



WATAUGA COUNTY OUTDOOR RECREATION PARTICIPATION SURVEY

The total economic output from outdoor recreation visitor spending is

\$235.8 MILLION



which supports approximately

2,323 FULL-TIME JOBS

\$77.1 MILLION

in labor income

POPULAR ACTIVITIES

- DAY HIKING (52%)
- NATURE VIEWING (46%)
- SCENIC DRIVING (46%)
- WINTER ACTIVITIES (14%)

59% of recent trips were overnight, averaging a stay of **1.5 NIGHTS**



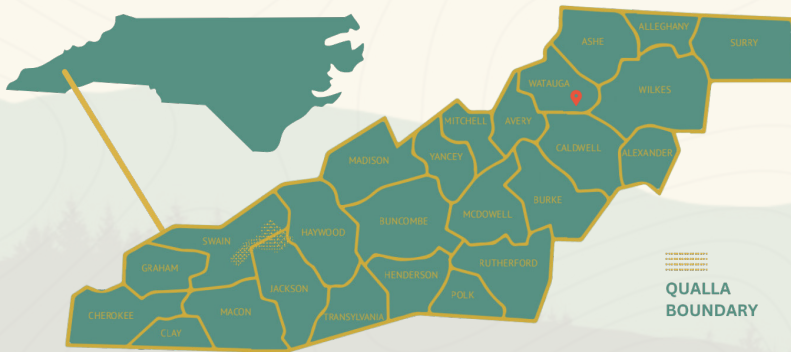
AVERAGE TRAVEL PARTY SIZE

\$455 average spending per trip



97%

of respondents were satisfied with their outdoor recreation experience



POPULAR SPENDING



LODGING - \$157
RESTAURANT MEALS - \$89
GASOLINE - \$69
ENTERTAINMENT - \$54

POPULAR DESTINATIONS

BLUE RIDGE PARKWAY (74%)
GRANDFATHER MOUNTAIN STATE PARK (48%)
PISGAH NATIONAL FOREST (27%)

POPULAR LODGING

HOTEL/MOTEL (17%)
SHORT TERM RENTAL (16%)
CAMPER (8%)
FRIENDS/FAMILY (7%)



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)