



JACKSON COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$150.1 MILLION



\$52.4 MILLION

which supports approximately

1,440 FULL-TIME JOBS

in labor income

POPULAR ACTIVITIES

- DAY HIKING (42%)
- NATURE VIEWING (40%)
- SCENIC DRIVING (35%)
- FISHING (27%)

72% of recent trips were overnight, averaging a stay of **1.5 NIGHTS**



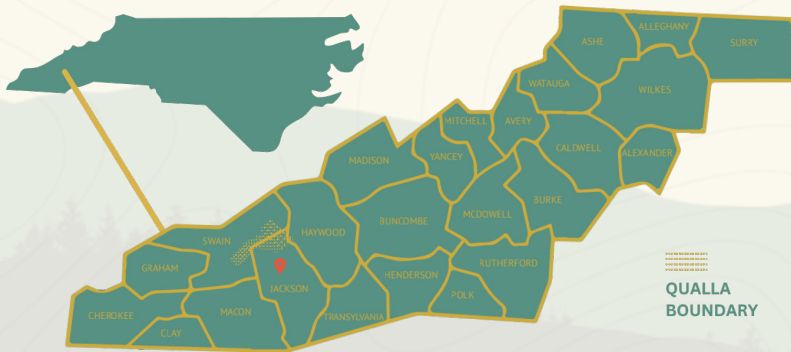
AVERAGE TRAVEL PARTY SIZE

\$472 average spending per trip



93%

of respondents were satisfied with their outdoor recreation experience



QUALLA BOUNDARY

POPULAR SPENDING



- RESTAURANT MEALS - \$109
- LODGING - \$86
- ENTERTAINMENT - \$86
- GASOLINE - \$72

POPULAR DESTINATIONS

- BLUE RIDGE PARKWAY (60%)
- APPALACHIAN TRAIL (43%)
- NANTHALA NATIONAL FOREST (42%)

POPULAR LODGING

- HOTEL/MOTEL (28%)
- FRIENDS/FAMILY (13%)
- SHORT TERM RENTAL (8%)
- CAMPER (8%)



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)