



# QUALLA BOUNDARY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

**\$101.2 MILLION** 





which supports approximately

**958 FULL-TIME JOBS**

**\$33.3 MILLION**

in labor income


## POPULAR ACTIVITIES

-  **FISHING (49%)**
-  **NATURE VIEWING (43%)**
-  **DAY HIKING (35%)**
-  **SCENIC DRIVING (32%)**

**81%** of recent trips were overnight, averaging a stay of **2 NIGHTS**

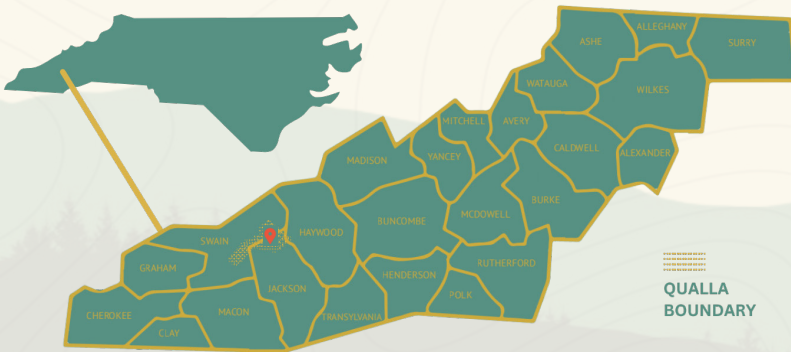


## AVERAGE TRAVEL PARTY SIZE

**\$541** average spending per trip 

**100%**

of respondents were satisfied with their outdoor recreation experience



## POPULAR SPENDING

- LODGING - \$137**
- GASOLINE - \$92**
- ENTERTAINMENT - \$82**
- RESTAURANT MEALS - \$74**

## POPULAR DESTINATIONS

- BLUE RIDGE PARKWAY (73%)**
- CHEROKEE ISLAND PARK (59%)**
- FIRE MOUNTAIN TRAILS (35%)**

## POPULAR LODGING

- HOTEL/MOTEL (41%)**
- CAMPER (16%)**
- FRIENDS/FAMILY (8%)**
- PRIVATE CAMPGROUND (5%)**
- PUBLIC CAMPGROUND (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](http://madexmtns.com) or [@madexmtns](https://twitter.com/madexmtns)