



Pocahontas County Comprehensive Visitor Profile and Tourism Economic Impact Study (Year long)

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EXECUTIVE SUMMARY

This year-long tourism market survey in Pocahontas County was carried out from January to October 2023 at 17 locations/events across the county. A total of 1,024 individuals were surveyed with an overall response rate of 82.6%. Of this number, 21 blank questionnaires, 52 questionnaires filled by locals, and 10 by international seasonal student workers were removed, resulting in 941 valid questionnaires for data analysis.

Male respondents (51.2%) slightly outnumbered their female counterparts (47.8%). The two largest groups are those aged 45-54 and 25-34, accounting for 21.1% and 20.9%, respectively. They are followed by the age groups 35-44, accounting for 18.9%, and the age groups 55-64 and 65+, each accounting for 14.4% and 12.6%. Most respondents are well-educated with at least one undergraduate (35.6%) or graduate degree (37.0%) and are affluent with 42.3% having a household income over \$100,000.

Survey results indicate that Pocahontas County is a leisure/vacation destination with most respondents reporting leisure/vacation as their primary reason (77.3%) for visiting the county, followed by visiting family and relatives (7.6%) while only 1.7% of them visited the county for business.

The majority of visitors were repeaters (66.2% vs. 33.8% being first timers). Overall, 32.4% of respondents have visited the county more than 10 times in their life while the average number of visits in the previous 12 months is 3.2 times. Most respondents stayed at least one night (77.6%) with the average length of stay being 3.2 nights.

The average group size is 5.3, ranging from an average of 2.6 persons for camping/RV to 21.1 persons for those who stayed in other types of lodging such as GBO or Yew Mountain Center. On average, respondents planned their trips to the county 54 days ahead with 28.3% planning in advance for less than one week, while 21.0% between two weeks and one month and 19.9% between one and three months.

In terms of travel party compositions, nearly half (47.4%) of respondents reported travelling with relatives/family, while 27.9% traveled with friends. Additionally, 14.2% travelled with both friends and relatives/family, and 5.9% traveled alone.

Among the activities listed, hiking/walking (40.5%) was reported to be the most popular for the survey period from January to October 2023, followed by Snowshoe Mountain Resort (39.4%), Skiing or snowboarding (34.3%), GBO (25.0%), and Train ride (17.8%).

Concerning respondents' familiarity with the IMBA Snowshoe Highlands Rider Center in the county, most had never heard of it (87.0%), while 13.0% were aware of the Center.

It is worth noting that an overwhelming majority of respondents are either somewhat satisfied or very satisfied (94.2%) with their overall experience in the area. Moreover, the majority of respondents will say something positive about the county (91.7%), recommend to family/others (88.6%), and visit again (82.3%). In contrast, a smaller percentage (64.9%) of respondents would share their experience on social media.

In terms of spending, the daily spending per person for all groups is \$141.72. The average personal trip spending is \$340.78, and group trip spending is \$1,598.46.

Finally, Pocahontas County is competitive in the tourism market as indicated by a majority of study respondents being repeat visitors whose primary motivation is for leisure/vacation. The surveys conducted across all four seasons indicate that the primary market for the county includes West Virginia (28.2%) and Virginia (25.9%). In addition, there are seven states (NC, OH, PA, MD, KY, SC, and TN) that together accounted for 28.9% of the total market share and thus these states can be considered as the tertiary market for the county.

1. Introduction

Tourism plays an important role in promoting the economic growth and diversification in the state of West Virginia. Although tourism in the state was hit hard by the Covid-19 pandemic and travel spending in 2020 declined to 3.7 billion, a 23.0% loss over 2019, travel spending in 2021 exceeded \$4.8 billion, up 30% over 2020, which indicates that tourism in the state has resumed its uptrend momentum post-Covid-19 (Office of the Governor, 2022). According to the WV Department of Tourism, 2022 will mark a historical high for the economic impact of tourism with estimated travel spending over \$5 billion (Travel and Tour World, 2023). It is anticipated that tourism in the state will generate 21,000 jobs annually through 2025, including 10,000 positions at the management level (Travel and Tour World, 2023).

As with the rest of the state, Pocahontas County also saw the highest-ever travel spending of 144.5 million in 2021, an increase of 17.2% over 2020 (Table 1, Dean Runyan Associates, 2022). The rapid recovery of the tourism industry in the county may be partially attributable to

Table 1. The economic impact of travel in Pocahontas County 2012-2021

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Percent Chg. 2020-21
Travel Spending (\$M)	80.0	85.8	88.6	80.2	87.4	92.9	115.7	119.2	123.3	144.5	▲ 17.2%
Earnings (\$M)	21.9	24.4	26.0	24.3	25.4	27.1	31.1	32.0	32.6	36.5	▲ 12.0%
Employment (Jobs)	1,060	1,100	1,110	950	1,100	1,130	1,320	1,320	1,260	1,330	▲ 5.3%
Local Taxes (\$M)	1.4	1.5	1.6	1.4	1.6	1.6	2.0	2.0	1.8	2.3	▲ 31.6%
State Taxes (\$M)	4.9	5.3	5.4	5.0	5.4	5.7	7.1	7.1	7.2	8.3	▲ 15.9%

Source: Dean Runyan Associates, 2022.

the tourism resources/attractions in the county being fundamentally natural and rural, which can meet the pent-up demand for rural and nature-based tourism post-Covid-19. The term nature-based tourism is generally applied to tourism activities depending on the use of natural resources which remain in a relatively undeveloped state, including scenery, topography, waterways, vegetation, wildlife, and cultural heritage (Ceballos-Lascurain, 1996). Pocahontas County,

dubbed as the Nature's Mountain Playground, is one of most important nature-based tourism destinations in both the state and the larger Appalachian region. The county is famous for the Snowshoe Ski Resort, Cass Scenic Railroad State Park, Green Bank Observatory (GBO), and Pearl S. Buck Birthplace, among others. In addition, much of the county is in the Monongahela National Forest, which has partnered with West Virginia University, USDA Forest Service, USDA Rural Development, and 12 surrounding towns to create the Mon Forest Towns Partnership. The mission of Mon Forest Towns is to collaboratively grow a strong, sustainable recreation economy that enhances the quality of life for residents and visitors by providing the best outdoor experience.

In order to remain competitive in the tourism market, it is necessary to know the tourism demand and to see if it matches with the tourism supply in the area. This requires a comprehensive and systematic survey to be conducted for the county. To this end, the Recreation, Parks, and Tourism Resources Program (RPTR) at West Virginia University (WVU) and WVU Extension Service were contracted by the Pocahontas County Convention and Visitors Bureau (CVB) to conduct a four-season survey at varying locations within the county. Reported here are the results based on data collected from January to October 2023.

Topics for the survey include the reasons for visiting Pocahontas County, trip characteristics, perceptions of the quality of service, and visitor spending within the county, among others. Economic impacts will be assessed to estimate the effect visitors have on the local economy.

2. Methods

2.1. Questionnaire

A questionnaire was designed by the project team based on findings from the literature and with inputs from Cara Rose, the Executive Director of the Pocahontas CVB. This questionnaire

consists of four sections: 1) trip characteristics, 2) tourism/recreational activities, 3) spending, and 4) background information (Appendix A). Twelve Questions on tourism attribute satisfaction and four questions measuring respondents' destination loyalty were also included in the second section: tourism/recreational activities. The questionnaire was reviewed and acknowledged for use by the WVU Institutional Review Board (IRB) and further pilot tested by a small group of visitors before it was finalized.

2.2. Data collection and data analysis

During the year-long survey period (January - October), visitors, second home owners, and residents were surveyed at 17 sites/events (Table 2), including Green Bank Observatory (GBO), Cass Scenic Railroad State Park, GGRR, Durbin Days, Marlinton, Cranberry Mountain Nature Center, Old Spruce Brewing, Yew Mountain Center, and various locations of Snowshoe.

Participants were randomly approached by a survey team made up of WVU faculty (Dr. Jinyang

Table 2. Survey locations (January – October 2023)

Location	Season				Total	Percent (%)
	Spring	Summer	Fall	Winter		
Snowshoe	-	49	40	327	416	40.6
Cass	43	131	73	6	253	24.7
GBO	53	42	31	36	162	15.8
GGRR	37	-	-	-	37	3.6
Online	-	25	5	-	30	2.9
Yew Mountain Center	1	-	18	-	19	1.9
Cranberry Mountain Nature Center	-	-	18	-	18	1.8
Marlinton	-	14	-	-	14	1.4
Old Spruce Brewing	-	-	5	8	13	1.3
Durbin Days	-	13	-	-	13	1.3
Seneca	-	10	-	-	10	1.0
Maple Days	-	-	-	10	10	1.0
Marlinton Trail Head	8	-	-	-	8	0.8
Arbuckles	-	-	-	7	7	0.7
Seebert	5	-	-	-	5	0.5
Sugar Shack	-	-	-	4	4	0.4
Slaty Fork	-	-	-	3	3	0.3
Marlinton Visitor Center	2	-	-	-	2	0.2
Total	149	284	190	401	1024	100
	(14.6%)	(27.7%)	(18.6%)	(39.2%)		

Deng and Dr. Doug Arbogast), graduate students (Morgan Martin and Lilian Oles), and Cara Rose, Executive Director of the Pocahontas County CVB. Questionnaires were also made available through Mr. Marshall Markley (Park Superintendent of Cass Scenic Railroad State Park) to Cass customers during the four survey seasons. In addition, an online version of the questionnaire was also distributed to those who preferred taking the survey online.

A total of 1,024 questionnaires (994 onsite and 30 online) were returned. Of this number, 21 blank questionnaire was not counted, resulting in 1,003 valid respondents. Of the 1,003 respondents, 52 are residents from the county and 10 are international seasonal student workers, who were removed from further analysis, resulting in 941 valid questionnaires for further analysis. Data were analyzed using SPSS 29. Results presented here are more descriptive in nature and are based on usable questionnaires with missing data omitted using pairwise deletion, if not otherwise indicated.

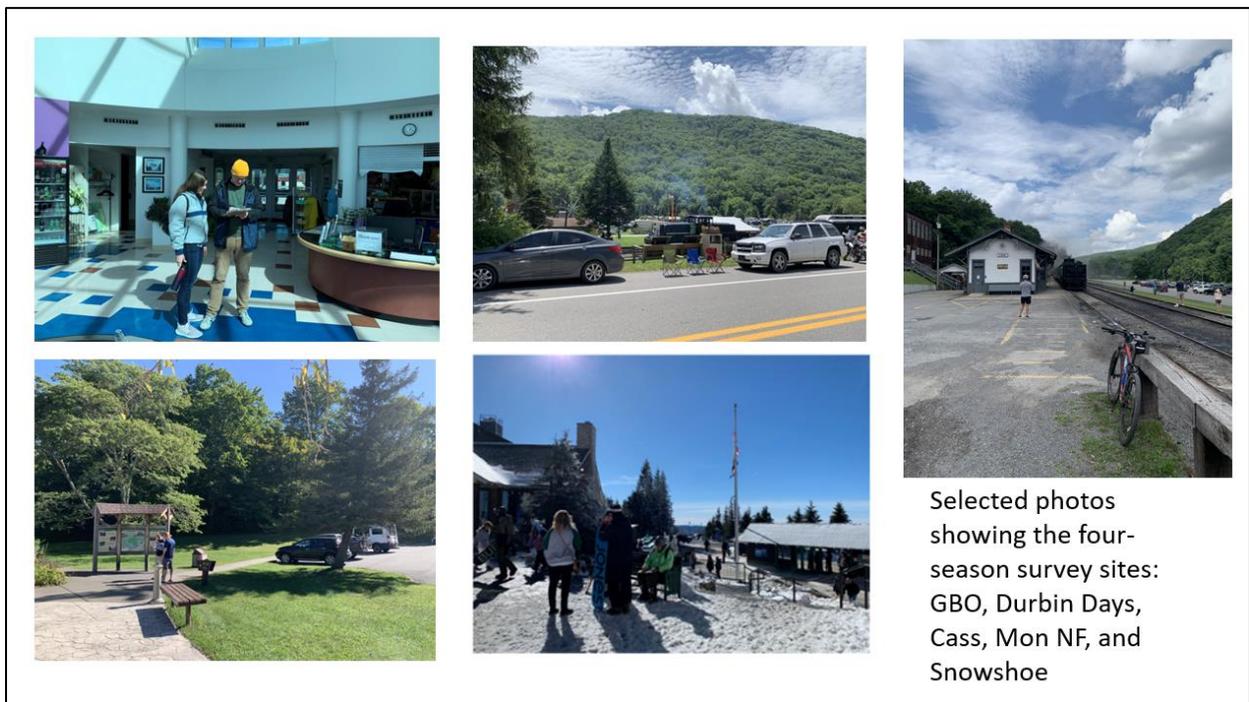


Figure 1. Selected photos showing the four-season survey sites.

3. Results

3.1. Response rate

Table 3 presents the response rate for selected survey locations during the survey period from January to October 2023. GBO had the highest response rate (94.2%), followed by GRR (88.1%), Cranberry Mountain Nature Center (85.7%), Snowshoe (83.5%), and Maple Days (83.3%). The overall response rate is 82.6%.

Table 3. Response rate at selected survey locations (January – October 2023)

Survey location	Number of individuals surveyed*	Number of individuals approached	Response rate (%)
GBO	162	172	94.2
GRR	37	42	88.1
Cranberry Mountain Nature Center	18	21	85.7
Snowshoe	416	498	83.5
Maple Days	10	12	83.3
Durbin	13	16	81.3
Marlinton Trail Head	8	10	80.0
Cass	247	331	74.6
Seebert	5	7	71.4
Total	916	1,109	82.6

Note. The total number of 916 respondents is not the same as 1024 in Table 2 because non-responses were not documented at all survey locations and only those locations with a record of non-responses are included for the calculation of the response rate.

3.2. Trip Characteristics

As aforementioned, there are 52 respondents who are locals, accounting for 5.3% of the total number of valid respondents (see Figure 2). About 87% of respondents self-identify as visitors (from outside Pocahontas County), while 7.6% of respondents are second-home owners.

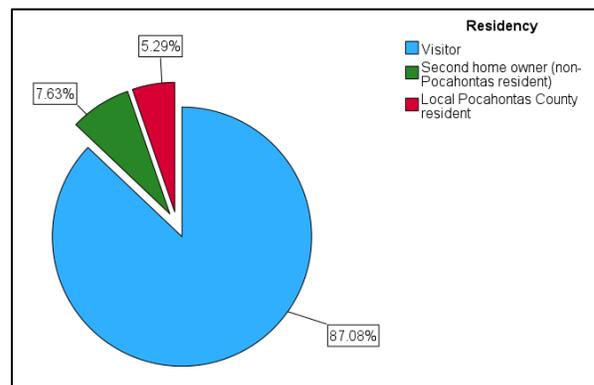


Figure 2. Percentage of respondents by residency

Overall, 32.4% of respondents have visited the county more than 10 times in their life while 33.8% of them were first time visitors. In addition, 25.7% and 8.1% of respondents reported having visited the county for 2-5 times and 6-10 times, respectively (Figure 3).

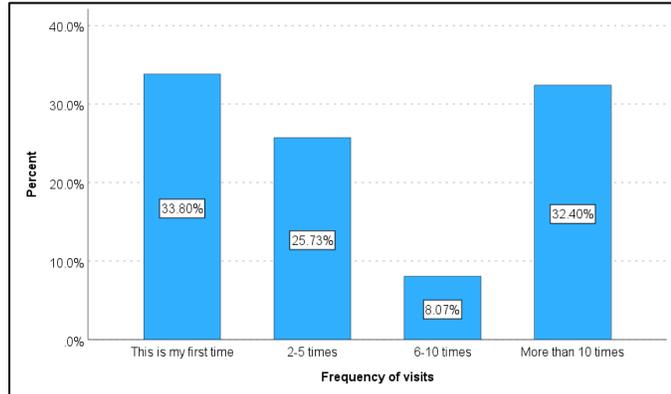


Figure 3. Frequency of visits

Frequency of visits in the previous 12 months

Participants were also asked to report how many times they have visited the county in the preceding 12 months. The average frequency of visits was 3.2, ranging from 1 to 48 times. A detailed description of the average frequency of visits by visitor type is presented in Table 4. As shown, second home owners visited the county most frequently with the average number of visits being 11.2, followed by camping/RV users (4.5), day trippers (3.2), and those who stayed with friends or family (3.1), while other types of visitors, Bed & Breakfast guests, and state park/state forest cabin guests were among the lowest frequent visitors to the county with the mean frequency of visits being 1.5 times, 1.6 times, and 2.0 times, respectively.

Table 4. Frequency of visits in the preceding 12 months by visitor type

Visitor type	Mean	Minimum	Maximum	Std. deviation
Day trippers	3.2	1.0	40.0	5.7
Camping/RV	4.5	1.0	38.0	7.5
Airbnb/VRBO	2.2	1.0	40.0	4.6
Stay with friends or family	3.1	1.0	17.0	3.2
Resort/condominium or house rental	2.4	1.0	30.0	3.6
Motel or hotel	2.0	1.0	10.0	2.0
Bed & Breakfast	1.6	1.0	5.0	1.2
State park/state forest cabin	2.1	1.0	20.0	3.1
Second home	11.2	1.0	48.0	9.7
Other	1.5	1.0	6.0	1.3
Total	3.2	1.0	48.0	5.5

Overnight visitors versus day trippers

Most respondents (77.6%) stayed at least one night in the county while less than one quarter of respondents (22.4%) were day trippers or visitors who stopped at the survey locations while passing through the county en route to other places (Figure 4).

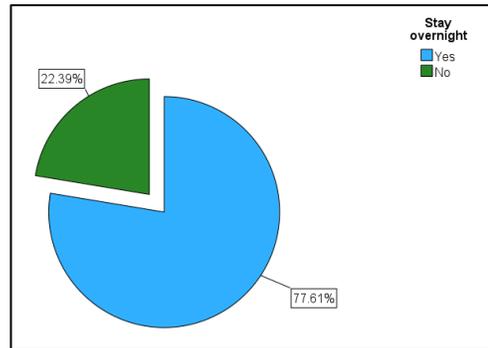


Figure 4. Percent of overnight visitors vs. day trippers

More specifically, among all overnight visitors, nearly one quarter (24.8%) stayed in Airbnb or VRBO, followed by those who

stayed in resort condominiums or house rentals (23.1%). Furthermore, 12.6% of visitors stayed in motels or hotels, 11.9% in state

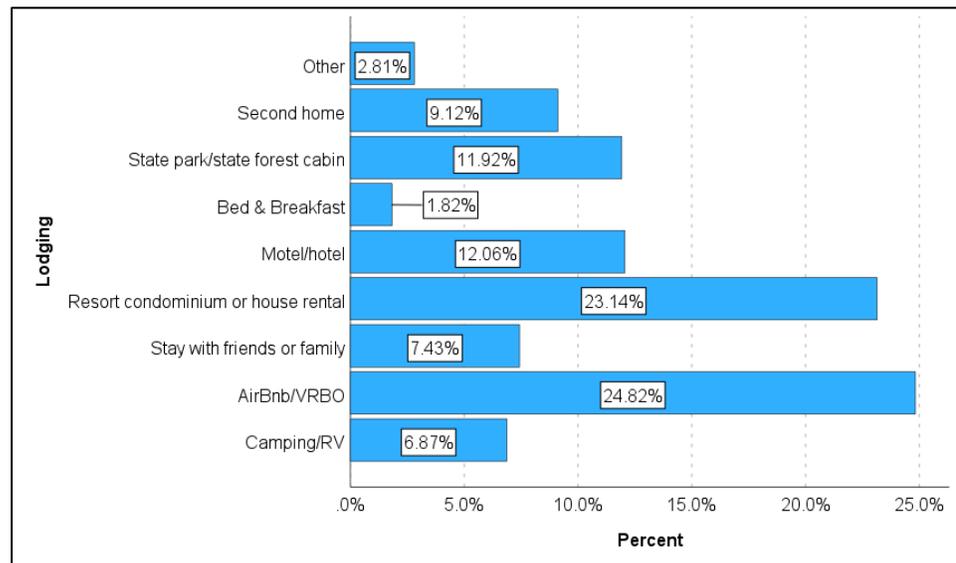


Figure 5. Distribution of lodging types

park/state forest cabins, 9.1% in second homes, and 7.4% stayed with friends or family, respectively. A small percentage of them (1.8%) stayed in Bed & Breakfast (Figure 5).

Table 5 presents the percentages for all types of visitors, including day trippers. As indicated, close to one quarter (22.6%) of all visitors are day trippers, and 19.2% stayed in Airbnb/VRBO. This is followed by 17.9% who stayed in resort condominium or house rentals, while a small percentage (1.4%) of visitors stayed in a Bed & Breakfast.

Table 5. Distribution of visitors by visitor type

Visitor type	Percent (%)
Day trippers	22.6
Airbnb/VRBO	19.2
Resort condominium or house rental	17.9
Motel/hotel	9.3
State park/state forest cabin	9.2
Second home	7.1
Stay with friends or family	5.8
Camping/RV	5.3
Other	2.2
Bed & Breakfast	1.4
Total	100.00

Note. Ordered from the highest to the lowest by percentages.

In terms of number of nights by accommodation type, second home owners had an average of 5.3 nights during their recent trips to the county, followed by those who stayed with friends or family (4.8 nights) and camping/RV users (3.9 nights). On average, visitors stayed 3.1 nights in resort condominium or house rentals, 3.0 nights in Airbnb/VRBO, 2.2 nights in motels/hotels or in state park/state forest cabins. Overall, visitors stayed an average of 3.2 nights during the survey period from January to October 2023 (Table 6).

Table 6. Number of nights by lodging types*

Accommodation	Mean	Minimum	Maximum	Std. deviation
Second home	5.3	1	100	12.8
Stay with friends or family	4.8	1	90	12.7
Camping/RV	3.9	1	40	5.7
Resort condominium or house rental	3.1	1	14	1.7
Airbnb/VRBO	3.0	1	14	1.6
Motel/hotel	2.2	1	6	1.0
State park/state forest cabin	2.2	1	6	0.9
Bed & Breakfast	1.8	1	3	0.8
Other	1.8	1	3	0.7
Total	3.2	1	100	5.5

Note. A few visitors reported more than one type of accommodation; only the first type is reported here.

Group size

Table 7 presents group sizes by visitor type. As shown, the average group size is 5.3 persons, ranging from an average of 2.6 persons for camping/RV users to 21.1 persons for those who stayed in other types of lodging (e.g., GBO, Yew Mountain Center, etc.). Visitors who stayed in state park/state forest cabins had a group size of 9.3 persons, followed by Airbnb/VRBO guests (5.8 persons) and those who stayed in resort condominiums or house rentals (5.3 nights). Guests who stayed in motel/hotel guests, with friends or family, and in second homes each had a group size of 4.8 persons, 4.2 persons, and 4.0 persons, respectively, while day trippers had a group size of 3.5 persons.

Table 7. Group size by visitor types*

Visitor type	Mean	Minimum	Maximum	Std. deviation
Other	21.1	1	52	16.6
State park/state forest cabin	9.3	1	160	25.6
Airbnb/VRBO	5.8	1	50	6.1
Resort condominium or house rental	5.3	1	35	4.4
Motel/hotel	4.8	1	80	9.4
Stay with friends or family	4.2	1	15	3.2
Second home	4.0	1	20	3.0
Day trippers	3.5	1	23	3.2
Bed & Breakfast	3.4	2	9	2.2
Camping/RV	2.6	1	9	1.6
Total	5.3	1	160	9.8

Note. Ordered from the largest to the smallest. Kids of all ages were considered as part of the group when the group size was calculated.

Number of days planned in advance

On average, visitors planned their trips to the county 54 days ahead, ranging from 0 days (spur of the moment) to 365 days (Table 8). Specifically, resort condominium or house rental guests planned their trips to the county about 92 days ahead, the longest among all visitor types, followed by visitors who stayed in other types of lodging (82 days), camping/RV users (76

days), visitors staying at state park/state forest cabins (75 days), Airbnb/VRBO guests (59 days), and motel/hotel guests (39 days). Day trippers and second home owners planned their trips about three weeks (21 days) and one month (29 days) ahead, the shortest among all visitor types. Those who stayed with friends/family planned 31 days ahead for their trips to the county, while Bed & Breakfast guests planned their trips about 34 days in advance.

Table 8. Number of days planned ahead by visitor types

Visitor type	Mean	Minimum	Maximum	Std. deviation
Resort condominium or house rental	91.9	1	365	95.4
Other	82.1	3	180	69.7
Camping/RV	75.9	0	365	97.2
State park/state forest cabin	74.8	1	365	95.7
Airbnb/VRBO	58.6	0	365	66.5
Motel/hotel	38.8	0	240	44.3
Bed & Breakfast	33.8	4	180	48.5
Stay with friends or family	31.4	0	150	32.7
Second home	28.9	0	180	43.8
Day trippers	20.9	0	365	47.1
Total	53.6	0	365	74.5

Note. 0 means the trip was planned the same day or out of the spur of the moment. Mean values are ordered from the largest to the smallest.

Figure 6 illustrates the distribution of trips planned in advance across different time segments. It reveals that the majority of respondents planned their trips either less than one week in advance (28.3%), between two weeks and one month (21.0%), or between one and three months (18.9%). Additionally, 10.0% of respondents arranged their trips one to two weeks ahead. A small percentage decided to travel to the county on the same day (4.0%) or planned their trips more than six months in advance (4.4%).

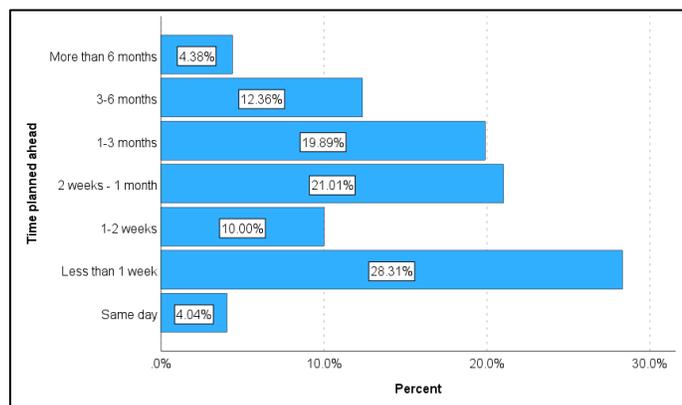


Figure 6. Time for trip planning in advance

Travel party composition

Survey participants were asked to indicate their travel companions. As depicted in Figure 7, nearly half of the respondents (47.4%) reported traveling with family or relatives, while 27.9% traveled with friends. Additionally, 14.2% traveled with both friends and family and 5.9% traveled alone. A small percentage of respondents reported traveling with others (4.7%) (i.e., bus tour, spouse, etc.).

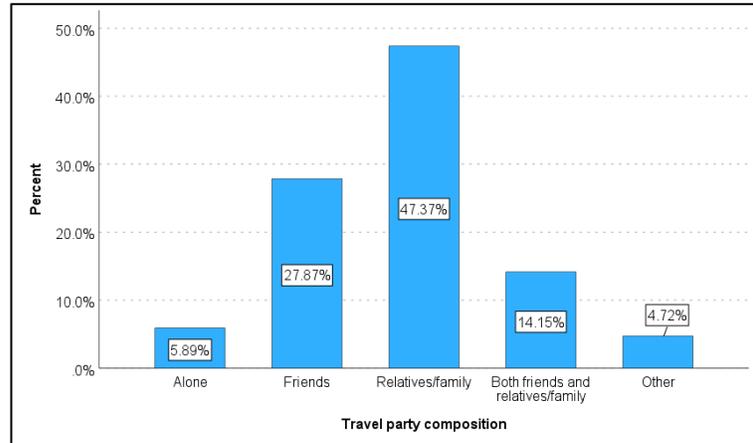


Figure 7. Travel party composition

Reasons for visiting the county

Most respondents (77.3%) reported leisure or vacation as their primary reason for visiting the county, followed by 11.0% who cited various other primary reasons, including wedding, education, bus tour, world cup, Droop Mountain Civil War Days, Training, program at Yew Mountain Center, and triathlon, and more. Those visiting the county primarily to see family and relatives accounted for 7.6% of visitors. Additionally, 2.5% were just passing through, and a smaller percentage, 1.7%, were there for business purposes (Table 9).

Table 9. Reasons for visiting Pocahontas County

Reasons for visiting Pocahontas County	N	Percent (%)	Percent of cases*
Leisure/vacation	775	77.3	84.9
Visit family and relatives	76	7.6	8.3
Business	17	1.7	1.9
Pass through	25	2.5	2.7
Others	110	11.0	12
Total	1,003	100.0	109.9

Note. Respondents were allowed to make multiple choices.

3.3. Tourism/Recreational Activities

Table 10 lists activities done and to be done during the current trip to the county. Reported in the table are responses for the 14 activities listed in the questionnaire plus tubing added later. Hiking/walking was reported as the most popular activity (40.5%), followed by Snowshoe Mountain Resort (39.4%), skiing or snowboarding (34.3%), GBO (25.0%), train ride (17.8%), event/festival (16.5%), and Monongahela National Forest – Cranberry Glades, Hills Creek Falls, Highland Scenic Highway (15.6%). The top three primary activities are skiing or snowboarding, train ride, and GBO, accounting for 33.7%, 12.3%, and 9.9% of total responses, respectively.

Table 10. Activities done and to be done during this trip in the county

Tourism/recreational activities	Activities* (%)	Primary activity (%)
1. Hiking/walking	40.5	7.2
5. Snowshoe Mountain Resort	39.4	9.4
6. Skiing or snowboarding	34.3	33.7
10. Green Bank Observatory	25.0	9.9
4. Train ride	17.8	12.3
2. Event/festival	16.5	7.6
9. Monongahela National Forest – Cranberry Glades, Hills Creek Falls, Highland Scenic Highway	15.6	3.3
15. Other	14.5	5.5
7. Mountain biking	10.1	6.8
3. Historical tour	8.3	0.6
11. Fishing	5.7	0.6
12. Kayaking or Canoeing	4.1	0.2
8. Road bicycling	3.3	0.9
13. Motorcycle riding	3.1	1.9
14. Tubing	1.6	-

Note. Ordered from the largest to the smallest by activities. Multiple choices were allowed to check activities while only one response for primary activity. Some activities, such as skiing or snowboarding, are not available during the fall, while others, like train rides and mountain biking, are not offered in the winter. However, there might have been some confusion among the participants regarding the question, which pertains only to the current trip. As a result, some might have mistakenly checked activities they engaged in previously or plan to participate in the future.

Familiarity with the IMBA Snowshoe Highlands Rider Center

One purpose of this survey is to know more about people’s participation in mountain biking, a popular outdoor activity for adventurers in the county. Visitors were asked to indicate places that they typically bike; three places were included in the questionnaires (Trails at Snowshoe Mountain Resort, Trails in Monongahela National Forest, and the Greenbrier River Trail or West Fork Trail). Only a small percentage of respondents used at least one of

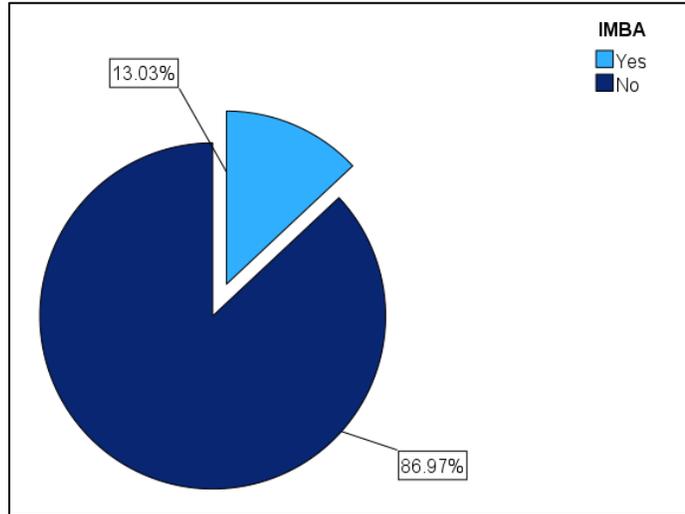


Figure 8. Familiarity with IMBA (International Mountain Bicycling Association)

these trails (5.4%, 1.8%, and 3.3%, respectively). In terms of familiarity with the IMBA Snowshoe Highlands Rider Center, 13.0% of respondents knew about the Center while 87.0% had never heard of the IMBA Center in Snowshoe.

Satisfaction

Visitors were asked to indicate the extent to which they are satisfied or unsatisfied with facilities, activities, and service quality that they experienced in the county during the current trip. Results are presented in Table 11. Generally, respondents were very positive with 94.2% reporting either satisfied (31.9%) or very satisfied (62.3%) with their over experience in the county. In addition, 93.3% of respondents were satisfied or very satisfied with recreation/outdoor activities, followed by the hospitality of local people (91.7%) in the area. In contrast, 46.8% of the respondents felt satisfied or very satisfied with entertainment/nightlife, the lowest among all tourism items, followed by shopping (51.6% satisfied and very satisfied combined).

Table 11. Satisfaction by attribute

Item	VU	U	N	S	VS	S +VS
12. Overall experience	1.3	1.0	3.6	31.9	62.3	94.2
1. Recreation/outdoor activities	1.6	0.4	4.7	19.7	73.6	93.3
11. Hospitality of local people	1.6	0.7	5.9	18.8	72.9	91.7
9. Security/safety	1.5	1.6	8.5	22.3	66.2	88.5
8. Lodging	1.0	4.2	16.7	35.5	42.6	78.1
2. Services	1.1	3.5	19.0	31.6	44.9	76.5
10. Accessibility	1.3	5.9	19.4	28.9	44.5	73.4
5. Local products	2.4	4.9	25.4	32.4	34.8	67.2
3. Prices/value for money	2.4	6.4	24.7	32.1	34.4	66.5
4. Local food/eatery	2.1	8.5	26.1	31.5	31.9	63.4
7. Shopping	2.5	10.5	35.4	27.2	24.4	51.6
6. Entertainment/nightlife	4.8	15.0	33.4	22.6	24.2	46.8

VU = Very Unsatisfied, U = Unsatisfied, N = Neutral, S = Satisfied, VS = Very Satisfied

Destination loyalty

As with many other studies (Oppermann, 2000; Raggiotto & Scarpi, 2021; Yuan et al., 2021), three items that measure an individual's intention to revisit and willingness to recommend and speak positively) were used to measure visitors' destination loyalty. In addition, following Li et al. (2022), a fourth item on sharing experience in social media was also added to the loyalty measurement. Results show that respondents are quite loyal to the county as a tourism destination with most respondents reporting they will say something positive about the county (91.7%), recommend to family/others (88.6%), and visit again (82.3%) (Table 12). In contrast, a smaller percentage (64.9%) of respondents would share their experience on social media.

Table 12. Destination loyalty

Item	Very Unlikely	Unlikely	Neutral	Likely	Very Likely	Likely +Very Likely
3. Will speak positively about the county	3.3	0.9	4.1	20.1	71.6	91.7
2. Will recommend to family/others	3.4	1.5	6.4	19.3	69.3	88.6
1. Will visit again in near future	4.3	2.3	11.1	18.8	63.5	82.3
4. Will share my experience on social media	15.2	4.5	15.4	15.4	49.5	64.9

Note. Ordered from the largest to the smallest.

3.3. Spending in the Pocahontas County

To better understand the economic impact of tourism in the county, respondents were asked to estimate the amount of money that they have spent or will spend on gas, lodging, restaurants, shopping, equipment purchase or rental, and admissions and fees in the county for the current trip. Results on the trip spending per group, trip spending per person, and daily spending per person are presented in Tables 13, 14, and 15. A detailed description of each type of spending follows.

Trip spending per group

Airbnb/VRBO guests spent an average of \$3,247.82 per trip per group, the highest among all visitor types, followed by resort/condominium or house rental users (\$2714.18), Bed & Breakfast guests (\$1,665.66) and guests who stayed at motels/hotels (\$965.11) and state park/state forest cabins (\$1259.50). Among all visitor types, day trippers spent the lowest with an average amount of \$249.94 per group, followed by camping/RV users (\$413.65) and second home owners (\$670.78). The total average group trip spending is \$1,598.46 (Table 13).

A close look at the group trip spending on specific categories shows that visitors staying in Airbnb/VRBO spent the most on restaurants and bars (\$318.54), followed by resort condominium or house rental guests (\$287.59) and Bed & Breakfast guests (177.50). Airbnb/VRBO guests also spent the most on groceries (\$128.57), equipment (\$355.70) and admissions and fees (\$991.80), followed by resort condominium or house rental guests (\$112.06 on groceries and \$339.93 on equipment) and Bed & Breakfast guests (\$573.33 on admissions and fees). The average spending by all groups is \$184.58 on restaurants/bars, \$77.74 on groceries, \$91.17 on shopping, \$175.62 on equipment purchase or rental, \$391.27 on admissions and fees, and \$18.92 on others, respectively (Table 13).

Trip spending per person

Table 14 presents the trip spending per person by visitor type. Visitors staying in resort/condominium or house rentals spent the most (\$598.40), followed by Airbnb/VRBO guests (\$530.90). The overall average trip spending per person is \$340.78.

When looking at the personal trip spending on specific categories, visitors who stayed in resort/condominium or house rentals spent the most on restaurants and bars (\$72.52), followed by guests who stayed in Airbnb/VRBO (\$65.33) and Bed & Breakfast (\$64.95). On average, each visitor spent \$46.95 per trip on dining out in restaurants and bars. In terms of groceries, those who stayed with friends or family spent the most on groceries (\$25.77), which is closely followed by Airbnb/VRBO visitors (\$24.73) and resort/condominium or house rental users (\$23.30). The grand mean for all groups on groceries is \$16.38/per trip. In terms of shopping expenditures, guests staying in resorts/condominiums or house rentals spent an average of \$32.34. This spending was slightly higher compared to visitors staying in other types of lodging, who spent \$31.60, and those staying with friends or family, who spent \$29.22. The total average personal trip spending for all groups on shopping is \$21.17. Guests staying in resorts/condominiums or house rentals also spent the most on equipment (\$75.38), followed by Airbnb/VRBO guests (\$54.73). Finally, Bed & Breakfast guests spent the most on admissions and fees (\$113.80), followed by guests staying in resorts/condominiums or house rentals (\$104.73). The average personal trip spending is \$35.77 on equipment and \$67.59 on admissions/fees, respectively.

Daily spending per person

Daily spending per person is presented in Table 15. Bed and Breakfast guests spent the most (\$232.45), followed by visitors staying in resorts/condominiums or house rentals (\$214.76) and in motels/hotels (\$202.60). The groups that reported the lowest spending included camping/RV

users (\$67.11), those who stayed in other types of lodging (\$73.45) and with friends or family (\$80.07). Second home owners spent an average of \$82.13. Across all visitor types, the total average spending is \$141.72 per person per day.

Bed & Breakfast guests spent the most on restaurants and bars (\$42.78), followed by motel/hotel guests (\$30.83). Visitors staying in resorts/condominiums or house rentals spent the most on groceries (\$8.27), followed by Airbnb/VRBO guests (\$8.00). In addition, visitors staying in motels/hotels spent \$11.78 on shopping, while those in resorts, condominiums, or house rentals spent slightly less at \$11.12. Guests in resorts/ condominiums, or house rentals also had the highest expenditure on equipment at \$25.36 and were third highest in spending on admissions and fees at \$40.06. This follows guests staying in motels/hotels and those in Bed and Breakfasts, who spent \$42.10 and \$46.87, respectively, on admissions and fees.

In terms of lodging, Bed & Breakfast guests spent the most (\$94.23), closely followed by visitors staying in resorts/condominiums, or house rentals (\$91.67). Camping/RV users spent the lowest (\$10.540), followed by visitors staying in other types of lodging (\$27.66). Daily spending per person on each category is \$12.14 (gas), \$45.72 (lodging), \$20.70 (restaurants), \$5.96 (groceries), \$9.71 (shopping), \$12.86 (equipment/rental), \$32.11 (admissions/fees), and \$2.52 (others), respectively.

Table 13. Trip spending per group by visitor types

Visitor type	Gas	Lodging	Restaurants	Groceries	Shopping	Equipment	Admissions and fees	Others	Total
Day trippers	32.78	0.00	47.13	7.16	29.19	13.49	111.48	8.71	249.94
Camping/RV	81.07	86.61	94.22	51.29	49.80	1.43	49.23	0.00	413.65
Airbnb, VRBO	126.58	1181.39	318.54	128.57	119.97	355.70	991.80	25.27	3,247.82
Stay with friends or family	197.86	0.00	158.40	100.00	93.02	133.14	210.93	64.51	957.86
Resort/condominium or house rental	113.19	1194.91	287.59	112.06	154.20	339.93	498.04	14.46	2,714.38
Motel or hotel	94.66	500.14	193.30	57.00	64.92	127.64	278.75	0.00	1,316.41
Bed & Breakfast	102.50	529.00	177.50	33.33	45.00	205.00	573.33	0.00	1,665.66
State park/state forest cabin	94.96	481.81	125.22	105.75	113.00	132.91	180.78	25.07	1,259.50
Second home	137.08	0.00	141.57	69.60	46.20	72.40	145.53	58.4	670.78
Other	70.71	621.43	146.67	77.69	254.62	9.23	29.23	0.00	1,209.58
Total	98.42	560.31	184.58	77.74	91.17	175.62	391.27	18.92	1,598.46

Table 14. Trip spending per person by visitor types

Visitor type	Gas	Lodging	Restaurants	Groceries	Shopping	Equipment	Admissions and fees	Others	Total
Day trippers	11.10	0.00	15.78	2.57	10.38	3.40	37.93	3.48	84.64
Camping/RV	35.59	31.57	42.10	20.06	21.67	0.71	21.79	0.00	173.51
Airbnb, VRBO	28.28	228.05	65.33	24.73	25.54	54.73	97.79	6.45	530.90
Stay with friends or family	42.67	0.00	40.12	25.77	29.22	43.23	53.29	15.69	249.99
Resort/condominium or house rental	26.30	258.22	72.52	23.30	32.34	75.38	104.73	5.59	598.40
Motel or hotel	34.85	162.14	62.90	15.65	21.68	32.37	81.31	0.00	410.92
Bed & Breakfast	31.62	161.41	64.95	8.98	11.44	34.66	113.80	0.00	426.85
State park/state forest cabin	15.29	111.62	24.59	9.17	12.62	29.76	35.56	6.64	245.24
Second home	51.95	0.00	46.04	20.27	16.65	23.33	52.52	16.23	226.97
Other	13.81	53.83	18.85	14.19	31.60	2.05	5.48	0.00	139.81
Total	26.21	121.08	46.95	16.38	21.17	35.77	67.59	5.64	340.78

Table 15. Daily spending per person by visitor types

Visitor type	Gas	Lodging	Restaurants	Groceries	Shopping	Equipment	Admissions and fees	Others	Total
Day trippers*	11.05	0.00	15.80	2.45	10.18	3.40	37.74	3.33	83.96
Camping/RV	13.16	10.54	16.73	6.09	9.77	0.11	10.70	0.00	67.11
Airbnb, VRBO	10.69	76.67	23.87	8.00	9.17	18.06	34.32	1.43	182.20
Stay with friends or family	14.26	0.00	13.85	6.85	10.21	13.18	17.19	4.53	80.07
Resort/condominium or house rental	9.80	91.67	25.68	8.27	11.12	25.36	40.06	2.81	214.76
Motel or hotel	20.10	74.04	30.83	6.33	11.78	17.42	42.10	0.00	202.60
Bed & Breakfast	16.94	94.23	42.78	6.04	8.08	17.52	46.87	0.00	232.45
State park/state forest cabin	8.72	54.55	13.53	4.15	6.16	6.21	18.82	4.00	116.15
Second home	17.19	0.00	15.08	6.13	5.08	9.43	23.66	5.56	82.13
Other	7.75	27.66	10.50	5.60	19.25	0.68	2.02	0.00	73.45
Total	12.14	45.72	20.70	5.96	9.71	12.86	32.11	2.52	141.72

Note, the daily spending per person for day trippers is slightly different from the trip spending per person for the same group due to missing data.

3.4. Background information

Socio-demographic characteristics

Survey participants were asked to self-identify their gender from three options: female, male, and prefer not to say. Over half of the respondents were male (51.2%), as opposed to 47.8% who were female (Figure 9). The ratio of female respondents to their male counterparts is 0.93. Respondent

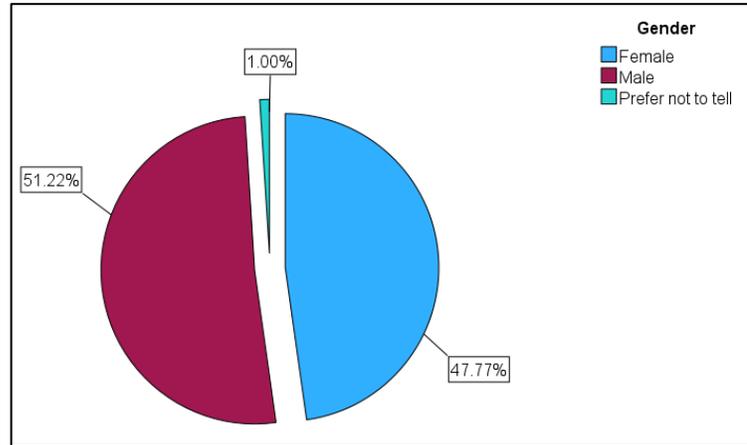


Figure 9. Distribution of respondents by gender

were also asked to indicate the number of females and males in their group. The

total number of participants is 1,828 females and 2,380 males, resulting in a female-to-male ratio of 0.77, smaller than the ratio based on respondents who took the survey.

Figure 10 presents the distribution of respondents by age. The two largest groups are those aged 45-54 and 25-34, accounting for 21.1% and 20.9%, respectively. This is followed by the age groups 35-44, accounting for 18.9%, and the age groups 55-64 and 65+, each accounting for 14.4% and 12.6%. A

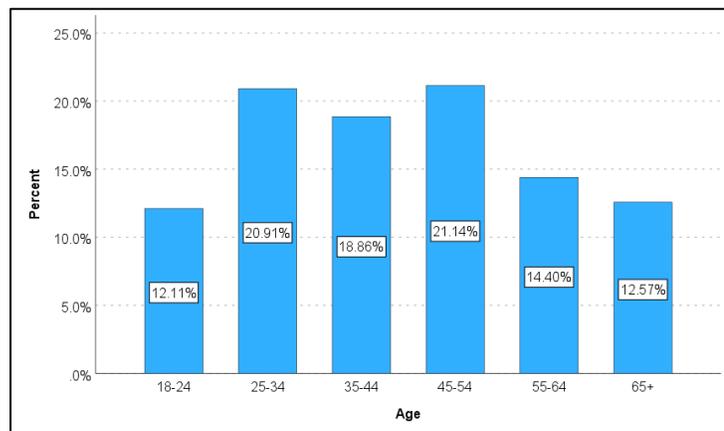


Figure 10. Distribution of respondents by age

comparable percentage of participants,

accounting for 12.1%, are aged 18-24 (Figure 10). The majority of respondents were well-educated with at least one undergraduate (35.6%) or graduate degree (37.0%) (Figure 11) and were affluent with 42.3% having a household income over \$100,000 (Figure 12).

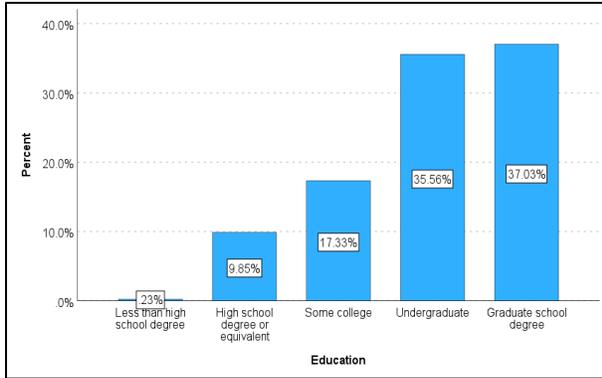


Figure 11. Distribution of respondents by education

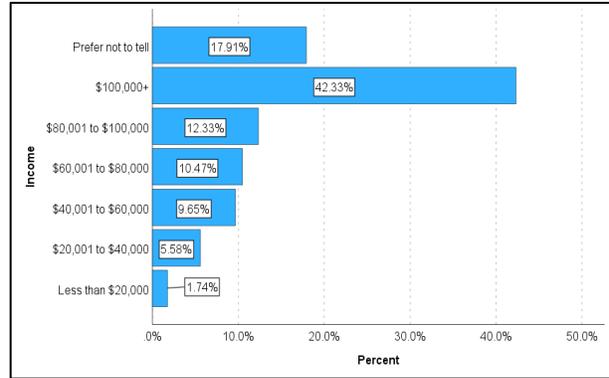


Figure 12. Distribution of respondents by income

Market segmentation by origins

A total of 40 states were identified as market sources for tourism in the county. Most visitors were from West Virginia and Virginia, accounting for 28.2% and 25.9%, respectively (Table 16). Thus, geographically, the two states can be considered as the primary market for the county. It should be noted that several visitors were from outside the USA (i.e., France, Switzerland, and UK), accounting for 0.6%.

Table 16. Market share by state origins

State	Market share (%)	State	Market share (%)	State	Market share (%)
WV	28.2	TX	0.7	KS	0.2
VA	25.9	CA	0.6	ND	0.1
NC	7.7	Other	0.6	AR	0.1
OH	7.1	MN	0.4	IL	0.1
PA	4.4	NJ	0.4	MO	0.1
MD	3.8	MI	0.3	NE	0.1
KY	2.8	AL	0.2	NH	0.1
SC	1.7	LA	0.2	OK	0.1
TN	1.4	MS	0.2	OR	0.1
DC	1.2	DE	0.2	IA	0.1
GA	1.2	NM	0.2	CO	0.1
NY	1.2	WA	0.2	MO	0.1
FL	1.1	CT	0.2	MY	0.1
IN	0.7	ME	0.2		

There are seven states that each accounted for at least 1.4% of the market share. They are: North Carolina (7.7%), Ohio (7.1%), Pennsylvania (4.4%), Maryland (3.8%), Kentucky (2.8%), South Carolina (1.7%), and Tennessee (1.4%). These seven states together accounted for 28.9% of the total market share and can be considered as the tertiary market for the county. All other states that together accounted for 10.8% of the market share can be regarded as the supplementary market.

A closer look of the market segmentation for the county by zip codes is displayed in Figures 13 and 14. As shown, the tourism market for the county is dominated by central eastern USA (Figure 13) with 21 market clusters, including seven primary clusters (Pittsburgh area, Washington DC region; Morgantown-Clarksburg-Bridgeport area; Charleston-Huntington area; New River Gorge National Park and Preserve area, Richmond area, and Norfolk-Chesapeake-Virginia Beach area) and 14 secondary clusters (Cleveland, Columbus, Cincinnati, Louisville, Lexington, Parkersburg area, Roanoke area, Charlotte, Raleigh-Durham area, Harrisonburg-Fishersville- Charlottesville area, Martinsburg-College Park area, Philadelphia area, Asheville area, and Knoxville area) (Figure 14).

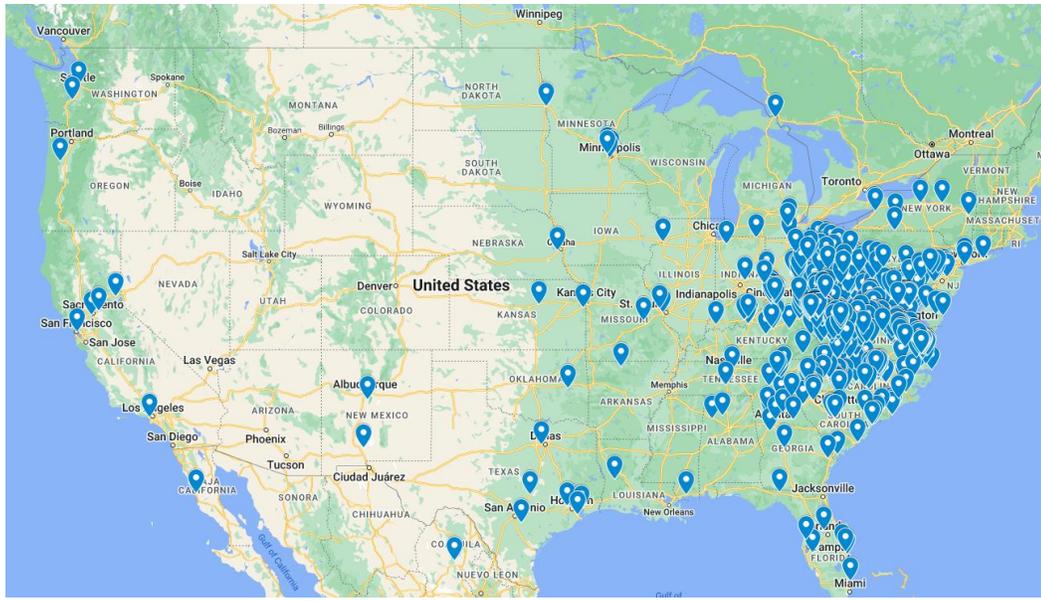


Figure 13. Market distribution by zip codes

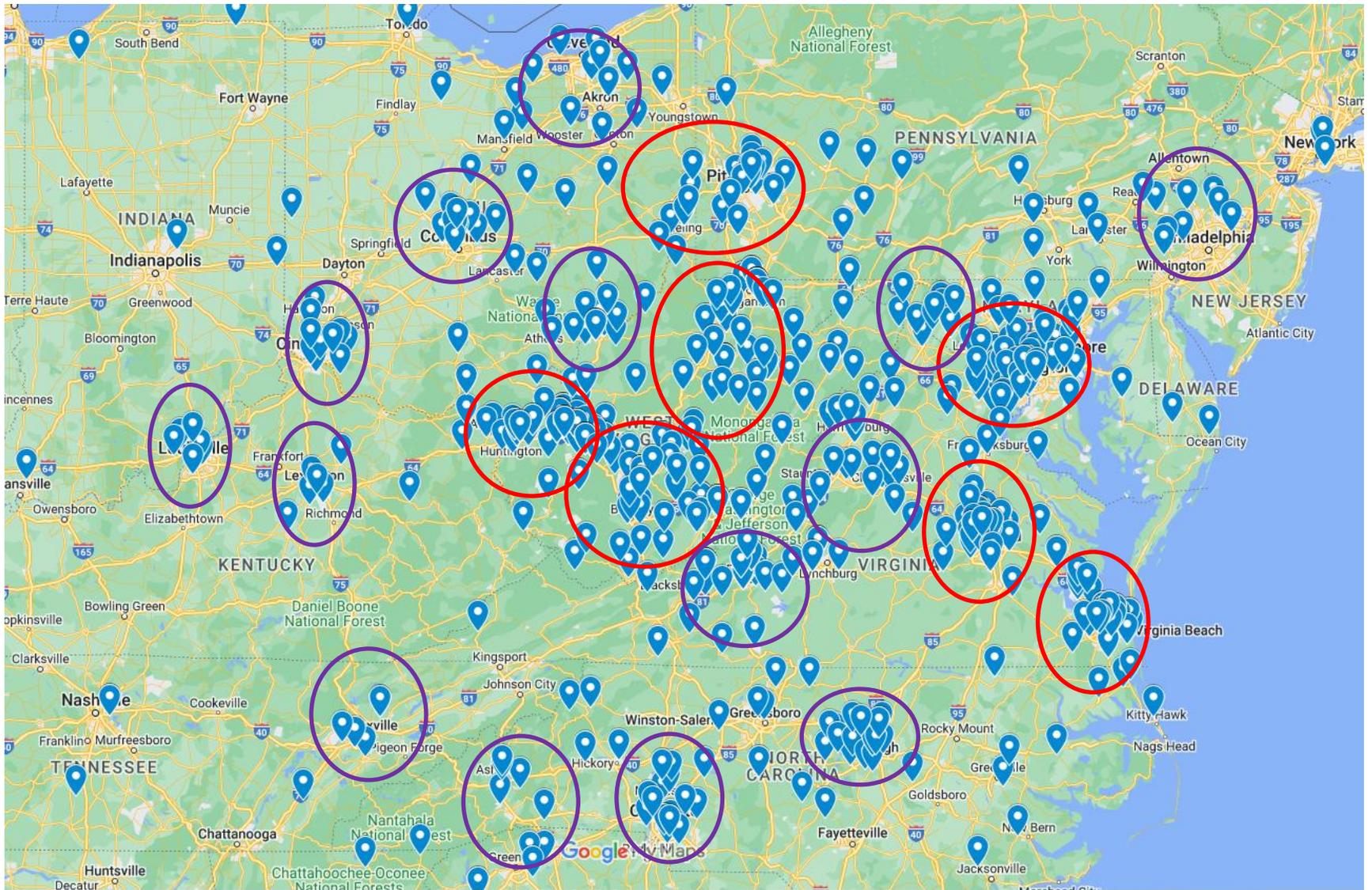


Figure 14. Market distribution by zip codes

4. Discussion and Conclusions

As Nature's Mountain Playground, Pocahontas County is competitive in the tourism market for its unique nature-based tourism resources. The county is home to five state parks, two state forests and one national forest, which together make up over 60% of the county's land (Rose, 2023). The county is also well known for the Greenbrier River Trail which runs for 78 miles with a one percent grade; Snowshoe Mountain Resort, the Mid-Atlantic's premier destination for family adventure; and the Green Bank Observatory which has the world's largest fully steerable radio telescope, among others. As the third largest county in West Virginia, Pocahontas County provides ample opportunities for people to pursue a wide array of outdoor activities.

Since greater than 30% of the nearly one million acres that comprise the Monongahela National Forest are located inside the borders of Pocahontas County, the county is well positioned to develop a symbiotic partnership with the national forest to collaboratively promote the recreation economy and rural tourism within and outside the forest boundaries. It should be noted that over the past six decades, the management paradigm of national forests has gradually shifted from providing outdoor recreation opportunities for public enjoyment and appreciation within the boundaries of national forests towards using recreation as a means for economic development in rural communities surrounding national forests. A recent study by the Bureau of Economic Analysis of the U.S. Department of Commerce (Headwaters Economics, 2021) revealed that in 2020, outdoor recreation, even hit hard by the Covid-19 pandemic, still contributed \$374 billion or 1.8% to the nation's GDP, about three times the amount of oil and gas development (Headwaters Economics, 2021). This so-called "recreation economy" has been recognized as one of USDA's top priorities in the Memorandum of Understanding (MOU) signed in 2022 by the USDA Rural Development, Forest Service, and National Institute of Food

and Agriculture (NIFA). These three USDA agencies announced in January 2023 that they will partner to develop an annual plan to expand recreation economies in rural gateway communities surrounding national forests (USDA, 2023). Through the MOU, the USDA “Reimagine Recreation” will develop a “Five-Year National Recreation Action Plan” by September 2023, which will be implemented in Fall 2023 and beyond (USDA, 2022). This shift of managing recreation in national forests toward using recreation for rural economic development in gateway communities provides a timely opportunity for Pocahontas County to benefit from the momentum of leveraging the recreation economy for rural development. While recognizing the role that recreation/tourism plays in rural areas, recreation/tourism itself is very susceptible/vulnerable to external factors (Williams & Balaz, 2013) such as Covid-19 which has unprecedentedly affected the landscape of the recreation/tourism industry. For example, new forms of tourism may have emerged post Covid-19 while the impact on certain sectors of the tourism system may be permanent and may not return to pre-pandemic levels.

While the Covid-19 pandemic affected every aspect of people’s lives, it also created opportunities for us to rethink the interactions between tourism supply and demand and revisit tourism models, approaches, and methods developed before the pandemic (Luo et al., 2022). The Covid-19 pandemic has increased the shift toward business digitalization and highlighted the need for reliable data and the development of innovative tools to manage tourism growth, support recovery, guide decision making, and inform future recreation/tourism planning (UNWTO & ADB, 2021). Current practices of recreation economy development have primarily focused on the supply side of the recreation/tourism system in terms of asset inventory and mapping while research on the evolving change of the market (i.e., change of people’s perceptions and consumption behaviors due to Covid-19) and its implications for business

development and entrepreneurship is limited. A gap may exist between supply and demand, which plays an essential role in measuring community resiliency (Yang et al., 2021). Thus, this survey project has significant implications for the knowledge-based tourism planning and management in the county. This knowledge-based information is critical not only for the development of sustainable recreation for the national forest, but for the development of sustainable economies/societies for the rural communities within and surrounding it, thus facilitating the linkage between community planning and development and forest planning and management, which is a primary goal for the USDA.

While this survey report provides plentiful information on visitor profiles in terms of their trip characteristics, socio-demographics, market segments, travel party compositions, activities participated, perceptions of the service quality, and spending (daily per person, trip per person, and trip per group), the survey results cannot be extrapolated /generalized to other seasons in the county. Visitors in each season may not be the same as visitors for other seasons in terms of their trip characteristics, socio-demographics, travel party compositions and spending behaviors/amounts.

The four-season survey in Pocahontas County, WV, is of critical importance for the strategic development and management of the region's tourism and recreation sectors. As "Nature's Mountain Playground," the county boasts a rich array of natural and recreational resources, including state parks, forests, a national forest, and top-tier attractions like the Snowshoe Mountain Resort and the Green Bank Observatory. The diverse offerings attract a wide range of visitors, whose preferences and activities vary significantly with the seasons. This variability underscores the necessity of a four-season survey to capture comprehensive data across different times of the year, enabling stakeholders to tailor strategies that address the unique demands of

each season. By understanding seasonal trends in visitor demographics, activities, and spending behaviors, local businesses and policymakers can optimize resource allocation, enhance visitor experiences, and maximize economic benefits.

Moreover, the survey's insights are instrumental in aligning local tourism initiatives with broader economic development goals. The shift in the management paradigm of national forests—from mere recreational spaces to engines of economic growth in rural areas—presents a significant opportunity for Pocahontas County. By leveraging detailed, season-specific data, the county can effectively participate in the USDA's "Reimagine Recreation" initiative and other similar programs. These efforts aim to expand the recreation economy in rural gateway communities, fostering sustainable development that benefits both the local community and the surrounding ecosystems. In essence, the four-season survey not only informs immediate business strategies and service improvements but also supports long-term planning and collaboration between community and forest management, which is essential for the sustainable growth of Pocahontas County as a premier rural tourism destination.

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Appendix A: Survey questionnaire

Pocahontas County Comprehensive Visitor Profile and Tourism Economic Impact Study

Pocahontas County Convention & Visitors Bureau

with support from

West Virginia University

2023-2024

Questionnaire #. _____

Survey Interviewer _____

Date & Time _____

Location _____

Weather _____

INSTRUCTIONS

Please answer the following questions by circling the number next to the most appropriate answer or by writing your answer in the space provided. **All information collected will be kept confidential. If for any reason you do not want to answer a particular question, please skip it.** This research survey has been acknowledged for use by West Virginia University's IRB (Institutional Review Board). It will take you about 5 minutes to complete the questionnaire. Thank you very much!

SECTION I: Trip Characteristics

1. Are you a visitor/second home owner or a local county resident? *(Please skip to Section II if you are a local resident)*

- a. Visitor b. Second home owner (non-Pocahontas resident) c. Local Pocahontas County resident

2. How many times have you visited Pocahontas County (famous for Snowshoe, Cass Scenic Railroad State Park, Greenbank Observatory, and Pearl S. Buck Birthplace, etc.) **in your life?**

- a. This is my first time b. 2 - 5 times c. 6 - 10 times d. More than 10 times

3. Including this visit, how many times have you visited Pocahontas County in the previous 12 months? _____

4. Do you plan to stay overnight? a. Yes b. No *(If No, please proceed to next question)*

5. Describe your lodging while staying in Pocahontas County

Lodging type	Check the lodging type you are staying at	Total number of nights for this trip only
1. Camping/RV		
2. AirBnB, VRBO		
3. Stay with friends or family		
4. Resort condominium or house rental		
5. Motel or hotel		
6. Bed & Breakfast		
7. State park/state forest cabin		
8. Second home		
9. Other (please specify) _____		

6. Including yourself, how many people are in your traveling party? _____

7. How long in advance did you plan your current trip to the Pocahontas County _____ **days**

8. Are you travelling with friends or family?

- a. Alone b. Friends c. Relatives/Family d. Both friends and relatives/family
e. Other (please specify)

9. What factors impacted your decision to visit Pocahontas County, WV? *(Check all that apply)*

- a. Leisure/recreation/vacation (skiing, hiking, camping, biking, sightseeing, events/festivals, etc.)
b. Visiting friends and/or relatives/family
c. Business
d. Just pass through
e. Other (please specify)

SECTION II: Tourism/Recreational Activities

10. During this trip, what activities have you enjoyed, or will you enjoy while visiting Nature's Mountain Playground - Pocahontas County, WV (Please check all that apply and check only one that is your primary activity for this trip).

Tourism/Recreational Activities	Check All Activities that apply for this trip only	Primary Activity (check only one)
1. Hiking/walking		
2. Event/festival		
3. Historical tour		
4. Train ride		
5. Snowshoe Mountain Resort		
6. Skiing or snowboarding		
7. Mountain biking (Please complete Q11)		
8. Road bicycling		
9. Monongahela National Forest – Cranberry Glades, Hills Creek Falls, Highland Scenic Highway		
10. Green Bank Observatory		
11. Fishing		
12. Kayaking or Canoeing		
13. Motorcycle riding		
14. Other (please specify)		

11. If you are mountain biking please choose all that apply

- a. Trails at Snowshoe Mountain Resort
- b. Trails in Monongahela National Forest, i.e., tea creek, Gauley mountain, mower basin, etc.
- c. The Greenbrier River Trail or West Fork Trail

12. Are you familiar with the IMBA Snowshoe Highlands Rider Center? (IMBA stands for International Mountain Bicycling Association) a. Yes b. No

13. Listed below are phrases about tourism attributes in Pocahontas County, please indicate how dissatisfied or satisfied you were with each of them for your current visit (1 = very dissatisfied, 3 = neutral, 5 = very satisfied)

1. Recreation/outdoor activities	1	2	3	4	5	N/A
2. Services	1	2	3	4	5	N/A
3. Prices/value for money	1	2	3	4	5	N/A
4. Local food/eatery	1	2	3	4	5	N/A
5. Local products	1	2	3	4	5	N/A
6. Entertainment/nightlife	1	2	3	4	5	N/A
7. Shopping	1	2	3	4	5	N/A
8. Lodging	1	2	3	4	5	N/A
9. Security/safety	1	2	3	4	5	N/A
10. Accessibility (transportation, remoteness, etc.)	1	2	3	4	5	N/A
11. Hospitality of local people	1	2	3	4	5	N/A
12. Overall experience	1	2	3	4	5	N/A

14. Please indicate how likely you will revisit or recommend Pocahontas County to others? (1 = very unlikely, 3 = neutral, 5 = very likely)

1. Will visit again in near future	1	2	3	4	5
2. Will recommend to family/others	1	2	3	4	5
3. Will speak positively about the county	1	2	3	4	5
4. Will share my experience on social media	1	2	3	4	5

SECTION III: Your Spending in the Pocahontas County

15. To better understand the economic impact of tourism in the county, we are interested in finding out the approximate amount of money you have spent/will spend in Pocahontas County (Please give your best estimate to indicate the total group’s spending for the whole trip on each item below).

Items	Total amount spent/to be spent in Pocahontas for this trip
	For the entire group (please use your best estimate)
Gasoline, automobile service, repair	
Lodging (hotel, motel, condos, etc.)	
Restaurants and bars (food & beverages, etc.)	
Groceries, take-out food/drinks, sundries	
Shopping (souvenirs, gifts, clothing, etc.)	
Outdoor recreation equipment purchase or rental (skis, mountain bikes, etc.)	
Admissions and Fees (i.e., seasonal pass, tickets for events, activities, museums, etc.)	
Others (Please specify)_____	

SECTION VI: Background Information

16. Gender (person surveyed) a. Female b. Male c. Prefer not to tell

17. Including yourself, how many females_____ and males _____in your group?

18. Age (Please check the single best answer)

- a. 18-24 b. 25-34 c. 35-44 d. 45-54 e. 55-64 f. 65+

19. Place of Residence (If from another country, only country name is needed)

Country or State of Residence _____ Zip Code _____

20. What is the highest level of education you have completed? (Please check the single best answer)

- a. Less than high school degree b. High school degree or equivalent c. Some college
 d. Undergraduate or post-secondary degree e. Graduate school degree

21. What was your approximate gross household income from all sources before taxes in 2022?

- a. Less than \$20,000 b. \$20,001 to 40,000 c. \$40,001 to 60,000 d. \$60,001 to \$80,000
 e. \$80,001 to 100,000 f. \$100,000 + g. Prefer not to tell

22. Do you have any other comments on tourism in Pocahontas County?

Thank you once again for your time and cooperation.