CHEROKEE COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

$211.8 MILLION

which supports approximately

2,112 FULL-TIME JOBS

$57 MILLION

in labor income

POPULAR ACTIVITIES

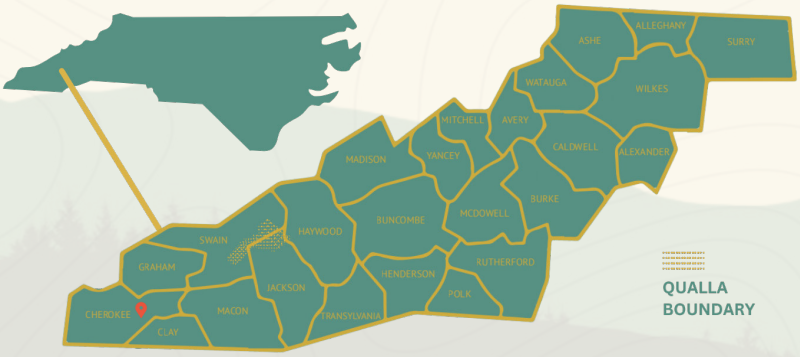
- NATURE VIEWING (36%)
- DAY HIKING (33%)
- SCENIC DRIVING (31%)

76% of recent trips were overnight, averaging a stay of **1.5 NIGHTS**

AVERAGE TRAVEL PARTY SIZE

$517 average spending per trip

94% of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING

- LODGING - $126
- RESTAURANT MEALS - $106
- GASOLINE - $89
- ENTERTAINMENT - $70

POPULAR DESTINATIONS

- NANTAHALA NATIONAL FOREST (45%)
- APPALACHIA LAKE (43%)
- HIWASSEE LAKE (28%)

POPULAR LODGING

- HOTEL/MOTEL (31%)
- CAMPER (19%)
- CAMPGROUND (12%)

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

SUPPORTING PARTNERS