

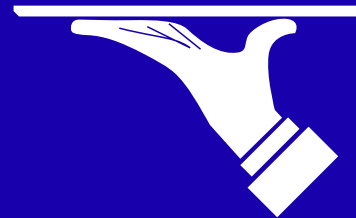
2025 STERNWHEEL REGATTA VISITATION ANALYTICS

2025 estimated attendance was 225,000. 26% of attendees were visitors from beyond a 50 mile radius.



**Total Economic Impact:
\$40.1 million**

9,182 jobs supported



**78% of visitors were from out
of state**

**Average hotel stay was 1.7 days.
Average vacation rental stay
was 4.8 days**



VISITOR DATA

City of Origin

1. Pittsburgh, PA
2. Beckley-Bluefield, WV
3. Charleston, SC
4. Huntington, WV
5. Parkersburg, WV
6. Washington, DC
7. Clarksburg-Weston, WV
8. Columbus, OH
9. Roanoke-Lynchburg, VA
10. Charlotte, NC

Out-of-state visitation grew by 20% from 2024 to 2025.

44% of visitors had a household income of \$100K+. 40% of visitors were from households with children.

32% of all visitor spending occurred at a locally owned business.