



POLK COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$43.7 MILLION



\$11.8 MILLION

which supports approximately

in labor income

520 FULL-TIME JOBS

POPULAR ACTIVITIES

- FISHING (38%)**
- SCENIC DRIVING (30%)**
- NATURE VIEWING (28%)**

65% of recent trips were overnight, averaging a stay of **1.5 NIGHTS**



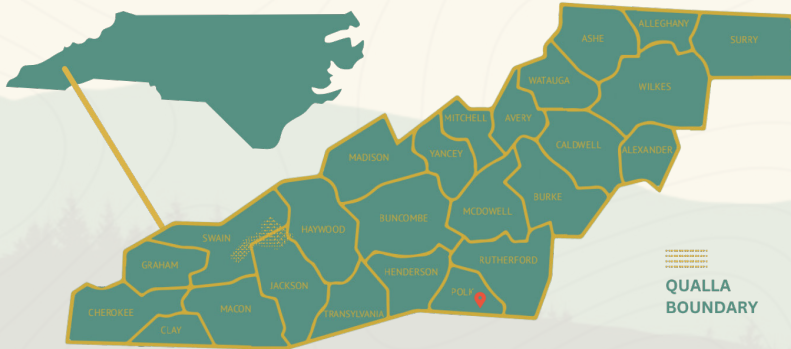
AVERAGE TRAVEL PARTY SIZE

\$315 average spending per trip



87%

of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING



- GASOLINE - \$72**
- LODGING - \$54**
- RESTAURANT MEALS - \$53**
- ENTERTAINMENT - \$52**

POPULAR DESTINATIONS

- GREEN RIVER (40%)**
- BROAD RIVER (26%)**
- LAKE ADGER (41%)**

POPULAR LODGING

- CAMPER (28%)**
- HOTEL/MOTEL (17%)**
- FRIENDS/FAMILY (11%)**
- CONDO (2%)**
- PRIVATE CAMPGROUND (2%)**



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)