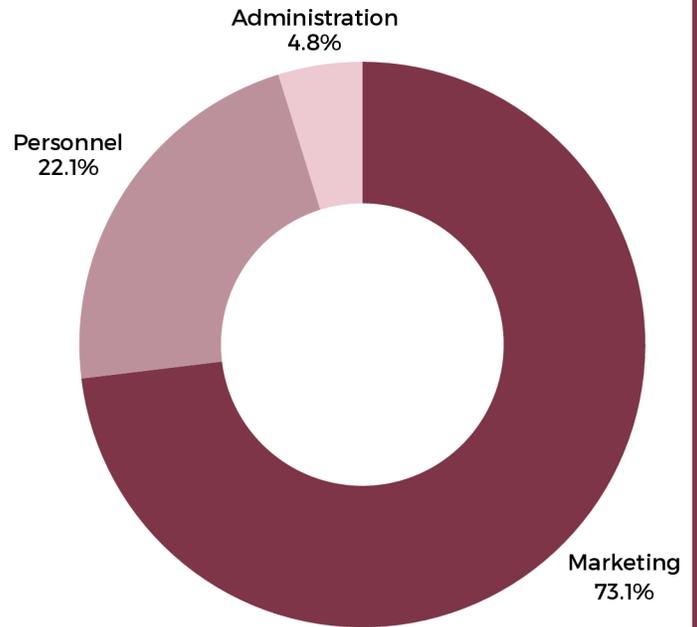


SEASONAL H/M TAX COLLECTION

PCCVB OPERATING STRUCTURE

FY 2024-2025 OPERATING EXPENSES

The PCCVB confirms compliance with the budget allocation industry standard of 40%, 40%, 20% (marketing, personnel, administration). The PCCVB owns the primary business location in Marlinton and is managing the assets through a financial policy requiring the PCCVB protect assets to eliminate risk and remain solvent. The PCCVB retains \$250,000 in a restricted flood recovery fund and also \$250,000 in a restricted emergency fund for cashflow in fall and early winter. The working deposit account is protected by FDIC limits through a sweep account ensuring that all our cash assets are insured and have no risk. Fixed assets include the Marlinton building and office equipment.



PCCVB FY 24-25 OPERATING BUDGET

Category	Expense (\$)	% of Budget
Marketing	\$1,219,577.76	67.2%
Employee Expenses	\$402,438.60	22.0%
Insurance	\$3,100.00	0.17%
Membership Dues	\$4,855.00	0.27%
Education	\$53,180.00	2.90%
Travel Expenses	\$35,275.00	1.90%
Office Operations	\$57,238.64	3.20%
Promotional Products	\$7,000.00	0.40%
Utilities	\$25,655.00	1.40%
TOTAL	\$1,808,320.00	~100%

PCCVB MARKETING STRATEGY + CREATIVE CAMPAIGNS

The “Nature’s Mountain Playground” brand continues positioning Pocahontas County as a premier four-season destination. The 2024-2025 marketing plan, developed with Digital Relativity, continues to build on the county’s dual messaging of exhilarating adventure and tranquil relaxation through the curated “Ride and Rest” campaign messaging.

This campaign messaging highlights activities across all seasons including mountain biking, hiking, winter sports, paddling, hunting, train rides, scenic views, dining, shopping, arts, culture, and history, all while encouraging overnight stays. By leveraging current travel trends and data-driven strategies, this campaign and strategic marketing plan aims to grow visitation, boost lodging, and strengthen Pocahontas County’s reputation as a destination for authentic, enriching experiences.

The PCCVB was proud to receive two Stars of the Industry Awards at the 2024 WV Governor’s for their marketing and advertising efforts, including Overall Marketing and Advertising Campaign and Digital Media.

The full 2024-2025 PCCVB Marketing Strategy is attached at the end of this report.

Key Campaign Metrics

July 2024-June 2025

Impressions: 51,033,821

Clicks: 534,901

Meta Link Clicks: 258,252

Average CTR (%): 1.59%

Average Meta CTR (%): 4.31%

Visitor Guide Requests: 2,068

Newsletter Sign-Ups: 217

Internal Partner Page Clicks: 46,451



PCCVB SOCIAL CHANNELS

ORGANIC SOCIAL STRATEGY

The PCCVB employs an organic social media strategy that highlights four-season recreation, local businesses, cozy stays, and unique attractions. Through dynamic visual storytelling using video content to showcase adventure, seasonal celebrations, and special events, the PCCVB social strategy is engaging and inspiring, while focusing on driving annual visitation growth.

Facebook Data

Impressions: 24,443,912
Total Audience: 22,39
Video Views: 1,486,634

Instagram Data

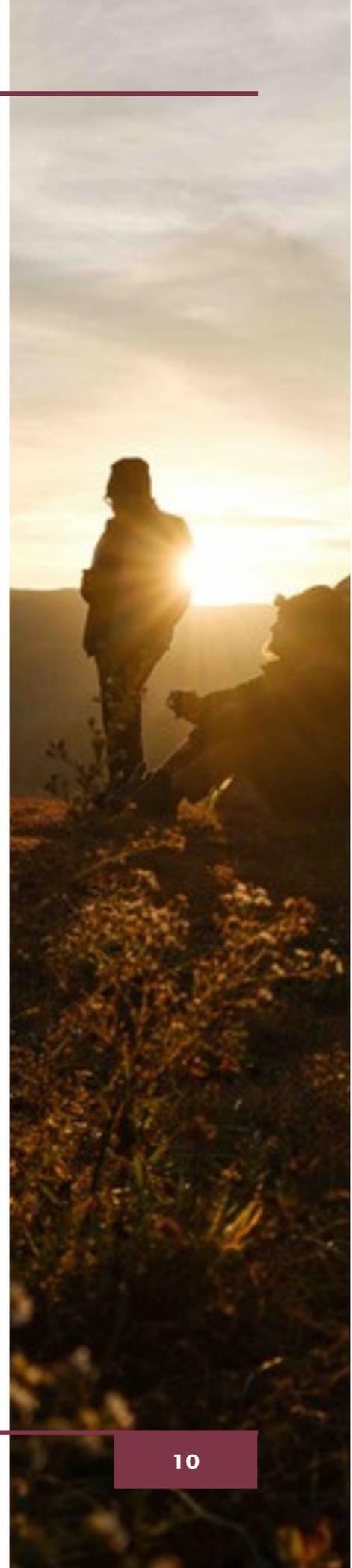
Impressions: 2,132,311
Total Audience: 4,469
Video Views: 96,917

X Data

Impressions: 30,600
Total Audience: 2,585

PCCVB Social Channels

Facebook | @pccvb
Instagram | @pocahontascountywv
X | @VisitPocahontas
TikTok | @pocahontascountywva
Pinterest | Pocahontas County, WV
YouTube | Pocahontas County, WV



WV DEPARTMENT OF TOURISM

COOPERATIVE ADVERTISING PARTNERSHIP & COLLABORATION

In 2024-2025, the PCCVB participated in the West Virginia Department of Tourism's cooperative advertising program, leveraging a 50/50 match. The PCCVB invested \$42,340.21, matched by the WV Department of Tourism for a total spend of \$84,680.42, which delivered over 4 million ad impressions and generated strong result



HEAVENLY ESCAPES



2024-2025 COOPERATIVE ADVERTISING KEY METRICS

PCCVB Investment: \$42,340.21

Total Investment (with 50/50 match): \$84,680.42

Meta Ads

PCCVB Investment \$7,340.32

Impressions: 1,023,750

Video Views: 225,101

Landing Page Views: 13

Link Clicks: 14,490

C/LPV: \$564.64

CTR: 1.42%

Cost Per View: \$0.03

Digital Media

PCCVB Investment: \$34,999.89

Impressions: 2,980,583

eCPM: \$11.74

Clicks: 2,886

eCPC: \$12.13

CTR: .10%

Video Plays: 832,656

PCCVB PARTNERSHIPS + INVESTMENTS

The PCCVB is a committed partner in supporting local and regional initiatives. This includes event marketing grants for community festivals, sponsorships, and investments in efforts such as the Mon Forest Towns Partnership, Mountaineer Trail Network, and Mountain State Maple Days. The PCCVB also dedicates portion of their annual budget into local workforce and youth educational development initiatives. Below are examples of our local and regional partnerships and initiatives.

- WV DEPARTMENT OF TOURISM**
- US FOREST SERVICE**
- SNOWSHOE MOUNTAIN RESORT**
- MON FOREST TOWNS PARTNERSHIP**
- MOUNTAINEER TRAIL NETWORK**
- POCAHONTAS COUNTY BROADBAND COUNCIL**
- POCAHONTAS COUNTY HOUSING TASK FORCE**
- POCAHONTAS COUNTY CHAMBER OF COMMERCE**
- SNOWSHOE HIGHLANDS AREA RECREATION COLLABORATIVE**
- GREEN BANK OBSERVATORY**
- WV STATE PARKS AND FORESTS**
- MOUNTAIN RAIL ADVENTURES**
- POCAHONTAS COUNTY OPERA HOUSE**
- WV SCENIC TRAILS ASSOCIATION**
- LEAVE NO TRACE**
- MOUNTAIN CULTURE LOCAL HOSPITALITY TRAINING**
- MOUNTAIN STATE MAPLE DAYS**
- MAKE IT SHINE ANNUAL ROAD CLEAN-UP CAMPAIGN**

2024-2025 PCCVB Investments

Total Event Marketing Grants:
\$97,000

Total Sponsorships:
\$54,500

Total Partnerships:
\$55,000

Total Education:
\$53,180





Nature's 
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV[®]

SUBMITTED SEPTEMBER 2, 2025

BY CHELSEA FAULKNIER
EXECUTIVE DIRECTOR, POCAHONTAS COUNTY CVB