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**MADE X MTNS Publishes Western North Carolina
Outdoor Recreation Regional Economic Impacts Report**

Regional survey shows \$4.9B economic output and 48,000 full time jobs created through outdoor recreation.

WESTERN NORTH CAROLINA (February 1, 2024) – The MADE X MTNS (Made By Mountains) Partnership [Building Outdoor Communities Program](#) has released findings from a recent [survey of Western North Carolina's outdoor recreation economic impacts](#), conducted in partnership with the Center for Economic Research & Policy Analysis at Appalachian State University and the Institute of Tourism and Recreation Research at the University of Montana.

The Western North Carolina (WNC) Outdoor Recreation Survey targeted outdoor recreation participants across 25 counties and the Qualla Boundary, and successfully captured insights from 1,786 respondents from key states— Georgia, North Carolina, South Carolina, Tennessee, and Virginia—representing overnight visitors to WNC.

"The researcher-created survey of visitation to the region generates economic modeling and provides a comprehensive analysis of the economic values associated with outdoor recreation across the region that shows demand," says Center for Economic Research and Policy Analysis Director, Ash Morgan.

"This unique data is valuable in helping individual counties better understand the economic contribution of their outdoor recreation infrastructure, and can be used to aid future decision making with respect to the potential benefits of investments in future opportunities."

The survey results reflected **\$4.9 billion in economic output, 48,000 full time jobs created, and \$197.5 million in state tax revenues generated** through outdoor recreation across the region. The survey also focused on the average amount of time and money that visitors spent during visits to the region, as well as popular outdoor recreation activities, including: **day hiking, nature viewing, scenic driving, fishing, vehicle camping, motorized boating, backpacking, and mountain biking.**

"These results go beyond numbers; they're a driving force for the region's progress. Using this momentum, we aim to support a brighter, healthier future for WNC communities and economies. Providing our communities with this data empowers them to tell a complete story to advocate effectively for opportunities to advance their outdoor recreation priorities," says MADE X MTNS Partnership Director, Amy Allison.

The Building Outdoor Communities Program supports Western North Carolina's community leaders to better leverage their natural assets and collaborate to advance their outdoor

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community and economic development goals, centered around healthy people and places, by aligning key stakeholders, identifying priorities, and developing implementation guidance to advance the work at the county and regional scale.

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About MADE X MTNS Partnership

The MADE X MTNS (Made By Mountains) Partnership is working to expand the outdoor industry and economy across North Carolina's Appalachian region and catalyze rural development by building vibrant outdoor communities, growing outdoor businesses, and amplifying outdoor culture. For more information, visit madexmtns.com or [@madexmtns](https://twitter.com/madexmtns)