



HAYWOOD COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$148 MILLION



\$47.9 MILLION

which supports approximately

in labor income

1,445 FULL-TIME JOBS

POPULAR ACTIVITIES

- NATURE VIEWING (47%)
- DAY HIKING (44%)
- SCENIC DRIVING (40%)

74% of recent trips were overnight, averaging a stay of **2 NIGHTS**



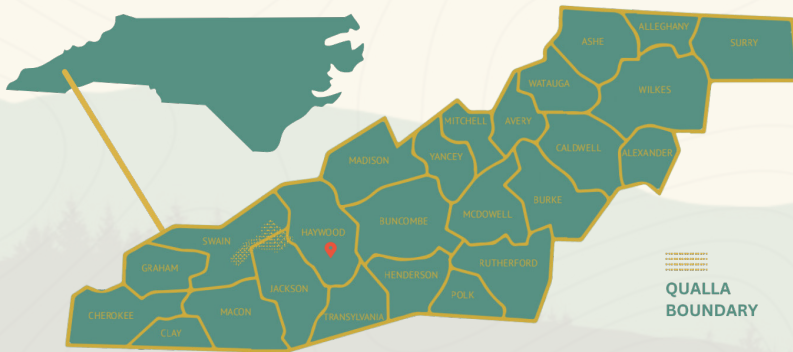
AVERAGE TRAVEL PARTY SIZE

\$655 average spending per trip



98%

of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING



- LODGING - \$216
- RESTAURANT MEALS - \$123
- GASOLINE - \$95
- ENTERTAINMENT - \$69

POPULAR DESTINATIONS

- BLUE RIDGE PARKWAY (78%)
- GREAT SMOKY MOUNTAINS NATIONAL PARK (71%)
- PISGAH NATIONAL FOREST (50%)

POPULAR LODGING

- HOTEL/MOTEL (28%)
- CAMPER (14%)
- FRIENDS/FAMILY (12%)
- SHORT TERM RENTAL (10%)



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)