



ASHE COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$86.8 MILLION



which supports approximately

1,452 FULL-TIME JOBS

\$36.3 MILLION

in labor income

POPULAR ACTIVITIES

- DAY HIKING (40%)
- SCENIC DRIVING (27%)
- NATURE VIEWING (26%)

65% of recent trips were overnight, averaging a stay of **1.5 NIGHTS**



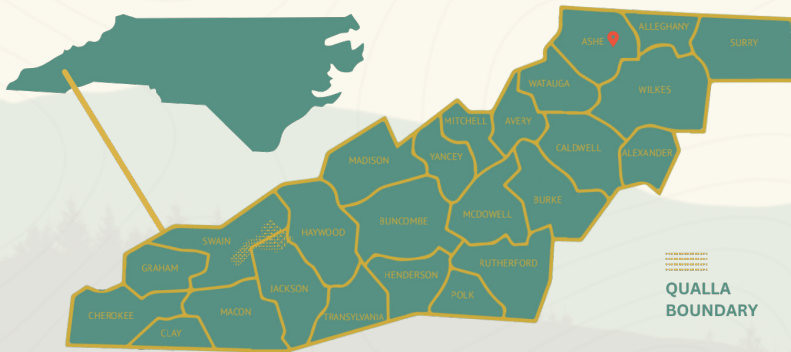
AVERAGE TRAVEL PARTY SIZE

\$420: average spending per trip



96%

of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING



- LODGING - \$112
- RESTAURANT MEALS - \$77
- GASOLINE - \$77
- ENTERTAINMENT - \$45

POPULAR DESTINATIONS

- BLUE RIDGE PARKWAY (72%)
- NEW RIVER (38%)
- NEW RIVER STATE PARK (29%)

POPULAR LODGING

- HOTEL/MOTEL (33%)
- CAMPER (13%)
- FRIENDS/FAMILY (6%)



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