



CALDWELL COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$160.7 MILLION



\$47.9 MILLION

which supports approximately

in labor income

1,722 FULL-TIME JOBS

POPULAR ACTIVITIES

- FISHING (32%)**
- DAY HIKING (27%)**
- MOTORIZED BOATING (27%)**

61% of recent trips were overnight, averaging a stay of **1.5 NIGHTS**



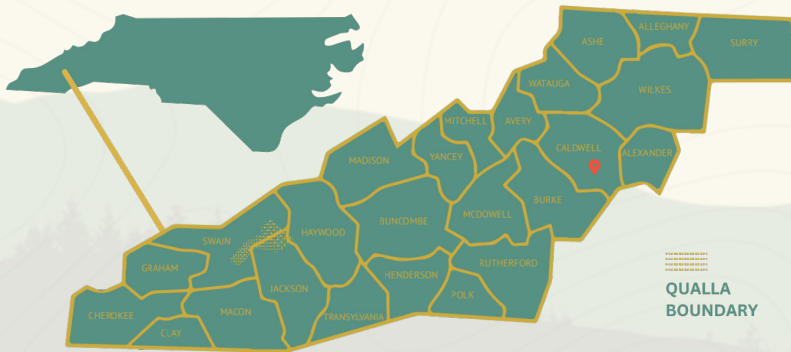
AVERAGE TRAVEL PARTY SIZE

\$424: average spending per trip



93%

of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING



RESTAURANT MEALS - \$93

GASOLINE - \$83

LODGING - \$60

ENTERTAINMENT - \$55

POPULAR DESTINATIONS

BLUE RIDGE PARKWAY (63%)

CATAWBA RIVER (57%)

YADKIN RIVER (36%)

POPULAR LODGING

CAMPER (18%)

HOTEL/MOTEL (16%)

CONDO (9%)

FRIENDS/FAMILY (7%)



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://twitter.com/madexmtns)

SUPPORTING PARTNERS

