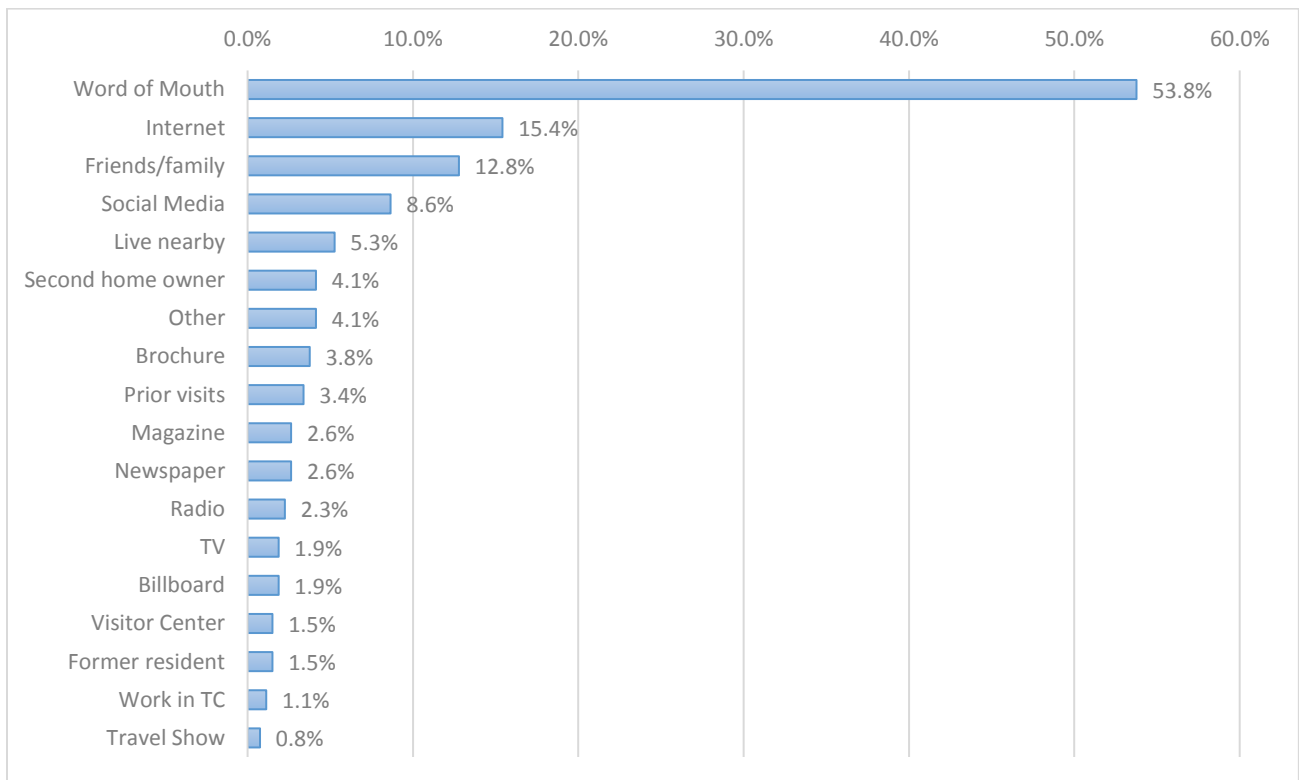


Tucker County, WV Visitor Perceptions of Tourism Development Survey Results 2015 and 2016 Visitors

266 total respondents
 Brew Skies Festival, 8/21-8/22/2015, 41 respondents
 Leaf Peepers Festival, 9/26/2015, 139 respondents
 Purple Fiddle, 10/3/2015, 31 respondents
 Winter 2016 (Timberline Resort, BWFSP, Purple Fiddle), 31 respondents
 Summer 2016 visitors 24 respondents

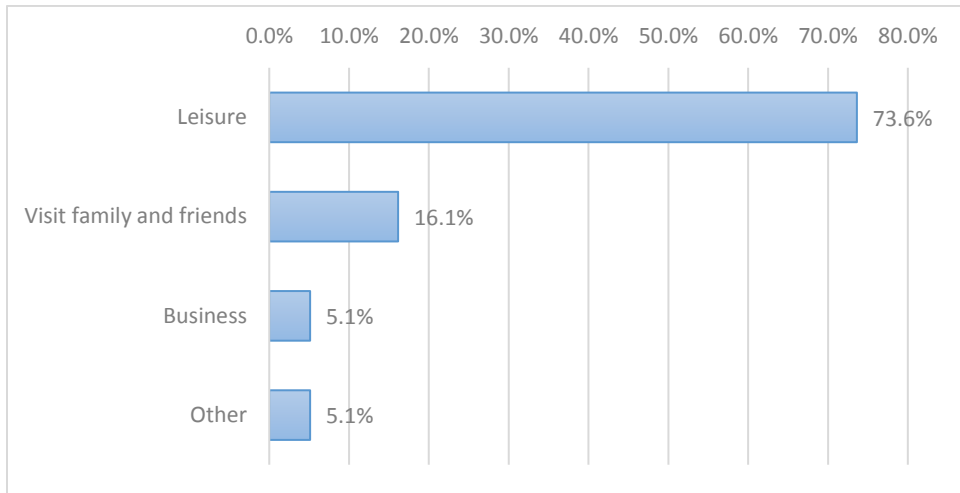
How did you hear about visiting Tucker County, WV?



How did you hear about visiting Tucker County, WV? Other Specified:

Source	Frequency
Wedding/Wedding Destination	4
Brew Skies Fest	2
We came here to hunt	1
Traveling	1
WV Native/Fisher/Snow Boarder/Hiker/Mountain Biker	1
Seasonal Activities	1
RCI	1

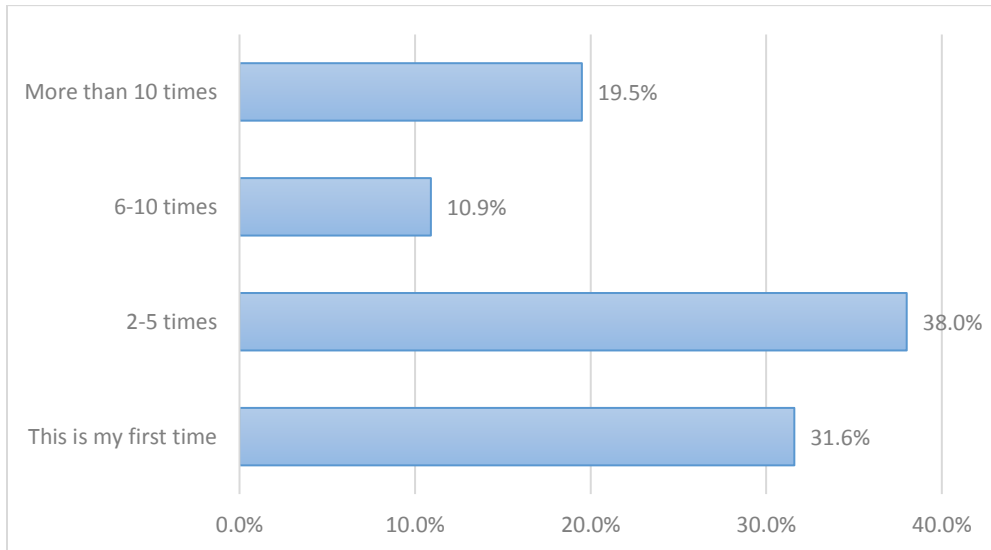
Purpose of visit?



Purpose of Visit? Other Specified:

Purpose	Frequency
Wedding	6
Second home owner	4
Hunting	1
Live here	1
Hot dog sale	1
Wife has business, volunteer for "Run for It"	1

How many times have you visited Tucker County, WV in the past 12 months?



Please list the main attractions you visited in Tucker County, WV.

Attraction	Responses	Attraction	Responses
Blackwater Falls State Park	104	Horesback Riding	1
Canaan Valley Park/Resort	50	Monongahela National Forest.	1
Leaf Peepers Festival	46	Wind Turbine.	1
Timberline	30	Spruce Knob.	1
Purple Fiddle	29	Downtown Shops.	1
Historical Thomas and Davis	26	Relaxation.	1
Brewskies Festival	24	Ice Cream Store.	1
Run For It/5K	19	Highlands Market	1
Dolly Sods	18	Canaan Valley Tubing.	1
National Parks	8	Black Bear Resort	1
White Grass	8	State Parks	1
Sirrianni's	7	Smokehole caverns	1
Scenery	7	Local restaurants	1
Hiking, biking, camping, canoeing	6	4 th of July	1
Seneca Rocks	6	Cabin	1
Stumptown Ales	5	Horesback Riding	1
Nature/Trails	5	Monongahela National Forest.	1
Tip top	5	Wind Turbine.	1
Family	4	Spruce Knob.	1
Black Water Brewery	3	Downtown Shops.	1
Douglas Falls	3	Relaxation.	1
Canaan Valley Wildlife Refuge	3		
Art galleries in Thomas	3		
October Fest	2		
Foot Golf	2		
Cranberry Wilderness	2		
Mountain State Brewing Co.	2		
Skiing	2		
Flying Pig	2		
Stumptown	2		
Mountain Trail Rides	2		
Friends	1		
Hellbender Burritos	1		
Table Rock	1		
Frontier Days	1		
Bank	1		
Lindy Point	1		
Bald Knob	1		

Including yourself, how many people are traveling with you on this trip?

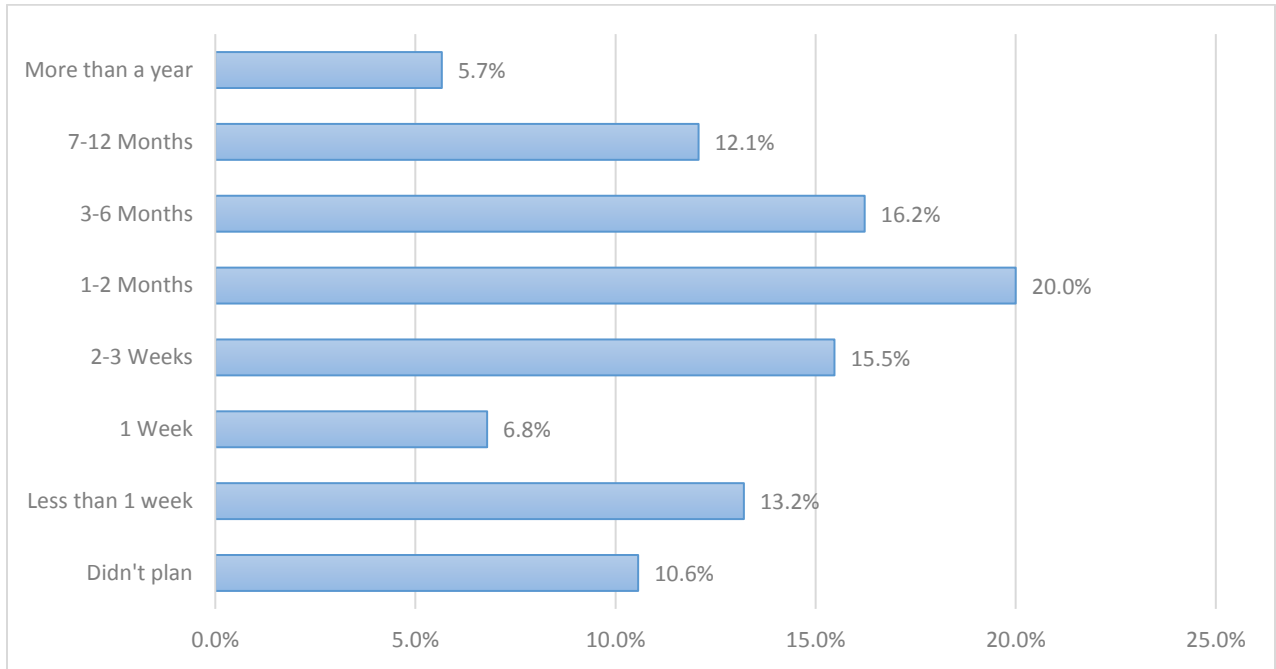
Number of Respondents	Valid	259
	Missing	7
Mean		4.90
Median		3.00
Mode		2
Minimum		1
Maximum		150
Sum		1268

Number	Frequency
1	31
2	97
3	28
4	39
5	12
6	16
7	6
8	5
9	2
10	3
11	3
12	2
14	1
17	2
20	3
21	3
25	3
27	1
37	1
150	1
Total	259
No Response	7

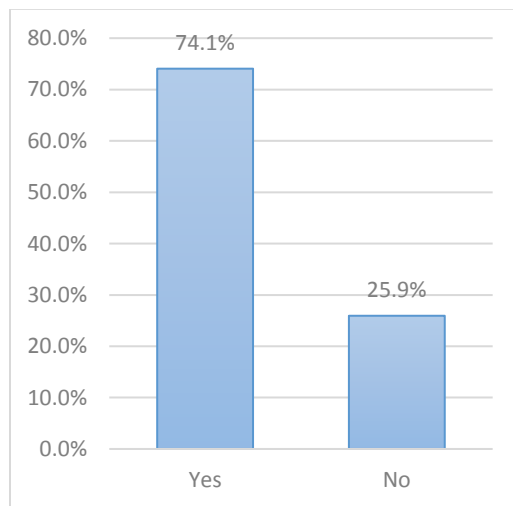
Of those with you on this trip, how many are children in the following age groups?

Infant – 2 Yrs	20 traveling with children in this age group
3-5 Yrs	28 traveling with children in this age group
6-9 Yrs	30 traveling with children in this age group
10-13 Yrs	26 traveling with children in this age group
14-17 Yrs	29 traveling with children in this age group

How long in advance did you plan your trip to Tucker County, WV?



Do you plan to stay overnight in Tucker County, WV?



If you do plan to stay overnight, please indicate the number of nights stayed in the type of accommodation and the amount spent on lodging.

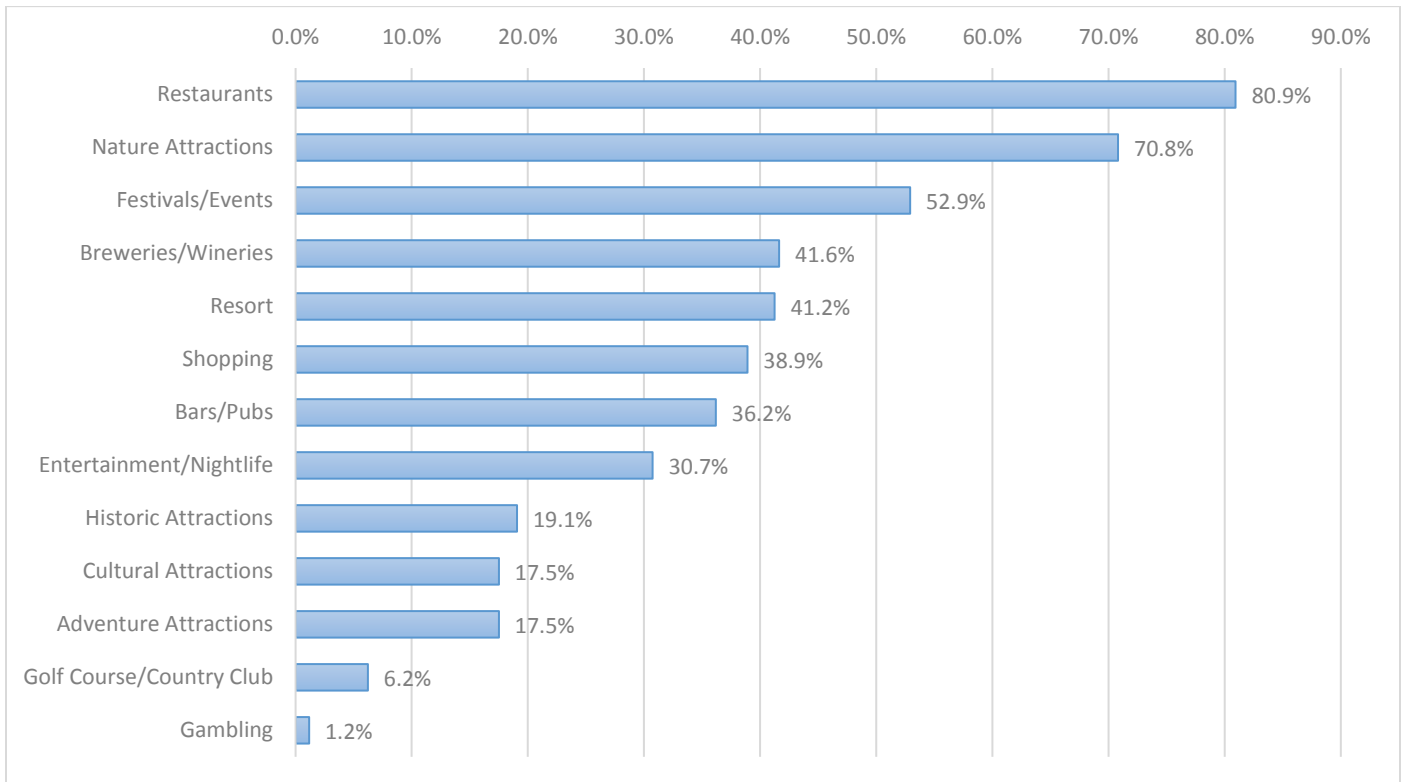
Accommodation type	Total number of nights stayed or planned	Amount spent or plan to spend on lodging in U.S. \$	
Friends or family	51 respondents Mean nights stayed = 2.98 Median = 2, Mode = 2 Min = 1, Max = 21	Mean	\$520
		Median	\$200
		Mode	
		Minimum	\$50
		Maximum	\$1,400
State park	48 respondents Lodge = 31, Campground = 11 Cabin = 6 Mean nights stayed = 2.5 Median = 2.0, Mode = 2.0 Min = 1, Max = 13	Mean	\$295
		Median	\$200
		Mode	\$200
		Minimum	\$20
		Maximum	\$1,300
Private Hotel/Motel	14 respondents Mean nights stayed = 2.14 Median = 2, Mode = 2 Min = 1, Max = 5	Mean	\$158
		Median	\$150
		Mode	\$70
		Minimum	\$70
		Maximum	\$300
Bed and breakfast	7 respondents Mean nights stayed = 2.14 Median = 2, Mode = 2 Min = 1, Max = 5	Mean	\$173
		Median	\$165
		Mode	\$50
		Minimum	\$50
		Maximum	\$300
Private RV/Campground	4 respondents Mean nights stayed = 3.25 Median = 3, Mode = 3 Min = 2, Max = 5	Mean	\$79
		Median	\$75
		Mode	\$42
		Minimum	\$42
		Maximum	\$120
Private Cabins	7 respondents Mean nights stayed = 2.29 Median = 2, Mode = 1 Min = 1, Max = 4	Mean	\$500
		Median	\$500
		Mode	\$500
		Minimum	\$500
		Maximum	\$500
Vacation Rental Home	32 respondents Mean nights stayed = 3.81 Median = 3, Mode = 2 & 3 Min = 2, Max = 8	Mean	\$862
		Median	\$605
		Mode	\$170
		Minimum	\$66
		Maximum	\$2,500

Second Home Owner	21 respondents Mean nights stayed = 4.71 Median = 2, Mode = 2 Min = 2, Max = 30	Mean	\$200
		Median	\$200
		Mode	\$200
		Minimum	\$200
		Maximum	\$200

Please write the approximate amount of money you have spent or plan to spend in the following categories in Tucker County, WV on this trip.

Visitor Service	Amount already spent or plan to spend	Visitor Service	Amount already spent or plan to spend
Gasoline	155 respondents Mean \$48 Median \$40 Mode \$50 Minimum \$5 Maximum \$300	Shopping	123 respondents Mean \$71 Median \$50 Mode \$100 Minimum \$5 Maximum \$500
Restaurant and Bars	193 respondents Mean \$98 Median \$60 Mode \$50 Minimum \$5 Maximum \$800	Admission and Fees	92 respondents Mean \$108 Median \$62 Mode \$20 Minimum \$10 Maximum \$1,800
Groceries	111 respondents Mean \$78 Median \$50 Mode \$50 Minimum \$1.50 Maximum \$800		

Please check a box if you have visited or plan to visit the following in Tucker County, WV during this trip.



Tourism opportunities Other specified:

Legalize Marijuana
Blueway Development
Ice Cream Store
Don't develop Tucker County
Leave things be/Leave it like it is
WiFi
Black Cultural History
Mid-Week Hours/Events
Bike Trails/Canoe Landing on Camp 70 Road
Keep It Real!
Farmer's Markets
Locally Sourced Food/Products
Wilderness Act
You lack things to do
Year Round Camping
Skiing
Event Destination, Reunions, Weddings etc.
None beautiful by nature don't ruin it
Pool, Sporting Clays

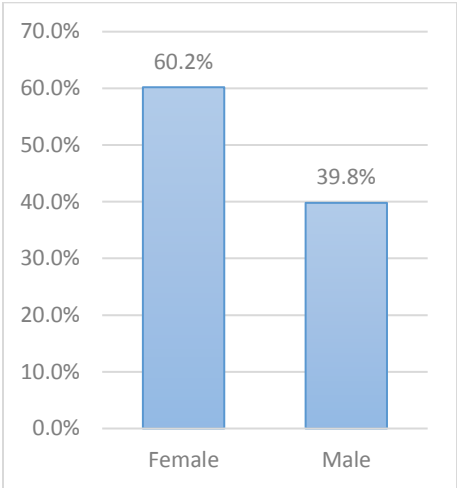
Perceptions of Tourism Development

Listed below are statements about your perceptions of tourism development in Tucker County, WV. Please use the following scale to indicate how much you agree or disagree with each statement.

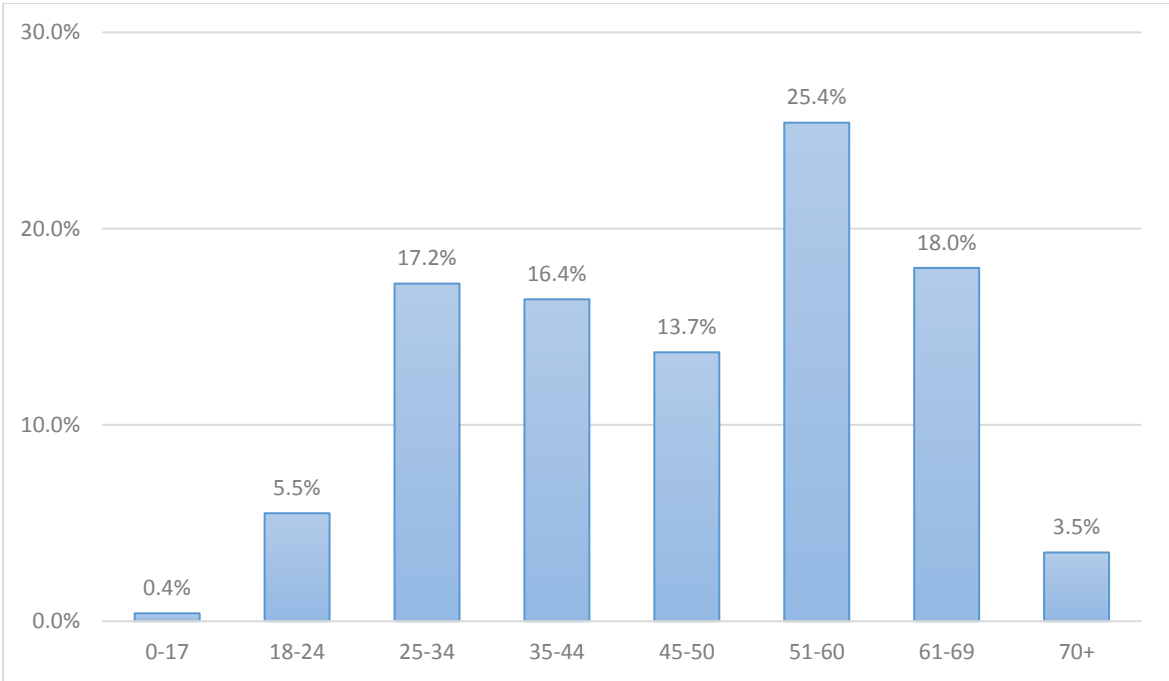
	Strongly Disagree	Mildly Disagree	Neutral	Mildly Agree	Strongly Agree	Mean
1. Tourism is well developed in this destination	2.0% (5)	11.0% (28)	27.2% (69)	34.3% (87)	25.6% (65)	3.70
2. This destination has a great potential for tourism development	1.6% (4)	1.6% (4)	5.9% (15)	29.0% (74)	62.0% (158)	4.48
3. This destination is unique	.8% (2)	1.2% (3)	6.2% (16)	27.9% (72)	64.0% (165)	4.53
4. Local residents are friendly	1.2% (3)	1.9% (5)	7.4% (19)	24.8% (64)	64.7% (167)	4.50
5. Employees in tourism businesses/attractions are hospitable to visitors	1.6% (4)	1.2% (3)	9.1% (23)	33.1% (84)	55.1% (140)	4.39
6. This destination has a wealth of historic attractions	.8% (2)	6.2% (16)	37.0% (95)	37.4% (96)	18.7% (48)	3.67
7. This destination has a wealth of nature-based attractions	.8% (2)	.4% (1)	4.3% (11)	20.4% (52)	74.1% (189)	4.67
8. This destination has a wealth of cultural attractions	2.0% (5)	9.5% (24)	37.3% (94)	32.5% (82)	18.7% (47)	3.56
9. This destination effectively promotes its tourism resources	3.2% (8)	10.7% (27)	31.2% (79)	33.2% (84)	21.7% (55)	3.60
10. I was easily able to locate the attractions I wanted to visit	1.6% (4)	3.1% (8)	11.4% (29)	35.4% (90)	48.4% (123)	4.26
11. Communication infrastructure (cellular, WiFi) was adequate	15.0% (38)	21.7% (55)	25.2% (64)	24.0% (61)	14.2% (36)	3.01
12. The quality of tourism in this destination will be negatively impacted without long-term planning and managed growth	6.3% (16)	5.5% (14)	29.2% (74)	27.3% (69)	31.6% (80)	3.72
13. I am satisfied with my experience visiting this destination	.8% (2)	.8% (2)	6.2% (16)	28.0% (72)	64.2% (165)	4.54
14. I will recommend this destination to my family or friends	.8% (2)	.8% (2)	4.7% (12)	21.8% (56)	72.0% (185)	4.63
15. I will revisit this destination in the future	1.2% (3)	.4% (1)	4.7% (12)	15.2% (39)	78.5% (201)	4.70

Background Information

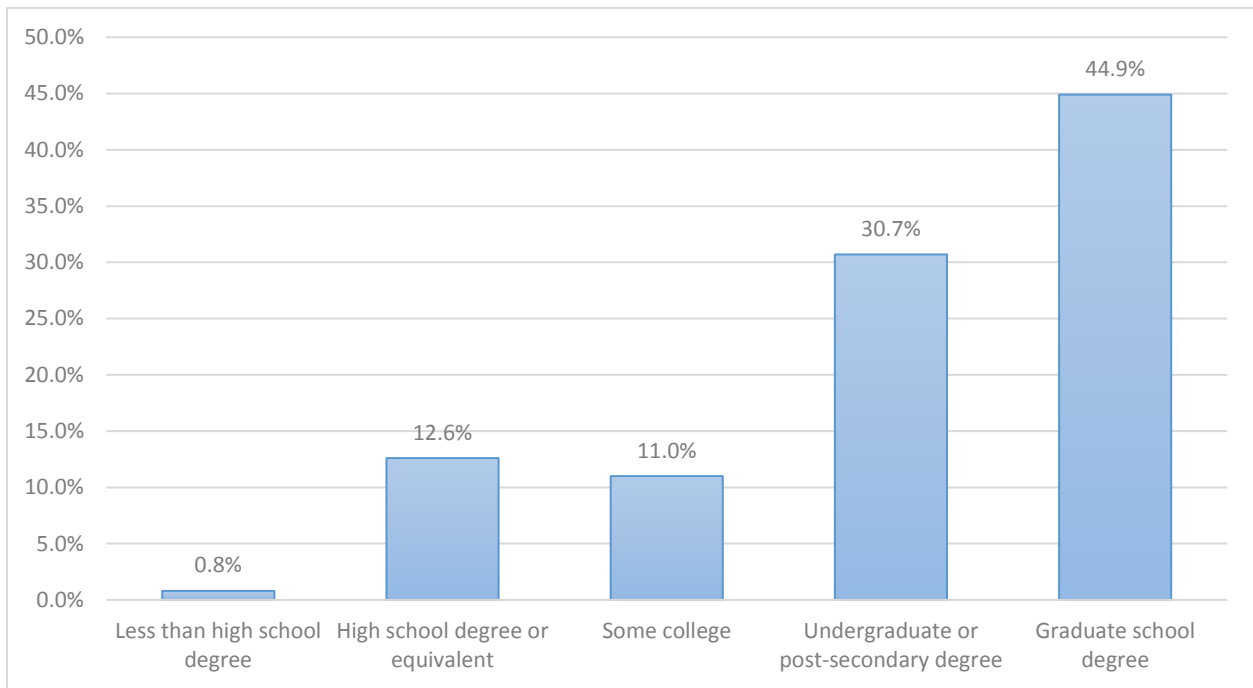
What is your sex?



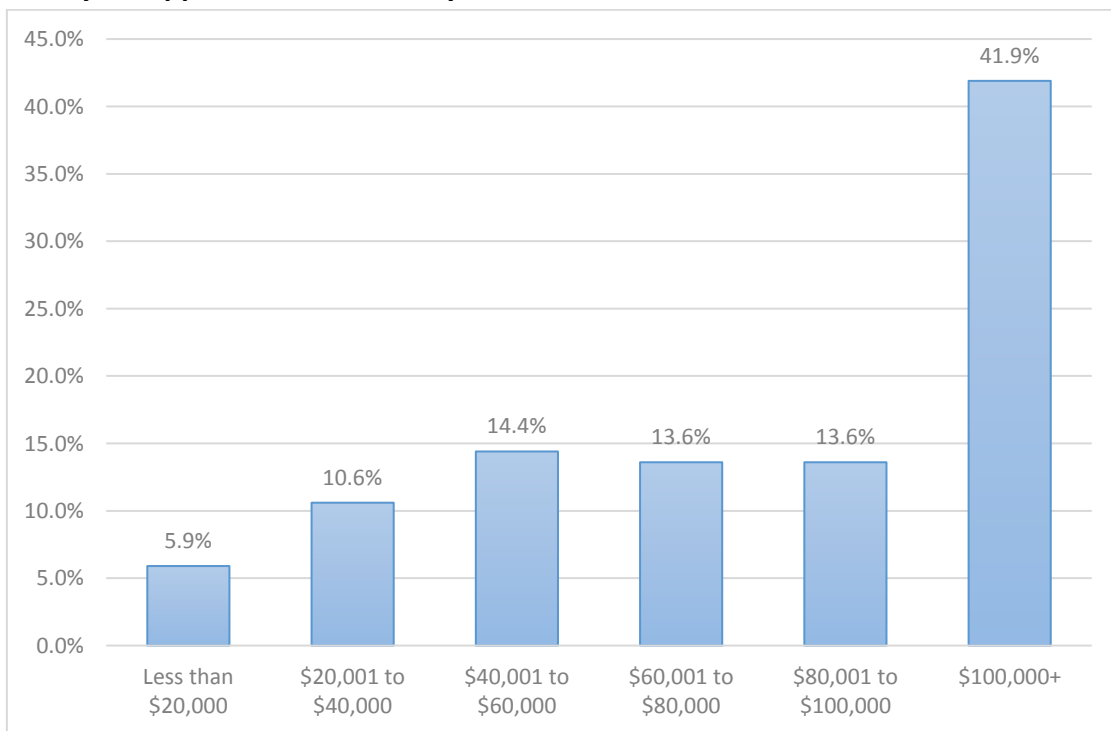
What is your age?



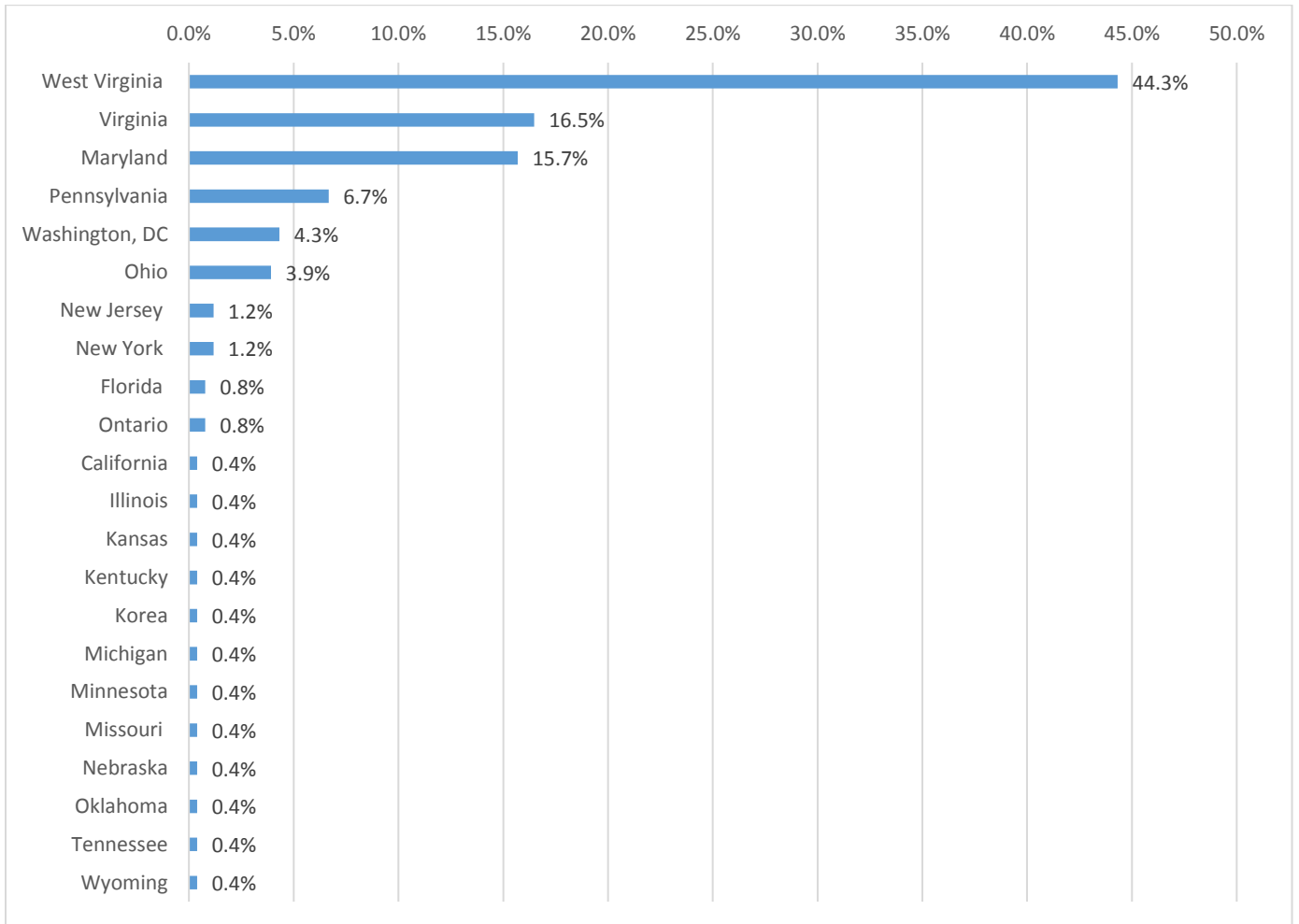
What is the highest level of education you have completed?



What was your approximate net family income from all sources, before taxes in 2013?



Where are you from?



West Virginia	113	Illinois	1
Virginia	42	Kansas	1
Maryland	40	Kentucky	1
Pennsylvania	17	Korea	1
Washington, DC	11	Michigan	1
Ohio	10	Minnesota	1
New Jersey	3	Missouri	1
New York	3	Nebraska	1
Florida	2	Oklahoma	1
Ontario	2	Tennessee	1
California	1	Wyoming	1

Visitor Comments

Love Tucker County!

- Love Tucker County and the Canaan Valley!
- Great Place!
- It is a beautiful place to visit anytime of the year.
- We love the small town and the local natural resources and attractions.
- We haven't been in town long but seems like a great place.
- Beautiful area.
- This is my 5th trip here. My family looks forward to it every year. Thanks for all you
- Love this area, very unique in culture and natural ecosystems.
- Great revitalization efforts.
- We started coming to Tucker County 5 years ago to ski at Timberline. We have enjoyed our visits so much that we purchased a home last year. We now make this a year round vacation destination for our family. We enjoy all of the outdoor activities available – hiking, biking, skiing, swimming, fishing, horseback riding. We also enjoy the local bars and restaurants in the area and have been to the theater in Elkins.
- Natural beauty!!
- Thanks for a beautiful spot of the US.
- I really like the small town atmosphere also the hiking and nature.
- We love the area – beautiful. Hike, bike, trails. Downtown areas very quaint.
- Sirianni's and breweries a big plus.
- Great time.
- We adore camping here. Beautiful everything.
- 6th year in the last 7 years; we come for 1-2 weeks every fall when we can. Want to visit other times of the year and plan to. Please to see growth of local businesses – Tip Top, Stumptown Ale & Pub) Highland Market etc. Stumptown is filling the pub slot nicely – Mountain State Brewery is great also, but not so good fit pub atmosphere; Highland Market is a great addition. Local galleries are great also. Main reason we come is the outdoors – the other amenities make it great as well.

- Great natural beauty. Lots of outdoor – year round activities.
- Beautiful place with a lot already going on! We have enjoyed it very much.
- Thank you for all that you do! We love this area and enjoy watching it develop every year.
- Awesome.
- Loved it – 4 years in a row!
- It has always been great.
- Love the breakfast at the Bright Morning Inn.
- I am very satisfied with the area exactly the way it is now.
- The state parks are great! Roads in the area are excellent.
- People are all very accommodating and extremely nice people. We enjoyed our stay and will be returning.
- The Visitor Center employees were extremely helpful and knowledgeable about the area. – Friendly and enthusiastic. Thank you!
- This is our 6th family vacation to Timberline – Canaan Valley – Wonderful every time. Thanks.
- This was a beautiful summer visit – We came for a wedding and took advantage of the staying 4 nights. We enjoyed Blackwater Falls, Canaan Valley Resort for golf and chair lift, beautiful vistas. Need more access for fishing. Great roads! Friendly natives. Spent most of our time in Canaan Valley, Davis & Thomas.
- We travel here a lot. Always enjoy Thomas and The Purple Fiddle.
- I love Blackwater Falls.
- Loved Blackwater Falls.

Keep Tucker County Rural and Uncommercialized!

- Build it wisely and they will come.
- A few motels or hotels would be nice but not big chains that would ruin the hometown feel and charm of this area. We come here to get away from the big chain stores and commercial impact that has been increasingly changing the landscape of our home turf.
- Zoning restrictions are crucial to limit unnecessary growth and sprawl. Good luck!
- I love Tucker County – It is a gem! Organized and collaborative tourism planning is much needed. Tucker County could benefit greatly from a shared vision and coordinated tourism approach.
- Enjoy the area as is.
- I love how things here aren't super busy. If it got to be too busy the area would lose part of its charm. Love that there aren't many chains here and things are local!
- We love this region. Our only concern is over development could spoil its charm. Difficult balance.
- No cabins or big box retailers, sign size limit, bright-lite density regulations. Keep it real!
- Follow White Grass lead and stay weird! Canaan Valley will sell itself.
- We look forward to coming here every year as long as the town has the same welcoming "homey" that's all we care about.
- Do not let big chains destroy what makes this area unique. That is why we come down here.
- I believe this area has "cultural appeal". The unique layout of the town (Thomas and Davis) is a marketable feature. Definitely would capitalize on the split road in Thomas.
- It is very important to keep this area as natural as possible!
- Keep it hippie.
- What I like best about the area is that there are not a lot of people, it's quiet, clean & small. People here are friendly. If this area would become overrun with tourists then it would lose its uniqueness and charm. I come here to get away from large food chains and urban climate. I do hope that Davis, Thomas, and area communities never become like that. I know that tourism adds revenue for the towns but it will also destroy its charm and atmosphere. I would not come to this area in the future if that would happen. If I were to stay in this community for a long period of time I would want to

help the residents here, food banks, volunteer work, preserving their history not over-running “their” home.

- Do not build up the area and take away the natural beauty – Continue to have excellent group rates.
- Development is bad!
- Keep it natural – No more development.
- Let the county be – Stop trying to make it into a big city and appreciate and respect the locals more. This is their home.
- Don’t want to see too much developed further.
- I feel very strongly that your main area of focus for commercial development should be in the Davis/Thomas area. The valley should be left alone as much as possible; people come for the natural beauty, so don’t clutter it with more condominiums and restaurants. Davis and Thomas, however, are in desperate need of development, not just to provide amenities for visitors, but also to provide jobs for its citizens. Grow your economy locally so that the area will survive times of economic hardship. At the same time, don’t ruin the area with a lot of chain or big-box businesses. You want to keep the small town feel because people respond to that. I recommend that you make contact with representatives or officials from Floyd, VA, just off the Blue Ridge Parkway. That town has found a successful balance between economic growth and maintaining their small town identity. This area has a lot to offer in terms of good hiking possibilities.

Love Nature and Outdoor Recreation and Want More

- Enjoy hiking and skiing
- More bike trails, maintain hiking trails, canoe landing on Camp 70 Road, maintain shelters.
- Like the hiking and biking trails.
- Mountains are great – add more lift and trails.
- Marylanders want to come – just need more trails to offer.
- Hiking and biking could be better developed and advertised.
- So much potential—love to see the biking!
- I’m very glad to see that you are starting to build a good basis for hiking. Skiing is not enough by itself to support a tourism based economy. Hiking and other outdoor

adventure pursuits will enable you to attract visitors while preserving the natural beauty that draws people in the first place.

- Strong preference for emphasizing the nature based tourism.
- Love the waterfall and trees.
- Come to see the leaves

Need Cellular Service and Wifi

- Need better Wi-Fi at Blackwater Falls Lodge.
- More Wi-Fi and cell service.
- They need access, Wi-Fi and infrastructure badly.
- We have no cell phone service here, but we enjoy that about it, too.
- Cellular reception is too poor and Wi-Fi at lodge is weak.
- No cell service.
- Cellular communication would be good.
- Road Work!

More Festivals and Events

- I like the Brew Fest better at Timberline than Canaan. Beautiful location.
- Brew Skies Festival plan for school schedule so weekend isn't the first week back to school. As a WV teacher I would appreciate it if this was a weekend before school began so I could enjoy all the festival
- Blackberry Festival?
- They should up the amount of music festivals.
- Outdoor music festivals – blue grass summer concert series.
- Try to attract more youth and creative people, hold summer concert events.
- Coordinate with the West Virginia Jazz Society (Weston/Clarksburg) to bring together a "Corridor H" based regional jazz event.

More Promotion and Marketing

- They really have awesome events but we hardly know about them. They need to be publicized and promoted more.
- Make it simple. Prepare for the finishing of Corridor H promote/market to DC & NOVA the idea that it is much closer than the beach. Temperature 100 in DC – 75 on the mountain. Promote summer as it is the most pleasant time.
- The area could be more successful with marketing in Northern Virginia.
- Needs better promotion and finish the highway!
- There is a wealth of opportunity for this area. It needs to be developed mostly by letting people know what is here. Events are not well publicized.
- Would be nice to have brochure of dining opportunities, places of worship, places to visit, and places to obtain services that we receive from rental agencies upon check-in. I had to beat the bushes to do research to find the hidden gems.
- The Purple Fiddle is a real draw but we just stumbled across it.
- Shopping would be better advertised at state park lodges.

Blackwater Falls State Park recommendations

- Craft beers at smokehouse at Blackwater Lodge.
- Craft hard cider – local at Blackwater Lodge.
- We always visit in the winter and we miss the cultural program that used to be scheduled at Blackwater Falls State Park. A venue promoting traditional artist techniques, storytelling, music and dance would be appreciated.
- At the sledding trail in the park you are unable to just “try” sledding for a price of \$5.00 in that area. \$20.00 seems steep to just try. There are many adults who may like to do that.
- More money needs to be spent on state parks to upgrade all areas (Blackwater Falls).
- Some parks employees didn’t know where their own park trails were.

Timberline

- Canaan upgrade nice, Timberline needs renovation.
- Need to renovate/redevelop Timberline.
- Develop Timberline (it hasn't changed in years) poor management.
- Love White Grass. Hate Timberline (but love the mountain and the people) – Needs a business plan and/or new owner. Love Davis, love Thomas. Please question of ownership of Timberline – It really drags down the Tucker Co area! Will come again.
- Smart development around Timberline Mountain would help a lot. It's a poorly leveraged asset to the area.
- Update Timberline facilities to attract more tourists.

More Accommodations

- A few motels or hotels would be nice but not big chains that would ruin the hometown feel and charm of this area.
- Corridor H Hotels?
- More Lodging.
- Great area to visit but not enough accommodations. We are staying in a camper because we couldn't book a room anywhere.
- More dog-friendly accommodations would be great.

More Restaurants

- Davis & Thomas could use a few more restaurants.
- Need more places to dine with family
- More investment by Mountain State Brewery in their down-trodden pub area and additional dining in Thomas and Davis is badly needed.
- Lots of restaurants were closed.

More Education

- There should be more attention given to the unique boreal flora and unique edible things that grow here. I'm surprised that there isn't more educational exhibits about mountain
- Classes – Art, maple syrup making, crafts.
- More summer activities for kids like “outward bound” type outdoor based educational and educational camps.

Grow tourism

- Expand it!
- Great potential for more tourism. One of the nicer towns I have visited in West Virginia.
- The brewery scene could definitely be expanded.
- I would like to see more “summer” type activities.

Dilapidated Buildings

- Need to remove dilapidated hotel.
- Some store fronts could use a face lift!

Mid-week activities/attractions

- There is plenty to do on the weekends but mid-week it seems like a ghost town.
- Hard to find shopping/eating on Monday – Tuesday.

Davis-Thomas trail needed

- It would be great if you could walk from Davis to Thomas (footpath?).
- Why isn't there a footpath from Davis to Thomas?? We want to visit all breweries/restaurants and not drive.

Coke Ovens

- The coke ovens would make a great heritage destination – it needs some TLC.

Need Nightlife

- It is a quaint small town atmosphere with a lack of nightlife.

Corridor H

- Corridor H has made travel to the area much easier!

No Credit Cards

- Places only accept cash.

Recycling

- Recycling would be great!!