

# 2024 CHARLESTON STERNWHEEL REGATTA VISITATION ANALYTICS

**Estimated attendance was 235,000.**

*22% of attendees were visitors from > 50 miles.*



**Total Economic Impact:  
\$38.8 million**

**9,729 jobs supported**



**57% of visitors were from out  
of state**

**Average hotel stay was 1.6 days.  
Average vacation rental stay  
was 4.6 days.**



# VISITOR DATA

## City of Origin

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

Visitation from Pittsburgh grew by 20% from 2023 to 2024.

19% of visitors had a household income of \$100K+.

50% of visitors were from households with children.

Visitor spending accounted for 18% of all spending in the city during the 2024 Charleston Sternwheel Regatta.