

2025 ANNUAL REPORT


VISIT
MERCER COUNTY
CONVENTION & VISITORS BUREAU

MISSION: The Mercer County CVB creates economic growth promoting the county as a destination.



TOURISM WORKS in Mercer County

Tourism Spending



Every day, visitor spending brings **more than \$600,000** into Mercer County's local economy.



+7.86% visitor spending growth (2023–2024)



Visitor spending in Mercer County has **grown by more than 50%** since 2019, outperforming pre-pandemic levels.

Annual Tourism Activity

Generated **\$219.56 million** in visitor spending

Produced **\$42.55 million** in payroll

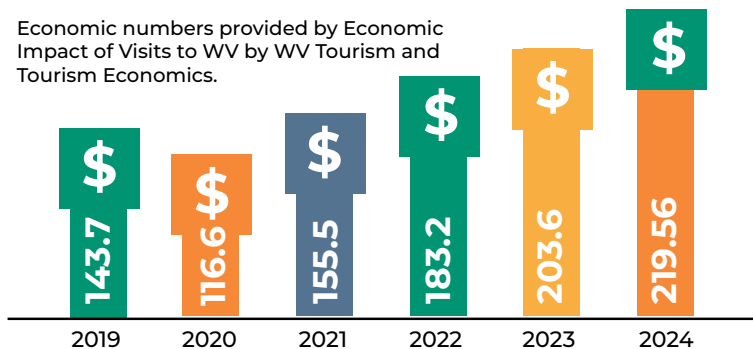
\$57.68 million in food and beverage

Generated **20.19 million** in combined state & local taxes

More than **1,656 jobs** were directly attributed to tourism

2019-2024 Tourism Spending Trend

Economic numbers provided by Economic Impact of Visits to WV by WV Tourism and Tourism Economics.



*Revenue in Millions



Taxes generated by visitor spending represent a tax savings of

\$827 per household.



Strategic Project Highlights



Mercer Street Grassroots District Visitor Center

Design and build-out are underway for the new Mercer Street Grassroots District Visitor Center.

Envisioned as a uniquely Appalachian space, the center will inspire hometown pride among residents while helping visitors turn travel ideas into meaningful itineraries—creating a welcoming hub that reflects Mercer County's character, creativity, and community spirit.

Swing Upgrade

The beloved "Almost Heaven" swing at East River Mountain Overlook received a thoughtful refresh this year, including a full cleaning and refinishing to preserve both its beauty and longevity. As one of Mercer County's most photographed scenic assets, and part of West Virginia's iconic swing trail, the restoration ensures visitors continue to enjoy a safe, picture-perfect experience overlooking the breathtaking mountain vistas. Maintaining signature attractions like this reinforces our commitment to enhancing the visitor experience and protecting the natural beauty that defines Mercer County.



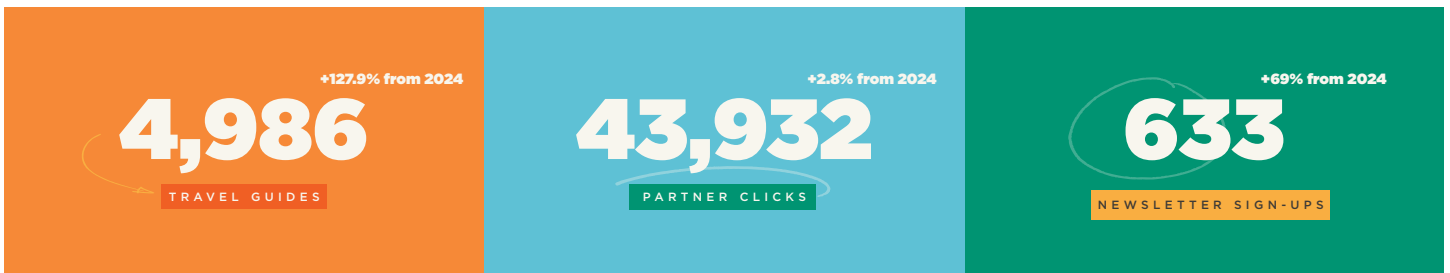
Strategic Project Highlight



New Website

Accessibility was the main focus for the website redesign. The new site was built so more people can comfortably find information and plan a trip, including visitors who use screen readers, voice controls, larger text, or other assistive tools. It is easier to navigate, works better on phones, and follows recognized accessibility standards. This update helps ensure Mercer County's travel information is open and welcoming to everyone.

Website Data



In 2025, Mercer County CVB's newly redesigned website became a strong driver of awareness and visitor action. With a refreshed, modern feel and expanded paid media support, the site welcomed more than 317,000 active users and 316,000 new users—an increase of over 18% year over year—resulting in more than 360,000 sessions. While average engagement time dipped as

advertising reach expanded, overall traffic, views, and on-site activity continued to grow. Most importantly, visitors were taking meaningful next steps. Travel guide requests surged by nearly 128%, newsletter sign-ups increased 69%, and partner clicks climbed to nearly 44,000—clear signs that more users were moving from inspiration to trip planning and local business engagement.

Top States

TOP 10 STATES

1. Virginia
2. Pennsylvania
3. Ohio
4. North Carolina
5. West Virginia
6. Texas
7. Florida
8. Georgia
9. New York
10. Michigan

Site Traffic

COMPARED TO 2024

317K active users (+18.3%)

316K new users (+18.2%)

360K sessions (+12.42%)

Top Pages

TOP 5 PAGES

1. ATVs (old site)
2. ATVs (new site)
3. Outdoor Recreation (old site)
4. Travel Guide
5. Great Outdoors (new site)

Engagement

COMPARED TO 2024

470K views (+4.6%)

1.5M events (+1.9%)

17s avg. engagement time (-42.6%)

More paid media can result in lower engagement. Spent nearly \$44,000 more in paid media in 2025 vs. 2024.

Social Insights

Facebook

+1M

MOUNTAIN COASTER BOOSTED POST IMPRESSIONS

Campaign and social media efforts significantly expanded Mercer County's digital footprint in 2025. The "Things To Do" Google Search campaign captured high-intent travelers actively researching the region, while the ATV and Great Outdoors campaigns delivered millions of impressions and hundreds of thousands of clicks, reinforcing Mercer County's position as a premier outdoor recreation destination.

Across social platforms, engagement accelerated. Facebook interactions and video views grew dramatically, Instagram saw improved engagement rates and follower growth, and TikTok emerged as a breakout channel with more than two million video views. High-performing content—particularly featuring the Mountain Coaster, ATV adventures, Pipestem, and travel guide promotions—demonstrated strong audience resonance and strengthened Mercer County's reputation as an exciting, accessible, and uniquely Appalachian place to visit.

Facebook

COMPARED TO 2024

- Audience: 31,696 (+53.4%)
- Impressions: 12,720,648 (+29.1%)
- Engagement: 223,338 (+207.6%)
- Shares: 11,026 (+222.8%)
- Video Views: 2,488,272 (+154.6%)

Top Posts: Mountain coaster, travel guide, Pipestem aerial tram, Holiday of Lights

Instagram

COMPARED TO 2024

- Impressions: 335,120 (-61.3%)
- Engagements: 9,012 (+7.9%)
- Shares: 2,201 (+261.4%)
- Engagement Rate: 2.7% (+178.9%)
- Followers: 6,484 (+15.4%)
- Video Views: 217,589 (+112.2%)

Top Posts: Mountain coaster, dining, Princeton Railroad Museum, Almost Heaven Swing, Bramwell

TikTok

COMPARED TO 2024

- Video Views: 2,275,631 (+999%)
- Reached Audience: 2,183,501 (+999%)
- Profile Views: 78,133 (+999%)
- New Followers: 3,659 (+999%)
- Likes: 57,299 (+999%)
- Shares: 11,314 (+999%)

Top Posts: Mountain Coaster, ATV, outdoor rec, Pipestem

In 2025, you watched our videos on social media about Visit Mercer County **4.5 million times**

Campaign Performance



ATV Campaign

Flight Dates: March 4, 2025 - December 31, 2025

Ad Types: Video & carousel **Media Spend:** Over \$40,000

Audience: ATV riders; northeastern/southern/mid-western regions

Ad Data:

6,998,372 impressions

212,341 clicks

37,554 Facebook link clicks

3.03% average click-through rate

Landing Page Data (ATVs):

54,429 sessions

50,022 new users

8,253 engaged sessions

15.16% engagement rate



Great Outdoors Campaign

Flight Dates: March 3, 2025 - November 14, 2025

Ad Types: Video & carousel **Media Spend:** Over \$37,000

Audience: People interested in outdoor rec; surrounding states and southeast areas

Ad Data:

6,868,434 impressions

95,938 clicks

39,572 Facebook link clicks

1.40% average click-through rate

Landing Page Data (Great Outdoors):

58,307 sessions

53,725 new users

8,838 engaged sessions

15.16% engagement rate

Things To Do Google Search Campaign

Flight Dates: January 1, 2025 - December 31, 2025

Ad Types: Google Search **Media Spend:** Over \$12,000

Audience: Users statewide searching for things to do in the area

Ad Data:

170,535 impressions

12,117 clicks

7.11% average click-through rate

Landing Page Data (Things To Do):

7,801 sessions

7,205 new users

5,574 engaged sessions

71.45% engagement rate

Earned Media Success

Mercer County CVB's 2025 public relations efforts delivered record-breaking results, generating 231 media placements across 75+ outlets and 11.9 billion total online impressions. With 71% of coverage in top-tier publications and a 75% quality score, the campaign emphasized strategic storytelling around outdoor adventure, small-town charm, and heritage tourism. Editorial value reached \$331 million—up 19% year over year—positioning Mercer County as a must-visit Appalachian destination with sustained, always-on national visibility.

231
Total Media Placements

\$331m
Total Editorial Value

\$70,000
CVB Investment

<p>WATERFALL TRAIL</p>	<p>CAROUSEL: LONG WEEKEND GUIDE</p>	<p>TWO EPIC VIEWS</p>
<p>129k views 326 engagements</p>	<p>6k views 142 engagements</p>	<p>5.7k views 231 engagements</p>

The @EmilyGoesPlaces campaign invited audiences to experience Mercer County through immersive storytelling and visually rich itineraries. From waterfall trails to cozy cabins and scenic overlooks, her content captured the spirit of adventure and authenticity—guiding travelers on where to stay, eat, and explore while inspiring meaningful, memory-making Appalachian getaways.

Logos included: Blue Ridge Country, Southern Living, MATADOR network, FAMILY DESTINATIONS GUIDE, Forbes, SMOKY MOUNTAIN Living, yahoo!, BLUE RIDGE outdoors, wv living, Islands, TRAVELPULSE BY NORTHSTAR, go outside and play., TAKEOUT, Only In Your State, msn, WorldAtlas, TTW TRAVEL AND TOUR WORLD, Aol., VacationIdea DREAM VACATION MAGAZINE, NEWSBREAK, EXPLORE, Cheapism™, Ohio Magazine.