



# SWAIN COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

## \$71.8 MILLION



## \$23.7 MILLION

which supports approximately

in labor income

## 729 FULL-TIME JOBS

### POPULAR ACTIVITIES

- DAY HIKING (49%)
- NATURE VIEWING (44%)
- SCENIC DRIVING (36%)

**72%** of recent trips were overnight, averaging a stay of **2 NIGHTS**



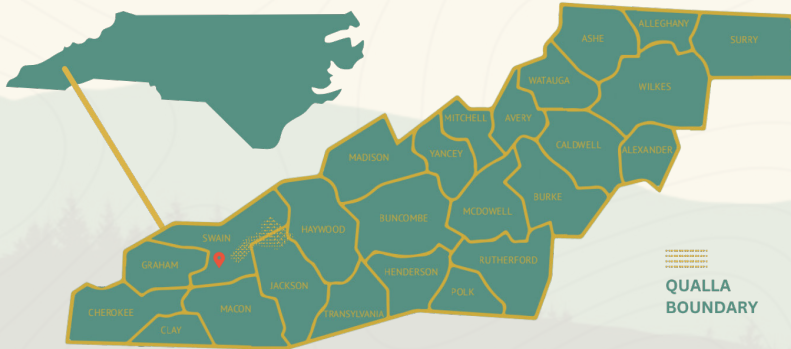
### AVERAGE TRAVEL PARTY SIZE

**\$480** average spending per trip



**97%**

of respondents were satisfied with their outdoor recreation experience



### POPULAR SPENDING



- LODGING - \$153
- RESTAURANT MEALS - \$92
- ENTERTAINMENT - \$75
- GASOLINE - \$64

### POPULAR DESTINATIONS

- GREAT SMOKY MOUNTAINS NATIONAL PARK (56%)
- NANTHALA RIVER (49%)
- BLUE RIDGE PARKWAY (49%)

### POPULAR LODGING

- CAMPER (10%)
- SHORT TERM RENTAL (10%)
- RESORT (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](http://madexmtns.com) or [@madexmtns](https://twitter.com/madexmtns)