



# AVERY COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

**\$183.5 MILLION**



**\$64.1 MILLION**

which supports approximately

in labor income

**1,921 FULL-TIME JOBS**

## POPULAR ACTIVITIES

- DAY HIKING (38%)
- NATURE VIEWING (28%)
- FISHING (25%)
- WINTER ACTIVITIES (17%)

**69%** of recent trips were overnight, averaging a stay of **2 NIGHTS**



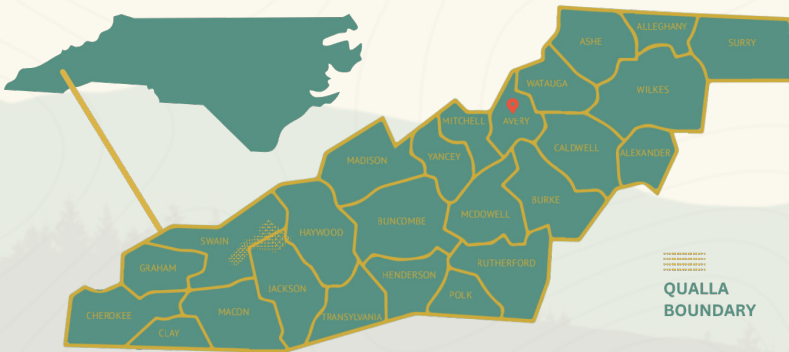
## AVERAGE TRAVEL PARTY SIZE

**\$567:** average spending per trip



**92%**

of respondents were satisfied with their outdoor recreation experience



## POPULAR SPENDING



- LODGING - \$132
- RESTAURANT MEALS - \$113
- ENTERTAINMENT - \$99
- GASOLINE - \$84

## POPULAR DESTINATIONS

- BLUE RIDGE PARKWAY (52%)
- APPALACHIAN TRAIL (50%)
- BEECH MOUNTAIN SKI RESORT (44%)

## POPULAR LODGING

- CAMPER (16%)
- SHORT TERM RENTAL (14%)
- FRIENDS/FAMILY (13%)
- HOTEL/MOTEL (11%)



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