



GRAHAM COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$90.8 MILLION



\$23.6 MILLION

which supports approximately

893 FULL-TIME JOBS

in labor income

POPULAR ACTIVITIES

- SCENIC DRIVING (41%)
- NATURE VIEWING (41%)
- DAY HIKING (31%)

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



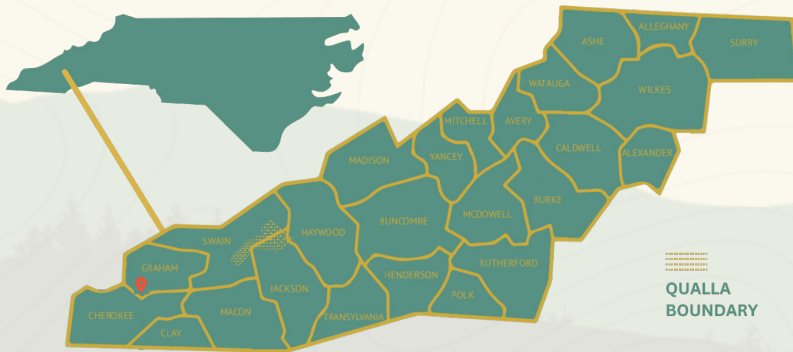
AVERAGE TRAVEL PARTY SIZE

\$816 average spending per trip



88%

of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING



- RESTAURANT MEALS - \$192
- ENTERTAINMENT - \$173
- LODGING - \$122
- GASOLINE - \$91

POPULAR DESTINATIONS

- APPALACHIAN TRAIL (63%)
- GREAT SMOKY MOUNTAINS NATIONAL PARK (59%)
- NANTHALA NATIONAL FOREST (47%)

POPULAR LODGING

- HOTEL/MOTEL (25%)
- SHORT TERM RENTAL (13%)
- FRIENDS/FAMILY (13%)
- CAMPER (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](https://twitter.com/madexmtns)