



ANNUAL REPORT

2024



Marketing and Managing West Virginia's Destinations

wvacvb.org



A Word from our President

On behalf of the Board of Directors and the members of the West Virginia Association of CVBs, I am proud to present our 2024 Annual Report. The tourism industry continues to grow in West Virginia and we are proud to be an integral part of that success.

This report highlights significant data points that represent key measurables for our industry. Our 41 association members represent over 39 counties and 78 municipalities. All of our members are accredited and in compliance with local and state agencies under the state code and recent oversight legislation.

Our partnership and collaboration with the West Virginia Department of Tourism is a shining example of organizations partnering together to market West Virginia and make it an attractive destination for visitors. Working together with our local businesses and organizations, local and state leadership, and our hospitality partner, West Virginia Hospitality & Travel Association, visitors account \$6.3 billion in annual spend in the mountain state.

Convention and Visitor Bureaus are the “front porch” to visitors exploring our state. Providing information and insights with warm, West Virginia hospitality guarantees guests will return to again and again.

Sincerely,
Annette Gavin Bates, President

A Word from our Executive Director

2024 was another successful year for the West Virginia Association of CVBs under the gold dome in Charleston. Thanks to your continued leadership and engagement, we were once again able to mobilize our state legislators against harmful legislative proposals that could negatively impact the funding of our CVBs and the marketing and promotion of our tourism destinations. This past year, the WVACVB and its members also successfully defended against efforts to weaken the CVB oversight provisions that are currently in state code. We continue to successfully educate state lawmakers on the importance of CVBs, and hotel occupancy tax funding, to their legislative districts. And perhaps most importantly, our WVACVB members also continue to skillfully promote the importance of West Virginia tourism more generally to our public policy leaders.

Sincerely,
Richie Heath, Executive Director



The members of the West Virginia Association of Convention and Visitors Bureaus play an essential role in advancing tourism throughout the state. From representing their communities with enthusiasm to working alongside our team on campaigns that highlight West Virginia's diverse offerings, their efforts are instrumental in welcoming travelers and creating memorable experiences. We're excited to continue collaborating with them to showcase the best of West Virginia.

— Chelsea A. Ruby
Secretary of Tourism



OUR MISSION
The WVACVB elevates the success and professional image of CVBs through education, mentorship and advocacy.



41
members

**Creating a positive
economic impact**

**\$12
million+** **Dedicated to
marketing
West Virginia**

32,000
Lodging rooms represented by CVBs

CVBs are directly involved in contributing
\$8.7 billion in economic impact &
\$6.3 billion in visitor spend to WV*

*Resource: Tourism Economics, 2024



**Scan the QR code above for most up-to-date travel
research from West Virginia Department of Tourism.**

WVACVB POSITION STATEMENT

Local and regional Convention and Visitors Bureaus are essential parts of the overall effort to promote and encourage travel to West Virginia. It is Convention and Visitors Bureaus that truly know the attractions, activities and events in their areas of our state, and can do the best job of advertising and marketing those local and regional assets. However, the creation of additional CVBs in areas that are already served by an established organization may have the effect of diluting the limited resources available, creating a duplication of overhead, administrative and personnel costs, with the result being that fewer actual dollars are spent on the primary mission of advertising and marketing. It is the position of the West Virginia Association of Convention and Visitors Bureaus that all CVB's follow West Virginia Code Chapter 7, Article 18 regarding Hotel Occupancy Tax and as a general principle, having the fewest practicable number of CVB's per county leads to a more efficient and effective use of financial resources.

Membership Benefits & Oversight Bill Impact



WVACVB engages and collaborates with state policy makers to support and grow the tourism industry.



Over the last three years, WVACVB members expanded from 35 to 39 counties and expanded from 64 to 78 municipalities. More of WV is pursuing tourism best practices as WVACVB members.



WVACVB provides pathways to accreditation via provisional membership and an extensive mentorship program.



Eight applications for accreditation were submitted in 2024 by WVACVB members.

Annually, the 41 WVACVB members produce:

- 1M+** Followers on Facebook, X & Instagram
- 2.75M+** Newsletters
- 1.3M+** Travel Guides
- 3M+** Visitor Center visits



WVACVB Membership Achievements and Benefits



Member Guide to the Hotel
Occupancy Code



Member Guide to the CVB
Oversight Code



Member Guide - Financial
Record Keeping Best Practices



Member Guide - Marketing Best
Practices



Accreditation mentorship



Accreditation training videos
and webinars



WVACVB members working
with WV Tourism Department
on the Ascend program
destinations



WVACVB received
a 90%+
membership
satisfaction rating



WVACVB members are actively
working with 8K+ vacation
rental properties to improve
their guest information and
visitor services



WVACVB members have
enhanced the visitor arrival
experience by opening/
expanding welcome centers,
developing themed trails,
creating interactive visitor
apps, installing WV swings,
and other special projects.

WVACVB members were recognized for “Stars of Almost Heaven” industry awards by the WV Department of Tourism:

Governor’s Award for Regional Cooperation: Lewis County CVB

The Future of Tourism Award: Mountaineer Country CVB

Overall Earned Media: Visit Mercer County CVB

Overall Marketing & Advertising Campaign: Pocahontas County CVB

Cooperative Advertising: New River Gorge CVB,
Visit Southern WV, Visit Fayetteville

Digital Media: Pocahontas County CVB

Print Media: Experience Greenbrier Valley

Our Members

Convention and Visitors Bureaus are independent non-profits that receive hotel occupancy tax funding to market tourism. We are frontline tourism professionals who are experts on the attractions, activities, and events that our areas have to offer and are an essential part of the overall effort to promote and encourage travel to West Virginia. 2025 marks a milestone year for West Virginia's tourism industry, as several CVBs celebrate 40 years of dedicated service. These significant anniversaries highlight the lasting impact and professional growth of CVBs in the state, showcasing their essential role in promoting tourism, driving economic development, and enhancing the quality of life in local communities.

Annette Gavin Bates, President
Jefferson County CVB

Chris Richards, Past President
Lewis County CVB

Kara D. Dense, Vice-President
Experience Greenbrier Valley

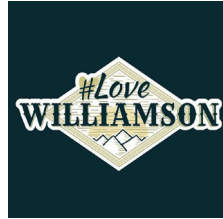
Susan Riddle, Treasurer
Visit Mountaineer Country

Jamie Null, Secretary
Visit Mercer County CVB





Click on each logo or
scan the qr code
to find your next
adventure!



Associate Members



longweekends



Accreditation: Our association believes that CVBs have a responsibility to be good stewards of the funds that we receive through lodging tax revenue, and to use those funds effectively to accomplish the goal of increasing tourism. Our association oversees an accreditation program designed to help CVBs achieve that goal through the establishment of best practices and adherence to industry standards. The accreditation process continues to be a valuable guide for the applicant and gives the association a better understanding of the CVB and their partners. We are proud to say, all 41 members of the West Virginia Association of CVBs have completed the process and are currently accredited.

CERTIFIED
West Virginia
Convention &
Visitors Bureau

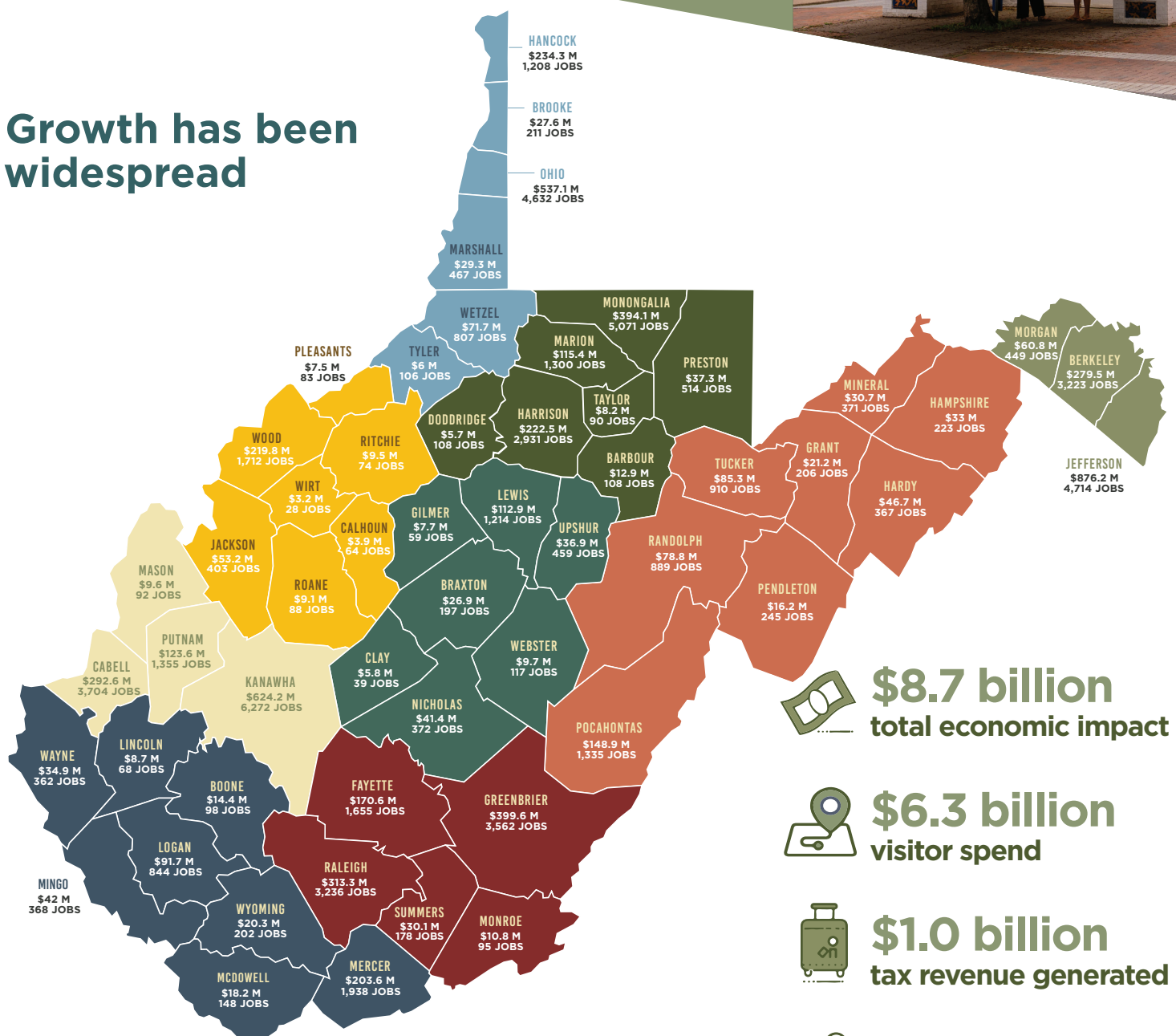


Membership applications
are available online:

wvacvb.org



Growth has been widespread



 **\$8.7 billion**
total economic impact

 **\$6.3 billion**
visitor spend

 **\$1.0 billion**
tax revenue generated

 **60K**
tourism jobs

*Resource: Tourism Economics, 2024