



MADISON COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$68.1 MILLION



\$20.3 MILLION

which supports approximately

in labor income

753 FULL-TIME JOBS

POPULAR ACTIVITIES

- DAY HIKING (38%)
- FISHING (29%)
- NATURE VIEWING (26%)

64% of recent trips were overnight, averaging a stay of **1.5 NIGHTS**



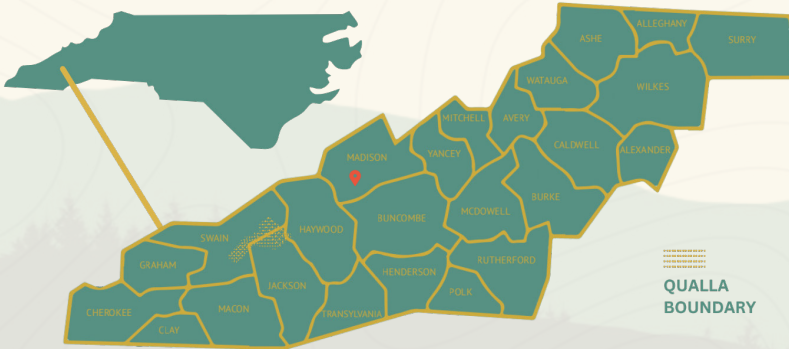
AVERAGE TRAVEL PARTY SIZE

\$423 average spending per trip



93%

of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING



LODGING - \$89
RESTAURANT MEALS - \$74
GASOLINE - \$70
GROCERIES - \$68

POPULAR DESTINATIONS

APPALACHIAN TRAIL (60%)
FRENCH BROAD RIVER (60%)
BAILEY MOUNTAIN PRESERVE (29%)

POPULAR LODGING

HOTEL/MOTEL (29%)
CAMPER (12%)
SHORT TERM RENTAL (12%)
FRIENDS/FAMILY (5%)



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

