



# WESTERN NORTH CAROLINA OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

**\$4.9 BILLION**



which is equivalent to creating approximately

**48,000 FULL-TIME JOBS**

**\$1.48 BILLION**

in labor income

**\$197.5 MILLION**

in county-level tax revenue across the region

## POPULAR ACTIVITIES

- DAY HIKING (50%)
- NATURE VIEWING (46%)
- FISHING (36%)
- CAR CAMPING (22%)
- MOUNTAIN BIKING (16%)

**2/3** of recent trips were overnight, averaging a stay of **2.5 NIGHTS**



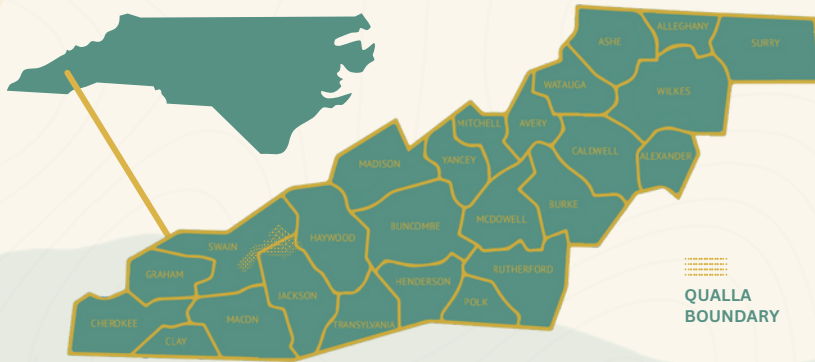
## AVERAGE TRAVEL PARTY SIZE

**\$479** : average spending per trip



**94%**

of respondents were satisfied with their outdoor recreation experience



The study focused on participants in outdoor recreation activities across **25 WESTERN NORTH CAROLINA COUNTIES & THE QUALLA BOUNDARY**

The Western North Carolina Outdoor Recreation Participation Survey, conducted in 2023, gathered data from 5,462 respondents in North Carolina and four neighboring states. Specifically, 1,786 respondents engaged in outdoor recreation across 25 WNC counties or the Qualla Boundary. This data supports regional and county-specific estimates for economic impact and benefit-cost analyses within the Building Outdoor Communities (BOC) program. The survey serves as a comprehensive analysis of outdoor recreation in the region, providing insights into its economic significance and guiding future research and decision-making efforts.



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](http://madexmtns.com) or @madexmtns