

VISIT MOUNTAINEER COUNTRY.com

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Contact: Hannah Williams, Marketing Manager
304.991.5227

MOUNTAINEER COUNTRY MAKES IMPRESSION AT 2023 GOVERNOR'S CONFERENCE ON TOURISM

(MORGANTOWN, W.VA., SEPT. 20, 2023) – The Visit Mountaineer Country Convention and Visitors Bureau (VMCCVB) is proud to announce its achievements honored at the 2023 Governor's Conference on Tourism, held early last week at Canaan Valley Resort State Park. Representing the Mountaineer Country tourism region, VMCCVB, along with local industry partners, took home several industry awards, affirming their dedication to supporting, promoting and selling the Mountaineer Country tourism region of North Central West Virginia.

"These awards are a testament to the hard work and dedication of our team, partners, and the entire Mountaineer Country community," said Susan Riddle, president and CEO of VMCCVB. "We are honored to receive these recognitions and will continue our commitment to showcasing our area's beauty, culture and opportunities to visitors through data-driven strategies and tactics."

One of the highlights of the event was VMCCVB's receipt of the "Future of Tourism" award. This award recognizes VMCCVB's commitment to its internship program, in-classroom initiatives and partnerships with various West Virginia University programs. The VMCCVB's dedication to nurturing the next generation of tourism professionals played a huge role in winning this award.

The VMCCVB team also won the conference scavenger hunt competition for creating the best Instagram reel of the experience.

Its valued tourism partners, the Mountaineer Trail Network Recreational Authority (MTNRA) and Arthurdale Heritage also earned bragging rights.

MTNRA received the "Governor's Award for Regional Cooperation" for its efforts in establishing and promoting outdoor recreation relationships across multiple counties, significantly contributing to the growth of tourism in the region.

Arthurdale Heritage received the "Spirit of West Virginia" award, acknowledging this Preston County gem's tireless dedication to preserving and promoting the rich cultural heritage and charm of West Virginia.

Along with these awards, Riddle participated as a finalist in the "Innovators' Showdown," where she shared her insights on how other Destination Marketing Organizations (DMOs) can bid on destination-branding events to sell their destinations. Riddle used Mountaineer Country's bid package for the USA Diving Olympic Trials as her example, emphasizing the importance of relationships, partnerships and return on investment (ROI).

Other key topics of the conference included unity in outdoor communities, impacts and trends of West Virginia tourism, regional collaboration, economic development, workforce training, content creation, Leave No Trace, trail development, and more. All these topics will be considered by VMCCVB in its 2024 planning.

VMCCVB remains committed to promoting the Mountaineer Country tourism region and looks forward to continuing its efforts to enhance North Central West Virginia's reputation as a premier travel destination. For more information about VMCCVB and its initiatives, go to www.VisitMountaineerCountry.com.

###

About: The Visit Mountaineer Country CVB strives to increase the tourism economy by marketing and selling the destination to our guests by "wowing" them and encouraging them to stay one more night and spend one more dollar.