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2019 Annual Report



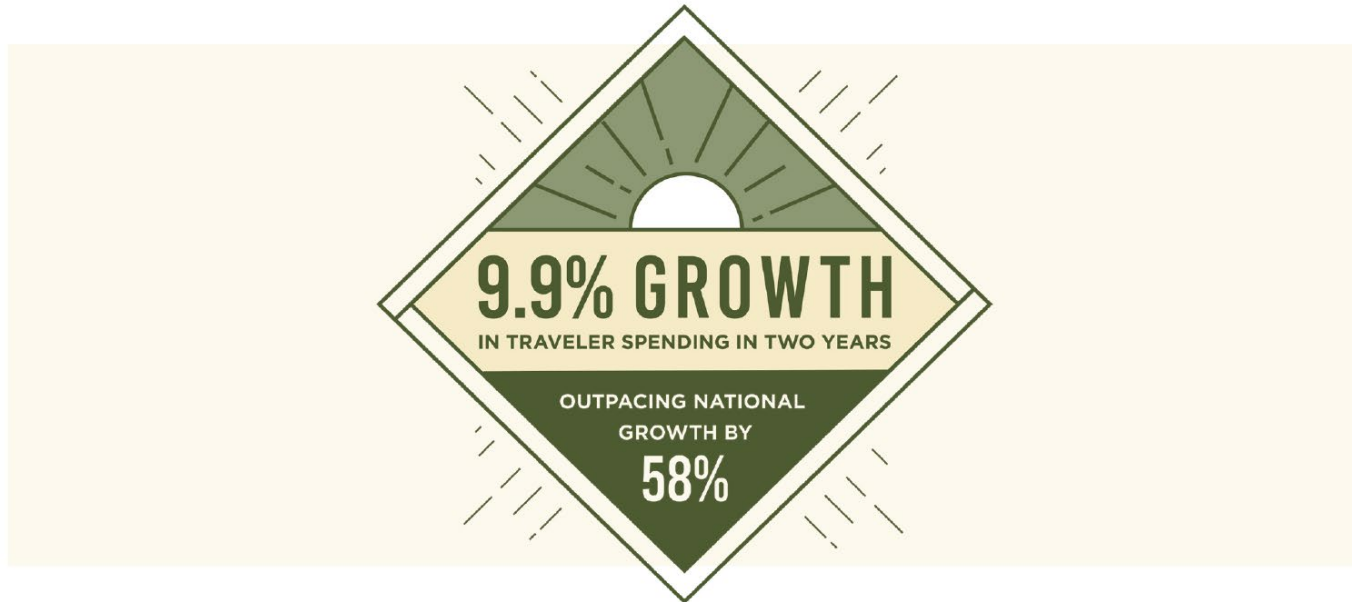
State of the Tourism Industry

§5B-2I-4(h)

The West Virginia Tourism Office shall submit a report annually to the Governor, Secretary of Commerce and the Legislature about **the development of the tourism industry** in the state and the necessary funding required by the state to continue the development of the tourism industry.

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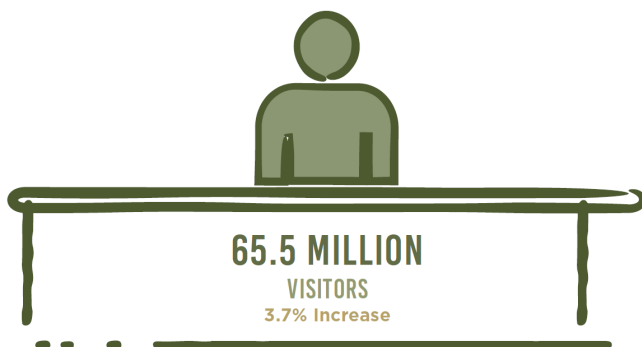
West Virginia's tourism industry is growing



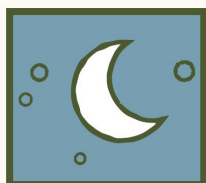
- West Virginia's tourism industry has seen back-to-back years of growth
 - Outpacing the national tourism growth rate by 58%
- From 2016 to 2018, traveler spending in West Virginia grew by 9.9%
- All nine travel regions in West Virginia saw growth in 2018
- West Virginia is poised to be the next top tourism destination

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Visitation and economic impact are strong



\$4.6 BILLION
IN TRAVELER SPENDING
6.5% Increase



16.5 MILLION
OVERNIGHT TRIPS
5% Increase

\$161 AVERAGE SPEND
PER PERSON ON OVERNIGHT TRIPS
2.5% Increase



\$534.5 MILLION
IN STATE & LOCAL TAX REVENUE
3.3% Increase



49 MILLION
DAY TRIPS
3.2% Increase

74% OVERALL VISITOR
SATISFACTION



\$1.2 BILLION
IN EARNINGS
9% Increase

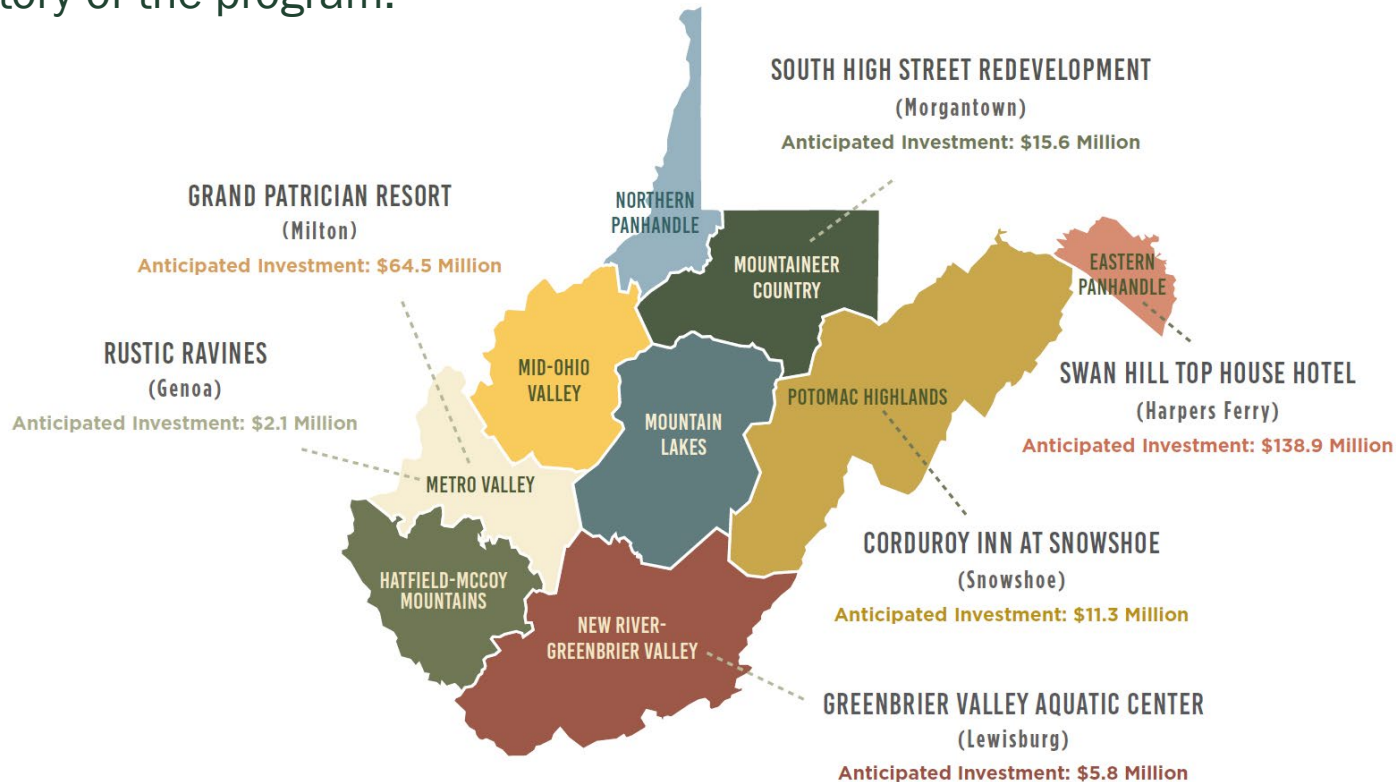


45,400
TOURISM-SUPPORTED JOBS
1.4% Increase

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New tourism development projects are booming

- The Tourism Development Tax Credit program received as many applications in 2019 as in the entire first decade of the program.
- The 2019 projects total \$243 million, representing 69% of investment in the history of the program.



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Necessary Funding to Continue Growth

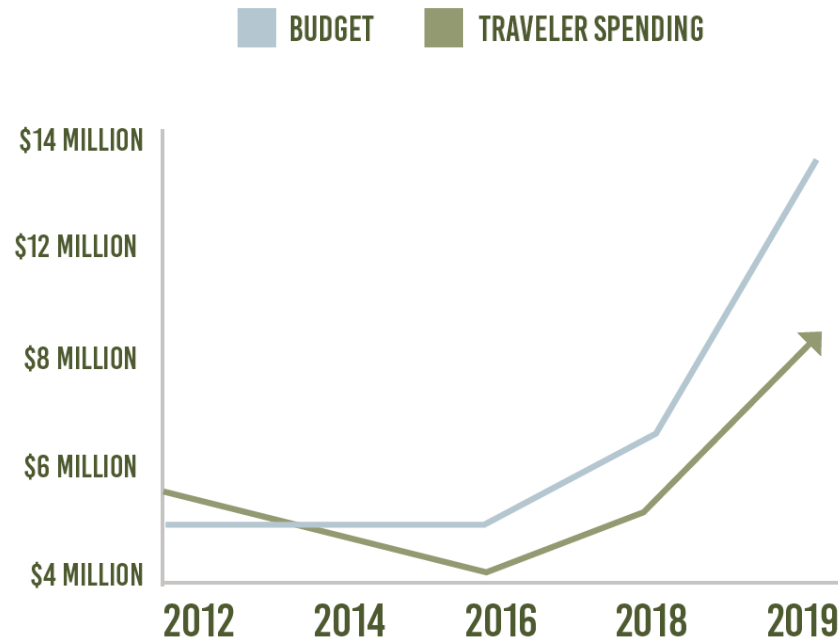
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Why tourism promotion is a good investment

- Investing in tourism promotion has a direct impact on visitor spending.
- Without travel-generated state and local tax revenue, each household in West Virginia would have to pay an additional \$720 per year.
- Tourism advertising helps the state's image overall and stimulates development.



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Tourism improves the state's overall image



The Halo Effect: Research shows tourism advertising improves West Virginia's image as a place to live, start a business, go to college, and retire.



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Sustained funding request for FY 2021

- The Legislature appropriated an additional \$14 million in general revenue for FY20 to promote tourism in West Virginia.
- This funding has allowed significantly increased promotional efforts.
- Maintaining the same level of funding for FY21 is critical to sustained efforts and continued growth in the state's tourism industry.

| Appropriation | Total |
|--------------------------------------|---------------------|
| Brand Promotion | \$10,000,000 |
| Public Relations | \$1,500,000 |
| Events and Sponsorships | \$500,000 |
| Industry Development | \$500,000 |
| State Parks & Recreation Advertising | \$1,500,000 |
| Total | \$14,000,000 |

Historical Funding Summary

| Revenue Source | FY 2018 | FY 2019 | FY 2020 | FY 2021 |
|----------------|---------------------|---------------------|---------------------|---------------------|
| Lottery | \$12,115,474 | \$11,357,898 | \$11,540,567 | \$11,540,567 |
| Surplus | | \$2,500,000 | \$7,000,000 | |
| General | | | \$7,000,000 | \$14,000,000 |
| TOTAL | \$12,115,474 | \$13,857,898 | \$25,540,567 | \$25,540,567 |

Learn more about the work of the Tourism Office



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