

BUILDING OUTDOOR COMMUNITIES



WNC Outdoor Recreation Participation Survey

February 28, 2024

Core Pillars



Grow the Outdoor
Industry



Amplify Outdoor
Culture



Build Outdoor
Communities

Funded By



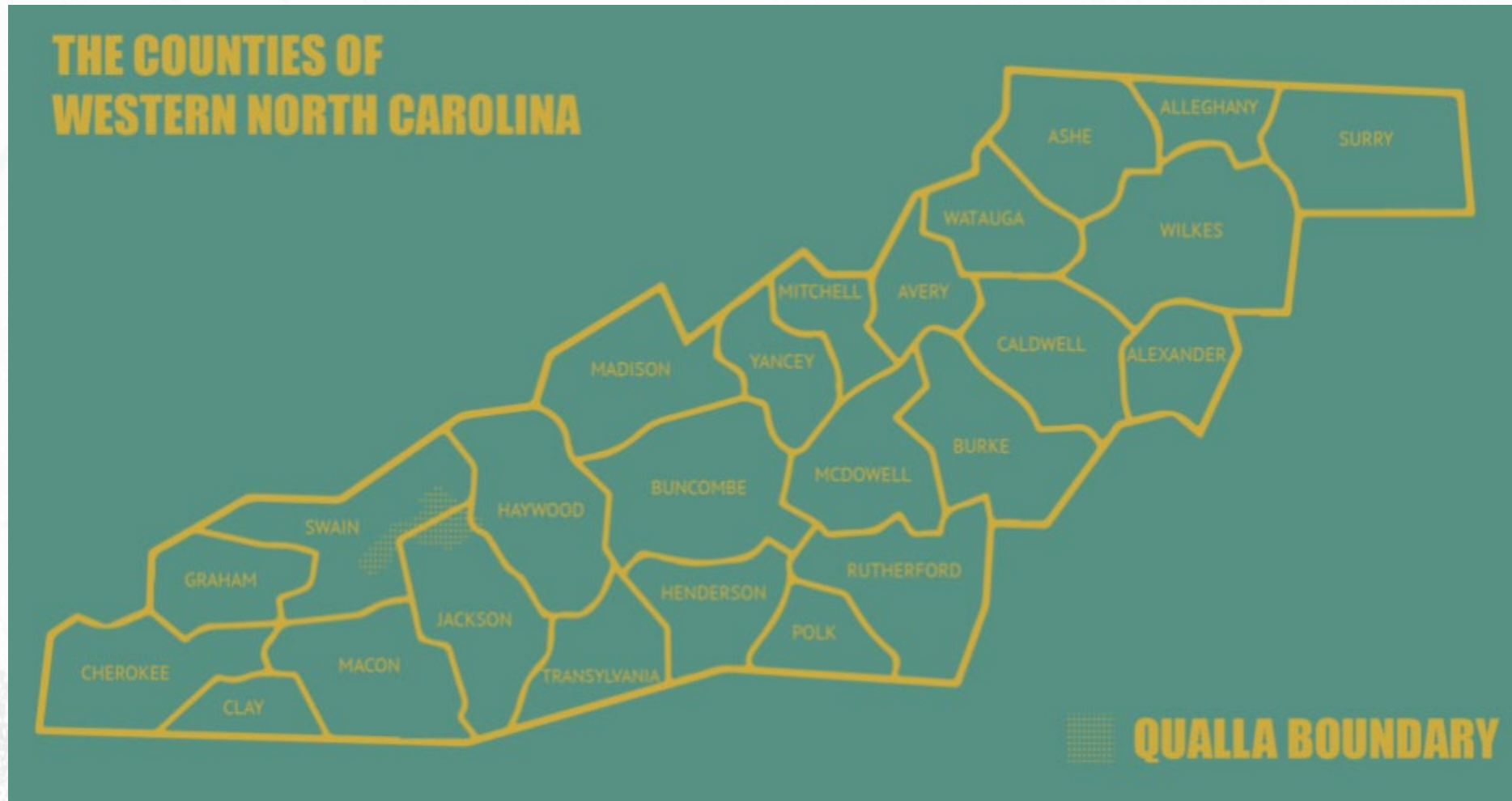
Appalachian
Regional
Commission



DOGWOOD
HEALTH TRUST

mountain 
bizworks

Program Area



Project Team



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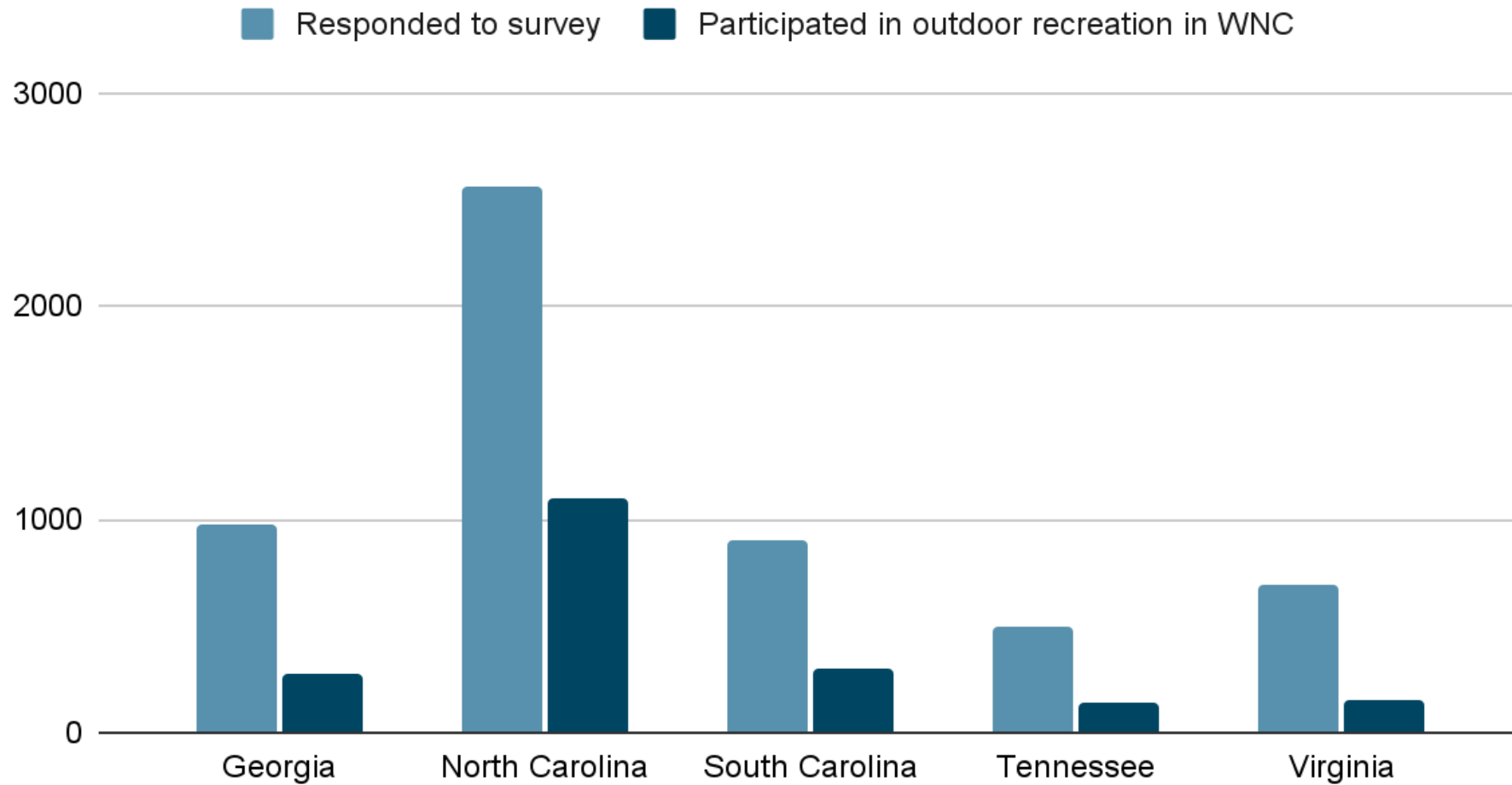
Economic Impact Studies



Western North Carolina Outdoor Recreation Participation Survey

- Dynata (www.dynata.com) “The world’s largest first-party data company”
- Performs consumer and business-to-business survey research
- Sample Size = 5,462 respondents from the five origin states
- Outdoor Recreation Participants = 1,786
- Respondents are from the 5 of top 6 states of origin for overnight visitors to WNC: GA (11%), NC (31%), SC (12.5%), TN (5.8%), VA (6.8%)
- Represents 66% of all overnight visitors to WNC according to Visit North Carolina (2021)

Survey response by origin state



Survey Demographics

	Sample	Census
Female	64%	51%
White	71%	69%
4-year College Graduate	36%	33%
Age 65+	20%	16%

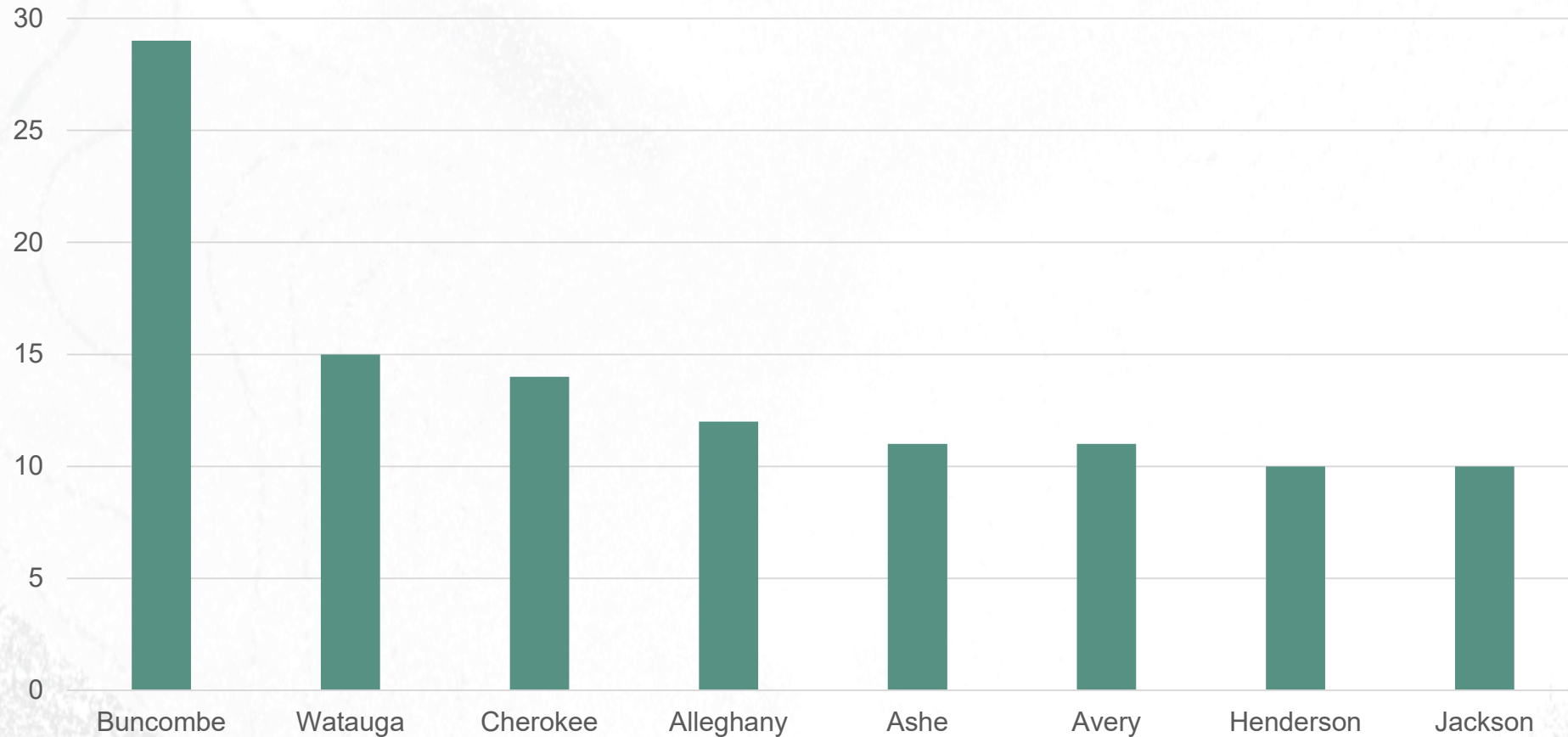
Recreation Participation

	Participates	Does not participate
Age 65+	12%	23%
Household income	\$76k	\$62k
Female	57%	67%
White	75%	68%
Graduated 4yr college	43%	33%
NC resident	57%	40%

Recreation Trips

	Sample size	Annual Trips
North Carolina	1020	4.9
Tennessee	121	4.0
Georgia	230	3.4
South Carolina	276	3.2
Virginia	139	3.2

Most Popular Destinations (%)



Most Popular Activities

Activity	Those who participate
Day hiking	50%
Nature viewing	46%
Fishing	36%
Car camping	22%
Mountain biking	16%

Most Recent Trip

- 66% stay overnight
- 39% of overnight stays are for 2 nights
- 39% stay in hotel/motel
- 34% travel with one other person
- 76% were very satisfied with their trip
- 83% say that this was a “typical” trip

Most Recent Trip: Overnight Stay

Hotel/motel	39%
Camper / RV/ Trailer / Van	19%
Stay with friends and/or family	11%
Short-term rental house	10%
Private campground	5%
Public campground	5%
Condo/townhouse	4%
Resort	4%
Other	2%

Most Recent Trip: Spending (\$)

\$479 : average spending
per trip



Most Recent Trip: Spending (\$)

	Average Spending
Lodging	\$124
Restaurants	\$95
Gasoline	\$75
Entertainment	\$67
Groceries	\$48
Souvenirs	\$24
Gear	\$23
Other travel	\$12
Other	\$11

Annual Economic Impacts

Impact	Employment	Millions (\$)	
		Income	Output
Direct	37,840	1,110	3,418
Indirect	6,583	238	983
Induced	3,420	133	493
Total	47,843	1,481	4,895

Economic Benefits: “Consumer Surplus”

- Consumer surplus is the additional benefit to the traveler, over and above their spending.
- Consumer surplus per day per person is \$25
 - USFS estimates that the “consumer surplus per activity day per person” ranges from \$21 for backpacking to \$139 for non-motorized boating.
- The annual aggregate benefit is \$1.5 billion.

Survey Key Takeaways

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

Survey Key Takeaways

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**

94%

of respondents were satisfied with their outdoor recreation experience

\$479 : average spending per trip



AVERAGE TRAVEL PARTY SIZE

Next Steps: How to Use the Data

Framing Your Story

- Context ⇒ Key Players ⇒ Problem/Improvement/Opportunity
⇒ Solutions

Connect the Data and Stories Together

- Data ⇒ Visuals ⇒ Narrative

Next Steps: How to Use the Data

365 DAYS OF TRAIL COUNTS

The City of Fayetteville collects trail usage data on the **Razorback Regional Greenway** using an infrared trail counter. Check out data during one year's counts from January 1 to December 31, 2020.

TOTAL USES 304,045

Number of trail uses counted at a single point on the Razorback Regional Greenway in Fayetteville during a 365-day period.

67% OF TRAIL USERS RODE A BIKE

THE BUSIEST HOUR OF THE DAY IS 5-6 PM

THE BUSIEST MONTH ON THE TRAIL WAS JUNE

41,693 uses were counted in June, 2020. The month with the lowest count was January, with 13,187 uses.

2,194 SINGLE DAY RECORD

The single busiest day was May 30, with 2,194 uses. This is up 19% over the 2019 highest-use day, which saw 1,841 uses.

SAFETY & TRAIL ETIQUETTE PRIORITIES

- 15 mph speed limit
- wear a helmet while biking
- slower traffic stays to the right
- clean up after pets

CITY OF FAYETTEVILLE ARKANSAS

www.fayetteville-ar.gov/bike

THE POWER OF PARKS

Do you know the power of your local parks and recreation? Yes, they provide beautiful green spaces and fun programs, but they do so much more and the benefits are immense. Learn more at www.nrpa.org/power-of-parks and watch the video.

PARKS HAVE ENVIRONMENTAL POWER

1 ACRE OF TREES absorbs the carbon dioxide produced by **DRIVING A CAR 11,000 MILES.**

PARKS HAVE HEALTH POWER

Increased access to places for physical activity leads to a **25% increase** in people exercising **3 or more days a week.**

PARKS HAVE SAFETY POWER

In Macon, GA, a revitalized park that included new programming and beautification efforts **reduced incidents of crime and violence by 50%.**

PARKS HAVE COMMUNITY POWER

Parks strengthen community ties and **bring diverse populations together.**

Parks have the power to strengthen communities, transform lives, and protect the future.

Parks are the most powerful aspect of every community.

Source: Centers for Disease Control, Environmental Protection Agency, American Planning Association

National Recreation and Park Association

#PowerOfParks

Next Steps: Upcoming Data

Economic Analysis Tools:

- A spreadsheet model will be developed to allow estimation of the economic impacts to communities of new outdoor recreation infrastructure projects.
- A spreadsheet model will be developed to allow estimation of the economic benefits to visitors of new outdoor recreation infrastructure projects.
- Tools will be launched at BOC Workshop this May

Contact Information



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Next Steps: BOC Spring Roadshow

Building Outdoor Communities Spring Events

BOC Spring Roadshow

Weeks of April 15 & 22

- Hayesville, Sylva, Hendersonville, Marion, Valdese, Boone, Spruce Pine
- Invitations to BOC Working Groups Forthcoming
- County-level Reports will be provided

BOC Workshop & Celebration

SAVE THE DATE - May 13 @ McDowell Tech

- Details Forthcoming
- Launch of Economic Analysis Tools



Questions & Discussion

Stay Connected

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Instagram: [@madexmtns](https://www.instagram.com/madexmtns)



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