



# SUMMARY OF PARTNER RESEARCH INSIGHTS

Performed February 2020  
by Magellan Strategy Group

An Initiative of the Blue Ridge National Heritage Area  
and the North Carolina Arts Council

## More Than 75 PARTNERS Across 26 COUNTIES



## RESPONDED



**69% of events and venues reported increased 2019 attendance**, and 25% said their attendance increased by double digits. Only 8% said attendance decreased.



Among partners reporting a rise in attendance, **66% cited more visitors to the area** as a key driver of attendance increases. Other drivers included more regular attendees and traditional music enthusiasts.



**65% of events and venues that track revenue reported increases**, and only 5% reported a decline. (About 4 in 5 of all events and venues said they generate revenue.)

## BENEFITS TO THE COMMUNITY

# 81%

...of partners believe the Blue Ridge Music Trails helped their *community*, with increases in awareness, destination visitation, event and venue attendance, and the preservation of traditional music cited most often as benefits.



*The top challenge faced by traditional music venues and events?*

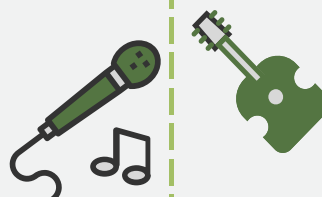
Attracting younger audiences



## BENEFITS TO EVENTS AND VENUES

# 71%

...of partners reported the Blue Ridge Music Trails helped their *organization*, citing the benefits to traditional music in general and a boost to their own reputation.



*This research was commissioned by Blue Ridge National Heritage Area, which launched the Blue Ridge Music Trails initiative in 2013 with the North Carolina Arts Council to preserve and promote traditional music and dance in 29 mountain and foothill counties of North Carolina.*