



2025-2026 *ANNUAL REPORT*

POCAHONTAS COUNTY
CONVENTION & VISITORS BUREAU



MESSAGE FROM THE



PCCVB EXECUTIVE DIRECTOR OF TOURISM

On behalf of the **Pocahontas County Convention and Visitors Bureau**, I am proud to present our **2025-2026 Annual Report**. The information provided in this report highlights the impact of our work locally, regionally, and across **West Virginia**.

The **PCCVB** is proud to partner with organizations such as the **Snowshoe Highlands Area Recreation Collaborative (SHARC)**, **Mon Forest Towns Partnership (MFTP)**, and the **West Virginia Department of Tourism** to market our destination, enhance and sustain outdoor recreation access, and strengthen regional tourism efforts.

Beyond growing visitation across all four seasons, the **PCCVB** is committed to using tourism and hospitality as tools to improve quality of life in our communities and support economic and workforce development. Our continued investment in marketing and promoting local businesses, attractions, and events is helping increase visitation and generate meaningful economic impact throughout **Pocahontas County**.

We are grateful for our dedicated staff, Board of Directors, stakeholders, and partners who continue to invest in our destination, strengthen our communities, and showcase what makes **Nature's Mountain Playground** such a unique and welcoming place to live, work, and play.

Respectfully,

Chelsea Faulknier
Executive Director of Tourism
Pocahontas County Convention and Visitors Bureau



MESSAGE FROM THE



PCCVB BOARD OF DIRECTORS PRESIDENT

As **President** of the **Pocahontas County Conventions and Visitors Bureau**, it has been my pleasure to participate in the oversight of the multiple efforts which the **PCCVB** puts forth to add value, integrity, and substance to the visitor experience.

Our all volunteer board, which involves people from throughout **Pocahontas County**, consistently emphasizes their concern for the various lodging, dining, and recreation sites within our communities. These business and governmental entities are where our guests are impacted.

We partner with festivals (**WV Roadkill Cook-Off**), artisans (**Watoga Art in The Park**), schools (**Nature's Mountain Classroom and the Pocahontas County High School Tourism Club**), individuals (**Competitive ADA Skier, Kinzie Houston Dickman**), and governmental bodies like **Green Bank Observatory, Monongahela National Forest, Cass Scenic Railroad State Park**, and **Snowshoe Mountain Resort**, to name a few.

The list could go on and on, but suffice it to say that the impact of tourism on our county is huge and only getting bigger.

The **PCCVB Board of Directors** is committed to that growth and development.

Respectfully,

Robert A. Sheets

President

Pocahontas County Convention & Visitors Bureau Board of Directors



ABOUT THE PCCVB



OUR MISSION

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.

OUR VISION

To provide a world class destination experience.

OUR LOCATIONS

PCCVB Main Office: Marlinton, WV

PCCVB Satellite Visitor Centers:

Cranberry Mountain Nature Center

Cass Scenic Railroad State Park

Green Bank Observatory

Durbin Art + Visitor Center

Snowshoe Mountain Resort - Linwood Library



PCCVB BOARD OF DIRECTORS

Bob Sheets, President: Green Bank District
Mikey Valach, Vice President: Ski Industry
Bill Jordan, Secretary: Chamber of Commerce
Erica Engquist, Treasurer: At-Large
Sarah Guyette: Edray District
Felicia Smith: Huntersville District
Bob Safrit: At-Large
Phil Harris: At-Large
Jeff Layfield: State Parks & Forests
Rob Gonyea: Lodging
Jason Hattersley: USFS
Nicolle Flood-Sawczynsyn: Mon Forest Towns

PCCVB STAFF

Chelsea Faulknier: Executive Director of Tourism
Trisha Barb: Brand Relations Specialist
Linda Adams: Office & Special Projects Manager
Makinsey Poeppel: Social Media Manager
Mike Moore: Information Specialist
Tammy Shoemaker: Information Specialist
Mary Seldomridge: Information Specialist
Tara Bauserman: Information Specialist
Jake Osborne: Information Specialist
Carolyn McCloud: Information Specialist
Amanda Burns: 2026 PCCVB Summer Intern

POCAHONTAS COUNTY TOURISM

AT A GLANCE



\$231.93M

**AVERAGE ANNUAL
VISITOR SPENDING**



63,477

TOTAL VISITATION
July 1, 2025 - June 30, 2026



2,556

**TOTAL TOURISM
JOBS SUPPORTED**



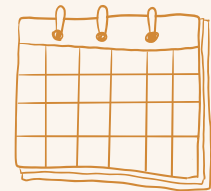
\$2,785,857

**TOTAL OCCUPANCY
TAX COLLECTION**
July 1, 2025 - June 30, 2026



82,000

**2026
ADVENTURE GUIDE
DISTRIBUTION**



\$85,000

**TOTAL EVENT
FUNDING SUPPORT**



174,880

**TOTAL NEWSLETTER
SUBSCRIBERS**



38,519

**SOCIAL MEDIA
FOLLOWERS**



449,689

**TOTAL
WEBSITE SESSIONS**
July 1, 2025 - June 30, 2026

TOURISM'S

LOCAL IMPACT



VISITOR SPENDING

\$231,000,000 infused in our local economy on average annually.



JOBS SUPPORTED

2,556 local jobs supported by Pocahontas County tourism.



LOCAL BUSINESS IMPACT

From lodging and dining, to retail and recreation, tourism keeps our small businesses thriving.



COMMUNITY IMPACT

Tourism helps supports essential services and supports amenities that make Pocahontas County a great place to live, work and play.



VISITOR SPENDING BY SEASON

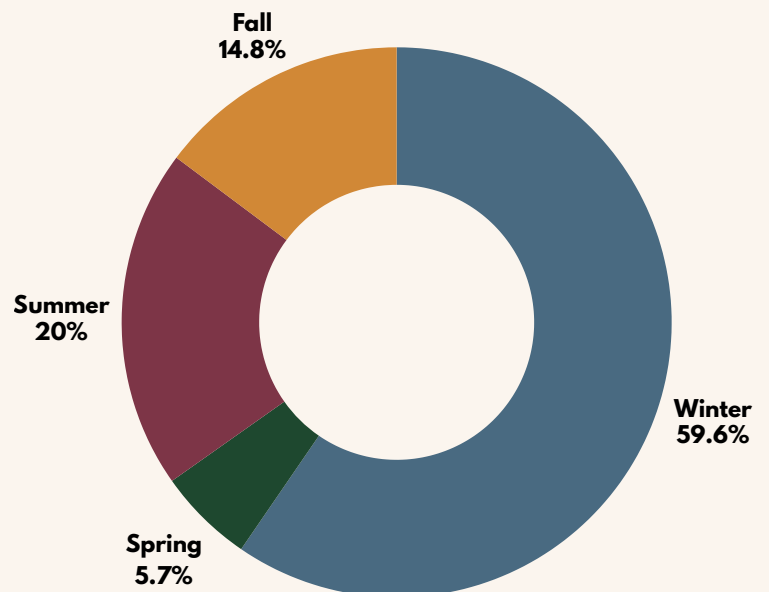
\$231M total annual visitor spending

\$137M total winter visitor spending

\$13M total spring visitor spending

\$46M total summer visitor spending

\$34M total fall visitor spending



INVESTMENT

IN OUR DESTINATION



DESTINATION DEVELOPMENT

Improving outdoor recreation access, wayfinding and connectivity through partnerships with **Snowshoe Highlands Area Recreation Collaborative** and the **Mon Forest Towns Partnership**.



COMMUNITY DEVELOPMENT

Enhancing quality of life and livability through collaboration with the **Pocahontas County Housing Taskforce** and the **Pocahontas County Broadband Council**.



EDUCATION & WORKFORCE

Inspiring the next generation of hospitality, tourism and outdoor recreation professionals through partnerships with **Nature's Mountain Classroom** and the **PCHS Tourism Club**.



AGRITOURISM & HERITAGE

Showcasing our local **Mountain Culture**, heritage and rural traditions through promotion of events such as the annual **Mountain State Maple Days**.





PROFESSIONAL

MEMBERSHIP & LEADERSHIP

ACTIVE MEMBERSHIPS



WVACVB

West Virginia Association of
Convention & Visitor
Bureaus



WVHTA

West Virginia Hospitality &
Tourism Association



STS

Southeast Tourism Society

LEADERSHIP ROLES

- SHARC (Snowshoe Highlands Area Recreation Collaborative)
- Mon Forest Towns Partnership
- Mountaineer Trail Network
- Region IV PDC Board Member
- WVOEDC WV Outdoor Economy Summit Advisory Committee
- Pocahontas County Chamber of Commerce
- Pocahontas County Housing Taskforce
- Pocahontas County Broadband Council



LOOKING AHEAD

FUTURE FOCUS



EXPAND OUTDOOR RECREATION



Enhancing local trails, providing more access to recreation and creating more adventurous opportunities.



GROW SHOULDER SEASONS



Attracting more visitors in spring and fall seasons to increase annual visitation.



SUPPORT RURAL COMMUNITIES



Investment in communities, local businesses, building workforce and creating a higher quality of life.



MARKETING WITH INNOVATION



Telling our destination's story through engaging and creative ways.



Nature's
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

RESPECTFULLY SUBMITTED BY:

CHELSEA FAULKNIER

EXECUTIVE DIRECTOR OF TOURISM
POCAHONTAS COUNTY CONVENTION & VISITORS BUREAU

