



RUTHERFORD COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$77.3 MILLION



\$22.5 MILLION

which supports approximately

in labor income

744 FULL-TIME JOBS

POPULAR ACTIVITIES

- DAY HIKING (53%)
- NATURE VIEWING (47%)
- SCENIC DRIVING (42%)

61% of recent trips were overnight, averaging a stay of **2 NIGHTS**



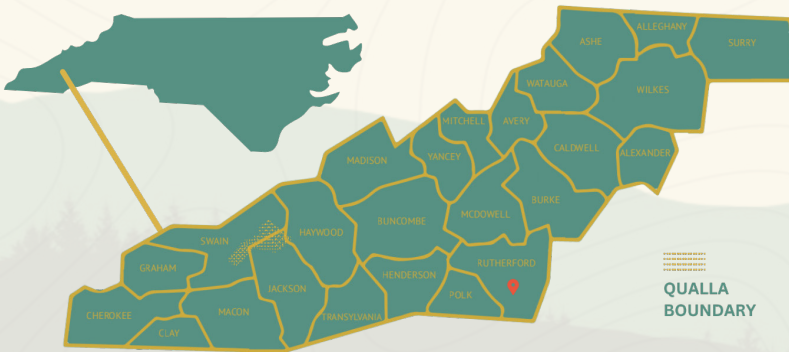
AVERAGE TRAVEL PARTY SIZE

\$613 average spending per trip



95%

of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING



- LODGING - \$180
- RESTAURANT MEALS - \$126
- GASOLINE - \$85
- ENTERTAINMENT - \$83

POPULAR DESTINATIONS

- LAKE LURE (68%)
- CHIMNEY ROCK STATE PARK (66%)
- BROAD RIVER (37%)

POPULAR LODGING

- CAMPER (13%)
- SHORT TERM RENTAL (11%)
- CONDO (5%)
- 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)