



The Mercer County Convention and Visitors Bureau creates economic growth promoting the county as a destination.

Partner Information

Who Are We?

The Mercer County Convention and Visitors Bureau is a non-profit destination marketing organization in Mercer County, West Virginia. Through digital and print marketing and social media, the Mercer County CVB works to promote Mercer County and the municipalities of Athens, Bluefield, Bramwell and Princeton. The CVB is the official tourism marketing organization and is funded by the six percent lodging tax paid by visitors to Mercer County, West Virginia.

With more than 35 years of experience in promoting Mercer County to the visiting public, the Visit Mercer County CVB has established itself as an economic generator and a resource for tourists and residents alike.



Scan the code to visit our website:
VisitMercerCounty.com

800-221-3206

#visitmercerwv

 @VisitMercerCounty

 @VisitMercerWV

 @VisitMercerWV

 Visit Mercer WV

Visitor Impact on Mercer County



The Mercer County CVB can help strengthen local businesses because tourism counts! Each year, visitors spend \$130.7 million dollars in economic impact. Those dollars are spent in Mercer County on lodging, dining, shopping, attractions and more!

The Mercer County CVB is located at 619 Bland Street, Bluefield, WV, 24701 and is open Monday-Friday from 9 a.m. to 4 p.m.

How Does The Mercer County CVB Help Draw Visitation to the Area?

When individuals are considering a meeting, event or even a day trip to Mercer County, the CVB is there to act as community concierge, working to ensure a first-rate visit. By leveraging key print and digital promotional materials, the CVB communicates the region's many assets.

How is a CVB different from a Chamber of Commerce or Economic Development Corporation?

Unlike a Chamber of Commerce or a local economic development entity, the CVB is dedicated solely to visitors to the region and the unique impact they provide to the local economy. While new business development in the community is critical, drawing in out-of-town customers is also vital.

How is the Mercer County CVB funded?

Visit Mercer County CVB is funded through occupancy taxes (taxes people pay when they stay in a Mercer County cabin or hotel room). No regular city or state tax paid by residents goes to fund the organization in any way.

What resources does the CVB provide leisure travelers?

The CVB provides key resources to visitors and residents alike. The Mercer County CVB produced a visitor guide full of information, maintains a county-wide event calendar and provides up-to-date information on social media and online at www.visitmercercounty.com.

When people spend money here,

where does it go?



Each year, the CVB welcomes visitors.



Once they arrive, visitors inject money into our economy by staying in hotels, cabins and airbnb's.



They eat in restaurants, go shopping, visit attractions and more.



Because of this, Mercer County families pay less than \$389.71 in local taxes.



You and your business can be a vital part of local economic development.

Every visitor leaves behind money and takes with them a positive impression of Mercer County, West Virginia.



"The MCCVB is invaluable to 4PALS Productions. This Bureau advertises our productions, helps us with ticket sales, and promotes our organization at every opportunity. They are much appreciated and needed. Our Production has grown and experienced much success WITH THE MCCVB's help and assistance!"

—Skip Crane
Company Manager



How does the CVB effectively market Mercer County and create economic growth?

1. The Mercer County Convention and Visitors Bureau (CVB) promotes Mercer County by coordinating and planning tourism to boost revenue into the local economy; resulting in a significant creation of jobs, infrastructure development, and conservation of our natural environment and cultural assets and traditions.

2. The Mercer County Convention and Visitors Bureau (CVB) is the image builder for Mercer County sending the message that tourism is an investment into the local economy; resulting in a significant creation of jobs, infrastructure development, and conservation of our natural environment and cultural assets and traditions.

—**Delegate Doug Smith**
West Virginia House of Delegates



The Mercer County CVB has always been supportive of the Bramwell Theatre Corporation by not only using social and print media to advertise our activities, but by also personally and enthusiastically participating and assisting when needed. Mercer CVB is always willing to help the Bramwell Theatre in moving forward in the technical world to promote events in the community by offering ideas and suggestions.

—**Jackie Shahan**
Bramwell Theatre Corporation

How you can work with the CVB?

- Update your listing regularly using the partner form on the website
- Use our hashtag #visitmercerwv on social media so we can see your business posts.
- Share our posts on your social media channels
- Submit events on our calendar using the form on the website.
- Display our visitor guide in your business

\$ 130.7 million

in visitor spending in Mercer County

*Resource: Dean Runyan Travel Impacts study 2021



“MCCVB has been a fantastic partner to our efforts in the creative growth of our neighborhood, the Mercer Street Grassroots District. They are always on hand to help us spread the word about special events, and promote our vibrant downtown community, its public art and unique businesses. We put so much time, effort and heart into creating quality experiences for our community, and it is wonderful to have our local tourism commission be so active and engaged in sharing the message out to the world. We feel supported and empowered to continue our work, and build our community, together.”

— **Lori McKinney**
RiffRaff Arts Collective

What can the CVB do for your business?

With more than 35 years of experience, we are happy to assist area businesses with their tourism goals. Take a look at our other services:

- ✔ **Benefits & Services**
Visit Mercer County Bags – These bags will include visitor information and selected Visit Mercer County items. To receive these bags for any special event, requests must be submitted at least one month prior to the event date.
- ✔ **Information Booth**
During an event, an information booth can be set up with a Visit Mercer County CVB staff member to answer any questions attendees may have about the area. (Subject to staff availability.)
- ✔ **County Tour Guide**
A tour guide can be assigned for use on any official tours planned through the Visit Mercer County CVB. The CVB is the official tour guide of Mercer County and can make itineraries for any group.
- ✔ **Visit Mercer County Packets**
Per request, Visit Mercer County visitor packets including brochures, maps and more can be sent to attendees prior to a convention or business event.
- ✔ **Area Photos**
The CVB can provide photos of the Mercer County area, taken by our professional photographers, to be used in event publications and promotional items. Credit must be given to the CVB.
- ✔ **Online Event Calendar**
If an event is open to the public, it can be placed on the Mercer County CVB event calendar at no charge.
- ✔ **Business Listings**
All tourism-based businesses receive a free business listing on the CVB website.



“Visit Mercer County has helped us advocate at the local and state level for support for our business & the outdoor recreation industry as a whole, and has helped promote our business to prospective visitors from across the country who are looking to enjoy the Hatfield McCoy Trails. Visit Mercer County has helped raise our visibility and achieve consistent growth year after year.”

—**Marcus Constantino**
4Wheeler Heaven Lodging



SCAN THE QR CODE

to view upcoming meeting dates, annual reports and other partner resources on our website.



“The Mercer County CVB has asserted itself as the preeminent vehicle in Mercer County for promoting tourism. If Mercer County is, as some may say: “The Gateway To Southern West Virginia,” then the Mercer CVB is most certainly the gateway to all of the incredible attractions and activities this region has to offer.”

—**Bill Archer,**
President Mercer County
Commission



FAM Tours

Join the CVB on a tour of Mercer County! Area businesses are welcome to sign up and explore the assets that make our county a great destination! Tours are given four times a year and are open to any business. Reserve your space by calling 304-325-8438.