



BUNCOMBE COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$571.7 MILLION



\$201.1 MILLION

which supports approximately

in labor income

4,793 FULL-TIME JOBS

POPULAR ACTIVITIES



SCENIC DRIVING (48%)



DAY HIKING (47%)



NATURE VIEWING (44%)

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



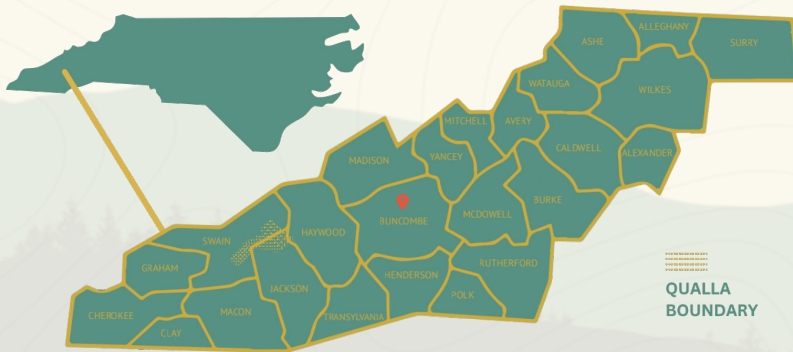
AVERAGE TRAVEL PARTY SIZE

\$494: average spending per trip



95%

of respondents were satisfied with their outdoor recreation experience



QUALLA BOUNDARY

POPULAR SPENDING



LODGING - \$168

RESTAURANT MEALS - \$106

GASOLINE - \$66

ENTERTAINMENT - \$61

POPULAR DESTINATIONS

BLUE RIDGE PARKWAY (83%)

PISGAH NATIONAL FOREST (45%)

FRENCH BROAD RIVER (39%)

POPULAR LODGING

HOTEL/MOTEL (29%)

SHORT TERM RENTAL (11%)

CAMPER (9%)



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://www.instagram.com/madexmtns)