

VISIT MOUNTAINEER COUNTRY.com

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VISIT MOUNTAINEER COUNTRY INVITES HOSPITALITY AND TOURISM PARTNERS TO SECOND ANNUAL TOURISM SUMMIT THIS APRIL

MORGANTOWN, W.VA. (FEBRUARY 8, 2024) — “Elevating the visitor experience to sell North Central West Virginia...” that is the overarching theme of the second annual Mountaineer Country Tourism Summit.

The Visit Mountaineer Country Convention and Visitors Bureau (VMCCVB) encourages its tourism partners from across the region to join them on April 8 at the West Virginia University (WVU) Erickson Alumni Center.

“We had a very successful inaugural Mountaineer Country Tourism Summit in 2023,” said Susan Riddle, president and CEO of the VMCCVB. “The feedback we received from last year put us in a great position to provide an even better, more strategic experience for our partners in North Central West Virginia. Through this event and the partnerships formed as a result, we can and will continue working towards a more collaborative approach to tourism.”

This one-day event will bring together local shops, restaurants, lodging properties, community leaders, destinations and attractions, outfitters, and more for one day full of breakout sessions, networking opportunities, and more.

Summit breakout sessions will include Workforce Development, Social Media 101, Economic Development, The West Virginia Department of Tourism’s Cooperative Advertising Program, The Ins and Outs of Festival and Event Planning, and Putting Your Business on the Map with Itinerary Building.

West Virginia’s Department of Tourism Cabinet Secretary Chelsea Ruby will join to share the state’s most up-to-date travel and tourism trends.

“I had the privilege of attending the Mountaineer Country Convention and Visitors Bureau’s Tourism Summit last year and was very impressed with both the programming and networking opportunities,” said West Virginia Tourism Secretary Chelsea Ruby. “I know it’s hard for small businesses to take time for training, but this one is one you don’t want to miss. It’s packed full of practical resources to help you grow your business by attracting more folks to the region.”

The summit will conclude with a local-inspired “Taste of Mountaineer Country” reception where attendees will enjoy a blend of networking and cocktails as the area’s finest restaurants share bite-sized samples of their favorite dishes.

Visit <https://visitmountaineercountry.ticketspice.com/2024-mountaineer-country-tourism-summit> for more information or to register. Email Kathryn@VisitMountaineerCountry.com for specific event or sponsorship questions.

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