

Measurement of the Economic Vitality of The Blue Ridge National Heritage Area

Section II

Development and Implementation of an Industry-Wide Measuring Tool Designed to Assess Visitor Demographics, Psychographics, Spending and Brand Awareness

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This material is based upon work supported in whole or in part by the Blue Ridge National Heritage Area

Winter 2006

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Acknowledgements

A research study as comprehensive as this one is not possible without the concerted effort of many people and organizations. The authors wish to thank all those assisting with the data collection. They include:

The Alleghany Chamber of Commerce
The Andrews Chamber of Commerce
The Asheville Art Museum
The Biltmore Estate
The Brevard/Transylvania Chamber of Commerce
The Cherokee Co. Chamber of Commerce
Chetola Resort
Chimney Rock Park
Clay County Chamber & Travel
Cradle of Forestry in America
Dogwood Crafters
Flat Rock Playhouse
Fontana Village Resort
The Franklin Chamber of Commerce
Goldhagen Studios
Graham Travel & Tourism Authority
Grandfather Mountain
Henderson Co. Travel & Tourism
High Country Host

I-26 East Welcome Center
I-26 West Welcome Center
I-40 West Welcome Center
Madison Co. Visitors Center
McDowell Co. TDA
The Mt. Airy Chamber of Commerce
Mountain Gateway Museum
Nantahala Village
Parkway Craft Center
Penland School
Scottish Tartan's Museum
Smoky Mountain Host
Stecoah Valley Arts Crafts & Educational Center
The Swain Co. Chamber of Commerce
Swannanoa Valley Museum
Toe River Arts Council
Tweetsie Railroad
WNC Nature Center

Table of Contents

| | |
|--|---------|
| Executive Summary..... | 3 |
| Introduction..... | 10 |
| Visitor Demographics..... | 11 |
| Visitor Psychographics..... | 25 |
| Other Visitor Interests..... | 33 |
| Visitor Spending..... | 35 |
| Brand Awareness..... | 40 |
| Blue Ridge National Heritage Area Tables..... | 42 |
| Smoky Mountain Host Region..... | 75 |
| Visitor Demographics..... | 78 |
| Visitor Psychographics..... | 85 |
| Visitor Spending..... | 94 |
| Brand Awareness..... | 96 |
| Smoky Mountain Host Region Tables..... | 97 |
| Blue Ridge Host Region..... | 111 |
| Visitor Demographics..... | 114 |
| Visitor Psychographics..... | 127 |
| Visitor Spending..... | 130 |
| Brand Awareness..... | 132 |
| Blue Ridge Host Region Tables..... | 133 |
| High Country Host Region..... | 147 |
| Visitor Demographics..... | 150 |
| Visitor Psychographics..... | 157 |
| Visitor Spending..... | 166 |
| Brand Awareness..... | 168 |
| Blue Ridge Host Region Tables..... | 169 |
| Music Activities..... | 183 |
| Tables..... | 194 |
| Cherokee Sites..... | 208 |
| Tables..... | 219 |
| Visiting Farms..... | 133 |
| Tables..... | 244 |
| Gardens & Countryside Trails..... | 256 |
| Tables..... | 269 |
| Craft Activities..... | 283 |
| Tables..... | 294 |
| Outdoor Recreation..... | 308 |
| Tables..... | 319 |
| Festivals & Special Events..... | 333 |
| Tables..... | 344 |
| Summary of Product Preferences by Visitor Demographic..... | 358 |

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Executive Summary

Overall Blue Ridge National Heritage Area Analysis

- The data used in the study were collected from 44 tourism partners in the Blue Ridge National Heritage Area. In all, 4,399 usable surveys were collected.
- Across the sample, almost 78% of respondents reported that they were overnight visitors, the rest reported that they were day trippers.
- About 58% of the data were collected from the Blue Ridge Host Region, 26% of the data were collected from the Smoky Mountain Host Region, and 15% from the High Country Host Region.
- The largest group of overnight visitors were 56 – 65 years of age, while the largest group of day trippers were 46 – 55 years of age.
- The largest proportion of both overnight visitors and day trippers reported having some college education. The second largest proportion of both overnight visitors and day trippers reported having a Bachelor Degree.
- The largest proportion of overnight visitors reported an income level between \$50,000 and \$74,999 per year, while the largest proportion of day trippers reported an income level between \$25,000 and \$49,999 per year.
- The largest proportion of both overnight visitors and day trippers reported a travel party size of two, followed by four, then three.
- The large majority of travel parties had no children under 18 years of age (82% of overnight visitors and 75% of day trippers).
- The largest proportion of overnight visitors reported staying in the area for two nights, followed by three nights, and one night.

- Almost 90% of overnight visitors and day trippers were either very satisfied or satisfied with the Blue Ridge National Heritage Area.
- Over 90% of overnight visitors and day trippers thought that the shop/location/attraction where they filled out the survey was very appealing or appealing.
- 39% of overnight visitors and 30% of day trippers were either likely or very likely to participate in music activities, while 41% of overnight visitors and 51% of day trippers were not very likely to participate in music activities.
- 39% of overnight visitors and 35% of day trippers were either likely or very likely to visit Cherokee sites, while 40% of overnight visitors and 44% of day trippers were unlikely to visit Cherokee sites.
- 28% of overnight visitors and 27% of day trippers indicated that they would be likely or very likely to visit a farm, while 51% of overnight visitors and 53% of day trippers indicated that they would be unlikely to visit a farm.
- 61% of overnight visitors and 50% of day trippers indicated that they would likely or very likely visit a garden or countryside trail, while 19% of overnight visitors and 32% of day trippers reported that they would be unlikely to visit a garden or countryside trail.
- 50% of overnight visitors and 41% of day trippers reported that they would be likely or very likely to engage in craft activities, while 29% of overnight visitors and 38% of day trippers indicated that were unlikely to engage in craft activities.
- 72% of overnight visitors and 57% of day trippers reported that they would be likely or very likely to engage in outdoor recreation, while 10% of overnight visitors and 26% of day trippers indicated that they would be unlikely to engage in outdoor recreation.
- 66% of overnight visitors and 54% of day trippers reported that they would likely or very likely visit a festival or special event, while, 19% of overnight visitors and 28% of day trippers indicated that they would be unlikely to visit a festival or special event.
- Overnight visitors reported spending on:
 - #1: Food, drinks & meals
 - #2: Accommodations
 - #3: Arts & Crafts
 - #4: Admission to events other than music
 - #5: Clothing & Accessories

- Day trippers reported spending on:
 - #1: Food, drinks & meals
 - #2: Arts & Crafts
 - #3: Admission to events other than music
 - #4: Transportation
 - #5: Clothing & Accessories
- Overnight visitor expenditures included:
 - #1: Overnight accommodations = \$285.17
 - #2: Food, drinks & meals = \$172.43
 - #3: Purchase of arts & crafts = \$78.15
 - #4: Admission to events other than music = \$63.52
 - #5: Purchase of clothing & accessories = \$54
- Day tripper expenditures included:
 - #1: Food, drinks & meals = \$42.88
 - #2: Purchase of arts & crafts = \$31.84
 - #3: Admission to events other than music = \$23.61
 - #4: Overnight accommodations??? = \$22.96
 - #5: Transportation = \$17.85
- Overnight visitors total expenses were \$747.07 and per person per day expenses were \$95.53.
- Day tripper total expenses were \$172.02 and per person per day expenses were \$72.36.
- 53% of overnight visitors and 52% of day trippers reported being aware or very aware of the Blue Ridge National Heritage Area brand name, while 34% of overnight visitors and 36% of day trippers indicated that they were not aware of the Blue Ridge National Heritage Area brand name.

Regional Analysis

- The High Country Host Region had the largest proportion of respondents that reported being overnight visitors.
- Across all regions, the largest proportion of overnight visitor respondents were 56 – 65 years of age, followed by 46 – 65 years of age. However, the third largest proportion of overnight visitors was in the over 65 years of age category for the Smoky Mountain Host Region, while it was the 36 - 45 years of age category for the Blue Ridge Host and High Country Host Regions.

- The largest proportion of day trippers was the 46 – 65 years of age category for the Smoky Mountain and Blue Ridge Host Regions, while the largest proportion of day trippers was in the 56 -65 years of age category for the High Country Host Region.
- Across all regions, the largest proportion of overnight visitors and day trippers fell in the “some college” educational range. The second largest group was “Bachelor Degree.”
- The Blue Ridge Host Region and the High Country Host Region had the largest proportion of overnight visitors in the \$50,000 - \$74,999 income range, while the Smoky Mountain Host Region the largest proportion of overnight visitors was in the \$25,000 - \$49,999 income range.
- Across all regions the largest proportion of day trippers reported income in the \$25,000 - \$49,999 range.
- The largest proportion of overnight visitors reported a travel party size of 2 followed by 4, and 3 across all regions. Day trippers reported the same distribution, however, a higher proportion of High Country Host Region day trippers reported 3 person travel parties than either the Smoky Mountain or Blue Ridge Host Regions.
- Across all regions, the largest proportion of overnight visitor and day tripper travel parties had no children under the age of 18. The High Country Host Region respondents, both overnight visitors and day trippers had a larger proportion of travel parties with children under 18 than did the Smoky Mountain or Blue Ridge Host Regions.
- Across all regions, the largest number of overnights reported staying in the area 2 nights, followed by 3 nights and 1 night.
- 88% of overnight visitors and 85% of day trippers in the Smoky Mountain Host Region, 92% of overnight visitors and 90% of day trippers in the Blue Ridge Host Region, 90% of overnight visitors and 80% of day trippers were either satisfied or very satisfied with the Blue Ridge National Heritage Area.
- 90% of overnight visitors and 87% of day trippers in the Smoky Mountain Host Region, 95% of overnight visitors and 94% of day trippers in the Blue Ridge Host Region, 93% of overnight visitors and 89% of day trippers thought the shop/location/attraction where they filled out the survey was either appealing or very appealing.

- The likelihood of respondents visiting or participating in various events is shown in the following table (O = overnight visitors, D = day trippers):

| Likelihood of Respondents Visiting or Participating in Various Events or Activities in the Blue Ridge National Heritage Area | | | | | | |
|--|----------------------------|----------|------------------------|----------|--------------------------|----------|
| | Smoky Mountain Host Region | | Blue Ridge Host Region | | High Country Host Region | |
| | Likely | Unlikely | Likely | Unlikely | Likely | Unlikely |
| Music Events | 41% O | 41% O | 37% O | 43% O | 42% O | 36% O |
| | 37% D | 55% D | 29% D | 42% D | 34% D | 37% D |
| Cherokee Sites | 45% O | 31% O | 38% O | 42% O | 37% O | 41% O |
| | 41% D | 27% D | 33% D | 46% D | 34% D | 44% D |
| Farm Activity | 27% O | 53% O | 29% O | 51% O | 33% O | 44% O |
| | 26% D | 54% D | 27% D | 54% D | 34% D | 46% D |
| Garden or Trail | 57% O | 23% O | 62% O | 19% O | 66% O | 16% O |
| | 46% D | 38% D | 52% D | 30% D | 50% D | 29% D |
| Craft Activities | 54% O | 25% O | 50% O | 31% O | 52% O | 25% O |
| | 39% D | 38% D | 40% D | 39% D | 47% D | 34% D |
| Outdoor Recreation | 69% O | 16% O | 70% O | 16% O | 83% O | 7% O |
| | 50% D | 33% D | 59% D | 25% D | 68% D | 16% D |
| Festivals & Events | 69% O | 16% O | 62% O | 22% O | 77% O | 10% O |
| | 52% D | 29% D | 51% D | 31% D | 71% D | 17% D |

- Across all respondents the number indicating an interest in heritage products was:

- Outdoor Recreation: 2,732
- Festivals & Events: 2,573
- Gardens or Trails: 2,349
- Crafts: 1,952
- Cherokee Sites: 1,537
- Music Activities: 1,524
- Farm: 1,119

Product Analysis

An analysis of product preferences by visitor demographics shows clear preference patterns. These patterns are as follows:

- **Gender**

- For females the top three products include:
 1. Craft Activities.
 2. Music Activities.
 3. Cherokee Sites.
- For males the top three products include:
 1. Outdoor Recreation.
 2. Festivals & Special Events.
 3. Visiting Farms.

- **Age**

- For those below 25 years of age to 35 years of age the products include:
 1. Visiting Farms.
 2. Outdoor Recreation.
 3. Cherokee Sites and Gardens & Trails.
- For those 36 to 55 years of age the products include:
 1. Outdoor Recreation.
 2. Gardens & Trails.
 3. Cherokee Sites and Farms.
- For those 56 – 65 the products include:
 1. Craft Activities.
 2. Music Activities.
 3. Cherokee Sites.
- For those over 65 the products include:
 1. Music Activities.
 2. Craft Activities.
 3. Festivals & Special Events.

- **Education**

- For those with a high school and some college education the products include:
 1. Cherokee Sites.
 2. Outdoor Recreation.
 3. Festivals & Special Events.
- For those with a Bachelor's Degree the products include:
 1. Outdoor Recreation.
 2. Gardens & Trails.
 3. Music Activities.

- **Education (Continued)**

- For those with a graduate degree the products include:
 1. Music Activities.
 2. Craft Activities.
 3. Gardens & Trails.

- **Income**

- For those with income below \$25,000 the products include:
 1. Visiting Farms.
 2. Cherokee Sites.
 3. Festivals & Special Events.
- For those in the \$25,000 – \$74,999 range the products include:
 1. Cherokee Sites.
 2. Music Activities and Gardens & Trails.
 3. Visiting Farms.
- For those in the \$75,000 - \$99,999 range the products include:
 1. Visiting Farms.
 2. Craft Activities.
 3. Cherokee Sites.
- For those in the \$100,000 – 149,999 range the products include:
 1. Craft Activities.
 2. Festivals & Special Events and Outdoor Recreation.
 3. Gardens & Trails.
- For those making over \$150,000 the products include:
 1. Music Activities.
 2. Gardens & Trails.
 3. Craft Activities and Festivals & Special Events.

- **Visitor Type**

- For overnight visitors the products include:
 1. Music Activities.
 2. Craft Activities.
 3. Outdoor Recreation.
- For day trippers the products include:
 1. Visiting Farms.
 2. Cherokee Sites.
 3. Festivals & Special Events.

Introduction

The Blue Ridge National Heritage Area encompasses 25 counties in Western North Carolina. The area is divided into three geographic regions which are served by three tourist agencies, the Smoky Mountain Host Region to the south, The Blue Ridge Host Region in the middle and the High Country Host Region to the north.

The following map shows the location of the Blue Ridge National Heritage Area in Western North Carolina (Figure 1).

Figure 1
The Blue Ridge National Heritage Area –North Carolina



The Blue Ridge National Heritage Area (BRNHA) asked The John A. Walker College of Business at Appalachian State University and the Center for Regional Development at Western Carolina University to develop a joint proposal for a research program to measure the vitality of the local tourism industry, to assess visitor preferences, attitudes, and satisfaction, and to quantify the yearly impact of tourism on the regional economy in the Blue Ridge National Heritage Area.

This report details the results of a baseline research study that was designed to assess:

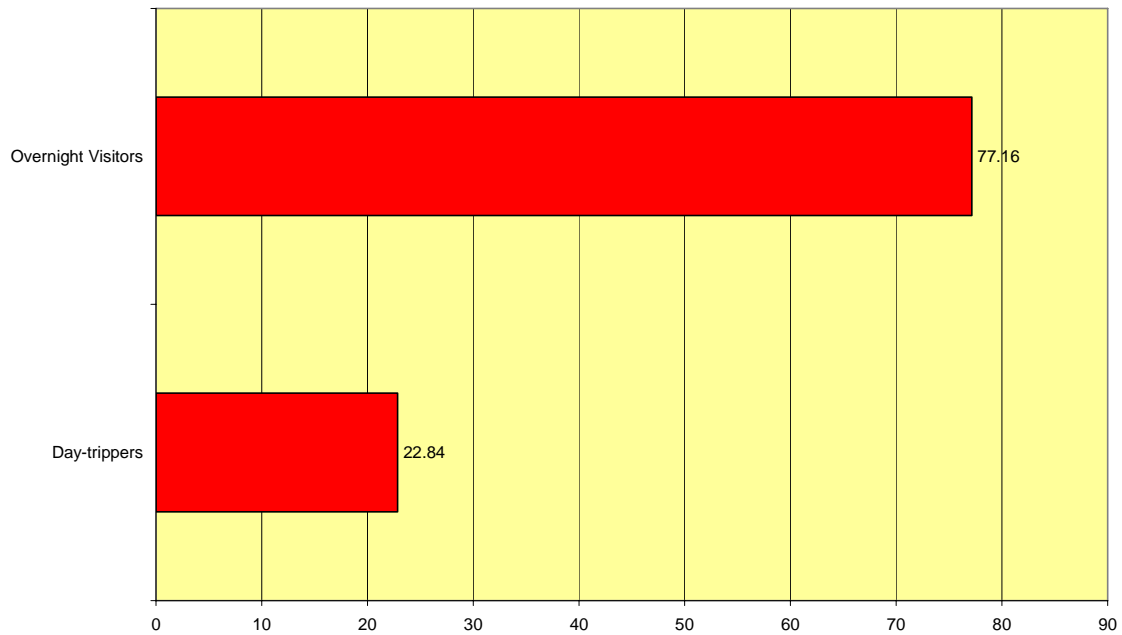
- a. BRNHA visitor demographics.
- b. BRNHA visitor psychographics.
- c. BRNHA visitor satisfaction and product evaluation.
- e. BRNHA visitor spending patterns.
- g. BRNHA brand awareness.

The report will begin with a general description of the demographic characteristics of visitors to the Blue Ridge National Heritage Area.

Visitor Demographic Characteristics

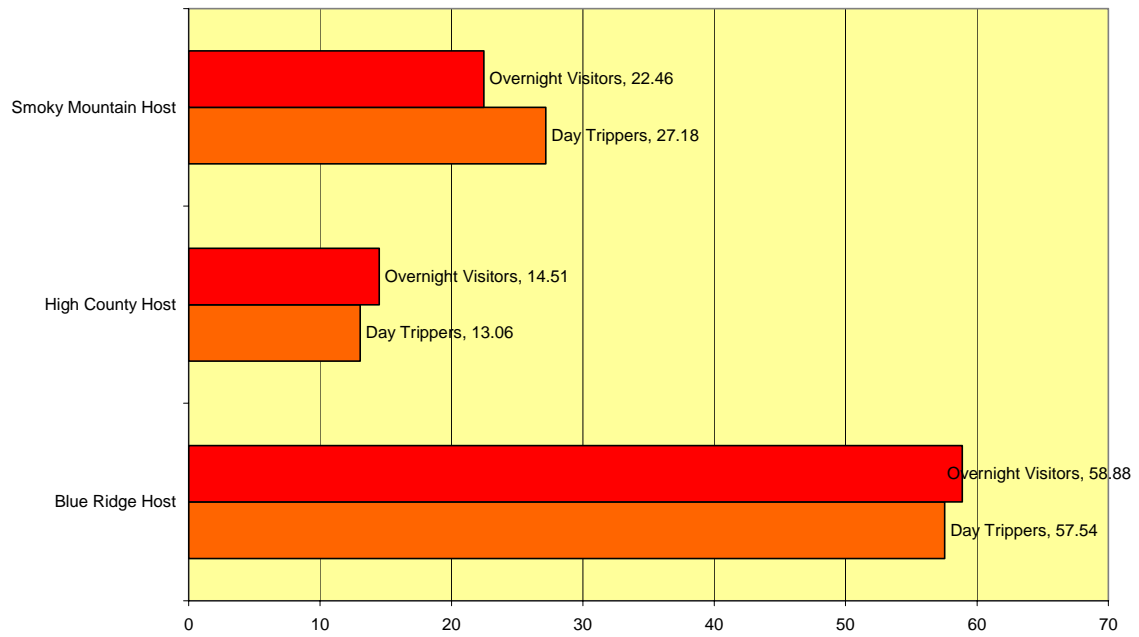
The data used in the study were collected from 44 tourism partners in the Blue Ridge National Heritage Area (please see Table 3 in the appendix). In all, 4,399 useable surveys were collected. Of these, 22.84% identified themselves as *day trippers* and 77.16% *overnight visitors* (see Table 1). Figure 2 presents the distribution of overnight visitors versus day trippers.

Figure 2
Visitor Type
(Percent)

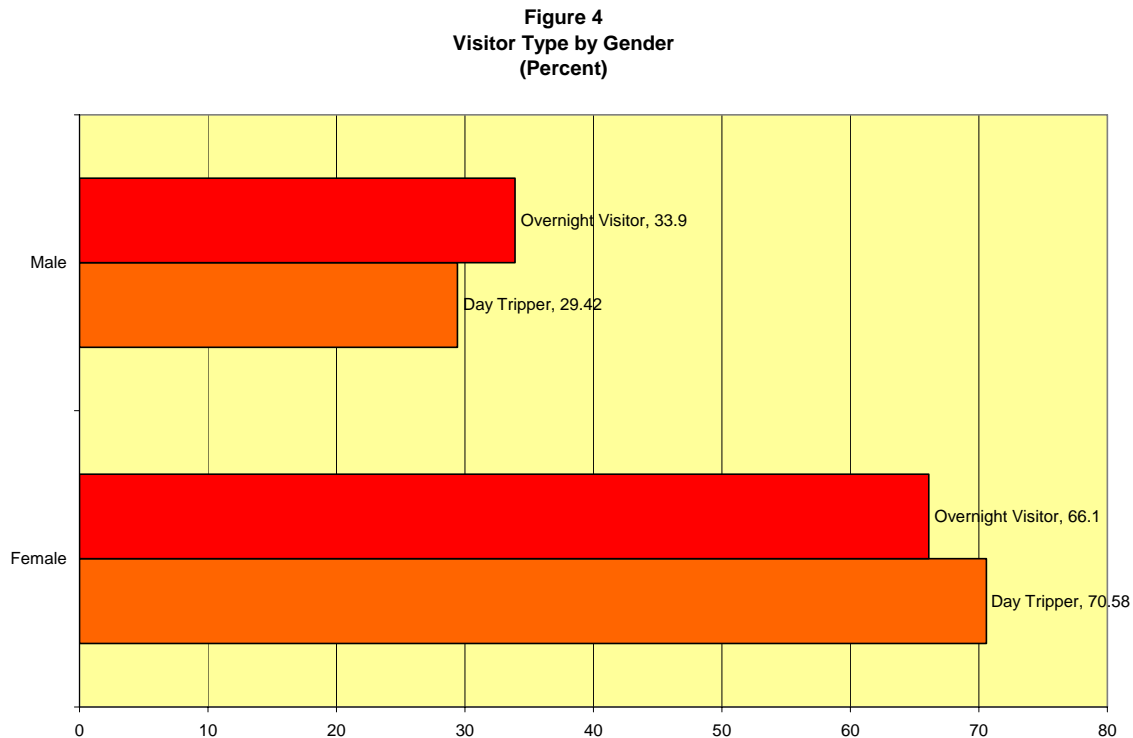


Within the Blue Ridge National Heritage Area, the largest proportion of the data were collected in the Blue Ridge Host Region, geographically located in the middle of the BRNHA, (57.54% of Day Trippers and 58.88% of Overnight Visitors) followed by the Smoky Mountain Host Region to the south (27.18% of Day Trippers and 22.46% of Overnight Visitors), and the High Country Host Region to the north (13.06% of Day Trippers and 14.51% of Overnight Visitors) (Table 2). Table 3 shows the venues where the data was collected. Figure 3 shows the sample collection distribution by region.

Figure 3
Region of Data Collection
(Percent)



The distribution of respondents' gender by visitor type is shown in Figure 4 (Table 11).



The average age of day tripper respondents was 49.56 years and the average age of the overnight visitor respondent was 52.59 years. The respondents' age distribution is shown in Figure 5 (Table 12).

As Figure 5 shows, the most frequently reported respondent age was between 46 and 55 for day trippers and 56 to 65 for overnight visitors. This was closely followed by the 56 to 65 age group for day trippers and the 46 to 55 age group for overnight visitors.

Figure 5
Age by Visitor Type
(Percent)

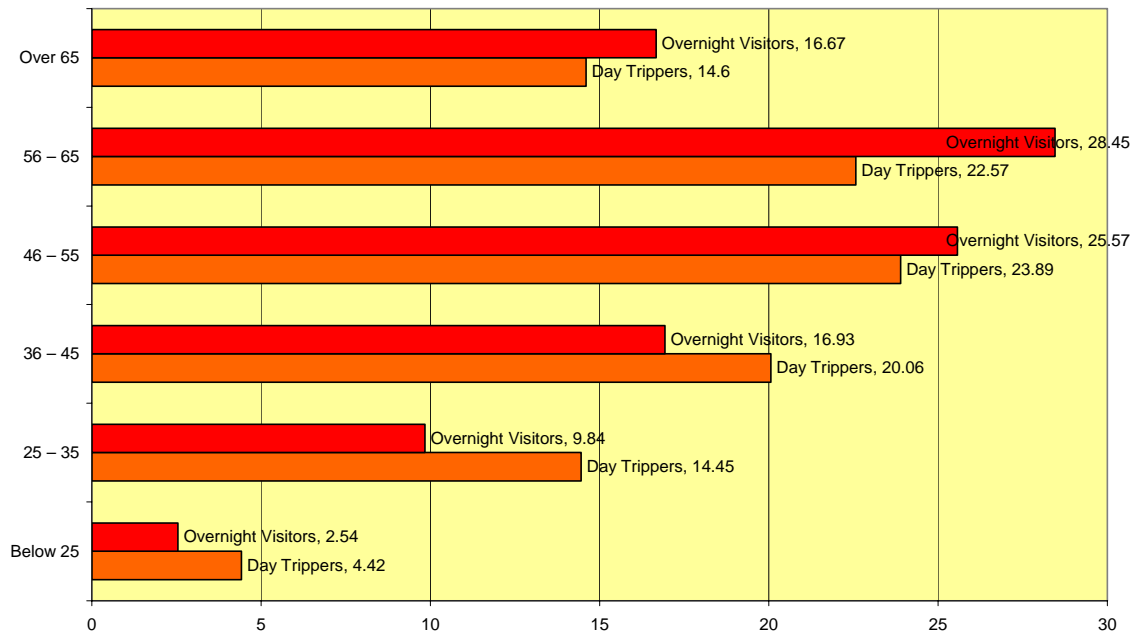


Figure 6 shows the percent of reported education level by visitor type. Overnight visitors reported slightly higher education than day trippers.

Figure 6
Education by Visitor Type
(Percent)

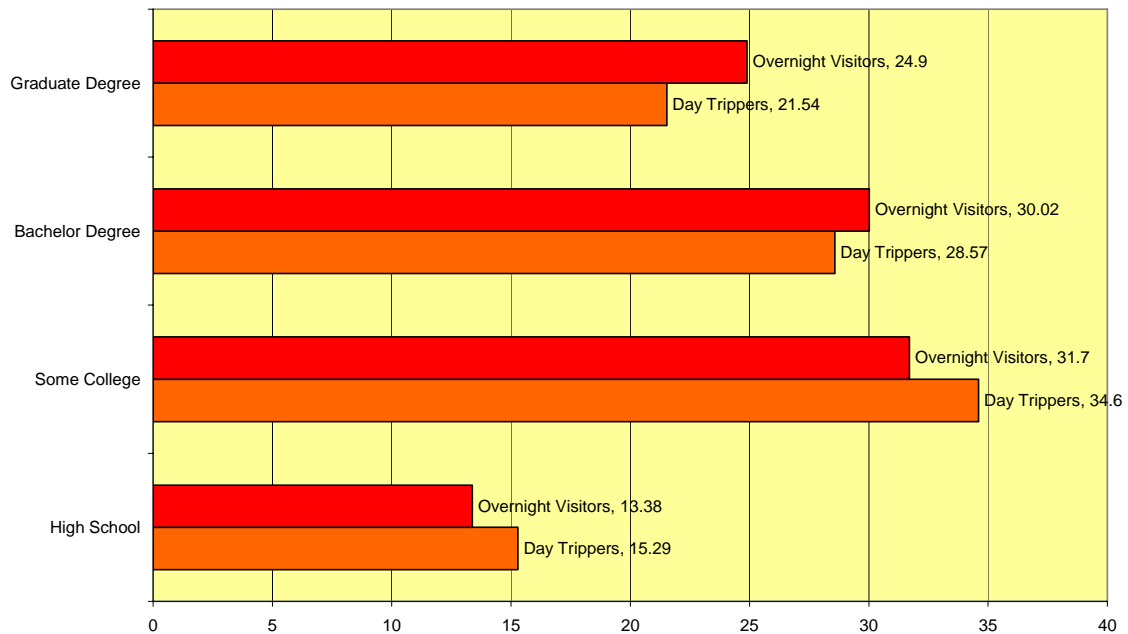


Figure 7 shows the distribution of respondents' income by visitor type. As the chart shows, the most frequently reported income level was \$25,000 - \$49,999 for day trippers and \$50,000 - \$74,999 for overnight visitors. This was followed by \$50,000 - \$74,999 for day trippers and \$25,000 - \$49,999 for overnight visitors.

Figure 7
Income by Visitor Type
(Percent)

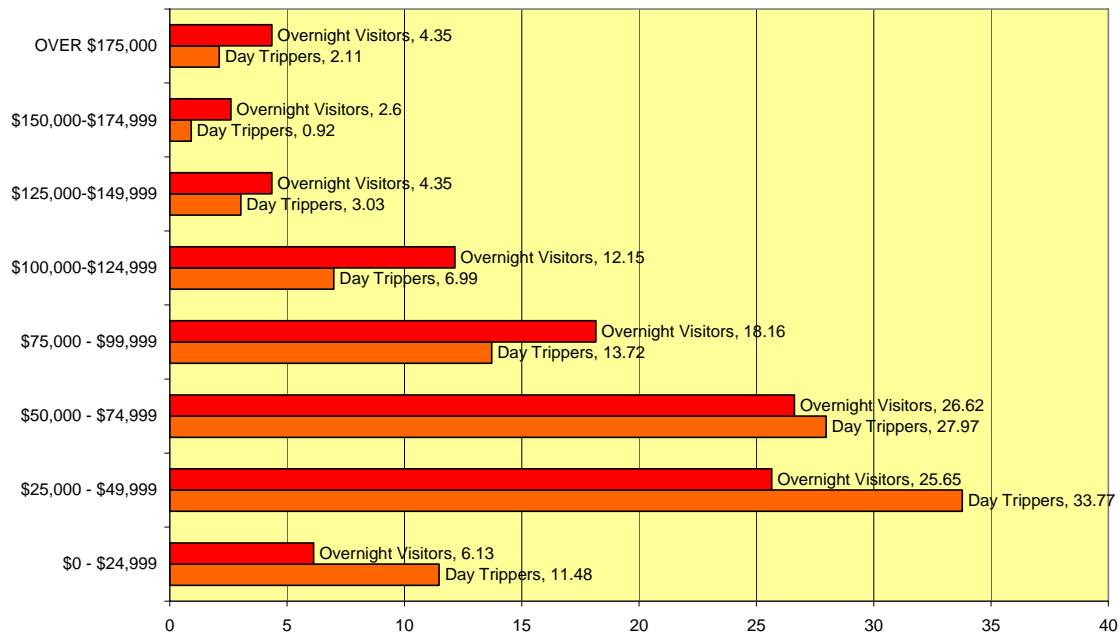
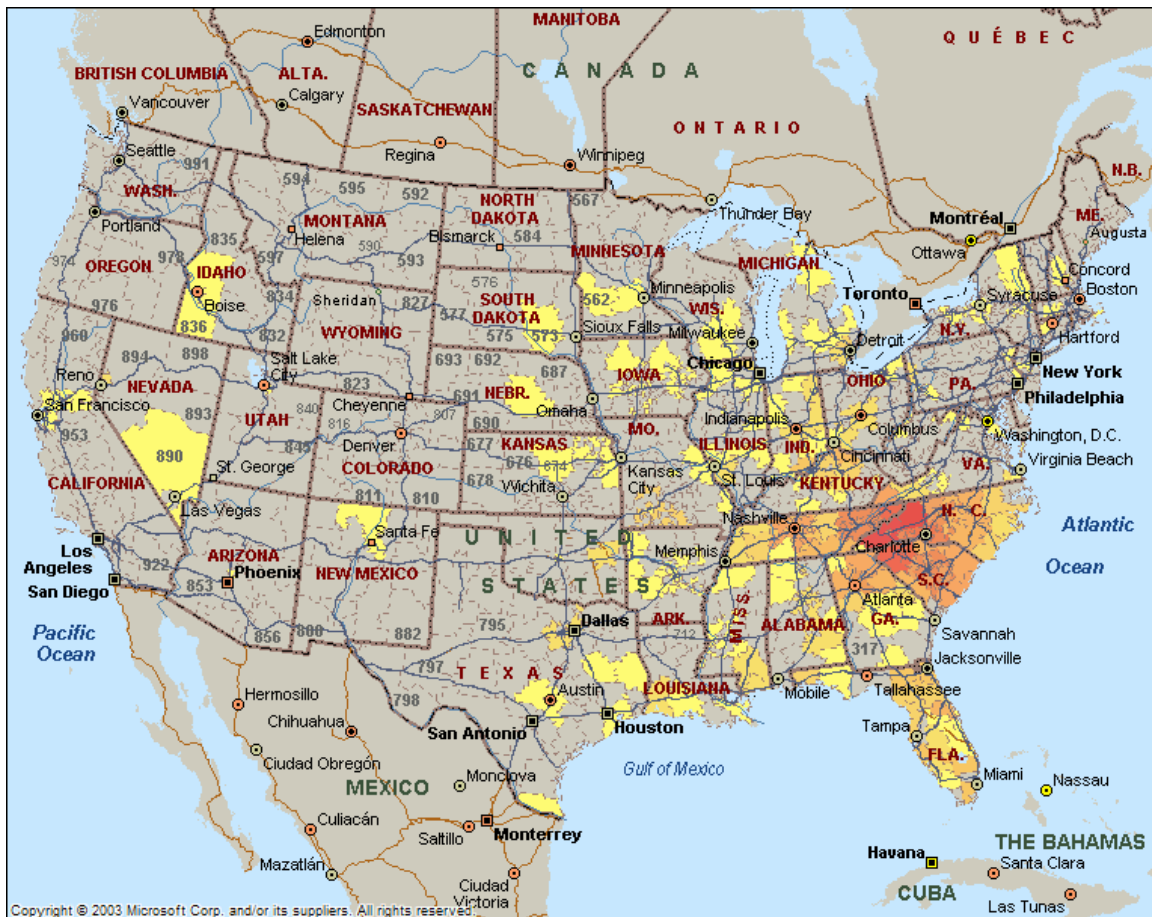


Table 15 presents the locations from which both day trippers and overnight visitors came.

The Figure 8 shows the home zip codes for *day trippers*. In this map, the red 3 digit zip code areas represent 90 or more households, the orange 3 digit zip codes represent 9 households per 3 digit zip code, and the yellow 3 digit zip codes represent 1 household.

Figure 8
Day Tripper 3 Digit Zip Codes in the United States



As the preceding map shows, most of the day trippers reported their home zip codes as being mainly from the southeast United States.

The Figure 9 provides a close-up view of day tripper home zip codes in the southeast. Again, the red 3 digit zip code areas represent 90 or more households, the orange 3 digit zip codes represent 9 households per 3 digit zip code, and the yellow 3 digit zip codes represent 1 household.

Figure 9
Day Tripper 3 Digit Zip Codes in the Southeast U.S.

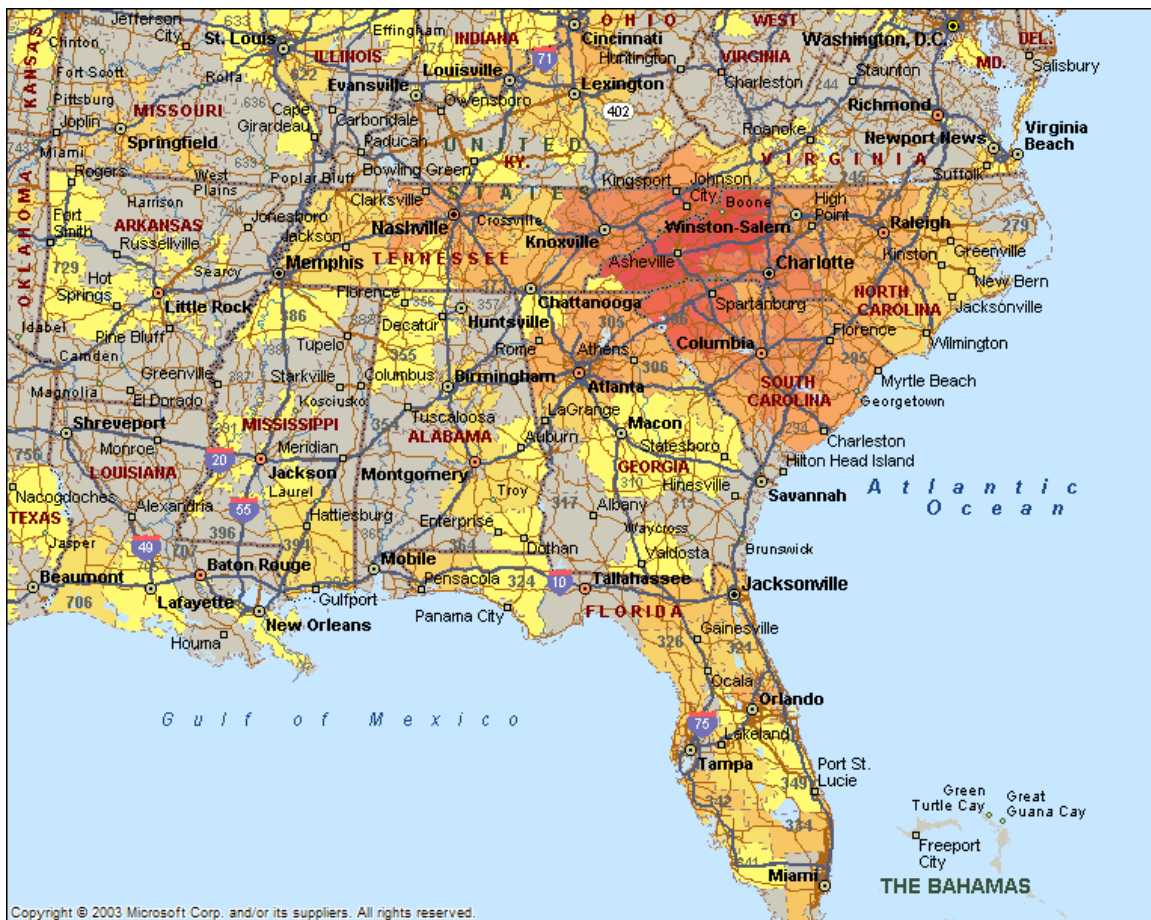


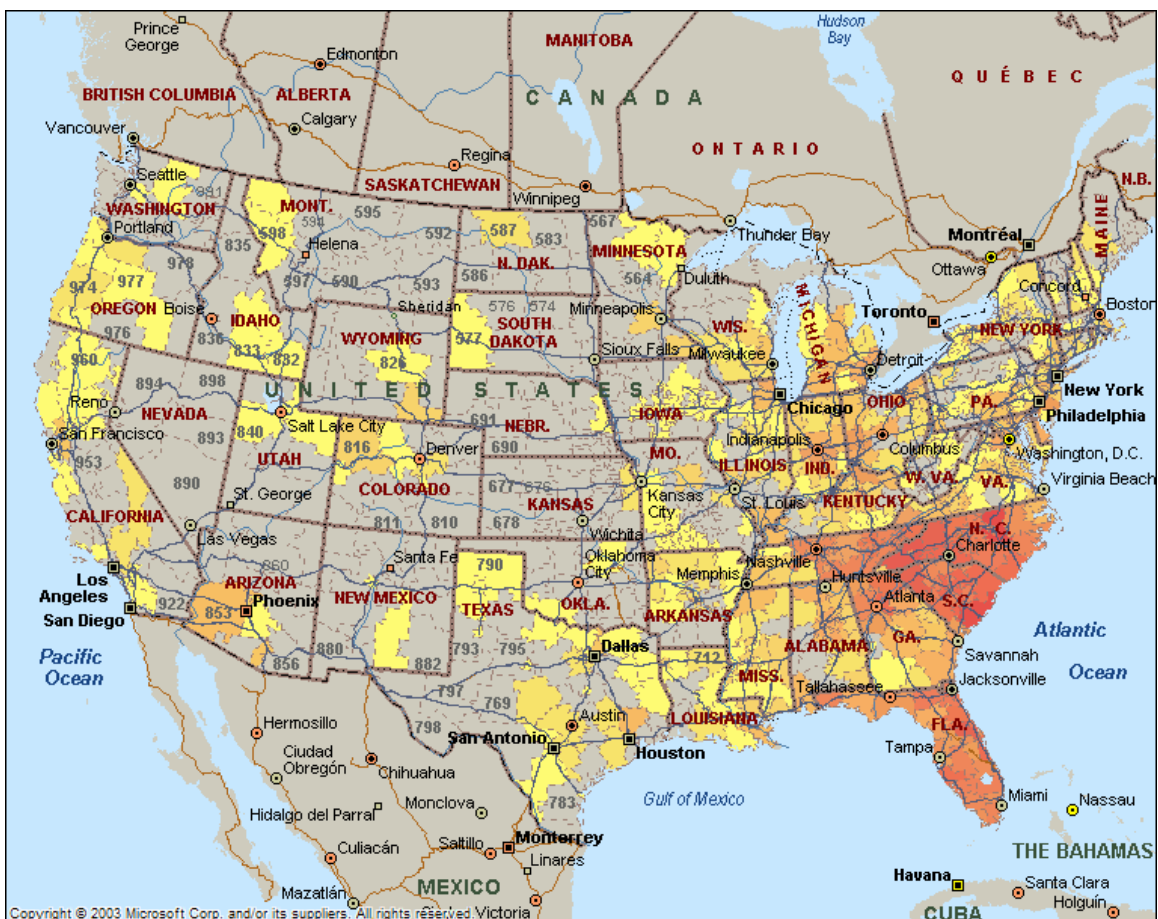
Figure 10 provides a further close-up of the home zip codes of day trippers (by 3 digit zip code). As with the previous maps, the red 3 digit zip code areas represent 90 or more households, the orange 3 digit zip codes represent 9 households per 3 digit zip code, and the yellow 3 digit zip codes represent 1 household.

Figure 10
Day Tripper 3 Digit Zip Codes in Tennessee, Virginia,
North and South Carolina and Georgia



Figure 11 shows the home 3 digit zip codes for *overnight visitors* in graphical form. In this map, the red 3 digit zip code areas represent 100 or more households, the orange 3 digit zip codes represent 10 households per 3 digit zip code, and the yellow 3 digit zip codes represent 1 household. It should be noted that one travel party indicated that their home was the 995 3 digit zip code (Alaska) and is not represented on this map.

Figure 11
Overnight Visitor 3 Digit Zip Codes in the United States



The following map is a close-up view of the home 3 digit zip codes for overnight visitors east of the Mississippi River. Again, the red 3 digit zip code areas represent 100 or more households, the orange 3 digit zip codes represent 10 households per 3 digit zip code, and the yellow 3 digit zip codes represent 1 household.

Figure 12
Overnight Visitor 3 Digit Zip Codes in the Eastern U.S.



Figure 13 is a close-up view of the home 3 digit zip codes for overnight visitors west of the Mississippi River. As with the previous maps, the red 3 digit zip code areas represent 100 or more households, the orange 3 digit zip codes represent 10 households per 3 digit zip code, and the yellow 3 digit zip codes represent 1 household.

Figure 13
Overnight Visitor 3 Digit Zip Codes in the Western U.S.

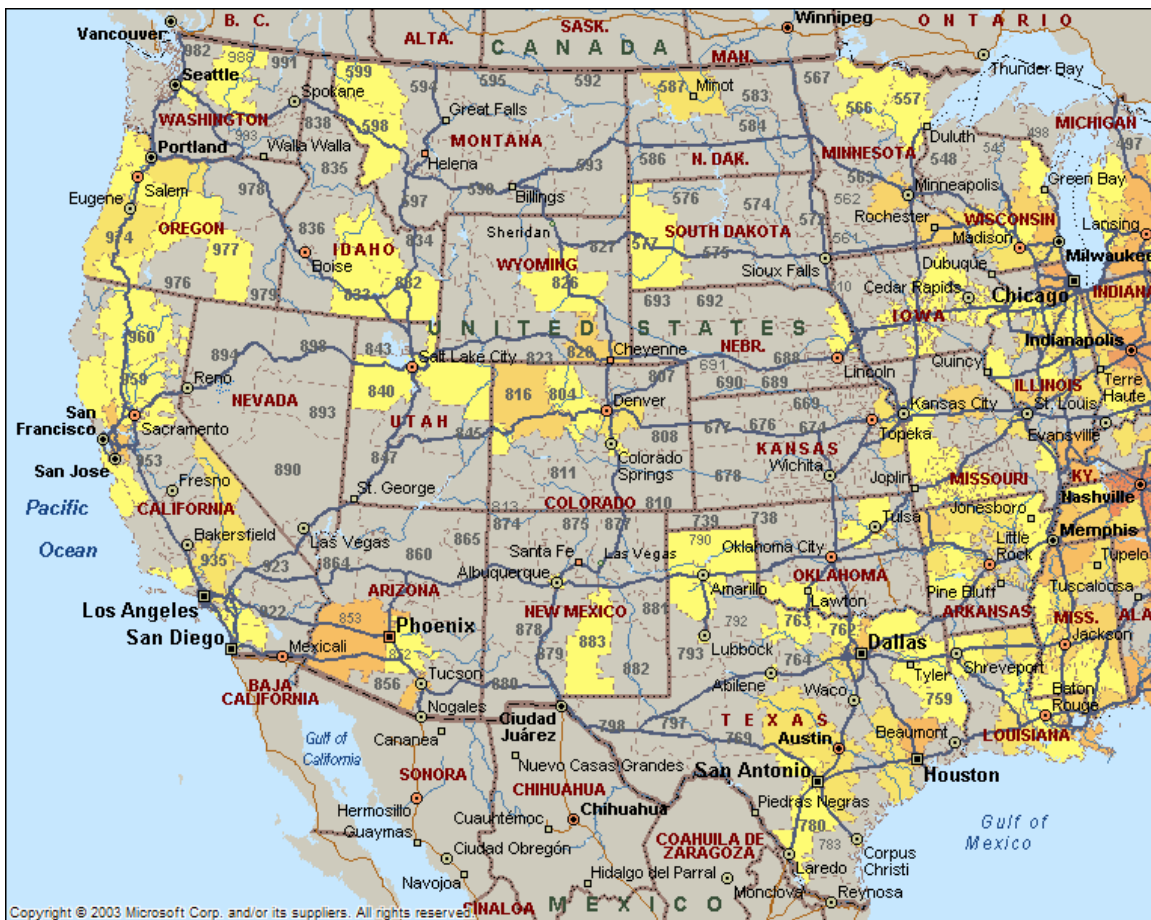
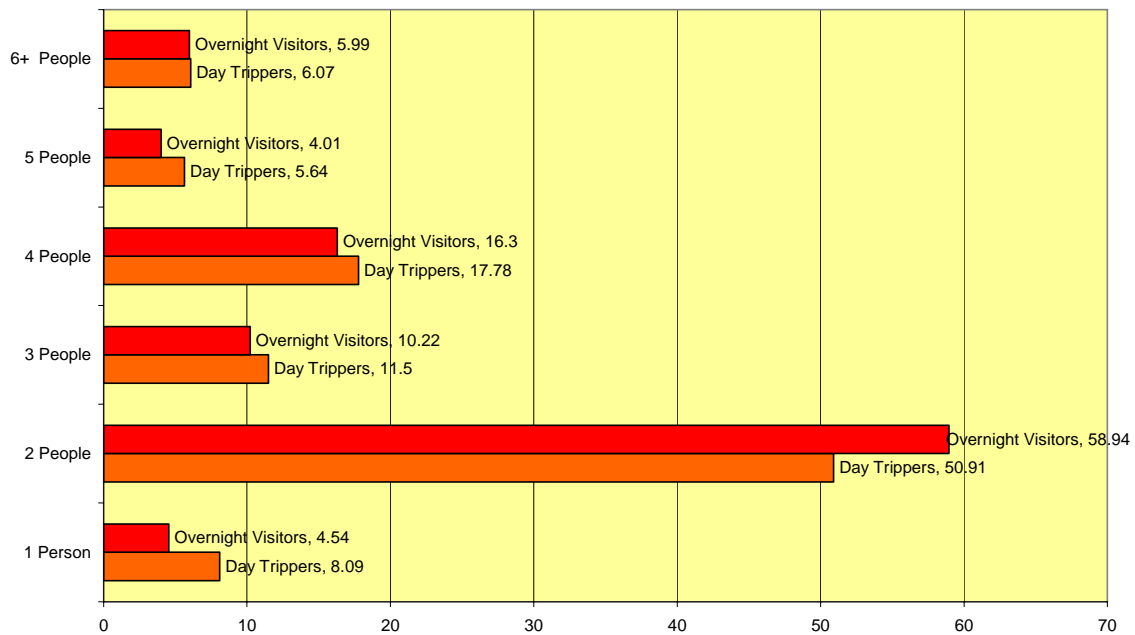


Table 9A presents the distribution of travel party size by visitor type (i.e., Day Tripper or Overnight Visitor). As the following figure shows, the most frequently reported travel party size was two people (50.91% of Day Trippers and 58.94% of Overnight Visitors) followed by a travel party size of four (17.78% of Day Trippers and 16.3% of Overnight Visitors).

Figure 14
Travel Party Size by Visitor Type
(Percent)



By far, most of the respondents reported that the travel party did not include any person under the age of 18. Figure 15 shows the distribution of responses for travel parties with children under the age of 18 (Table 9B).

Figure 15
Travel Parties with Persons Under 18 Years of Age by Visitor Type
(Percent)

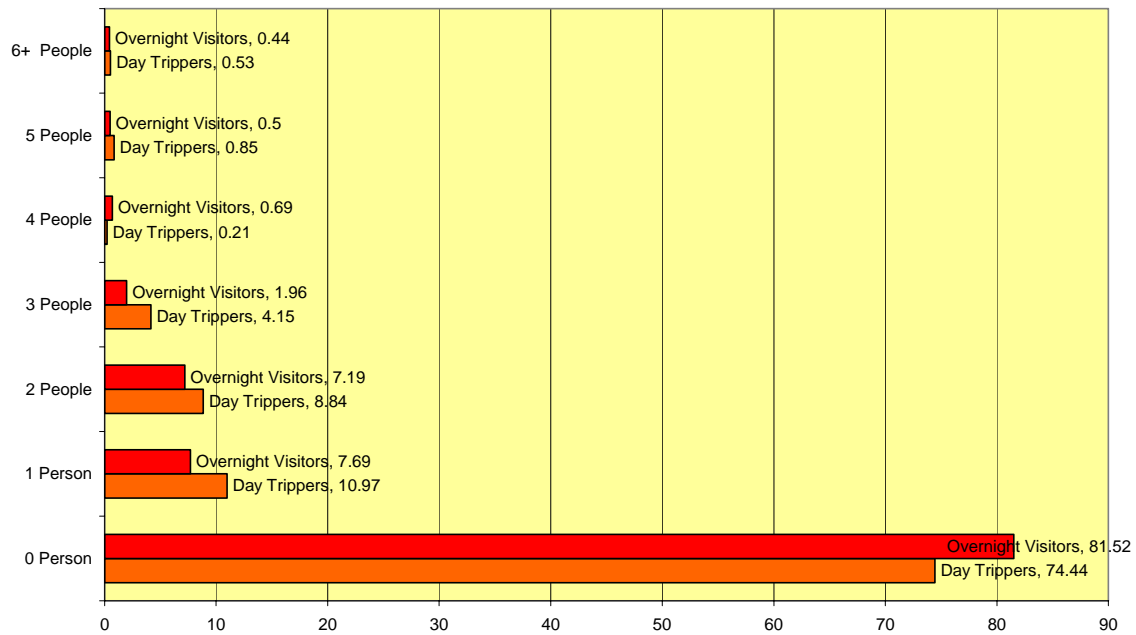
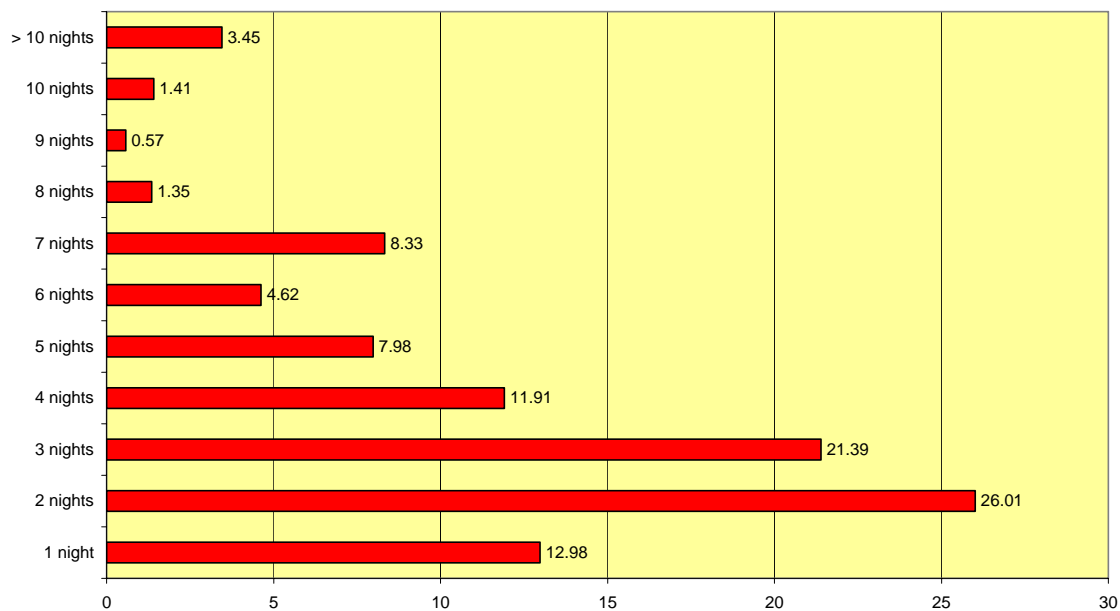


Table 10 and Figure 16 show the distribution of nights that overnight visitors reported staying in the Blue Ridge National Heritage Area.

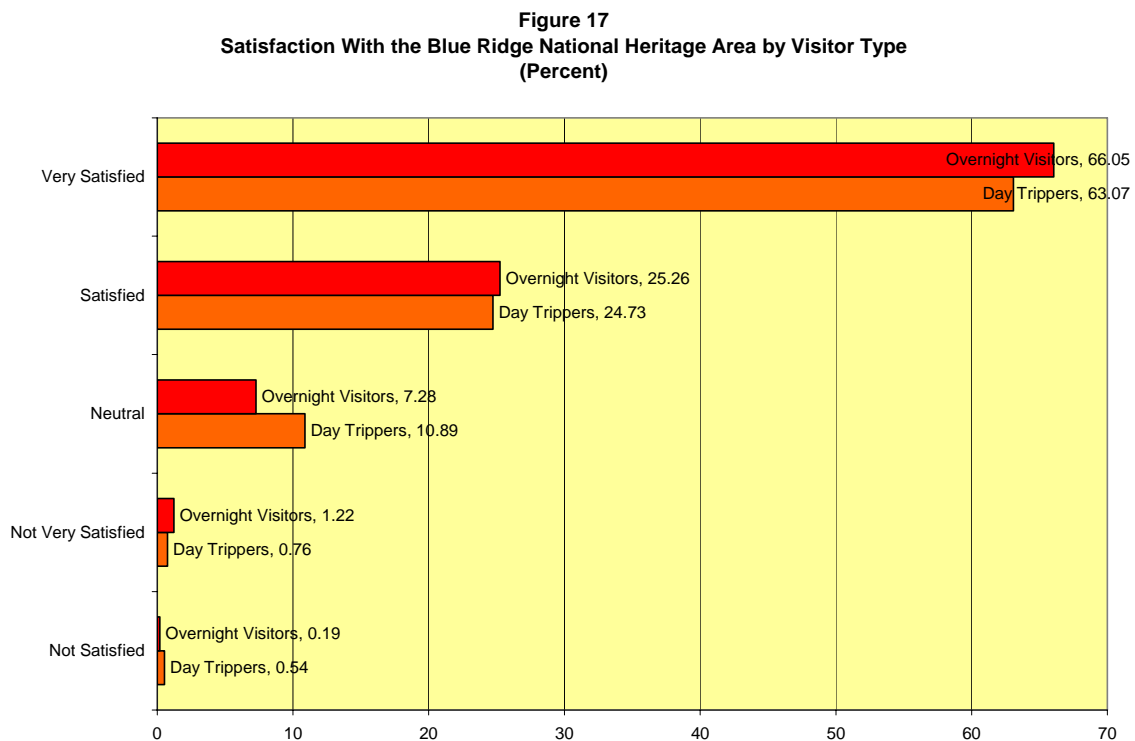
Figure 16
Number of Nights Overnight Visitors Reported Staying in the
Blue Ridge National Heritage Area
(Percent)



Visitor Psychographic Characteristics

Visitor psychographics include the attitudes, interests and opinions of visitors about the Blue Ridge National Heritage Area.

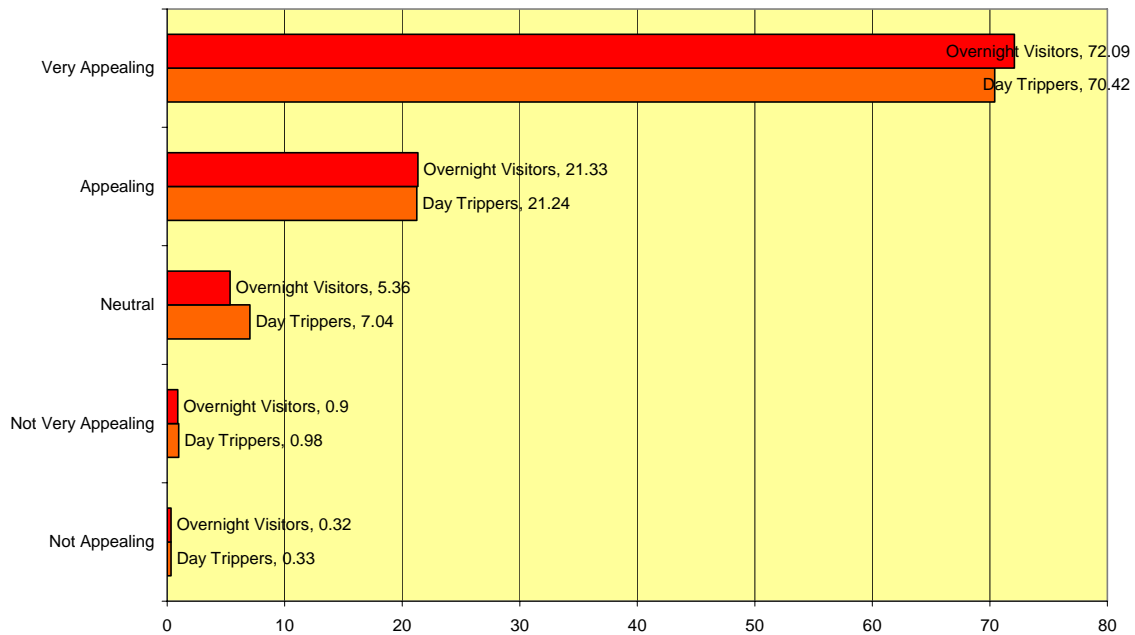
Visitors were asked about their satisfaction with the Blue Ridge National Heritage Area. Visitor satisfaction was measured on a 5 point scale where 1 = Not Satisfied and 5 = Very Satisfied. Across both day trippers and overnight visitors the results were very positive (average for day trippers was 4.49/5.0 and for overnight visitors was 4.56/5.0). Day trippers and overnight visitors were very satisfied with the Blue Ridge National Heritage Area. Table 5 and Figure 17 presents the results.



Visitors were also asked to indicate how appealing the shop/location/attraction was where the survey was being completed. Appeal was measured on a 5 point scale where 1 = Not Appealing and 5 = Very Appealing. Again the results were very positive

across both day trippers and overnight visitors (day trippers' average response was 4.60/5.0 and overnight visitor average response was 4.64/5.0). Day trippers and overnight visitors thought that the shop/location/attraction where the survey was being completed was very attractive. Table 6 and Figure 18 presents the results.

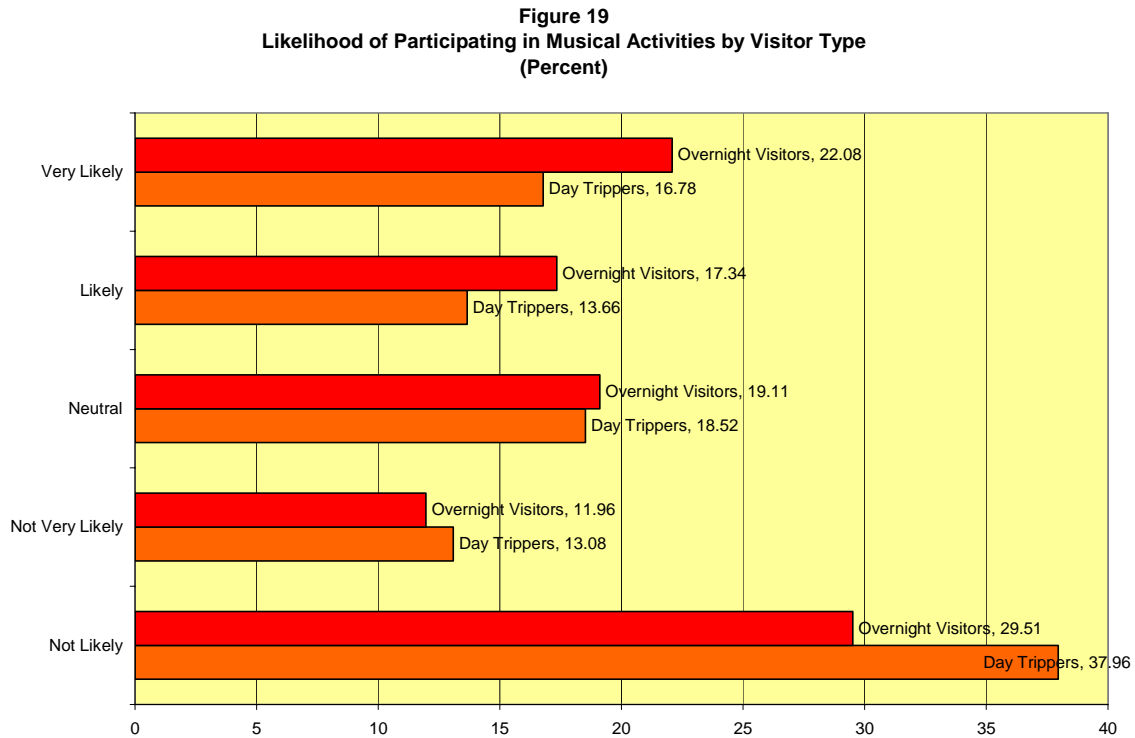
Figure 18
Appeal of Shop/Location/Attraction by Visitor Type
(Percent)



Visitors were asked their opinions about the likelihood of visiting or participating in various activities. The activities included musical activities, visiting Cherokee sites, visiting a farm, visiting a garden or countryside trail, engaging in craft activities, engaging in outdoor recreation, and visiting festivals and special events. Visitor responses were measured using a 5 point scale where 1 = Not Likely and 5 = Very Likely.

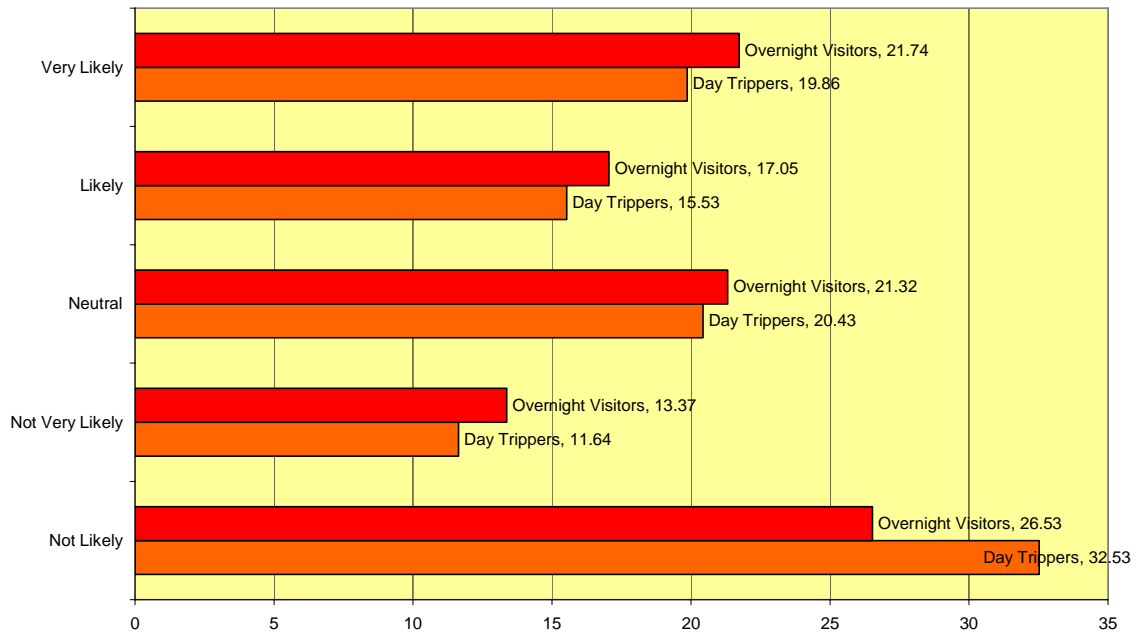
For day trippers, the average response for participating in musical activities was 2.58/5.0 indicating a modest interest in musical activities. Statistically, overnight visitors

were more enthusiastic about participating in musical activities, their average response was 2.91/5.0. ($t = -5.45$, $p < .001$). The distribution of responses for musical activities is presented in Table 7 and in Figure 19.



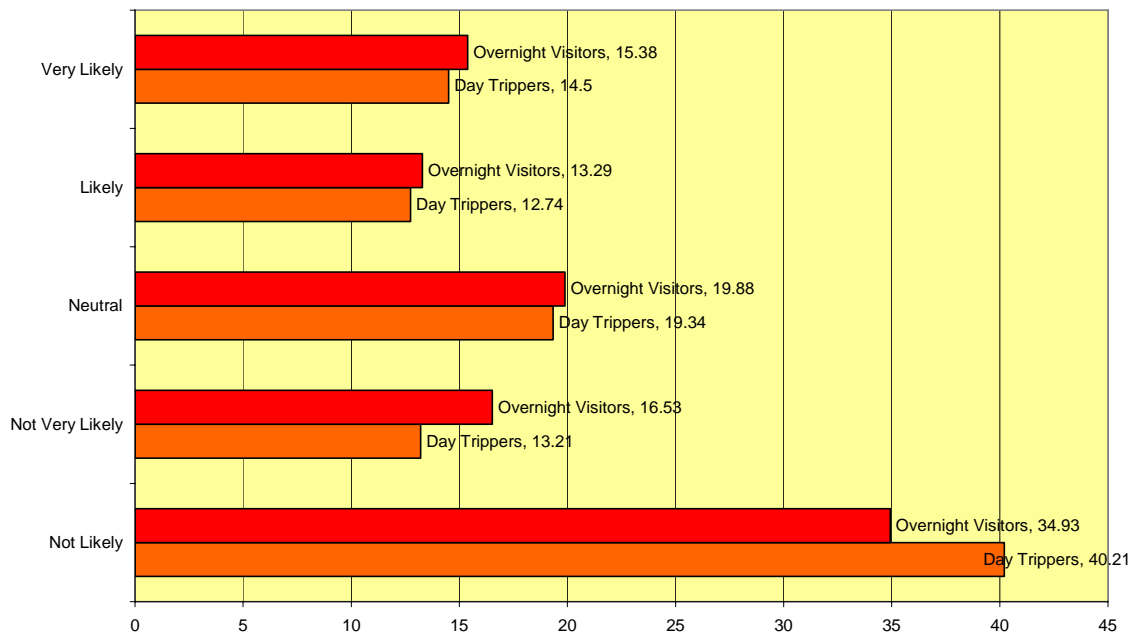
For day trippers, the average response for visiting Cherokee Sites was 2.79/5.0 indicating a modest interest in Cherokee Sites. Statistically, overnight visitors were more enthusiastic about visiting Cherokee Sites, their average response was 2.92/5.0 ($t = -2.69$, $p = .007$). The distribution of responses for visiting Cherokee Sites is presented in Table 7 and in Figure 20.

Figure 20
Likelihood of Visiting Cherokee Sites by Visitor Type
(Percent)



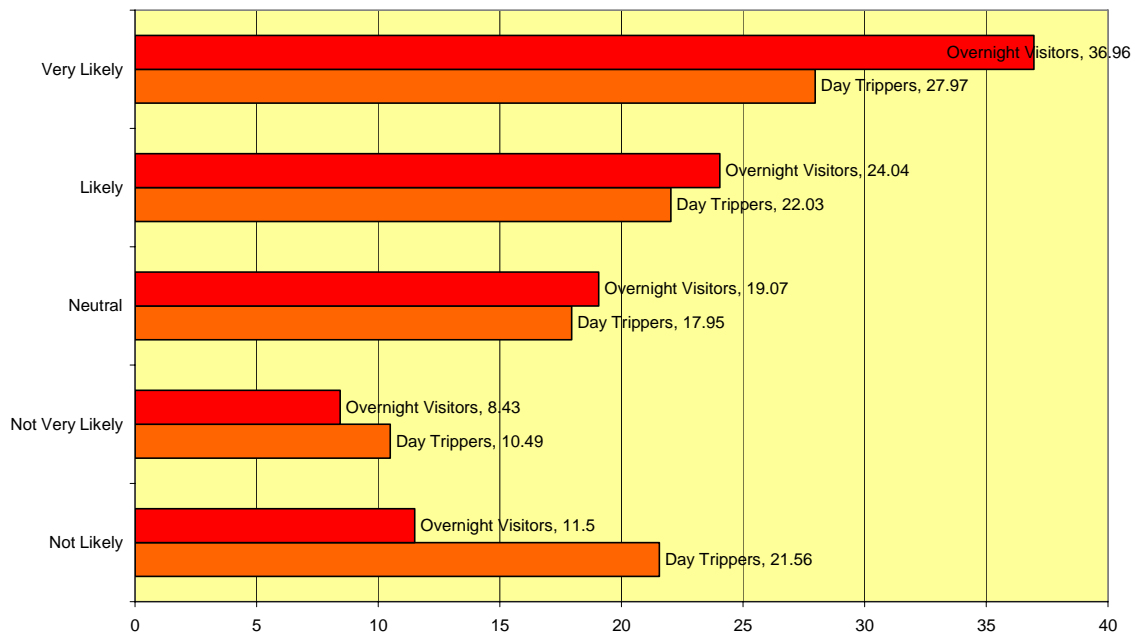
For day trippers, the average response for visiting a farm was 2.48/5.0 indicating a modest interest in visiting a farm. Statistically, overnight visitors were more enthusiastic about visiting a farm, their average response was 2.58/5.0 ($t = -1.66$, $p = .097$). The distribution of responses for visiting a farm is presented in Table 7 and in Figure 21.

Figure 21
Likelihood of Visiting a Farm by Visitor Type
(Percent)



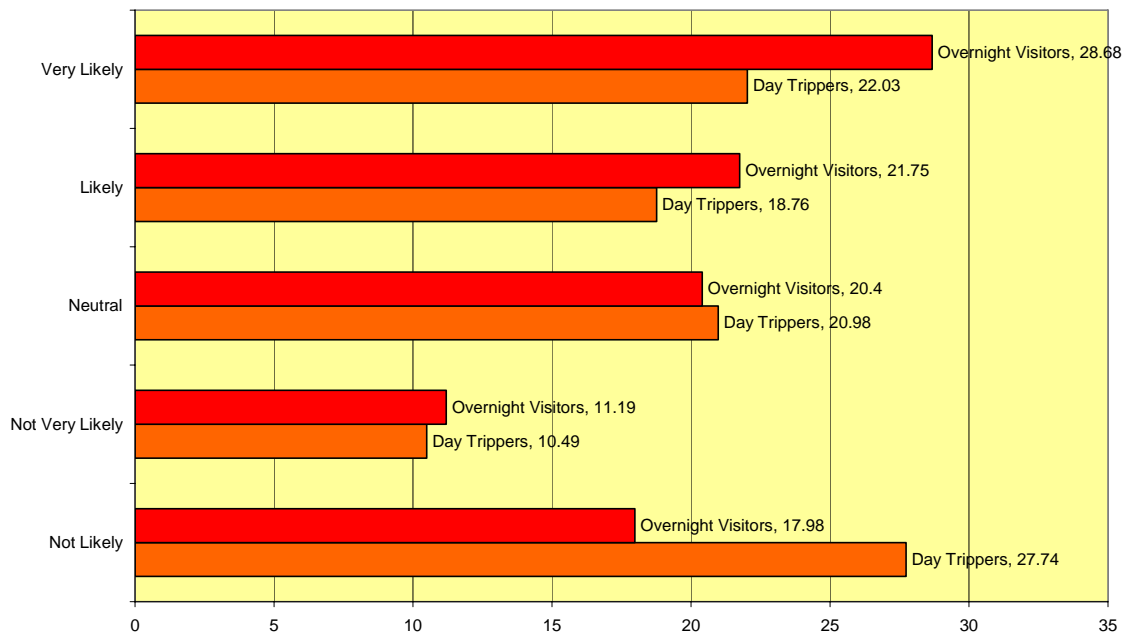
For day trippers, the average response for visiting a garden or countryside trail was 3.24/5.0 indicating interest in visiting a garden or countryside trail. Statistically, overnight visitors were more enthusiastic about visiting a garden or countryside trail, their average response was 3.67/5.0 ($t = -7.40$, $p < .001$). The distribution of responses for visiting a garden or countryside trail is presented in Table 7 and in Figure 22.

Figure 22
Likelihood of Visiting a Garden or Countryside Trail by Visitor Type
(Percent)



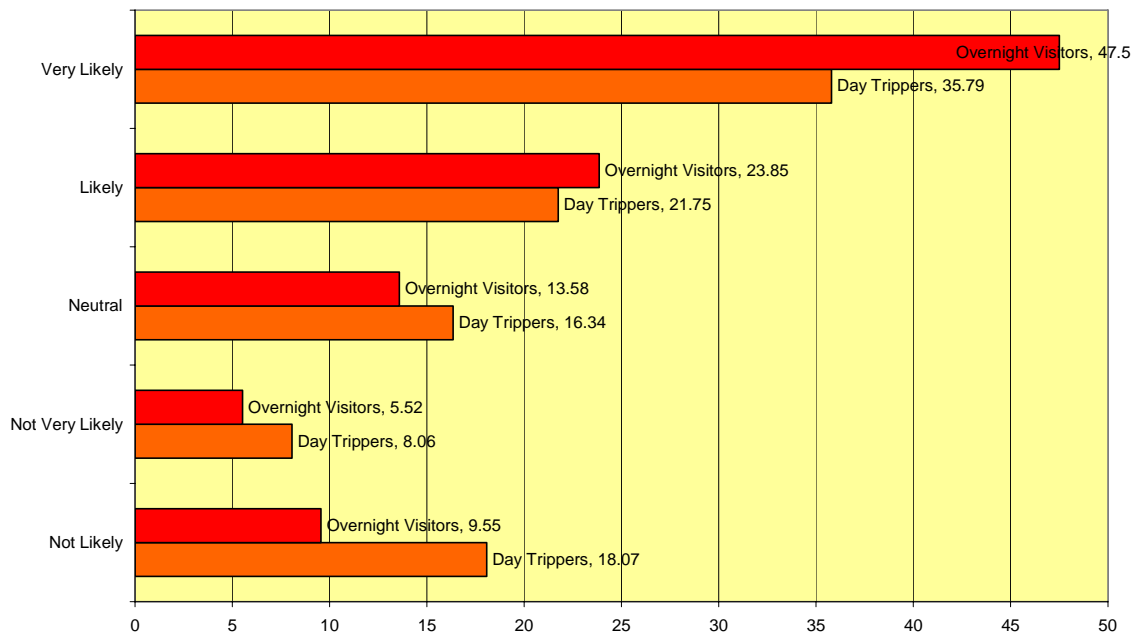
For day trippers, the average response for engaging in craft activities was 2.97/5.0 indicating interest in engaging in craft activities. Statistically, overnight visitors were more enthusiastic about engaging in craft activities, their average response was 3.32/5.0 ($t = -6.18, p < .001$). The distribution of responses for engaging in craft activities is presented in Table 7 and in Figure 23.

Figure 23
Likelihood of Engaging in Craft Activities by Visitor Type
(Percent)



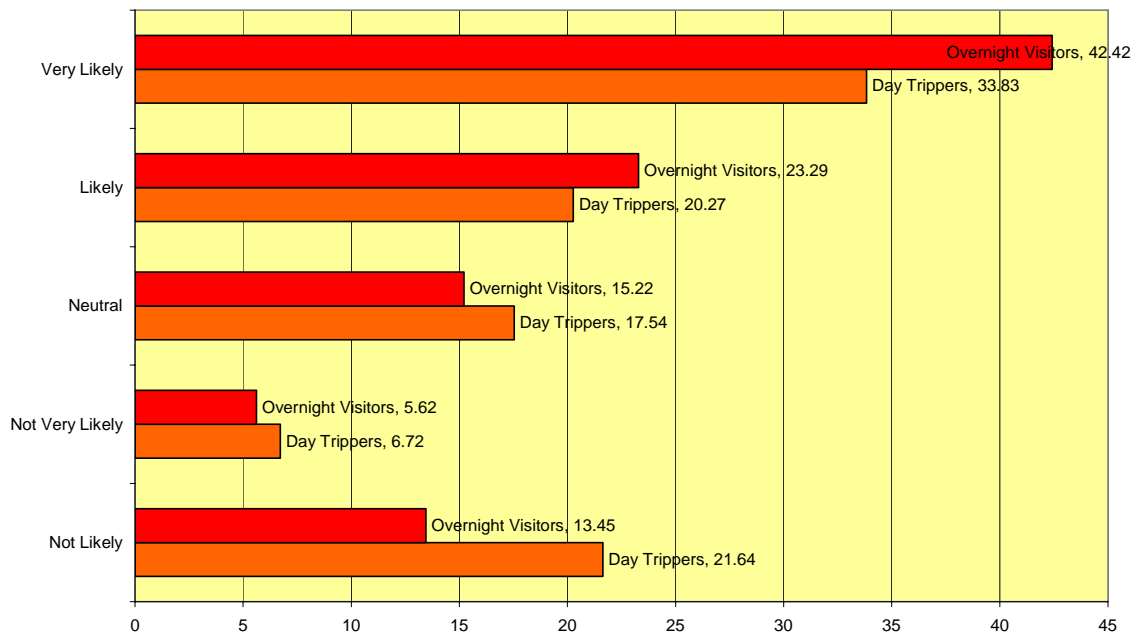
For day trippers, the average response for engaging in outdoor recreation was 3.49/5.0 indicating high interest in engaging in outdoor recreation. Statistically, overnight visitors were more enthusiastic about engaging in outdoor recreation, their average response was 3.94/5.0 ($t = -8.06$, $p < .001$). The distribution of responses for engaging in outdoor recreation is presented in Table 7 and in Figure 24.

Figure 24
Likelihood of Engaging in Outdoor Recreation by Visitor Type
(Percent)



For day trippers, the average response for visiting festivals and special events was 3.38/5.0 indicating high interest in visiting festivals and special events. Statistically, overnight visitors were more enthusiastic about visiting festivals and special events, their average response was 3.76/5.0 ($t = -6.52$, $p < .001$). The distribution of responses for visiting festivals and special events is presented in Table 7 and in Figure 25.

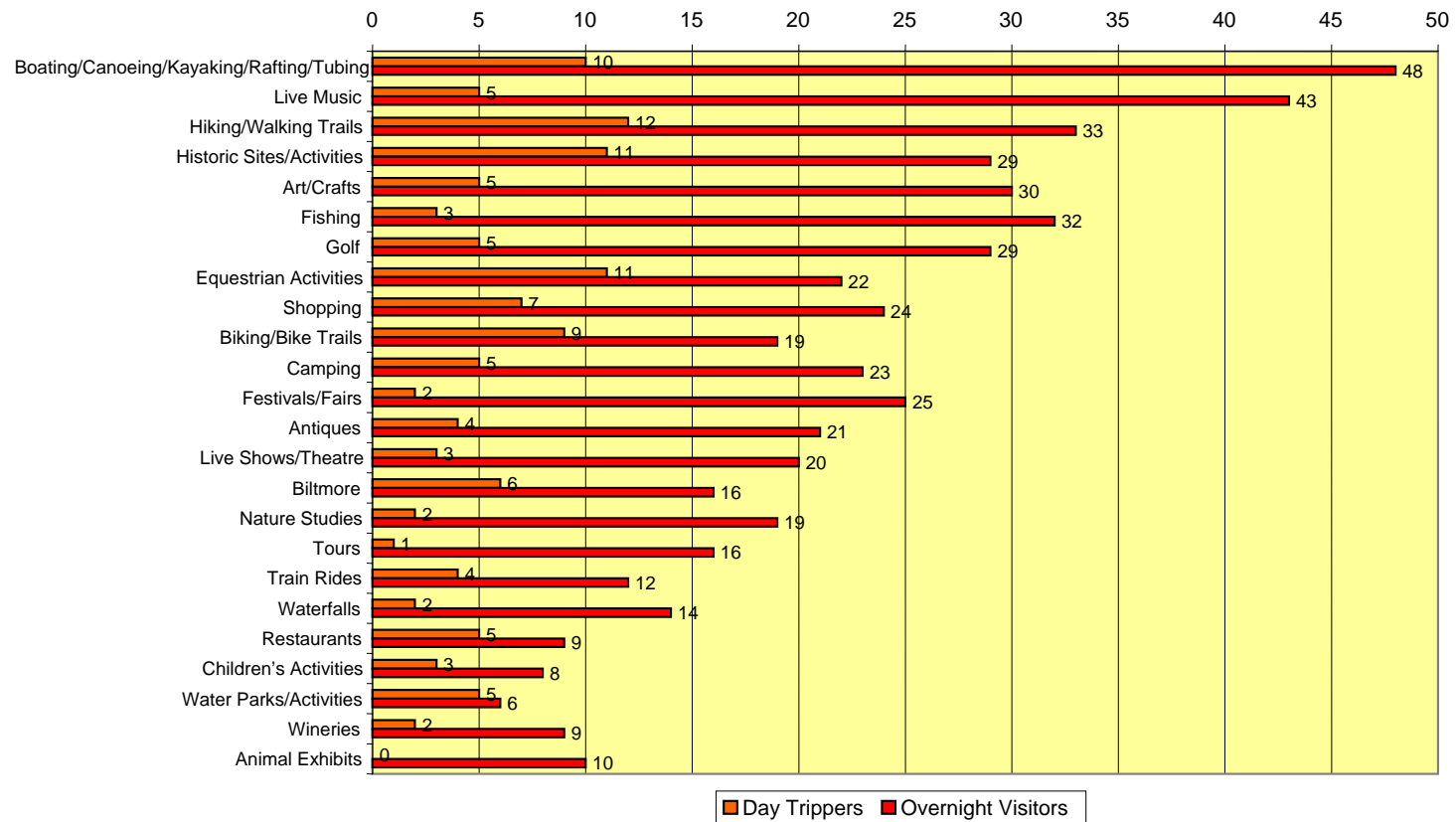
Figure 25
Likelihood of Visiting Festivals and Special Events by Visitor Type
(Percent)



Other Visitor Interests

Both day trippers and overnight visitors were asked via an open ended question to indicate other activities or interests that they had that were not currently being offered in the area. Table 8A and Figure 26 present the results. Day trippers most frequently mentioned boating/canoeing/kayaking/tubing, hiking & walking trails, historic sites/activities, equestrian activities, biking & bike trails, shopping, arts & crafts, golf, restaurants, live music and water parks/activities. Overnight visitors most frequently mentioned boating/canoeing/kayaking/tubing, live music, hiking & walking trails, fishing, arts & crafts, historic sites, golf, festivals & fairs, shopping, camping and equestrian activities.

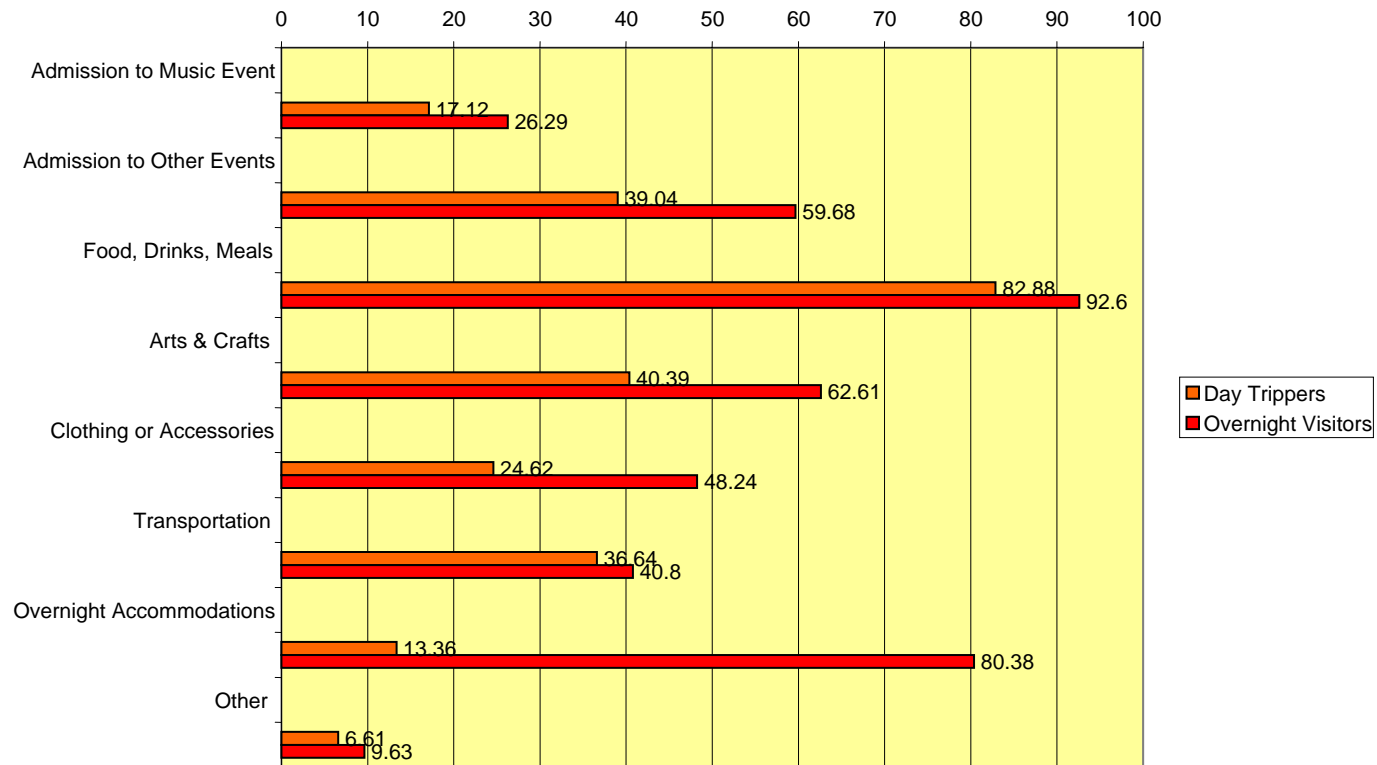
Figure 26
Other Activities or Interests Written In
(Number of Respondents)



Visitor Spending Patterns

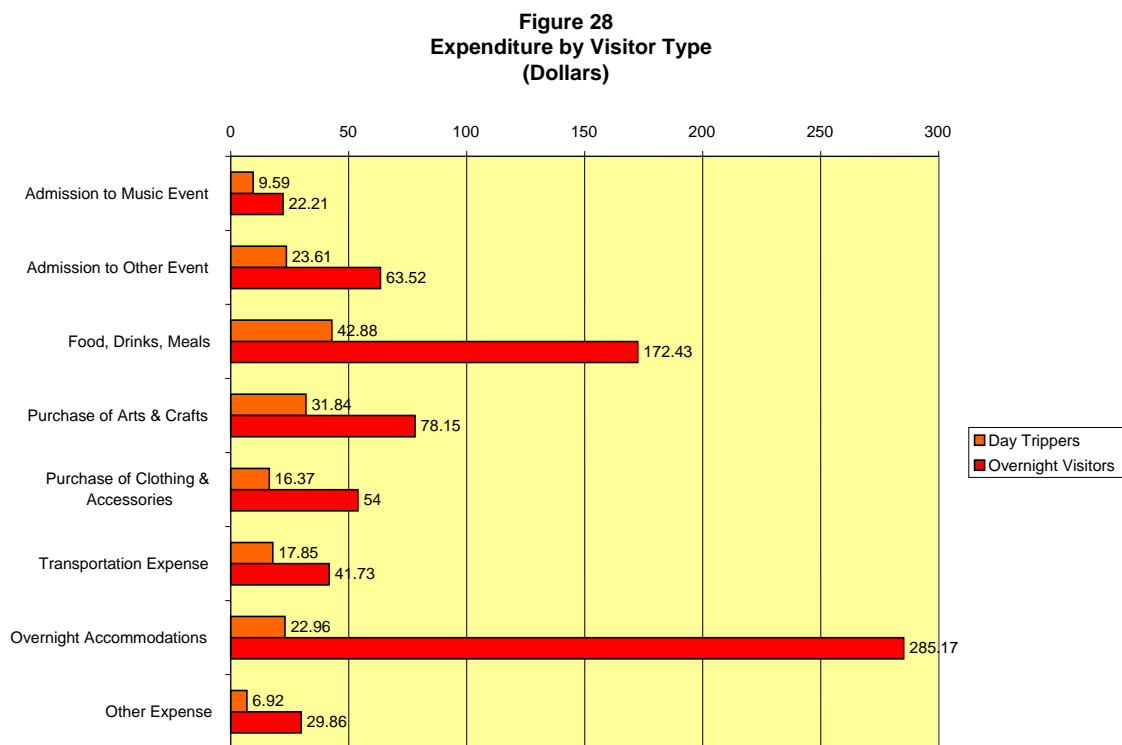
Table 17 and Figure 27 present the pattern of spending by visitors to the Blue Ridge National Heritage Area.

Figure 27
Spending Patterns by Visitor Type
(Percent)



As the preceding diagram shows, the largest proportion of overnight visitors reported expenditures on food, drinks and meals followed closely by overnight accommodations, arts & crafts and admission to other events. The spending patterns for day trippers were slightly different, with the largest proportion reporting expenditures on food, drinks and meals followed by arts & crafts, admission to other events and transportation.

With regard to the actual expenditures in the Blue Ridge National Heritage Area, visitors were asked to estimate the amount that they spent or would spend specifically in connection with their current visit. The results are presented in Table 18 and Figure 28.



As the figure shows, overnight visitors spent more on each type of expenditure than day trippers. The statistics are as follows: mean spending on music events was greater for overnight visitors than for day trippers ($t = -6.73$, $p < .001$); mean spending on

other events was greater for overnight visitors than for day trippers ($t = -11.81, p < .001$); mean spending on food, drink & meals was greater for overnight visitors than for day trippers ($t = -28.71, p < .001$); mean spending on arts & crafts was greater for overnight visitors than for day trippers ($t = -8.17, p < .001$); mean spending on clothing & accessories was greater for overnight visitors than for day trippers ($t = -12.97, p < .001$); mean spending on transportation was greater for overnight visitors than for day trippers ($t = -10.07, p < .001$); mean spending on accommodations was greater for overnight visitors than for day trippers ($t = -26.09, p < .001$); other mean expenditures were greater for overnight visitors than for day trippers ($t = -4.64, p < .001$); total spending was greater for overnight visitors than for day trippers ($t = -29.02, p < .001$); and total per day per person spending was greater for overnight visitors than for day trippers ($t = -4.14, P < .001$).

Figure 29 shows mean visitor expenditures by expense type and visitor type, including the confidence interval. The confidence interval means that there is a 95% chance that the expenditures in each category will fall within the range defined by the mean \pm the confidence interval. For example, day tripper average spending on music events was reported to be $\$9.59 \pm \2.34 (i.e., \$7.25 to 11.93).

Figure 29
Mean Visitor Expenditures by Expense Type and Visitor Type

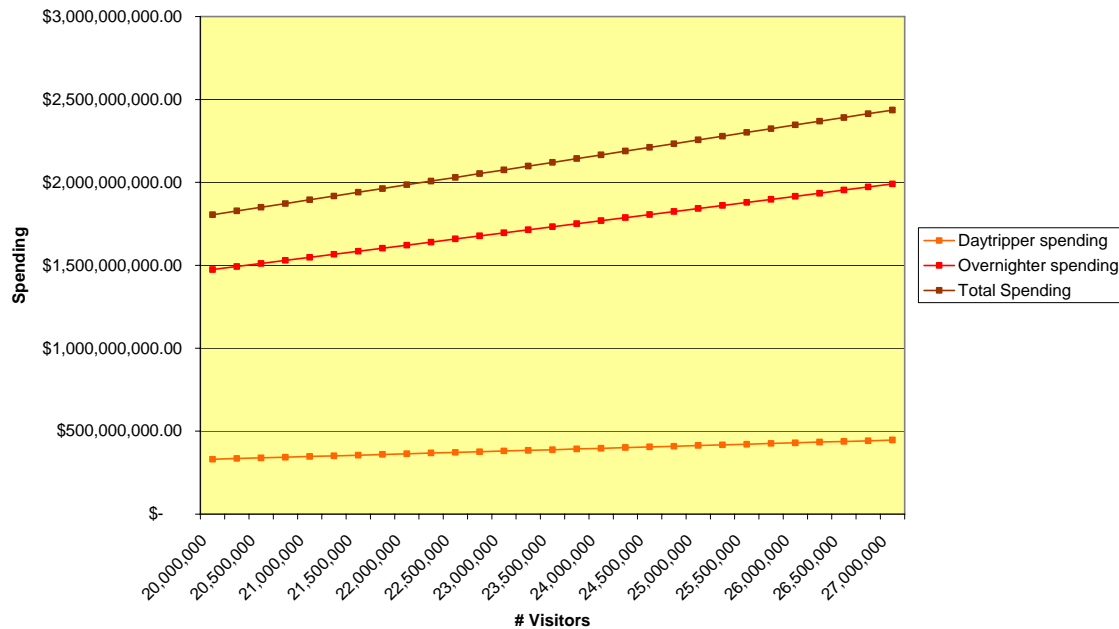
| Day Tripper Expenses | | |
|-----------------------------------|------------------|-------------------------------------|
| Expense | Mean (\$) | 95% Confidence Interval (\$) |
| Admission to Music Event | 9.59 | ± 2.34 |
| Admission to Other Event | 23.61 | ± 4.11 |
| Food, Drinks & Meals | 42.88 | ± 4.52 |
| Purchase of Arts & Crafts | 31.84 | ± 10.00 |
| Clothing & Accessories | 16.37 | ± 3.96 |
| Transportation | 17.85 | ± 3.00 |
| Accommodations | 22.96 | ± 6.69 |
| Other | 6.92 | ± 3.95 |
| Total Expenses | 172.02 | ± 21.47 |
| Total/Day/Person Expenses | 72.36 | ± 5.36 |
| Overnight Visitor Expenses | | |
| Expense | Mean (\$) | 95% Confidence Interval (\$) |
| Admission to Music Event | 22.21 | ± 2.93 |
| Admission to Other Event | 63.52 | ± 5.37 |
| Food, Drinks & Meals | 172.43 | ± 7.81 |
| Purchase of Arts & Crafts | 78.15 | ± 5.36 |
| Clothing & Accessories | 54.00 | ± 4.24 |
| Transportation | 41.73 | ± 3.67 |
| Accommodations | 285.17 | ± 18.95 |
| Other | 29.86 | ± 9.07 |
| Total Expenses | 747.07 | ± 33.31 |
| Total/Day/Person Expenses | 95.53 | ± 3.12 |

Figures 30 and 31 present a sensitivity analysis of visitor spending by number of visitors to the Blue Ridge National Heritage Area. The sensitivity analysis is essentially a “what if” analysis identifying spending outcome variations as the number of visitors vary. For example, this analysis shows that as the number of visitors increases from 22,500,000 to 22,750,000 people, the accompanying spending will go from \$2,030,354,370 to \$2,052,913,863 for an increase in spending of \$22,559,493.

Figure 30
Sensitivity Analysis: How Spending Varies With Number of Visitors
To the Blue Ridge National Heritage Area

| # of Visitors | # Day Trippers | # Overnights | Day Tripper Spending | Overnighter Spending | Total Spending |
|---------------|----------------|---------------|----------------------|----------------------|---------------------|
| 20,000,000 | 4,568,000.00 | 15,432,000.00 | \$ 330,540,480.00 | \$ 1,474,218,960.00 | \$ 1,804,759,440.00 |
| 20,250,000 | 4,625,100.00 | 15,624,900.00 | \$ 334,672,236.00 | \$ 1,492,646,697.00 | \$ 1,827,318,933.00 |
| 20,500,000 | 4,682,200.00 | 15,817,800.00 | \$ 338,803,992.00 | \$ 1,511,074,434.00 | \$ 1,849,878,426.00 |
| 20,750,000 | 4,739,300.00 | 16,010,700.00 | \$ 342,935,748.00 | \$ 1,529,502,171.00 | \$ 1,872,437,919.00 |
| 21,000,000 | 4,796,400.00 | 16,203,600.00 | \$ 347,067,504.00 | \$ 1,547,929,908.00 | \$ 1,894,997,412.00 |
| 21,250,000 | 4,853,500.00 | 16,396,500.00 | \$ 351,199,260.00 | \$ 1,566,357,645.00 | \$ 1,917,556,905.00 |
| 21,500,000 | 4,910,600.00 | 16,589,400.00 | \$ 355,331,016.00 | \$ 1,584,785,382.00 | \$ 1,940,116,398.00 |
| 21,750,000 | 4,967,700.00 | 16,782,300.00 | \$ 359,462,772.00 | \$ 1,603,213,119.00 | \$ 1,962,675,891.00 |
| 22,000,000 | 5,024,800.00 | 16,975,200.00 | \$ 363,594,528.00 | \$ 1,621,640,856.00 | \$ 1,985,235,384.00 |
| 22,250,000 | 5,081,900.00 | 17,168,100.00 | \$ 367,726,284.00 | \$ 1,640,068,593.00 | \$ 2,007,794,877.00 |
| 22,500,000 | 5,139,000.00 | 17,361,000.00 | \$ 371,858,040.00 | \$ 1,658,496,330.00 | \$ 2,030,354,370.00 |
| 22,750,000 | 5,196,100.00 | 17,553,900.00 | \$ 375,989,796.00 | \$ 1,676,924,067.00 | \$ 2,052,913,863.00 |
| 23,000,000 | 5,253,200.00 | 17,746,800.00 | \$ 380,121,552.00 | \$ 1,695,351,804.00 | \$ 2,075,473,356.00 |
| 23,250,000 | 5,310,300.00 | 17,939,700.00 | \$ 384,253,308.00 | \$ 1,713,779,541.00 | \$ 2,098,032,849.00 |
| 23,500,000 | 5,367,400.00 | 18,132,600.00 | \$ 388,385,064.00 | \$ 1,732,207,278.00 | \$ 2,120,592,342.00 |
| 23,750,000 | 5,424,500.00 | 18,325,500.00 | \$ 392,516,820.00 | \$ 1,750,635,015.00 | \$ 2,143,151,835.00 |
| 24,000,000 | 5,481,600.00 | 18,518,400.00 | \$ 396,648,576.00 | \$ 1,769,062,752.00 | \$ 2,165,711,328.00 |
| 24,250,000 | 5,538,700.00 | 18,711,300.00 | \$ 400,780,332.00 | \$ 1,787,490,489.00 | \$ 2,188,270,821.00 |
| 24,500,000 | 5,595,800.00 | 18,904,200.00 | \$ 404,912,088.00 | \$ 1,805,918,226.00 | \$ 2,210,830,314.00 |
| 24,750,000 | 5,652,900.00 | 19,097,100.00 | \$ 409,043,844.00 | \$ 1,824,345,963.00 | \$ 2,233,389,807.00 |
| 25,000,000 | 5,710,000.00 | 19,290,000.00 | \$ 413,175,600.00 | \$ 1,842,773,700.00 | \$ 2,255,949,300.00 |
| 25,250,000 | 5,767,100.00 | 19,482,900.00 | \$ 417,307,356.00 | \$ 1,861,201,437.00 | \$ 2,278,508,793.00 |
| 25,500,000 | 5,824,200.00 | 19,675,800.00 | \$ 421,439,112.00 | \$ 1,879,629,174.00 | \$ 2,301,068,286.00 |
| 25,750,000 | 5,881,300.00 | 19,868,700.00 | \$ 425,570,868.00 | \$ 1,898,056,911.00 | \$ 2,323,627,779.00 |
| 26,000,000 | 5,938,400.00 | 20,061,600.00 | \$ 429,702,624.00 | \$ 1,916,484,648.00 | \$ 2,346,187,272.00 |
| 26,250,000 | 5,995,500.00 | 20,254,500.00 | \$ 433,834,380.00 | \$ 1,934,912,385.00 | \$ 2,368,746,765.00 |
| 26,500,000 | 6,052,600.00 | 20,447,400.00 | \$ 437,966,136.00 | \$ 1,953,340,122.00 | \$ 2,391,306,258.00 |
| 26,750,000 | 6,109,700.00 | 20,640,300.00 | \$ 442,097,892.00 | \$ 1,971,767,859.00 | \$ 2,413,865,751.00 |
| 27,000,000 | 6,166,800.00 | 20,833,200.00 | \$ 446,229,648.00 | \$ 1,990,195,596.00 | \$ 2,436,425,244.00 |

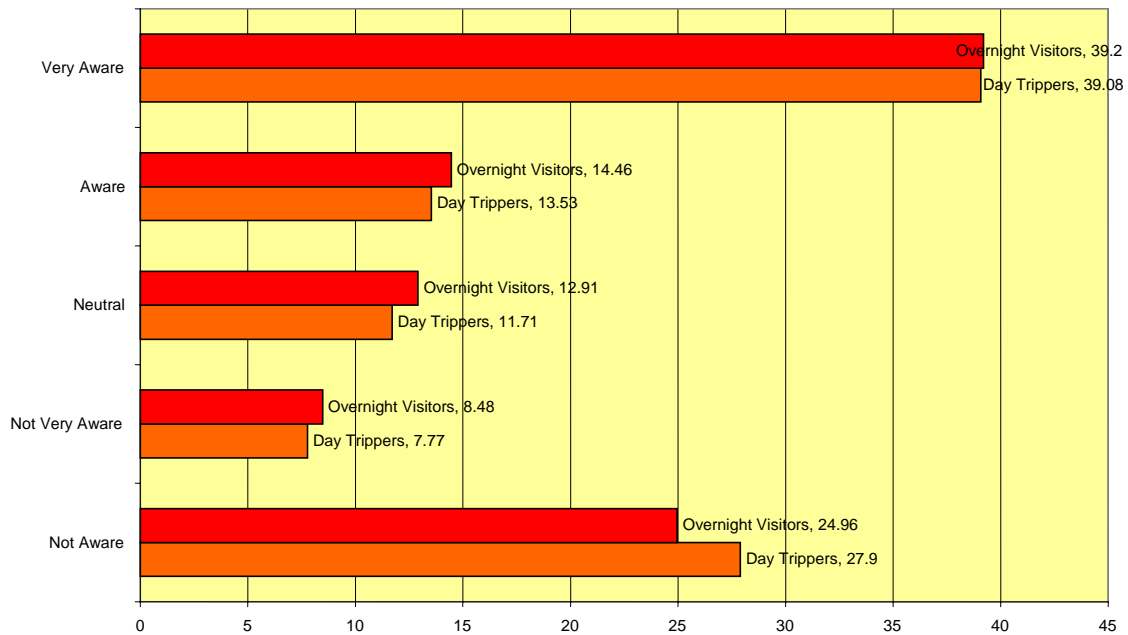
Figure 31
Sensitivity Analysis: How Spending Varies With Number of Visitors
(Dollars)



Brand Awareness

The respondents were asked how aware they were that they were in the Blue Ridge National Heritage Area. Visitor responses were measured using a 5 point scale where 1 = Not Aware and 5 = Very Aware. The mean response was 3.3/5.0 indicating an awareness of the Blue Ridge National Heritage Area. However, the distribution of responses shown in Table 4 and Figure 32 may suggest that the question was misinterpreted by a significant proportion of the sample.

Figure 32
Awareness of the Blue Ridge National Heritage Area Brand by Visitor Type
(Percent)



Note that the preceding chart has a binomial distribution. This may suggest that a large portion of respondents (both overnight visitors and day trippers) were confusing the Blue Ridge National Heritage Area with the Blue Ridge Parkway or the Blue Ridge Mountains. This may have occurred even though precautions were undertaken to prevent the misperception of the brand by prefacing the question with the following statement:

The Blue Ridge National Heritage Area, located in the mountains of North Carolina, covers 25 counties, over 10,000 square miles and is home to approximately 1 million people. It is bordered by Virginia, Tennessee, Georgia and South Carolina.

Measurement of the Economic Vitality of Local Tourism Industry

Combined Data

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 942 | 22.84 |
| Overnight Visitors | 3,183 | 77.16 |

TABLE 2
REGION OF DATA COLLECTION

| Venue | Day Trippers | | Overnight Visitors | |
|---------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Blue Ridge Heritage | 542 | 57.54 | 1,874 | 58.88 |
| High County Host | 123 | 13.06 | 462 | 14.51 |
| Smoky | 256 | 27.18 | 715 | 22.46 |
| Unknown | 21 | 2.23 | 132 | 4.15 |

TABLE 3
PLACE OF DATA COLLECTION

| Venue | Day Trippers | | Overnight Visitors | |
|--------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Alleghany Chamber | 12 | 1.27 | 50 | 1.57 |
| Andrews Chamber | 0 | 0.00 | 12 | 0.38 |
| Asheville Art Museum | 20 | 2.12 | 100 | 3.14 |
| Biltmore Estate | 28 | 2.97 | 193 | 6.06 |
| Brevard/Transylvania Chamber | 2 | 0.21 | 15 | 0.47 |
| Cherokee Co. Chamber | 4 | 0.42 | 20 | 0.63 |
| Chetola Resort | 0 | 0.00 | 62 | 1.95 |
| Chimney Rock Park | 141 | 14.97 | 441 | 13.85 |
| Clay County Chamber & Travel | 0 | 0.00 | 2 | 0.06 |
| Cradle of Forestry in American | 9 | 0.96 | 25 | 0.79 |
| Dogwood Crafters | 9 | 0.96 | 12 | 0.38 |
| Flat Rock Playhouse | 2 | 0.21 | 12 | 0.38 |
| Fontana Village Resort | 0 | 0.00 | 26 | 0.82 |
| Franklin Chamber | 2 | 0.21 | 20 | 0.63 |
| Goldhagen Studios | 8 | 0.85 | 23 | 0.72 |
| Graham Travel & Tourism Auth. | 1 | 0.11 | 10 | 0.31 |
| Grandfather Mountain | 23 | 2.44 | 128 | 4.02 |
| Henderson Co. Travel & Tourism | 30 | 3.18 | 230 | 7.23 |
| High Country Host | 21 | 2.23 | 142 | 4.46 |
| I-26 East Welcome Center | 160 | 60.99 | 473 | 4.86 |
| I-26 West Welcome Center | 78 | 8.28 | 136 | 4.27 |
| I-40 West Welcome Center | 210 | 22.29 | 441 | 13.85 |
| Madison Co. Visitors Center | 6 | 0.64 | 13 | 0.41 |
| McDowell Co. TDA | 4 | 0.42 | 10 | 0.31 |
| Mt. Airy Chamber | 3 | 0.32 | 15 | 0.47 |
| Mountain Gateway Museum | 4 | 0.42 | 9 | 0.28 |
| Nantahala Village | 0 | 0.00 | 29 | 0.91 |
| Parkway Craft Center | 2 | 0.21 | 5 | 0.16 |
| Penland School | 20 | 2.12 | 132 | 4.15 |
| Scottish Tartan's Museum | 0 | 0.00 | 4 | 0.13 |

TABLE 3
PLACE OF DATA COLLECTION (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|---|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Smoky Mountain Host | 16 | 1.70 | 74 | 2.32 |
| Stecoah Valley Arts Crafts & Educational Center | 1 | 0.11 | 5 | 0.16 |
| Swain Co. Chamber | 5 | 0.53 | 22 | 0.69 |
| Swannanoa Valley Museum | 1 | 0.11 | 1 | 0.03 |
| Toe River Arts Council | 3 | 0.32 | 9 | 0.28 |
| Tweetsie Railroad | 62 | 6.58 | 60 | 1.89 |
| Undefined #1 | 13 | 1.38 | 3 | 0.09 |
| Undefined #2 | 14 | 1.49 | 74 | 2.32 |
| Undefined #3 | 0 | 0.00 | 15 | 0.47 |
| Undefined #4 | 5 | 0.53 | 9 | 0.28 |
| Undefined #7 (BVDNC) | 4 | 0.42 | 9 | 0.28 |
| Undefined #9 (BVDNC) | 1 | 0.11 | 16 | 0.50 |
| Undefined | 16 | 1.70 | 93 | 2.92 |
| WNC Nature Center | 2 | 0.21 | 3 | 0.09 |

TABLE 4
**AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA**

| Response | Day Trippers | | Overnight Visitors | |
|----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Aware | 262 | 27.90 | 789 | 24.96 |
| Not Very Aware | 73 | 7.77 | 268 | 8.48 |
| Neutral | 110 | 11.71 | 408 | 12.91 |
| Aware | 127 | 13.53 | 457 | 14.46 |
| Very Aware | 367 | 39.08 | 1,239 | 39.20 |
| Mean | 3.3 | | 3.3 | |
| Std. Deviation | 1.7 | | 1.6 | |

TABLE 5
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Satisfied | 5 | 0.54 | 6 | 0.19 |
| Not Very Satisfied | 7 | 0.76 | 38 | 1.22 |
| Neutral | 100 | 10.89 | 227 | 7.28 |
| Satisfied | 227 | 24.73 | 788 | 25.26 |
| Very Satisfied | 579 | 63.07 | 2,060 | 66.05 |
| Mean | 4.49 | | 4.56 | |
| Std. Deviation | 0.76 | | 0.70 | |

TABLE 6
HOW APPEALING SHOP/LOCATION/ATTRACTION

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Appealing | 3 | 0.33 | 10 | 0.32 |
| Not Very Appealing | 9 | 0.98 | 28 | 0.90 |
| Neutral | 65 | 7.04 | 167 | 5.36 |
| Appealing | 196 | 21.24 | 665 | 21.33 |
| Very Appealing | 650 | 70.42 | 2,247 | 72.09 |
| Mean | 4.60 | | 4.64 | |
| Std. Deviation | 0.69 | | 0.66 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Musical Activities | | | | |
| Not Likely | 328 | 37.96 | 846 | 29.51 |
| Not Very Likely | 113 | 13.08 | 343 | 11.96 |
| Neutral | 160 | 18.52 | 548 | 19.11 |
| Likely | 118 | 13.66 | 497 | 17.34 |
| Very Likely | 145 | 16.78 | 633 | 22.08 |
| Mean | 2.58 | | 2.91 | |
| Std. Deviation | 1.51 | | 1.53 | |
| Cherokee Sites | | | | |
| Not Likely | 285 | 32.53 | 764 | 26.53 |
| Not Very Likely | 102 | 11.64 | 385 | 13.37 |
| Neutral | 179 | 20.43 | 614 | 21.32 |
| Likely | 136 | 15.53 | 491 | 17.05 |
| Very Likely | 174 | 19.86 | 626 | 21.74 |
| Mean | 2.79 | | 2.92 | |
| Std. Deviation | 1.52 | | 1.50 | |
| Visiting a Farm | | | | |
| Not Likely | 341 | 40.21 | 970 | 34.93 |
| Not Very Likely | 112 | 13.21 | 459 | 16.53 |
| Neutral | 164 | 19.34 | 552 | 19.88 |
| Likely | 108 | 12.74 | 369 | 13.29 |
| Very Likely | 123 | 14.50 | 427 | 15.38 |
| Mean | 2.48 | | 2.58 | |
| Std. Deviation | 1.48 | | 1.46 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Day Trippers | | Overnight Visitors | |
|---------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Garden/Countryside Trails | | | | |
| Not Likely | 185 | 21.56 | 333 | 11.50 |
| Not Very Likely | 90 | 10.49 | 244 | 8.43 |
| Neutral | 154 | 17.95 | 552 | 19.07 |
| Likely | 189 | 22.03 | 696 | 24.04 |
| Very Likely | 240 | 27.97 | 1,070 | 36.96 |
| Mean | 3.24 | | 3.67 | |
| Std. Deviation | 1.50 | | 1.35 | |
| Craft Activities | | | | |
| Not Likely | 238 | 27.74 | 519 | 17.98 |
| Not Very Likely | 90 | 10.49 | 323 | 11.19 |
| Neutral | 180 | 20.98 | 589 | 20.40 |
| Likely | 161 | 18.76 | 628 | 21.75 |
| Very Likely | 189 | 22.03 | 828 | 28.68 |
| Mean | 2.97 | | 3.32 | |
| Std. Deviation | 1.51 | | 1.45 | |
| Outdoor Recreation | | | | |
| Not Likely | 157 | 18.07 | 277 | 9.55 |
| Not Very Likely | 70 | 8.06 | 160 | 5.52 |
| Neutral | 142 | 16.34 | 394 | 13.58 |
| Likely | 189 | 21.75 | 692 | 23.85 |
| Very Likely | 311 | 35.79 | 1,378 | 47.50 |
| Mean | 3.49 | | 3.94 | |
| Std. Deviation | 1.49 | | 1.30 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Day Trippers | | Overnight Visitors | |
|---------------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Festivals & Special Events | | | | |
| Not Likely | 190 | 21.64 | 395 | 13.45 |
| Not Very Likely | 59 | 6.72 | 165 | 5.62 |
| Neutral | 154 | 17.54 | 447 | 15.22 |
| Likely | 178 | 20.27 | 684 | 23.29 |
| Very Likely | 297 | 33.83 | 1,246 | 42.42 |
| Mean | 3.38 | | 3.76 | |
| Std. Deviation | 1.53 | | 1.40 | |

**TABLE 8A
OTHER ACTIVITIES OF INTEREST**

| Response | Day Trippers | | Overnight Visitors | |
|--|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Boating/Canoeing/Kayaking/Rafting/Tubing | 10 | 1.06% | 48 | 1.51% |
| Live Music | 5 | 0.53% | 43 | 1.35% |
| Hiking/Walking Trails | 12 | 1.27% | 33 | 1.04% |
| Historic Sites/Activities | 11 | 1.17% | 29 | 0.91% |
| Art/Crafts | 5 | 0.53% | 30 | 0.94% |
| Fishing | 3 | 0.32% | 32 | 1.01% |
| Golf | 5 | 0.53% | 29 | 0.91% |
| Equestrian Activities | 11 | 1.17% | 22 | 0.69% |
| Shopping | 7 | 0.74% | 24 | 0.75% |
| Biking/Bike Trails | 9 | 0.96% | 19 | 0.60% |
| Camping | 5 | 0.53% | 23 | 0.72% |
| Festivals/Fairs | 2 | 0.21% | 25 | 0.79% |
| Antiques | 4 | 0.42% | 21 | 0.66% |
| Live Shows/Theatre | 3 | 0.32% | 20 | 0.63% |
| Biltmore | 6 | 0.64% | 16 | 0.50% |
| Nature Studies | 2 | 0.21% | 19 | 0.60% |
| Tours | 1 | 0.11% | 16 | 0.50% |
| Train Rides | 4 | 0.42% | 12 | 0.38% |
| Waterfalls | 2 | 0.21% | 14 | 0.44% |
| Restaurants | 5 | 0.53% | 9 | 0.28% |
| Children's Activities | 3 | 0.32% | 8 | 0.25% |
| Water Parks/Activities | 5 | 0.53% | 6 | 0.19% |
| Wineries | 2 | 0.21% | 9 | 0.28% |
| Animal Exhibits | 0 | 0.00% | 10 | 0.31% |

**TABLE 8A
OTHER ACTIVITIES OF INTEREST**

| Response | Day Trippers | | Overnight Visitors | |
|----------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Gem Mining/Rock Hunting | 1 | 0.11% | 9 | 0.28% |
| Sightseeing | 1 | 0.11% | 9 | 0.28% |
| Dancing | 2 | 0.21% | 7 | 0.22% |
| Classes/Workshops | 1 | 0.11% | 7 | 0.22% |
| Museums | 1 | 0.11% | 7 | 0.22% |
| ATV Trails | 0 | 0.00% | 7 | 0.22% |
| B&B, Cabin Rentals, Motels | 2 | 0.21% | 5 | 0.16% |
| Racing | 2 | 0.21% | 5 | 0.16% |
| Skiing | 0 | 0.00% | 6 | 0.19% |
| Balloon Rides | 0 | 0.00% | 5 | 0.16% |
| Casinos | 1 | 0.11% | 4 | 0.13% |
| Flea Markets | 3 | 0.32% | 2 | 0.06% |
| Hang Gliding | 2 | 0.21% | 3 | 0.09% |
| Motorcycle Riding | 1 | 0.11% | 4 | 0.13% |
| Movie Theatres | 0 | 0.00% | 5 | 0.16% |
| Sporting Events | 0 | 0.00% | 6 | 0.19% |
| Apples/Farmers Markets | 4 | 0.42% | | 0.00% |
| Hunting | 1 | 0.11% | 3 | 0.09% |
| Quilting | 0 | 0.00% | 4 | 0.13% |
| Skydiving | 2 | 0.21% | 2 | 0.06% |
| Chair Lift | 0 | 0.00% | 3 | 0.09% |
| Tennis | 1 | 0.11% | 2 | 0.06% |
| Rock Climbing | 0 | 0.00% | 2 | 0.06% |
| Storytelling | 0 | 0.00% | 2 | 0.06% |
| Weaving | 0 | 0.00% | 2 | 0.06% |

TABLE 9A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Day-Trippers | | Overnight Visitors | |
|-----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 1 Person | 76 | 8.09 | 144 | 4.54 |
| 2 People | 478 | 50.91 | 1,869 | 58.94 |
| 3 People | 108 | 11.50 | 324 | 10.22 |
| 4 People | 167 | 17.78 | 517 | 16.30 |
| 5 People | 53 | 5.64 | 127 | 4.01 |
| 6+ People | 57 | 6.07 | 190 | 5.99 |

TABLE 9B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Day-Trippers | | Overnight Visitors | |
|-----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 0 Person | 699 | 74.44 | 2,585 | 81.52 |
| 1 Person | 103 | 10.97 | 244 | 7.69 |
| 2 People | 83 | 8.84 | 228 | 7.19 |
| 3 People | 39 | 4.15 | 62 | 1.96 |
| 4 People | 2 | 0.21 | 22 | 0.69 |
| 5 People | 8 | 0.85 | 16 | 0.50 |
| 6+ People | 5 | 0.53 | 14 | 0.44 |

TABLE 10
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|----------------|
| | Frequency | Percent |
| 1 night | 413 | 12.98 |
| 2 nights | 828 | 26.01 |
| 3 nights | 681 | 21.39 |
| 4 nights | 379 | 11.91 |
| 5 nights | 254 | 7.98 |
| 6 nights | 147 | 4.62 |
| 7 nights | 265 | 8.33 |
| 8 nights | 43 | 1.35 |
| 9 nights | 18 | 0.57 |
| 10 nights | 45 | 1.41 |
| > 10 nights | 110 | 3.45 |
| Overall: Frequency = 3,183 | Mean 3.94 | Median 3.00 |

TABLE 11
GENDER OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Female | 655 | 70.58 | 2,067 | 66.10 |
| Male | 273 | 29.42 | 1,060 | 33.90 |

TABLE 12
AGE OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Below 25 | 30 | 4.42 | 59 | 2.54 |
| 25 – 35 | 98 | 14.45 | 229 | 9.84 |
| 36 – 45 | 136 | 20.06 | 394 | 16.93 |
| 46 – 55 | 162 | 23.89 | 595 | 25.57 |
| 56 – 65 | 153 | 22.57 | 662 | 28.45 |
| Over 65 | 99 | 14.60 | 388 | 16.67 |
| Mean | 49.56 | | 52.59 | |
| Median | 50.00 | | 54.00 | |

TABLE 13
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|-----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| High School | 137 | 15.29 | 405 | 13.38 |
| Some College | 310 | 34.60 | 960 | 31.70 |
| Bachelor Degree | 256 | 28.57 | 909 | 30.02 |
| Graduate Degree | 193 | 21.54 | 754 | 24.90 |

TABLE 14
INCOME OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|---------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| \$0 - \$24,999 | 87 | 11.48 | 158 | 6.13 |
| \$25,000 - \$49,999 | 256 | 33.77 | 661 | 25.65 |
| \$50,000 - \$74,999 | 212 | 27.97 | 686 | 26.62 |
| \$75,000 - \$99,999 | 104 | 13.72 | 468 | 18.16 |
| \$100,000-\$124,999 | 53 | 6.99 | 313 | 12.15 |
| \$125,000-\$149,999 | 23 | 3.03 | 112 | 4.35 |
| \$150,000-\$174,999 | 7 | 0.92 | 67 | 2.60 |
| OVER \$175,000 | 16 | 2.11 | 112 | 4.35 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Charlotte, NC | 88 | 9.50 | 177 | 5.70 |
| Raleigh, NC | 16 | 1.73 | 156 | 5.03 |
| Greensboro, NC | 42 | 4.54 | 137 | 5.03 |
| Columbia, SC | 39 | 4.21 | 109 | 3.51 |
| Charleston, SC | 9 | 0.97 | 93 | 3.00 |
| Atlanta, GA | 23 | 2.48 | 92 | 2.96 |
| Knoxville, TN | 46 | 4.97 | 83 | 2.67 |
| Orlando, FL | 8 | 0.86 | 82 | 2.64 |
| Greenville, SC | 83 | 8.96 | 78 | 2.51 |
| W. Palm Beach, FL | 6 | 0.65 | 78 | 2.51 |
| Asheville, NC | 97 | 10.48 | 77 | 2.48 |
| Jacksonville, FL | 7 | 0.76 | 70 | 2.26 |
| Fayetteville, NC | 9 | 0.97 | 69 | 2.22 |
| Tampa, FL | 6 | 0.65 | 54 | 1.74 |
| Hickory, NC | 83 | 8.96 | 52 | 1.68 |
| Augusta, GA | 10 | 1.08 | 48 | 1.55 |
| Florence, SC | 8 | 0.86 | 43 | 1.39 |
| Miami, FL | 7 | 0.76 | 43 | 1.39 |
| Savannah, GA | 0 | 0.00 | 41 | 1.32 |
| Nashville, TN | 16 | 1.73 | 40 | 1.29 |
| Johnson City, TN | 41 | 4.43 | 36 | 1.16 |
| Chattanooga, TN | 7 | 0.76 | 35 | 1.13 |
| Indianapolis, IN | 4 | 0.43 | 34 | 1.10 |
| Sarasota, FL | 4 | 0.43 | 33 | 1.06 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Gainesville, GA | 8 | 0.86 | 32 | 1.03 |
| Cincinnati, OH | 12 | 1.30 | 31 | 1.00 |
| Daytona Beach, FL | 3 | 0.32 | 29 | 0.93 |
| Birmingham, AL | 4 | 0.43 | 25 | 0.81 |
| Dayton, OH | 3 | 0.32 | 24 | 0.77 |
| Kinston, NC | 3 | 0.32 | 23 | 0.74 |
| Lakeland, FL | 2 | 0.22 | 22 | 0.71 |
| Fort Myers, FL | 2 | 0.22 | 22 | 0.71 |
| Northern, VA | 1 | 0.11 | 22 | 0.71 |
| Rocky Mount, NC | 4 | 0.43 | 22 | 0.71 |
| Pensacola, FL | 3 | 0.32 | 21 | 0.68 |
| Richmond, VA | 2 | 0.22 | 21 | 0.68 |
| Huntsville, AL | 3 | 0.32 | 19 | 0.61 |
| Lexington, KY | 7 | 0.76 | 19 | 0.61 |
| Baltimore, MD | 1 | 0.11 | 18 | 0.58 |
| Military, FL | 1 | 0.11 | 18 | 0.58 |
| Gainesville, FL | 6 | 0.65 | 17 | 0.55 |
| S. Florida, FL | 0 | 0.00 | 15 | 0.48 |
| Southern MD | 1 | 0.11 | 15 | 0.48 |
| Columbus, OH | 4 | 0.43 | 14 | 0.45 |
| Memphis, TN | 3 | 0.32 | 14 | 0.45 |
| N. Suburban, IL | 2 | 0.22 | 14 | 0.45 |
| Roanoke, VA | 3 | 0.32 | 14 | 0.45 |
| Tallahassee, FL | 0 | 0.00 | 14 | 0.45 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Cleveland, OH | 2 | 0.22 | 13 | 0.42 |
| Houston, TX | 2 | 0.22 | 13 | 0.42 |
| Mobile, AL | 0 | 0.00 | 13 | 0.42 |
| Norfolk, VA | 4 | 0.43 | 13 | 0.42 |
| South Jersey, NJ | 0 | 0.00 | 13 | 0.42 |
| Wilmington, DE | 0 | 0.00 | 13 | 0.42 |
| Harrisburg, PA | 0 | 0.00 | 11 | 0.35 |
| Louisville, KY | 8 | 0.86 | 11 | 0.35 |
| New Orleans, LA | 1 | 0.11 | 11 | 0.35 |
| Washington, DC | 0 | 0.00 | 11 | 0.35 |
| Bristol, VA | 9 | 0.97 | 10 | 0.32 |
| Cookeville, TN | 3 | 0.32 | 10 | 0.32 |
| Dallas, TX | 2 | 0.22 | 10 | 0.32 |
| Lancaster, PA | 0 | 0.00 | 10 | 0.32 |
| Athens, GA | 6 | 0.65 | 9 | 0.29 |
| Chicago, IL | 0 | 0.00 | 9 | 0.29 |
| Philadelphia, PA | 0 | 0.00 | 9 | 0.29 |
| Phoenix, AZ | 1 | 0.11 | 9 | 0.29 |
| Pontiac, MI | 3 | 0.32 | 9 | 0.29 |
| S. Suburban, IL | 2 | 0.22 | 9 | 0.29 |
| Akron, OH | 1 | 0.11 | 8 | 0.26 |
| Detroit, MI | 3 | 0.32 | 8 | 0.26 |
| Macon, GA | 2 | 0.22 | 8 | 0.26 |
| Milwaukee, WI | 0 | 0.00 | 8 | 0.26 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Minneapolis, MN | 3 | 0.32 | 8 | 0.26 |
| Montgomery, AL | 3 | 0.32 | 8 | 0.26 |
| Panama City, FL | 1 | 0.11 | 8 | 0.26 |
| Royal Oak, MI | 0 | 0.00 | 8 | 0.26 |
| Saginaw, MI | 0 | 0.00 | 8 | 0.26 |
| Trenton, NJ | 0 | 0.00 | 8 | 0.26 |
| Grand Rapids, MI | 1 | 0.11 | 7 | 0.23 |
| Little Rock, AR | 2 | 0.22 | 7 | 0.23 |
| New Brunswick, NJ | 1 | 0.11 | 7 | 0.23 |
| Newark, NJ | 0 | 0.00 | 7 | 0.23 |
| Saint Louis, MO | 8 | 0.86 | 7 | 0.23 |
| Southeastern, PA | 1 | 0.11 | 7 | 0.23 |
| Waycross, GA | 0 | 0.00 | 7 | 0.23 |
| Evansville, IN | 1 | 0.11 | 6 | 0.19 |
| Hicksville, NY | 0 | 0.00 | 6 | 0.19 |
| Kalamazoo, MI | 0 | 0.00 | 6 | 0.19 |
| Lansing, MI | 1 | 0.11 | 6 | 0.19 |
| Oakland, CA | 1 | 0.11 | 6 | 0.19 |
| Pittsburgh, PA | 1 | 0.11 | 6 | 0.19 |
| Rochester, NY | 1 | 0.11 | 6 | 0.19 |
| Ashland, KY | 0 | 0.00 | 5 | 0.16 |
| Brockton, MA | 0 | 0.00 | 5 | 0.16 |
| Buffalo, NY | 0 | 0.00 | 5 | 0.16 |
| Carbondale, IL | 0 | 0.00 | 5 | 0.16 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|---------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Charlottesville, VA | 0 | 0.00 | 5 | 0.16 |
| Columbus, IN | 1 | 0.11 | 5 | 0.16 |
| Fort Worth, TX | 2 | 0.22 | 5 | 0.16 |
| Muncie, IN | 2 | 0.22 | 5 | 0.16 |
| Paducah, KY | 0 | 0.00 | 5 | 0.16 |
| Poughkeepsie, NY | 0 | 0.00 | 5 | 0.16 |
| San Antonio, TX | 0 | 0.00 | 5 | 0.16 |
| Springfield, MO | 4 | 0.43 | 5 | 0.16 |
| Tucson, AZ | 0 | 0.00 | 5 | 0.16 |
| Austin, TX | 2 | 0.22 | 4 | 0.13 |
| Baton Rouge, LA | 1 | 0.11 | 4 | 0.13 |
| Canton, OH | 0 | 0.00 | 4 | 0.13 |
| Fort Wayne, IN | 3 | 0.32 | 4 | 0.13 |
| Frederick, MD | 0 | 0.00 | 4 | 0.13 |
| Gadsden, AL | 0 | 0.00 | 4 | 0.13 |
| Jackson, MS | 2 | 0.22 | 4 | 0.13 |
| Lima, OH | 0 | 0.00 | 4 | 0.13 |
| Long Beach, CA | 0 | 0.00 | 4 | 0.13 |
| Madison, WI | 2 | 0.22 | 4 | 0.13 |
| Manchester, NH | 2 | 0.22 | 4 | 0.13 |
| New York, NY | 0 | 0.00 | 4 | 0.13 |
| Paterson, NJ | 0 | 0.00 | 4 | 0.13 |
| Pottsville, PA | 0 | 0.00 | 4 | 0.13 |
| Queens, NY | 1 | 0.11 | 4 | 0.13 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Shreveport, LA | 0 | 0.00 | 4 | 0.13 |
| Stamford, CT | 0 | 0.00 | 4 | 0.13 |
| Swainsboro, GA | 1 | 0.11 | 4 | 0.13 |
| Toledo, OH | 1 | 0.11 | 4 | 0.13 |
| Washington, PA | 0 | 0.00 | 4 | 0.13 |
| Westchester, NY | 0 | 0.00 | 4 | 0.13 |
| Youngstown, OH | 0 | 0.00 | 4 | 0.13 |
| Abilene, TX | 0 | 0.00 | 3 | 0.10 |
| Albany, GA | 2 | 0.22 | 3 | 0.10 |
| Albany, NY | 2 | 0.22 | 3 | 0.10 |
| Altoona, PA | 0 | 0.00 | 3 | 0.10 |
| Anniston, AL | 1 | 0.11 | 3 | 0.10 |
| Bloomington, IN | 0 | 0.00 | 3 | 0.10 |
| Boston, MA | 0 | 0.00 | 3 | 0.10 |
| Cheyenne, WY | 0 | 0.00 | 3 | 0.10 |
| Clarksburg, WV | 1 | 0.11 | 3 | 0.10 |
| Corbin, KY | 0 | 0.00 | 3 | 0.10 |
| Denver, CO | 0 | 0.00 | 3 | 0.10 |
| Des Moines, IA | 2 | 0.22 | 3 | 0.10 |
| Dothan, AL | 1 | 0.11 | 3 | 0.10 |
| Easton, MD | 0 | 0.00 | 3 | 0.10 |
| Elizabethtown, KY | 0 | 0.00 | 3 | 0.10 |
| Fayetteville, AR | 1 | 0.11 | 3 | 0.10 |
| Flint, MI | 2 | 0.22 | 3 | 0.10 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|----------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Gary, IN | 0 | 0.00 | 3 | 0.10 |
| Glenwood Springs, CO | 0 | 0.00 | 3 | 0.10 |
| Gulfport, MS | 2 | 0.22 | 3 | 0.10 |
| Hammond, LA | 0 | 0.00 | 3 | 0.10 |
| Hartford, CT | 0 | 0.00 | 3 | 0.10 |
| Huntington, WV | 1 | 0.11 | 3 | 0.10 |
| Jackson, TN | 3 | 0.32 | 3 | 0.10 |
| Kansas City, KS | 1 | 0.11 | 3 | 0.10 |
| Lafayette, IN | 1 | 0.11 | 3 | 0.10 |
| Meridian, MS | 0 | 0.00 | 3 | 0.10 |
| Mid-Missouri, MO | 1 | 0.11 | 3 | 0.10 |
| Middlesex, MA | 0 | 0.00 | 3 | 0.10 |
| New London, CT | 0 | 0.00 | 3 | 0.10 |
| Oshkosh, WI | 1 | 0.11 | 3 | 0.10 |
| Portland, ME | 0 | 0.00 | 3 | 0.10 |
| Portland, OR | 0 | 0.00 | 3 | 0.10 |
| Red Bank, NJ | 0 | 0.00 | 3 | 0.10 |
| Rochester, MN | 0 | 0.00 | 3 | 0.10 |
| San Francisco, CA | 0 | 0.00 | 3 | 0.10 |
| South Bend, IN | 2 | 0.22 | 3 | 0.10 |
| White River, VT | 0 | 0.00 | 3 | 0.10 |
| Alhambra, CA | 0 | 0.00 | 2 | 0.06 |
| Amarillo, TX | 0 | 0.00 | 2 | 0.06 |
| Anchorage, AK | 2 | 0.22 | 2 | 0.06 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Batesville, AR | 0 | 0.00 | 2 | 0.06 |
| Bloomington, IL | 0 | 0.00 | 2 | 0.06 |
| Bluefield, VA | 0 | 0.00 | 2 | 0.06 |
| Bowling Green, KY | 1 | 0.11 | 2 | 0.06 |
| Brooklyn, NY | 0 | 0.00 | 2 | 0.06 |
| Bryant, TX | 0 | 0.00 | 2 | 0.06 |
| Buzzards Bay, MA | 0 | 0.00 | 2 | 0.06 |
| Champaign, IL | 1 | 0.11 | 2 | 0.06 |
| Charleston, WV | 0 | 0.00 | 2 | 0.06 |
| Chillicothe, OH | 0 | 0.00 | 2 | 0.06 |
| Columbia, TN | 1 | 0.11 | 2 | 0.06 |
| Davenport, IA | 0 | 0.00 | 2 | 0.06 |
| Dover, NJ | 0 | 0.00 | 2 | 0.06 |
| Duluth, MN | 0 | 0.00 | 2 | 0.06 |
| Effingham, IL | 1 | 0.11 | 2 | 0.06 |
| Eugene, OR | 0 | 0.00 | 2 | 0.06 |
| Fort Smith, AR | 1 | 0.11 | 2 | 0.06 |
| Green Bay, WI | 0 | 0.00 | 2 | 0.06 |
| Grenada, MS | 0 | 0.00 | 2 | 0.06 |
| Harrison, AR | 0 | 0.00 | 2 | 0.06 |
| Hazard, KY | 0 | 0.00 | 2 | 0.06 |
| Johnstown, PA | 0 | 0.00 | 2 | 0.06 |
| Kansas City, MO | 1 | 0.11 | 2 | 0.06 |
| Kokomo, IN | 0 | 0.00 | 2 | 0.06 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| La Crosse, WI | 0 | 0.00 | 2 | 0.06 |
| Lafayette, LA | 1 | 0.11 | 2 | 0.06 |
| Lehigh Valley, PA | 1 | 0.11 | 2 | 0.06 |
| Los Angeles, CA | 0 | 0.00 | 2 | 0.06 |
| Minot, ND | 0 | 0.00 | 2 | 0.06 |
| Mojale, CA | 0 | 0.00 | 2 | 0.06 |
| Monroe, LA | 0 | 0.00 | 2 | 0.06 |
| Oil City, PA | 0 | 0.00 | 2 | 0.06 |
| Omaha, NE | 0 | 0.00 | 2 | 0.06 |
| Owensboro, KY | 0 | 0.00 | 2 | 0.06 |
| Parkersburg, WV | 1 | 0.11 | 2 | 0.06 |
| Peoria, IL | 1 | 0.11 | 2 | 0.06 |
| Plattsburgh, NY | 1 | 0.11 | 2 | 0.06 |
| Rockford, IL | 1 | 0.11 | 2 | 0.06 |
| Salt Lake City, UT | 1 | 0.11 | 2 | 0.06 |
| San Bernadino, CA | 0 | 0.00 | 2 | 0.06 |
| San Diego, CA | 0 | 0.00 | 2 | 0.06 |
| Seattle, WA | 0 | 0.00 | 2 | 0.06 |
| Somerset, KY | 1 | 0.11 | 2 | 0.06 |
| Steubenville, OH | 0 | 0.00 | 2 | 0.06 |
| Suffern, NY | 0 | 0.00 | 2 | 0.06 |
| Summit, NJ | 0 | 0.00 | 2 | 0.06 |
| Syracuse, NY | 1 | 0.11 | 2 | 0.06 |
| Terre Haute, IN | 0 | 0.00 | 2 | 0.06 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|----------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Tupelo, MS | 0 | 0.00 | 2 | 0.06 |
| Utica, NY | 0 | 0.00 | 2 | 0.06 |
| Valdosta, GA | 1 | 0.11 | 2 | 0.06 |
| Waterloo, IA | 1 | 0.11 | 2 | 0.06 |
| Waterville, ME | 0 | 0.00 | 2 | 0.06 |
| Winchester, VA | 1 | 0.11 | 2 | 0.06 |
| Zanesville, OH | 0 | 0.00 | 2 | 0.06 |
| Albuquerque, NM | 1 | 0.11 | 1 | 0.03 |
| Alexandria, LA | 0 | 0.00 | 1 | 0.03 |
| Bemidji, MN | 0 | 0.00 | 1 | 0.03 |
| Bend, OR | 0 | 0.00 | 1 | 0.03 |
| Boise, ID | 1 | 0.11 | 0 | 0.00 |
| Bluefield, WV | 2 | 0.22 | 1 | 0.03 |
| Bradford, PA | 1 | 0.11 | 0 | 0.00 |
| Buckhannon, WV | 0 | 0.00 | 1 | 0.03 |
| Camden, AR | 0 | 0.00 | 1 | 0.03 |
| Cape Girard, MO | 1 | 0.11 | 1 | 0.03 |
| Carrizozo, NM | 0 | 0.00 | 1 | 0.03 |
| Casper, WY | 0 | 0.00 | 1 | 0.03 |
| Cedar Rapids, IA | 1 | 0.11 | 1 | 0.03 |
| Colorado Springs, CO | 0 | 0.00 | 1 | 0.03 |
| Columbus, GA | 0 | 0.00 | 1 | 0.03 |
| Columbus, MS | 1 | 0.11 | 0 | 0.00 |
| Corpus Christie, TX | 0 | 0.00 | 1 | 0.03 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Culpepper, VA | 0 | 0.00 | 1 | 0.03 |
| Cumberland, MD | 2 | 0.22 | 0 | 0.00 |
| Evergreen, AL | 0 | 0.00 | 1 | 0.03 |
| Fort Dodge, IA | 1 | 0.11 | 0 | 0.00 |
| Gaylord, MI | 1 | 0.11 | 0 | 0.00 |
| Glens Falls, NY | 1 | 0.11 | 0 | 0.00 |
| Gillette, WY | 0 | 0.00 | 1 | 0.03 |
| Grand Island, NE | 1 | 0.11 | 0 | 0.00 |
| Grand Junction, CO | 0 | 0.00 | 1 | 0.03 |
| Greensburg, PA | 1 | 0.11 | 1 | 0.03 |
| Greenville, MS | 0 | 0.00 | 1 | 0.03 |
| Greenville, TX | 0 | 0.00 | 1 | 0.03 |
| Hackensack, NJ | 0 | 0.00 | 1 | 0.03 |
| Harrisonburg, VA | 0 | 0.00 | 1 | 0.03 |
| Harrisonville, MO | 0 | 0.00 | 1 | 0.03 |
| Hattiesburg, MS | 2 | 0.22 | 1 | 0.03 |
| Honolulu, HI | 0 | 0.00 | 1 | 0.03 |
| Hot Springs, AR | 1 | 0.11 | 1 | 0.03 |
| Inglewood, CA | 0 | 0.00 | 1 | 0.03 |
| Jackson, MI | 0 | 0.00 | 1 | 0.03 |
| Jamestown, NY | 0 | 0.00 | 1 | 0.03 |
| Jonesboro, AR | 0 | 0.00 | 1 | 0.03 |
| Kalispell, MT | 0 | 0.00 | 1 | 0.03 |
| Kankakee, IL | 0 | 0.00 | 1 | 0.03 |
| La Salle, IL | 0 | 0.00 | 1 | 0.03 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Lake Charles, LA | 2 | 0.22 | 0 | 0.00 |
| Las Vegas, NV | 1 | 0.11 | 0 | 0.00 |
| Lawton, OK | 0 | 0.00 | 1 | 0.03 |
| Longview, TX | 0 | 0.00 | 1 | 0.03 |
| Lubbock, TX | 0 | 0.00 | 1 | 0.03 |
| Lufkin, TX | 1 | 0.11 | 1 | 0.03 |
| Lynchburg, VA | 0 | 0.00 | 1 | 0.03 |
| Mansfield, OH | 0 | 0.00 | 1 | 0.03 |
| Marysville, CA | 0 | 0.00 | 1 | 0.03 |
| McAllen, TX | 1 | 0.11 | 0 | 0.00 |
| Lynchburg, VA | 0 | 0.00 | 1 | 0.03 |
| McComb, MS | 0 | 0.00 | 1 | 0.03 |
| McKenzie, TN | 2 | 0.22 | 1 | 0.03 |
| Medford, OR | 0 | 0.00 | 1 | 0.03 |
| Missoula, MT | 0 | 0.00 | 1 | 0.03 |
| Monticello, NY | 0 | 0.00 | 1 | 0.03 |
| Muskogee, OK | 2 | 0.22 | 0 | 0.00 |
| N.Y. Military, NY | 0 | 0.00 | 1 | 0.03 |
| New Castle, PA | 2 | 0.22 | 0 | 0.00 |
| North Bay, CA | 0 | 0.00 | 1 | 0.03 |
| Oklahoma City, OK | 1 | 0.11 | 1 | 0.03 |
| Oxnard, CA | 0 | 0.00 | 1 | 0.03 |
| Palestine, TX | 1 | 0.11 | 0 | 0.00 |
| Pikeville, KY | 1 | 0.11 | 1 | 0.03 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Pocatello, ID | 0 | 0.00 | 1 | 0.03 |
| Portage, WI | 1 | 0.11 | 1 | 0.03 |
| Portsmouth, NH | 0 | 0.00 | 1 | 0.03 |
| Providence, RI | 0 | 0.00 | 1 | 0.03 |
| Quincy, IL | 0 | 0.00 | 1 | 0.03 |
| Rapid City, SD | 0 | 0.00 | 1 | 0.03 |
| Reading, PA | 0 | 0.00 | 1 | 0.03 |
| Redding, CA | 0 | 0.00 | 1 | 0.03 |
| Reno, NV | 2 | 0.22 | 0 | 0.00 |
| Rock Island, IL | 0 | 0.00 | 1 | 0.03 |
| Russellville, AR | 0 | 0.00 | 1 | 0.03 |
| Sacramento, CA | 1 | 0.11 | 1 | 0.03 |
| Saint Paul, MN | 1 | 0.11 | 1 | 0.03 |
| Salina, KS | 1 | 0.11 | 0 | 0.00 |
| Salinas, CA | 0 | 0.00 | 1 | 0.03 |
| Salisbury, MD | 0 | 0.00 | 1 | 0.03 |
| San Jose, CA | 0 | 0.00 | 1 | 0.03 |
| Santa Ana, CA | 0 | 0.00 | 1 | 0.03 |
| Santa Barbara, CA | 0 | 0.00 | 1 | 0.03 |
| Sioux Falls, SD | 0 | 0.00 | 1 | 0.03 |
| Springfield, IL | 1 | 0.11 | 1 | 0.03 |
| Springfield, MA | 1 | 0.11 | 1 | 0.03 |
| State College, PA | 0 | 0.00 | 1 | 0.03 |
| Staten Island, NY | 0 | 0.00 | 1 | 0.03 |

TABLE 15
CITIES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Thibodaux, LA | 0 | 0.00 | 1 | 0.03 |
| Topeka, KS | 1 | 0.11 | 0 | 0.00 |
| Traverse City, MI | 0 | 0.00 | 1 | 0.03 |
| Tulsa, OK | 0 | 0.00 | 1 | 0.03 |
| Twin Falls, ID | 0 | 0.00 | 1 | 0.03 |
| Tyler, TX | 0 | 0.00 | 1 | 0.03 |
| Waco, TX | 0 | 0.00 | 1 | 0.03 |
| Washington, IN | 1 | 0.11 | 1 | 0.03 |
| Waterbury, CT | 1 | 0.11 | 0 | 0.00 |
| Waterloo, IA | 1 | 0.11 | 0 | 0.00 |
| Watertown, NY | 0 | 0.00 | 1 | 0.03 |
| Wenatchee, WA | 0 | 0.00 | 1 | 0.03 |
| Wheeling, WV | 1 | 0.11 | 0 | 0.00 |
| Wichita, KS | 0 | 0.00 | 1 | 0.03 |
| Wichita Falls, TX | 0 | 0.00 | 1 | 0.03 |
| Wilkes-Barre, PA | 0 | 0.00 | 1 | 0.03 |
| Willmar, MN | 1 | 0.11 | 0 | 0.00 |

TABLE 16
STATES OF RESPONDENTS BASED ON ZIP CODE

| Response | Day-Trippers | | Overnight Visitors | |
|----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| North Carolina | 335 | 36.18 | 695 | 22.40 |
| Florida | 56 | 6.05 | 527 | 16.98 |
| South Carolina | 152 | 16.41 | 394 | 12.70 |
| Tennessee | 120 | 12.96 | 207 | 6.67 |
| Georgia | 46 | 4.97 | 205 | 6.61 |
| Ohio | 17 | 1.84 | 101 | 3.25 |
| Virginia | 22 | 2.38 | 92 | 2.96 |
| Alabama | 12 | 1.30 | 76 | 2.45 |
| Indiana | 20 | 2.16 | 74 | 2.38 |
| Kentucky | 19 | 2.05 | 65 | 2.09 |
| Pennsylvania | 7 | 0.76 | 64 | 2.06 |
| Michigan | 11 | 1.19 | 57 | 1.84 |
| Illinois | 13 | 1.40 | 55 | 1.77 |
| Texas | 11 | 1.19 | 52 | 1.68 |
| New York | 7 | 0.76 | 51 | 1.64 |
| New Jersey | 1 | 0.11 | 47 | 1.51 |
| Maryland | 2 | 0.22 | 41 | 1.32 |
| California | 2 | 0.22 | 33 | 1.06 |
| Louisiana | 5 | 0.54 | 28 | 0.90 |
| Mississippi | 10 | 1.08 | 23 | 0.74 |
| Arkansas | 5 | 0.54 | 21 | 0.68 |
| Wisconsin | 4 | 0.43 | 20 | 0.64 |
| Missouri | 12 | 1.30 | 16 | 0.52 |
| Minnesota | 5 | 0.54 | 15 | 0.48 |
| Arizona | 1 | 0.11 | 14 | 0.45 |

TABLE 16
STATES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|-------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Massachusetts | 1 | 0.11 | 14 | 0.45 |
| Delaware | 0 | 0.00 | 13 | 0.42 |
| West Virginia | 6 | 0.65 | 12 | 0.39 |
| Dist. Of Columbia | 0 | 0.00 | 11 | 0.35 |
| Connecticut | 1 | 0.11 | 10 | 0.32 |
| Colorado | 0 | 0.00 | 8 | 0.26 |
| Iowa | 5 | 0.54 | 8 | 0.26 |
| New Hampshire | 2 | 0.22 | 7 | 0.23 |
| Oregon | 0 | 0.00 | 7 | 0.23 |
| Maine | 0 | 0.00 | 5 | 0.16 |
| Wyoming | 0 | 0.00 | 5 | 0.16 |
| Kansas | 3 | 0.32 | 4 | 0.13 |
| Oklahoma | 3 | 0.32 | 3 | 0.10 |
| Washington | 0 | 0.00 | 3 | 0.10 |
| Alaska | 2 | 0.22 | 2 | 0.06 |
| Idaho | 1 | 0.11 | 2 | 0.06 |
| Montana | 0 | 0.00 | 2 | 0.06 |
| Nebraska | 1 | 0.11 | 2 | 0.06 |
| Nevada | 3 | 0.32 | 0 | 0.00 |
| New Mexico | 1 | 0.11 | 2 | 0.06 |
| North Dakota | 0 | 0.00 | 2 | 0.06 |
| South Dakota | 1 | 0.11 | 2 | 0.06 |
| Utah | 1 | 0.11 | 2 | 0.06 |
| Hawaii | 0 | 0.00 | 1 | 0.03 |
| Military, FL | 1 | 0.11 | 1 | 0.03 |

TABLE 16
STATES OF RESPONDENTS BASED ON ZIP CODE (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|--------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Mitchell, SD | 1 | 0.11 | 0 | 0.00 |
| Rhode Island | 0 | 0.00 | 1 | 0.03 |
| Vermont | 0 | 0.00 | 1 | 0.03 |

TABLE 17
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Day-Trippers | | Overnight Visitors | |
|------------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Admission to Music Event | | | | |
| No Expense | 552 | 82.88 | 1,991 | 73.71 |
| Yes Expense | 114 | 17.12 | 710 | 26.29 |
| Admission to Other Events | | | | |
| No Expense | 406 | 2.60 | 1,089 | 40.32 |
| Yes Expense | 260 | 39.04 | 1,612 | 59.68 |
| Food, Drinks, Meals | | | | |
| No Expense | 114 | 17.12 | 200 | 7.40 |
| Yes Expense | 552 | 82.88 | 2,501 | 92.60 |
| Arts & Crafts | | | | |
| No Expense | 397 | 59.61 | 1,010 | 37.9 |
| Yes Expense | 269 | 40.39 | 1,691 | 62.61 |
| Clothing or Accessories | | | | |
| No Expense | 502 | 75.38 | 1,398 | 51.76 |
| Yes Expense | 164 | 24.62 | 1,303 | 48.24 |
| Transportation | | | | |
| No Expense | 422 | 63.36 | 1,599 | 59.20 |
| Yes Expense | 244 | 36.64 | 1,102 | 40.80 |
| Overnight Accommodations | | | | |
| No Expense | 577 | 86.64 | 530 | 19.62 |
| Yes Expense | 89 | 13.36 | 2,171 | 80.38 |
| Other | | | | |
| No Expense | 622 | 93.39 | 2,441 | 90.37 |
| Yes Expense | 44 | 6.61 | 260 | 9.63 |
| No Expense or Missing Value | 34 | 5.11 | 13 | 0.48 |
| Total Yes Expense | 632 | 94.89 | 2,688 | 99.52 |

TABLE 18
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Day-Trippers | | | Overnight Visitors | | |
|------------------------------------|--------------|--------|-----------|--------------------|--------|-----------|
| | Frequency | Mean | Std. Dev. | Frequency | Mean | Std. Dev. |
| Admission to Music Event | 666 | 9.59 | 30.21 | 2,701 | 22.21 | 76.09 |
| Admission to Other Event | 666 | 23.61 | 53.00 | 2,701 | 63.52 | 139.43 |
| Food, Drinks, Meals | 666 | 42.88 | 58.29 | 2,701 | 172.43 | 203.04 |
| Purchase of Arts & Crafts | 666 | 31.84 | 128.92 | 2,701 | 78.15 | 139.39 |
| Purchase of Clothing & Accessories | 666 | 16.37 | 51.08 | 2,701 | 54.00 | 110.26 |
| Transportation Expense | 666 | 17.85 | 38.81 | 2,701 | 41.73 | 95.24 |
| Overnight Accommodations | 666 | 22.96 | 86.37 | 2,701 | 285.17 | 492.55 |
| Other Expense | 666 | 6.92 | 50.94 | 2,701 | 29.86 | 235.57 |
| TOTAL EXPENSE | 666 | 172.02 | 277.10 | 2,701 | 747.07 | 865.60 |
| Total Per Day | 666 | 172.02 | 277.10 | 2,701 | 230.31 | 222.45 |
| Total Per Day Per Person | 621 | 72.36 | 133.47 | 2,538 | 95.53 | 81.16 |

Measurement of the Economic Vitality of Local Tourism Industry

Smoky Mountain Host Region



Following the format of the overall Blue Ridge National Heritage Region section, the Smoky

Mountain Host Regional (SMHR) analysis will include:

- a. SMHR visitor demographics.
- b. SMHR visitor psychographics.
- c. SMHR visitor satisfaction and product evaluation.
- d. SMHR visitor spending patterns.
- e. SMHR brand awareness.

In all 1,040 usable surveys were collected in the Smoky Mountain Host Region. Of these, 256 reported that they were day trippers, while 715 reported being overnight visitors (Table 1). Figure 1 shows the distribution of respondents that reported being day trippers and overnight visitors to the Smoky Mountain Host Region.

Figure 1
Respondent Reported Visitor Type in the Smoky Mountain Host Region
(Percent)

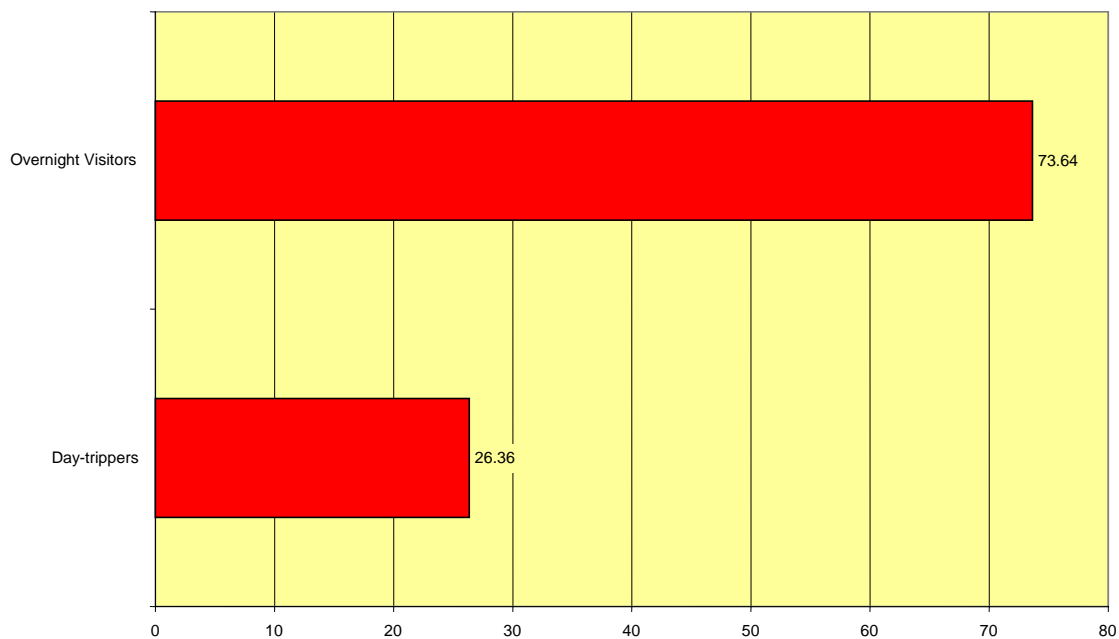
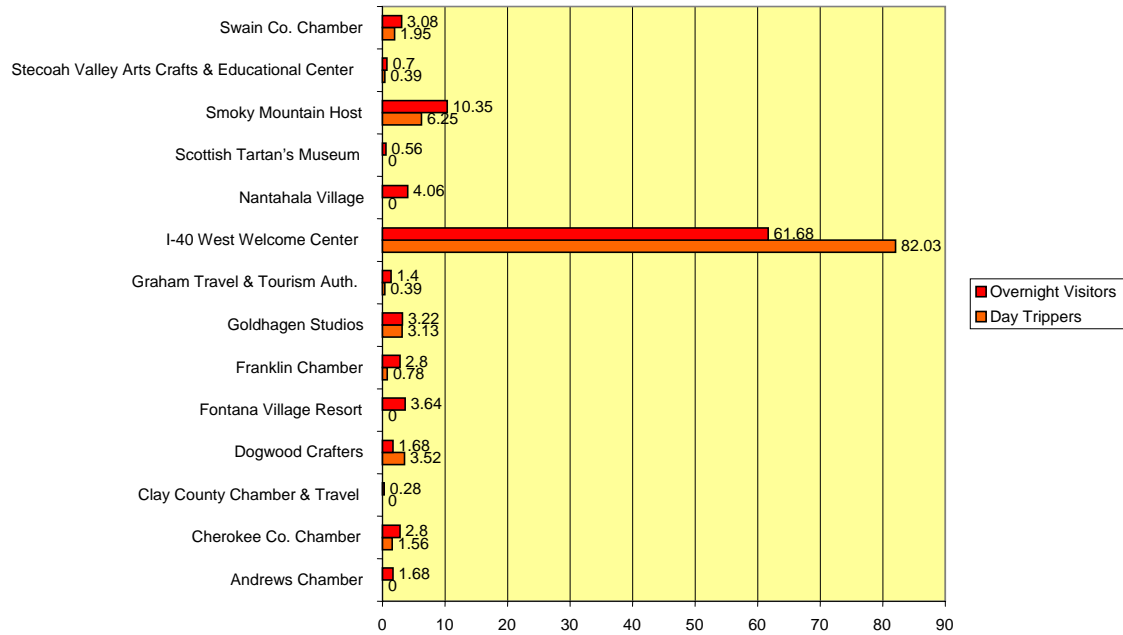


Table 2 and Figure 2 show the place of data collection.

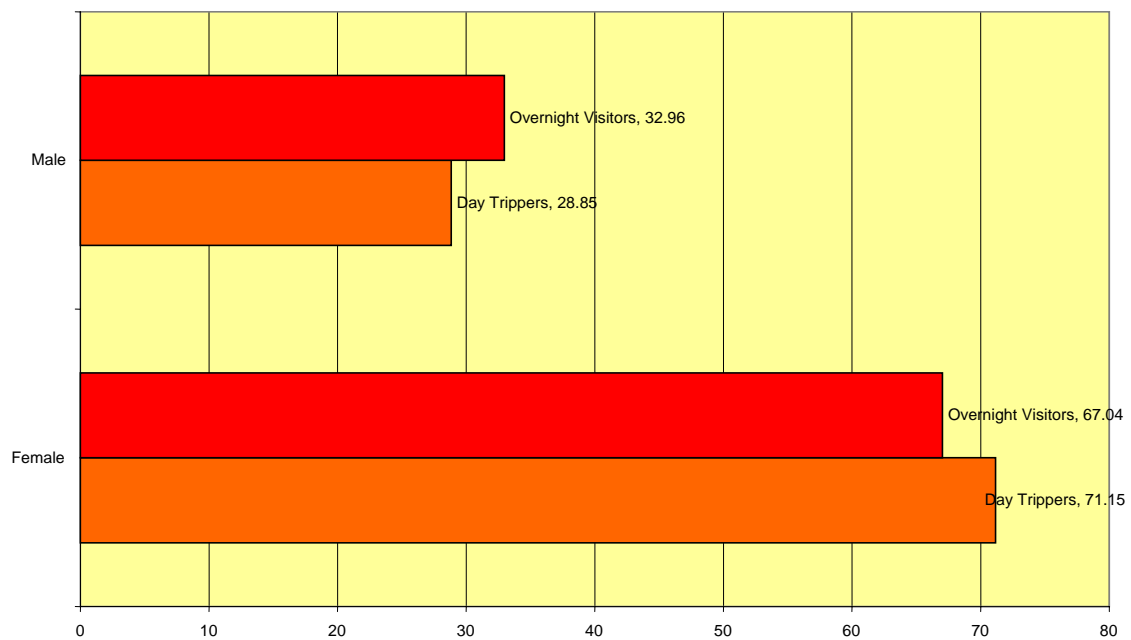
Figure 2
Place of Data Collection - Smoky Mountain Host Region Visitors
(Percent)



Demographic Characteristics of Smoky Mountain Host Visitors

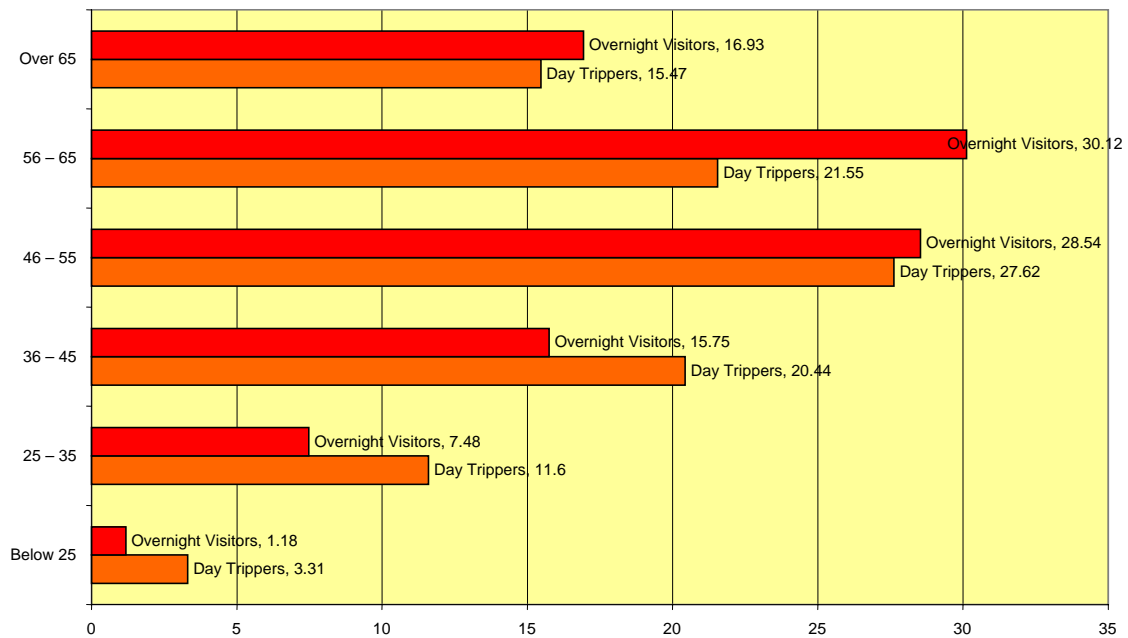
Across the sample, the respondents were mostly female. Figure 3 shows the distribution of respondents by gender and visitor type (Table 9).

Figure 3
Gender by Visitor Type for the Smoky Mountain Host Region
(Percent)



The Smoky Mountain Host Region day trippers averaged 50.8 years of age while overnight visitors averaged 53.2 years of age (Table 10). Figure 4 shows the distribution of Smoky Mountain Host Region visitors by age.

Figure 4
Age of Visitors to Smoky Mountain Host Region
(Percent)



Generally, Smoky Mountain Host Region day trippers reported a slightly lower level of education than did overnight visitors (Table 11). Figure 5 shows the distribution of education by visitor type for the Smoky Mountain Host Region visitors.

Figure 5
Education Level of Smoky Mountain Host Region Visitors
(Percent)

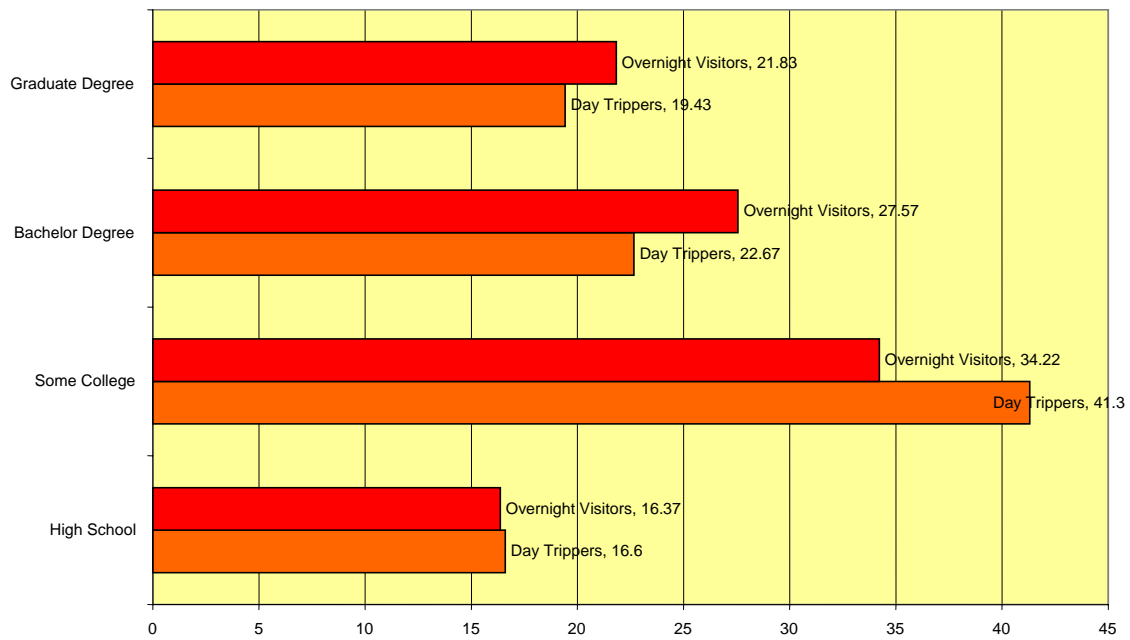
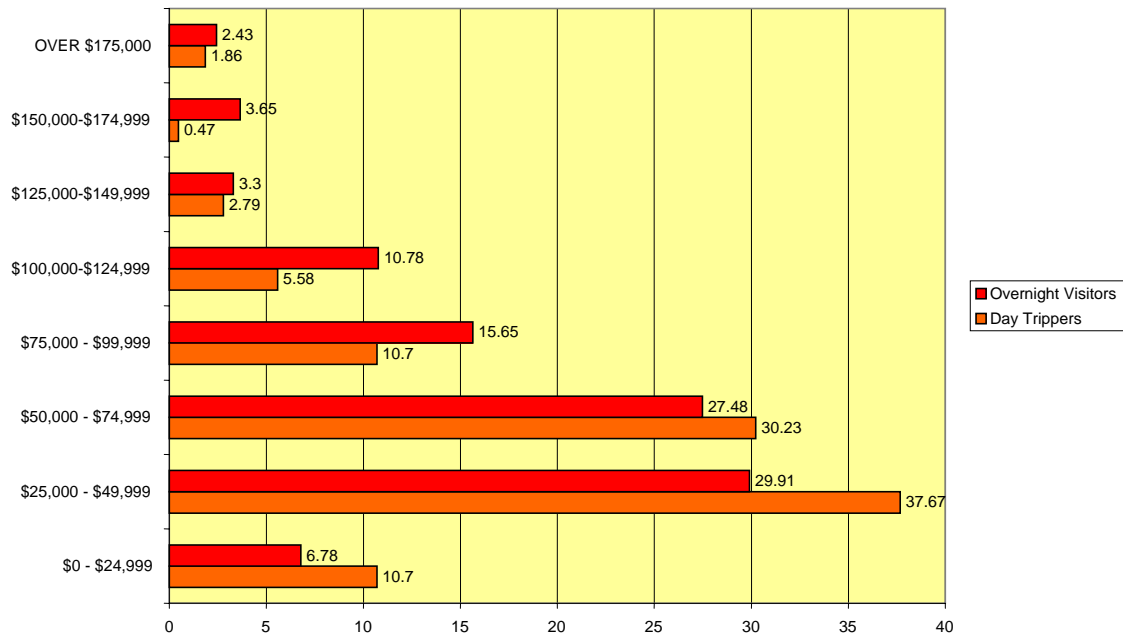


Figure 6 presents the distribution of reported income for both day trippers and overnight visitors to the Smoky Mountain Host Region (Table 12).

Figure 6
Income Levels for Visitors to the Smoky Mountain Host Region
(Percent)



Travel party size is reported in Table 7A. As the table and Figure 7 show, the majority of travel parties were two people, followed by four people and three people.

Figure 7
Travel Party Size - Smoky Mountain Host Region Visitors
(Percent)

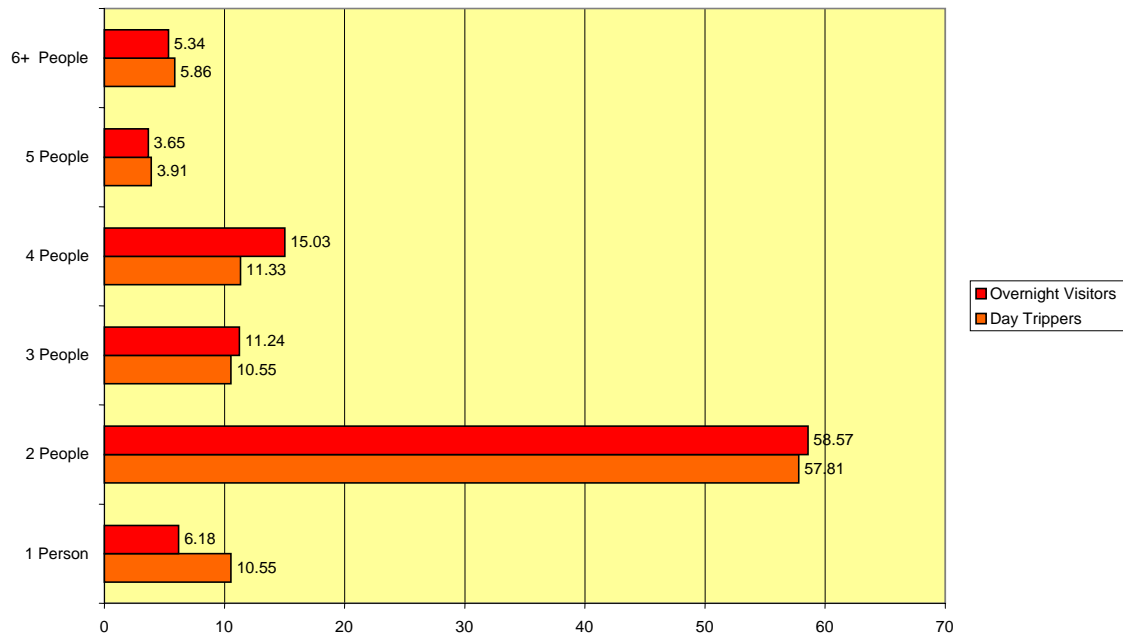


Table 7B and Figure 8 show the number of travel parties with a person under the age of 18.

Figure 8
Number of People Under 18 in the Travel Party - Smoky Mountain Host Region Visitors
(Percent)

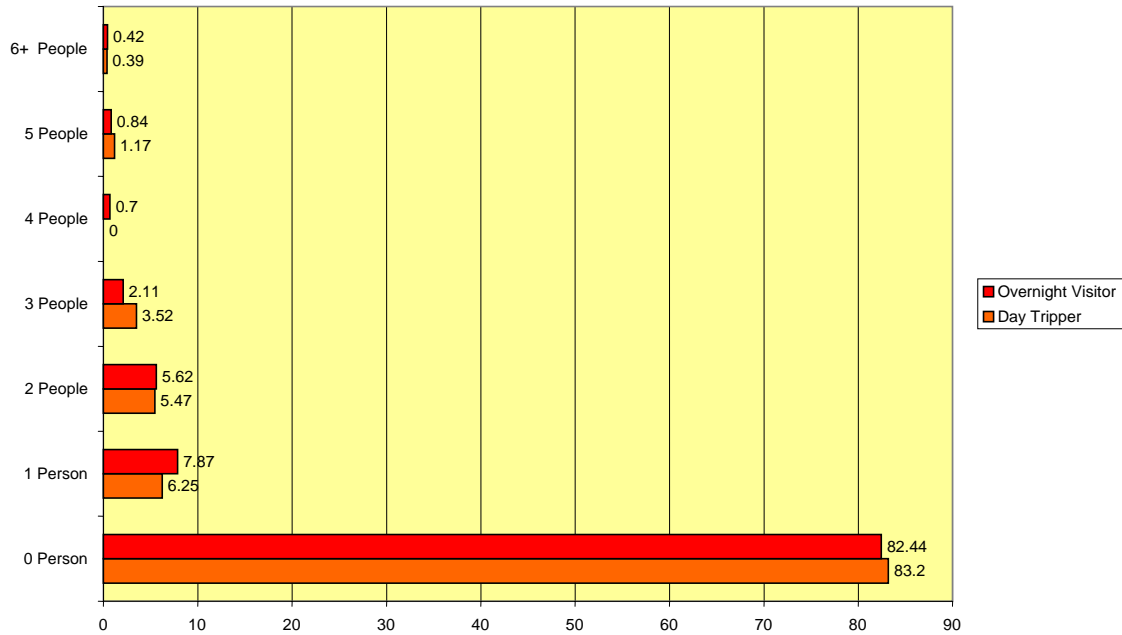
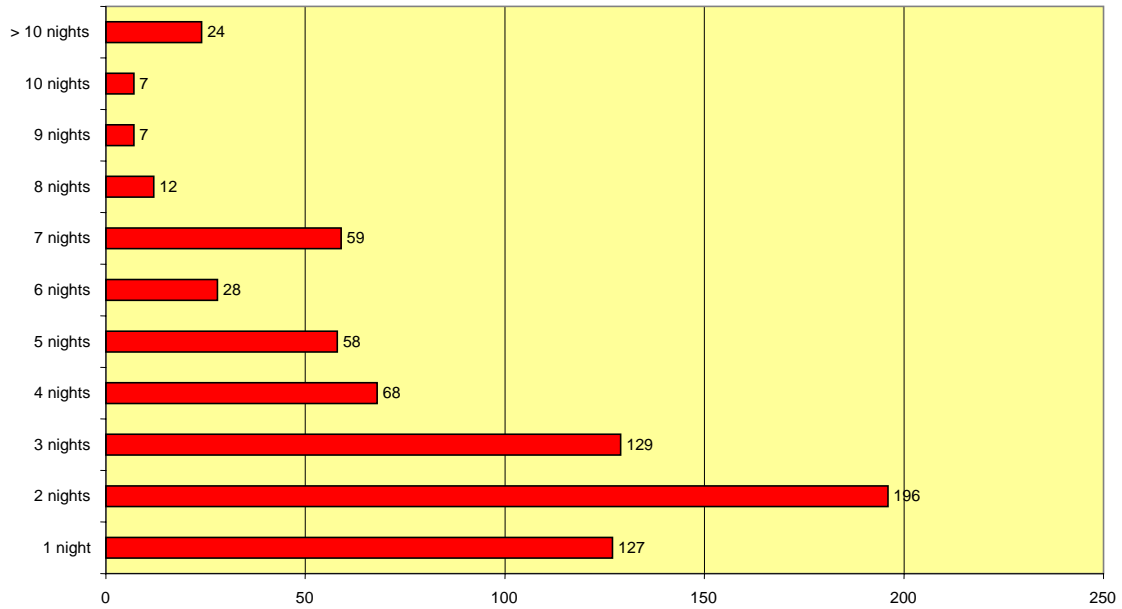


Table 8 shows the number of nights overnight visitors to the Smoky Mountain Host Region planned to stay in the area. On average, overnight visitors planned to stay 3.77 nights. Figure 9 shows the distribution.

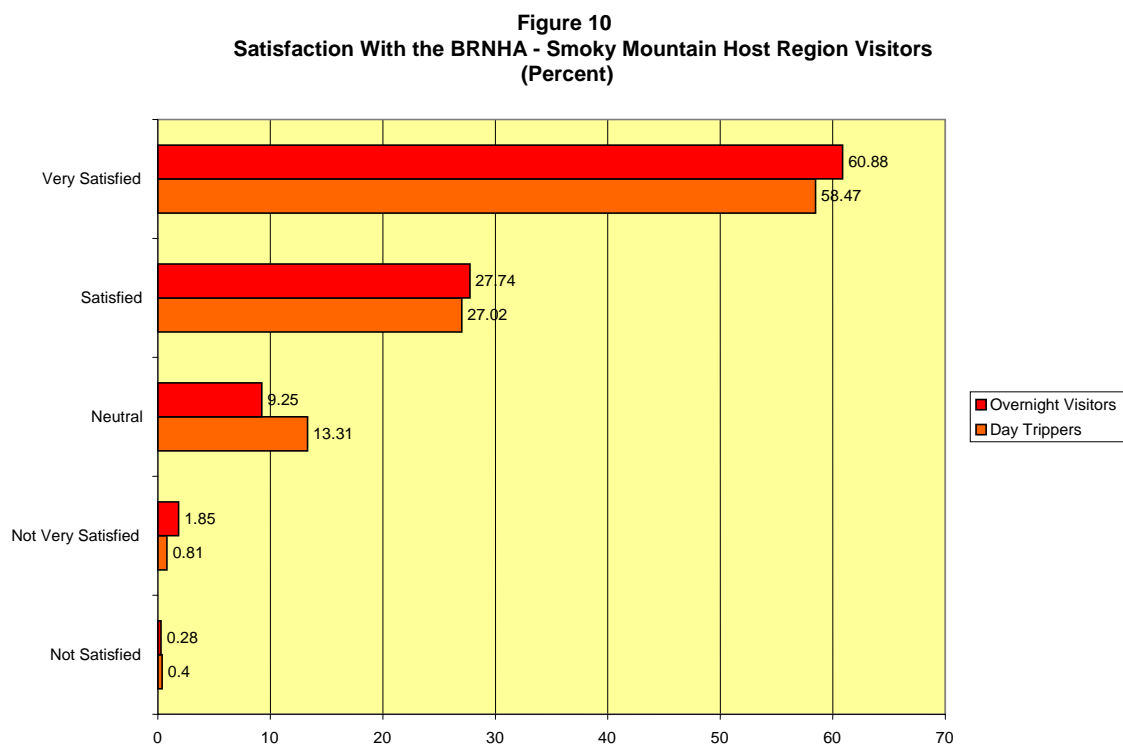
Figure 9
Number of Nights Overnight Visitors Planned to Stay in the Area - Smoky Mountain Host Region Visitors
(Number of Respondents)



Psychographic Characteristics of Smoky Mountain Host Visitors

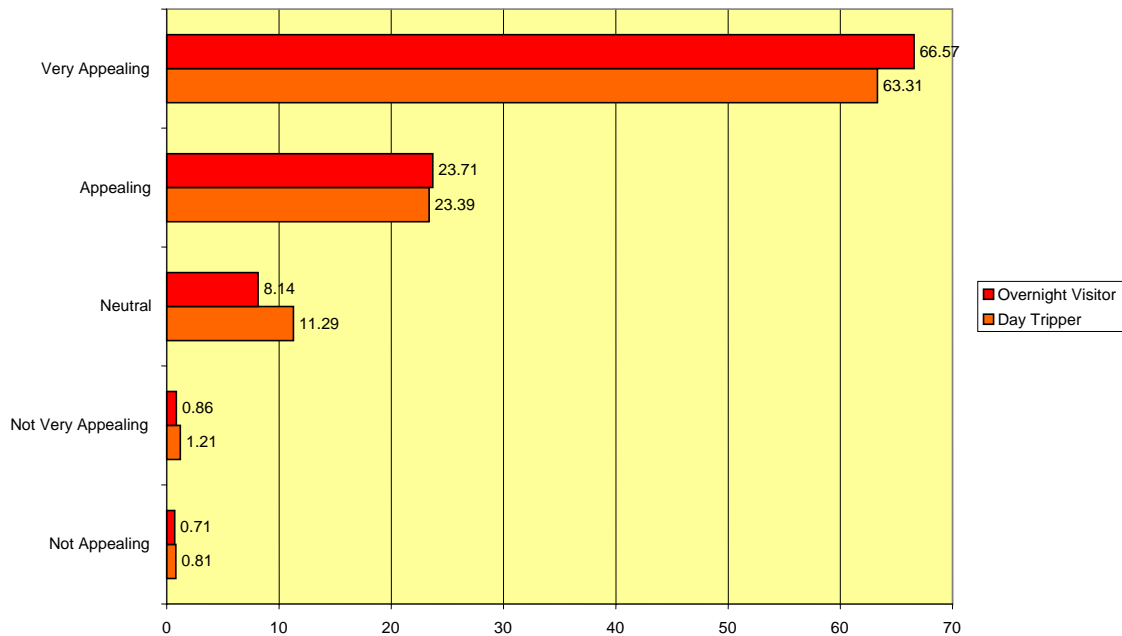
The Smoky Mountain Host Region visitors were asked a number of questions related to their attitudes, interests and opinions about the Blue Ridge National Heritage Area, and the shop/location/attraction where they completed the survey.

Generally, both day trippers and overnight visitors reported being satisfied or very satisfied with the Blue Ridge National Heritage Area (Table 4). Figure 10 shows the distribution of responses that were measured on a scale of 1 = not satisfied and 5 = very satisfied. Day tripper mean was 4.42/5.0 and overnight visitor mean was 4.47/5.0.



Smoky Mountain Host Region day trippers and overnight visitors also reported that they thought the shop/location/attraction where they completed the survey was either appealing or very appealing (Table 5). Figure 11 shows the distribution of responses that were measured on a scale of 1 = not appealing and 5 = very appealing. Day tripper mean was 4.47/5.0 and overnight visitor mean was 4.55/5.0.

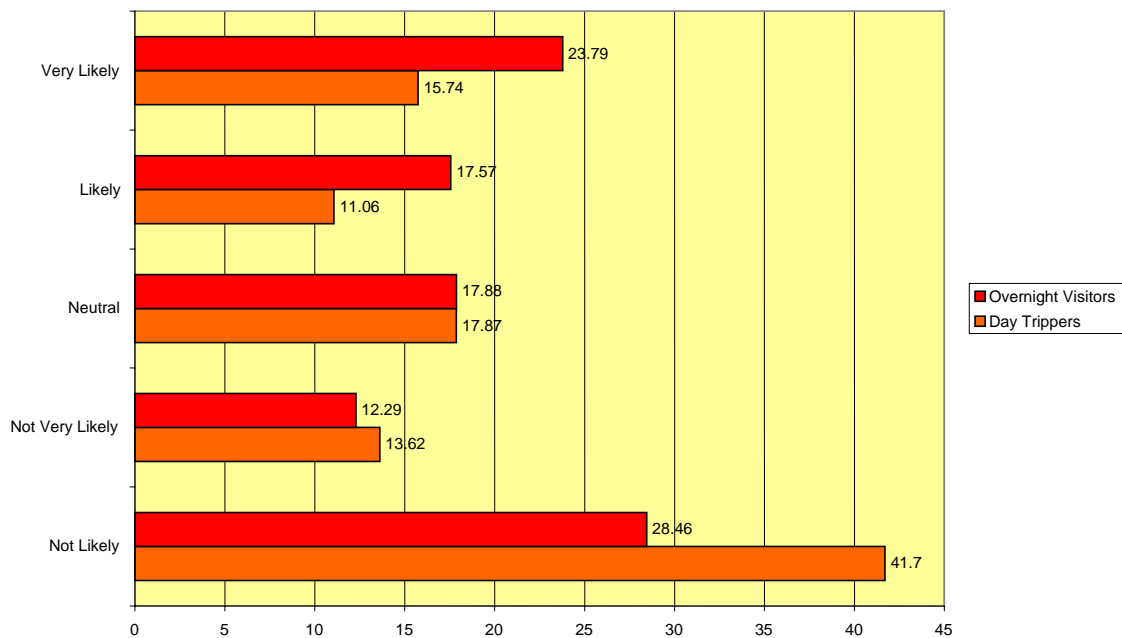
Figure 11
Appeal of Shop/Location/Attraction - Smoky Mountain Host Region Visitors
(Percent)



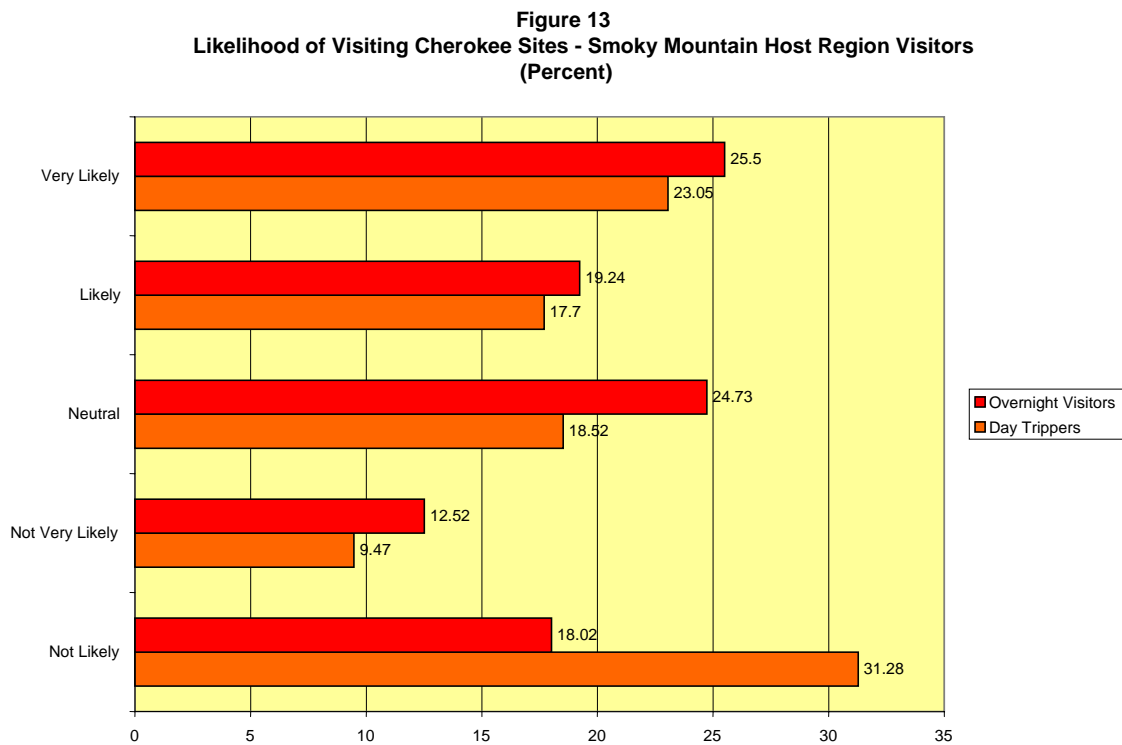
Smoky Mountain Host Region visitors were asked the likelihood that they would visit or participate in various activities during their visit. The activities included musical activities, Cherokee sites, visiting a farm, garden or country-side trails, craft activities, outdoor recreation, and festivals & special events. The scale of measurement was 1 = not likely and 5 = very likely.

On average, both day trippers and overnight visitors to the Smoky Mountain Host Region indicated that they would be somewhat likely to visit or participate in musical events. Their averages were 2.46/5.0 and 2.96/5.0 respectively (Table 6). The distribution of responses is shown in Figure 12.

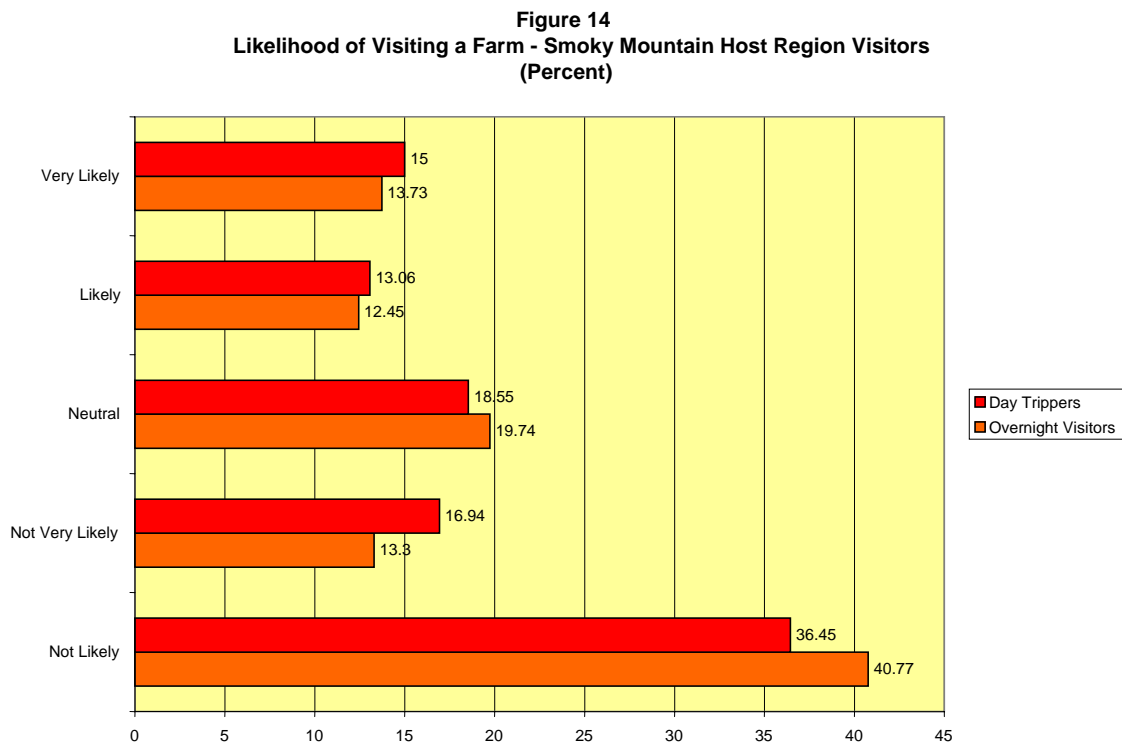
Figure 12
Likelihood of Visiting/Participating in Musical Events - Smoky Mountain Host Region Visitors
(Percent)



On average, both day trippers and overnight visitors to the Smoky Mountain Host Region indicated that they would be somewhat likely to visit Cherokee sites. Their averages were 2.92/5.0 and 3.22/5.0 respectively (Table 6). The distribution of responses is shown in Figure 13.

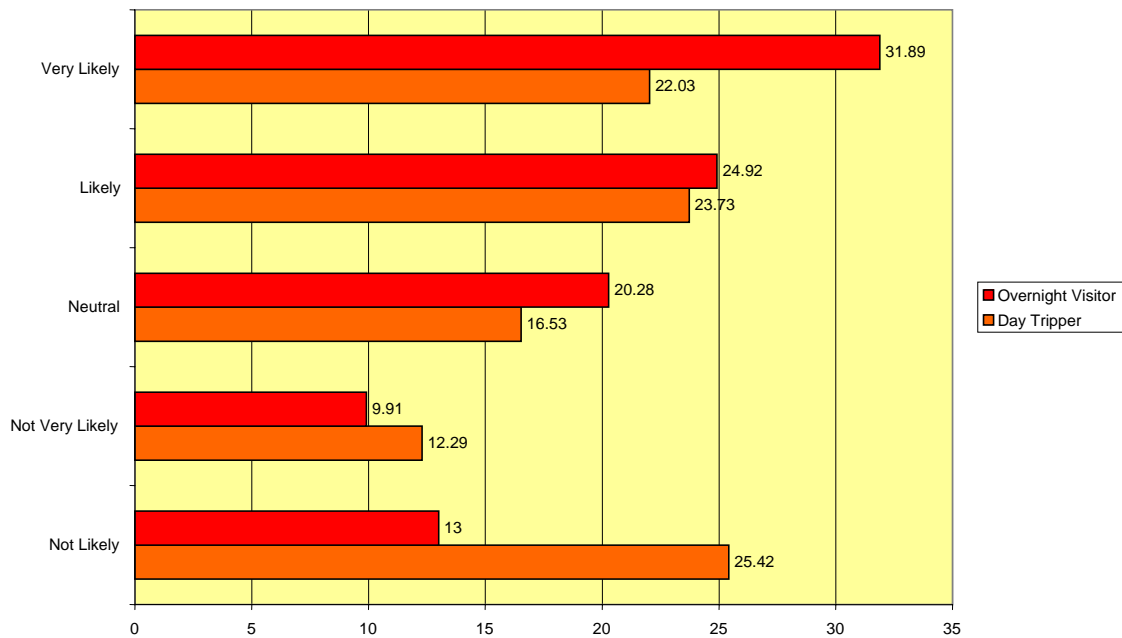


On average, both day trippers and overnight visitors to the Smoky Mountain Host Region indicated that they would be somewhat likely to visit a farm. Their averages were 2.45/5.0 and 2.53/5.0 respectively (Table 6). The distribution of responses is shown in Figure 14.



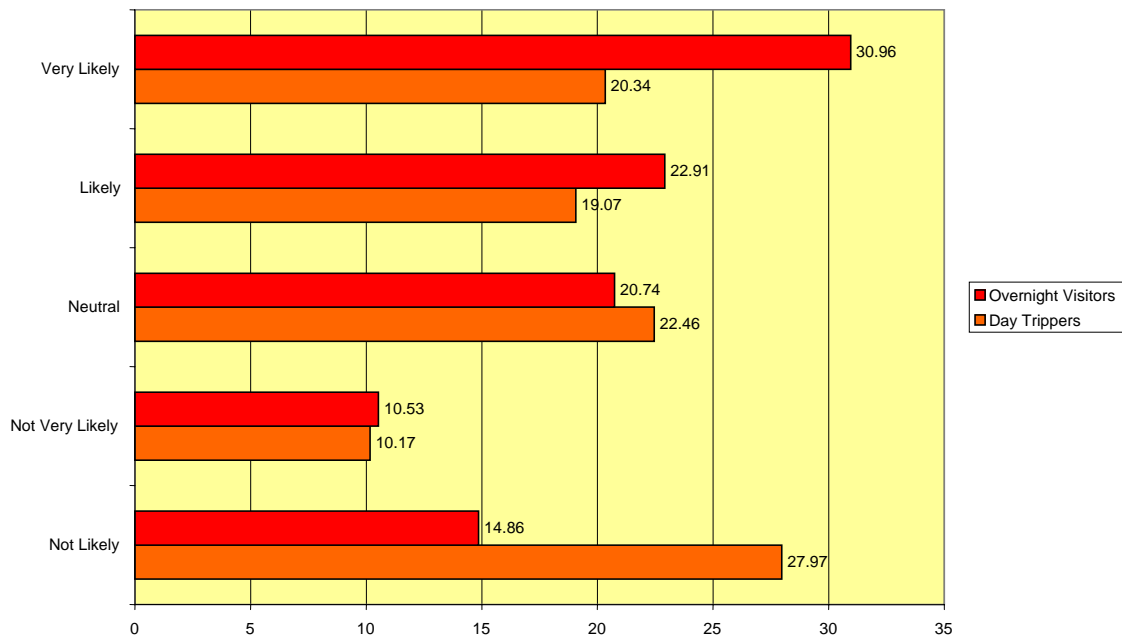
On average, both day trippers and overnight visitors to the Smoky Mountain Host Region indicated that they would be somewhat more likely to visit a garden or country-side trail. Their averages were 3.05/5.0 and 3.53/5.0 respectively (Table 6). The distribution of responses is shown in Figure 15.

Figure 15
Likelihood of Visiting a Garden or Countryside Trail - Smoky Mountain Host Region Visitors
(Percent)

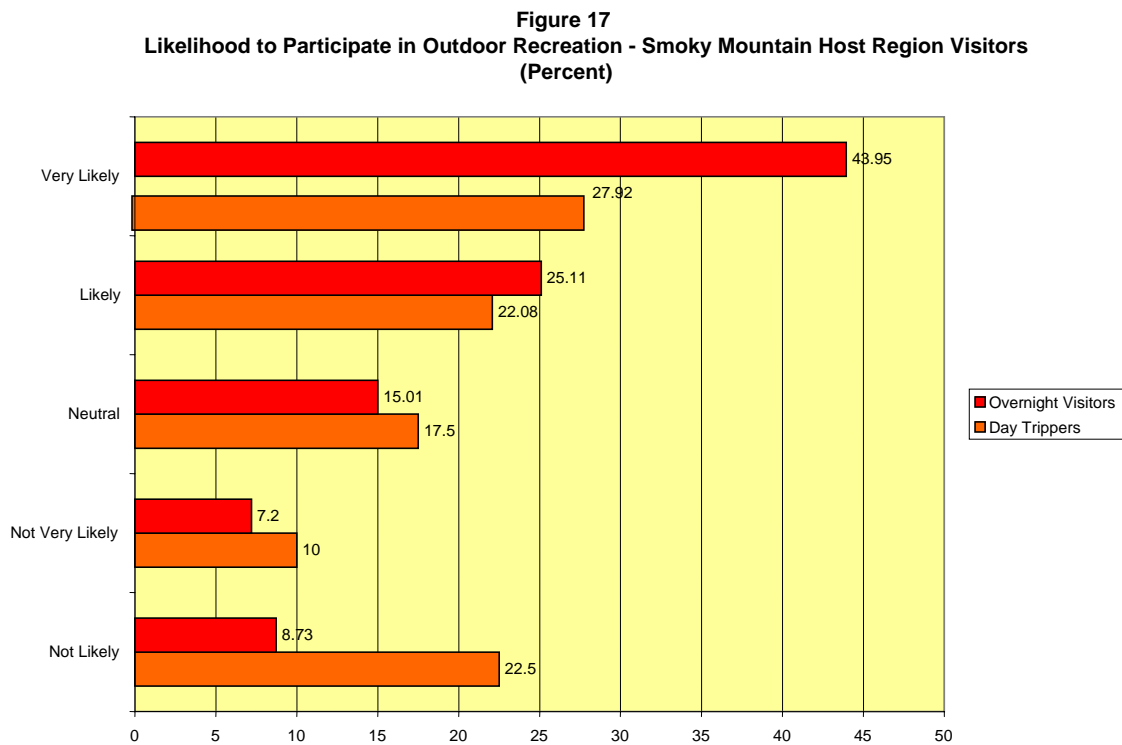


On average, both day trippers and overnight visitors to the Smoky Mountain Host Region indicated that they would be somewhat more likely to participate in craft activities. Their averages were 2.94/5.0 and 3.88/5.0 respectively (Table 6). The distribution of responses is shown in Figure 16.

Figure 16
Likelihood to Participate in Craft Activities - Smoky Mountain Host Region Visitors
(Percent)

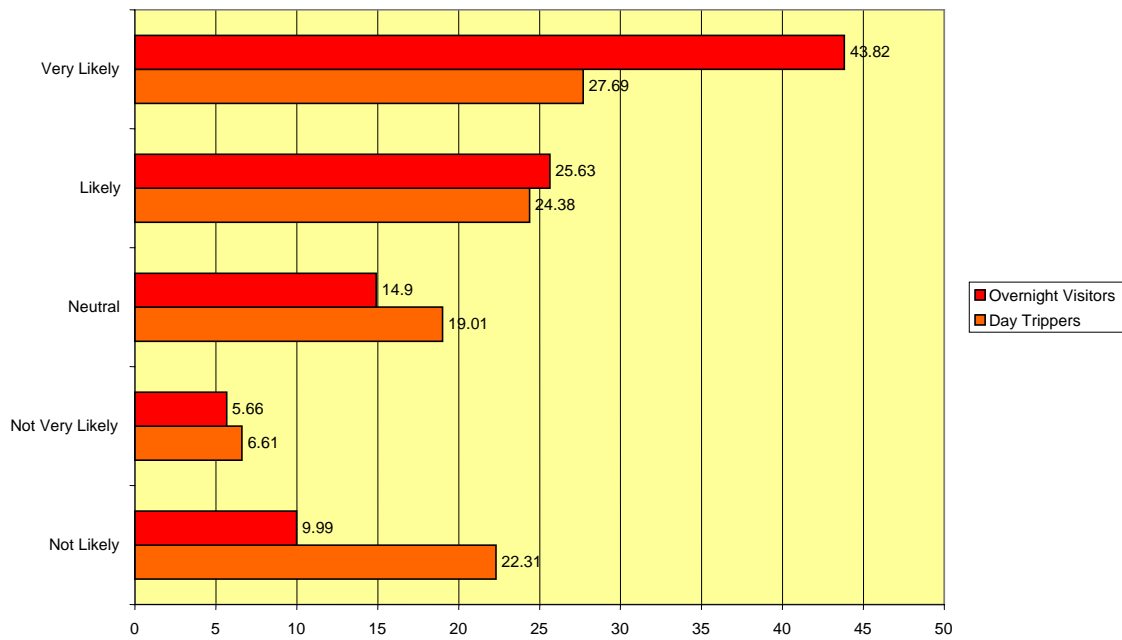


On average, both day trippers and overnight visitors to the Smoky Mountain Host Region indicated that they would be likely to participate in outdoor recreation. Their averages were 3.23/5.0 and 3.88/5.0 respectively (Table 6). The distribution of responses is shown in Figure 17.



Finally, both day trippers and overnight visitors to the Smoky Mountain Host Region indicated that they would be likely to participate in festivals & special events. Their averages were 3.29/5.0 and 3.88/5.0 respectively (Table 6). The distribution of responses is shown in Figure 18.

Figure 18
Likelihood to Participate in Festivals & Special Events - Smoky Mountain Host Region Visitors
(Percent)



Smoky Mountain Host Region Visitor Spending

Table 13 and Figure 19 show the pattern of spending of visitors to the Smoky Mountain Host Region.

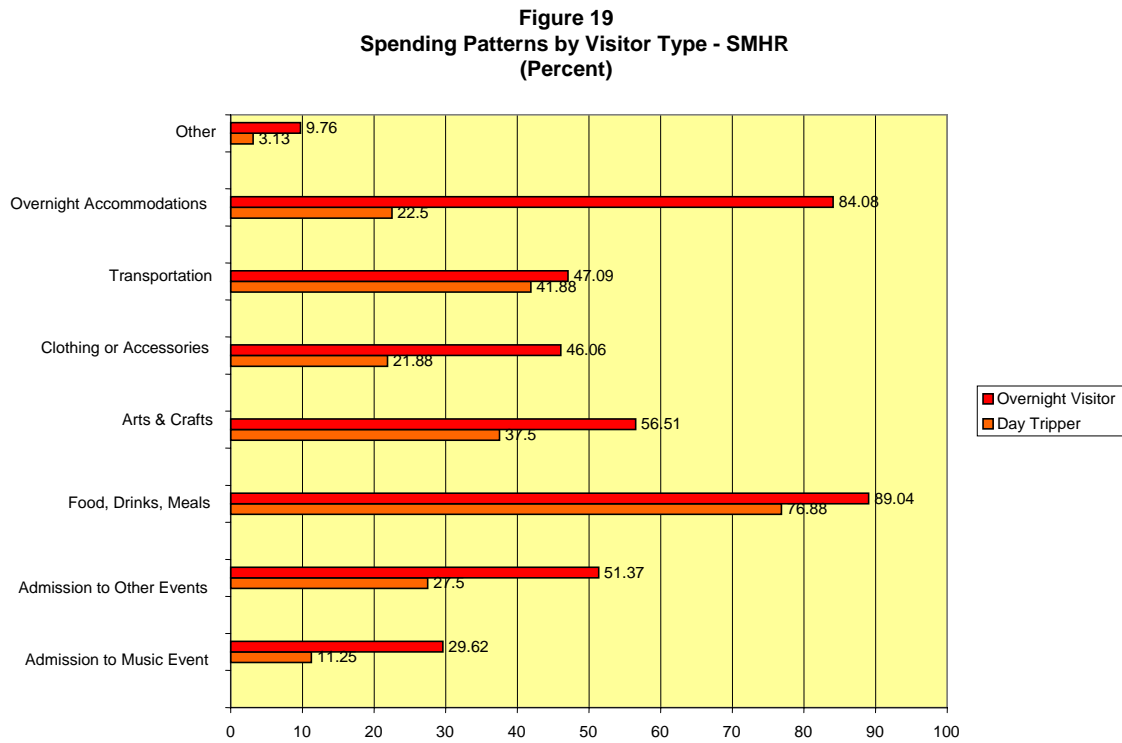
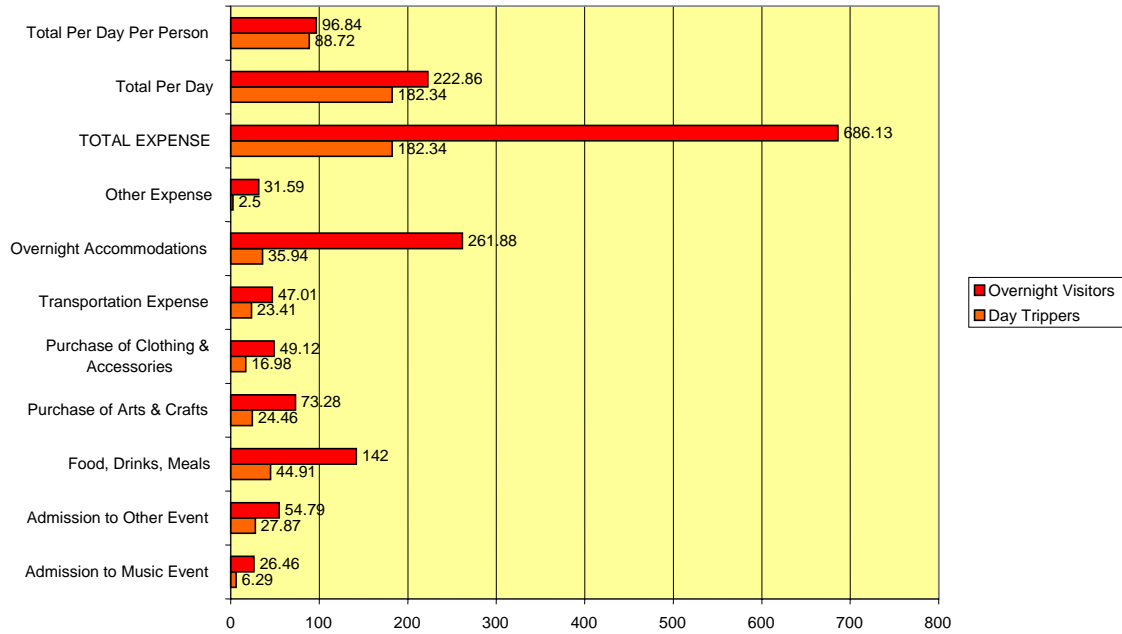


Table 14 and Figure 20 show the expenditures by visitor type.

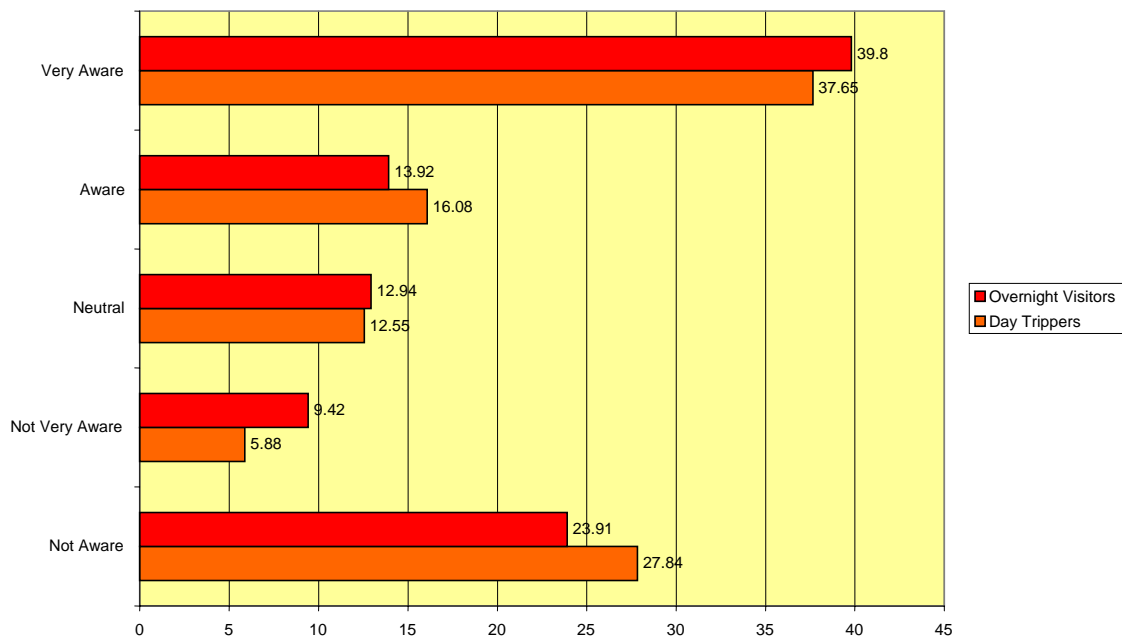
Figure 20
Expenditures by Visitor Type - Smoky Mountain Host Region
(Dollars)



Blue Ridge National Heritage Area Brand Awareness

Smoky Mountain Host Region visitors were asked about their awareness of the Blue Ridge National Heritage Area brand. The scale of measurement was 1 = not aware and 5 = very aware. Table 3 and Figure 21 present the results. The averages suggest a moderate awareness of the Blue Ridge National Heritage Area brand (3.3/5.0 for day trippers and 3.4/5.0 for overnight visitors) but the distribution shows possible confusion between the brand name and the Blue Ridge Mountains or the Blue Ridge Parkway.

Figure 21
Awareness of the BRNHA Brand - Smoky Mountain Host Region Visitors
(Percent)



***Measurement of the Economic Vitality of
Local Tourism Industry***

Smoky Mountain Heritage

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 256 | 26.36 |
| Overnight Visitors | 715 | 73.64 |

TABLE 2
PLACE OF DATA COLLECTION

| Venue | Day Trippers | | Overnight Visitors | |
|--------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Alleghany Chamber | 0 | 0.00 | 0 | 0.00 |
| Andrews Chamber | 0 | 0.00 | 12 | 1.68 |
| Asheville Art Museum | 0 | 0.00 | 0 | 0.00 |
| Biltmore Estate | 0 | 0.00 | 0 | 0.00 |
| Brevard/Transylvania Chamber | 0 | 0.00 | 0 | 0.00 |
| Cherokee Co. Chamber | 4 | 1.56 | 20 | 2.80 |
| Chetola Resort | 0 | 0.00 | 0 | 0.00 |
| Chimney Rock Park | 0 | 0.00 | 0 | 0.00 |
| Clay County Chamber & Travel | 0 | 0.00 | 2 | 0.28 |
| Cradle of Forestry in American | 0 | 0.00 | 0 | 0.00 |
| Dogwood Crafters | 9 | 3.52 | 12 | 1.68 |
| Flat Rock Playhouse | 0 | 0.00 | 0 | 0.00 |
| Fontana Village Resort | 0 | 0.00 | 26 | 3.64 |
| Franklin Chamber | 2 | 0.78 | 20 | 2.80 |
| Goldhagen Studios | 8 | 3.13 | 23 | 3.22 |
| Graham Travel & Tourism Auth. | 1 | 0.39 | 10 | 1.40 |
| Grandfather Mountain | 0 | 0.00 | 0 | 0.00 |
| Henderson Co. Travel & Tourism | 0 | 0.00 | 0 | 0.00 |
| High Country Host | 0 | 0.00 | 0 | 0.00 |
| I-26 East Welcome Center | 0 | 0.00 | 0 | 0.00 |
| I-26 West Welcome Center | 0 | 0.00 | 0 | 0.00 |
| I-40 West Welcome Center | 210 | 82.03 | 441 | 61.68 |
| Madison Co. Visitors Center | 0 | 0.00 | 0 | 0.00 |
| McDowell Co. TDA | 0 | 0.00 | 0 | 0.00 |
| Mt. Airy Chamber | 0 | 0.00 | 0 | 0.00 |
| Mountain Gateway Museum | 0 | 0.00 | 0 | 0.00 |
| Nantahala Village | 0 | 0.00 | 29 | 4.06 |
| Parkway Craft Center | 0 | 0.00 | 0 | 0.00 |
| Penland School | 0 | 0.00 | 0 | 0.00 |
| Scottish Tartan's Museum | 0 | 0.00 | 4 | 0.56 |

TABLE 2
PLACE OF DATA COLLECTION (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|---|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Smoky Mountain Host | 16 | 6.25 | 74 | 10.35 |
| Stecoah Valley Arts Crafts & Educational Center | 1 | 0.39 | 5 | 0.70 |
| Swain Co. Chamber | 5 | 1.95 | 22 | 3.08 |
| Swannanoa Valley Museum | 0 | 0.00 | 0 | 0.00 |
| Toe River Arts Council | 0 | 0.00 | 0 | 0.00 |
| Tweetsie Railroad | 0 | 0.00 | 0 | 0.00 |
| Undefined #1 | 0 | 0.00 | 0 | 0.00 |
| Undefined #2 | 0 | 0.00 | 0 | 0.00 |
| Undefined #3 | 0 | 0.00 | 15 | 2.10 |
| Undefined #4 | 0 | 0.00 | 0 | 0.00 |
| Undefined #7 (BVDNC) | 0 | 0.00 | 0 | 0.00 |
| Undefined #9 (BVDNC) | 0 | 0.00 | 0 | 0.00 |
| Undefined | 0 | 0.00 | 0 | 0.00 |
| WNC Nature Center | 0 | 0.00 | 0 | 0.00 |

TABLE 3
AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Aware | 71 | 27.84 | 170 | 23.91 |
| Not Very Aware | 15 | 5.88 | 67 | 9.42 |
| Neutral | 32 | 12.55 | 92 | 12.94 |
| Aware | 41 | 16.08 | 99 | 13.92 |
| Very Aware | 96 | 37.65 | 283 | 39.80 |
| Mean | 3.3 | | 3.4 | |
| Std. Deviation | 1.7 | | 1.6 | |

TABLE 4
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Satisfied | 1 | 0.40 | 2 | 0.28 |
| Not Very Satisfied | 2 | 0.81 | 13 | 1.85 |
| Neutral | 33 | 13.31 | 65 | 9.25 |
| Satisfied | 67 | 27.02 | 195 | 27.74 |
| Very Satisfied | 145 | 58.47 | 428 | 60.88 |
| Mean | 4.42 | | 4.47 | |
| Std. Deviation | 0.78 | | 0.76 | |

TABLE 5
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Appealing | 2 | 0.81 | 5 | 0.71 |
| Not Very Appealing | 3 | 1.21 | 6 | 0.86 |
| Neutral | 28 | 11.29 | 57 | 8.14 |
| Appealing | 58 | 23.39 | 166 | 23.71 |
| Very Appealing | 157 | 63.31 | 466 | 66.57 |
| Mean | 4.47 | | 4.55 | |
| Std. Deviation | 0.80 | | 0.74 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Musical Activities | | | | |
| Not Likely | 98 | 41.70 | 183 | 28.46 |
| Not Very Likely | 32 | 13.62 | 79 | 12.29 |
| Neutral | 42 | 17.87 | 115 | 17.88 |
| Likely | 26 | 11.06 | 113 | 17.57 |
| Very Likely | 37 | 15.74 | 153 | 23.79 |
| Mean | 2.46 | | 2.96 | |
| Std. Deviation | 1.50 | | 1.55 | |
| Cherokee Sites | | | | |
| Not Likely | 76 | 31.28 | 118 | 18.02 |
| Not Very Likely | 23 | 9.47 | 82 | 12.52 |
| Neutral | 45 | 18.52 | 162 | 24.73 |
| Likely | 43 | 17.70 | 126 | 19.24 |
| Very Likely | 56 | 23.05 | 167 | 25.50 |
| Mean | 2.92 | | 3.22 | |
| Std. Deviation | 1.56 | | 1.42 | |
| Visiting a Farm | | | | |
| Not Likely | 95 | 40.77 | 226 | 36.45 |
| Not Very Likely | 31 | 13.30 | 105 | 16.94 |
| Neutral | 46 | 19.74 | 115 | 18.55 |
| Likely | 29 | 12.45 | 81 | 13.06 |
| Very Likely | 32 | 13.73 | 93 | 15.00 |
| Mean | 2.45 | | 2.53 | |
| Std. Deviation | 1.46 | | 1.46 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Day Trippers | | Overnight Visitors | |
|---------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Garden/Countryside Trails | | | | |
| Not Likely | 60 | 25.42 | 84 | 13.00 |
| Not Very Likely | 29 | 12.29 | 64 | 9.91 |
| Neutral | 39 | 16.53 | 131 | 20.28 |
| Likely | 56 | 23.73 | 161 | 24.92 |
| Very Likely | 52 | 22.03 | 206 | 31.89 |
| Mean | 3.05 | | 3.53 | |
| Std. Deviation | 1.51 | | 1.37 | |
| Craft Activities | | | | |
| Not Likely | 66 | 27.97 | 96 | 14.86 |
| Not Very Likely | 24 | 10.17 | 68 | 10.53 |
| Neutral | 53 | 22.46 | 134 | 20.74 |
| Likely | 45 | 19.07 | 148 | 22.91 |
| Very Likely | 48 | 20.34 | 200 | 30.96 |
| Mean | 2.94 | | 3.45 | |
| Std. Deviation | 1.49 | | 1.40 | |
| Outdoor Recreation | | | | |
| Not Likely | 54 | 22.50 | 57 | 8.73 |
| Not Very Likely | 24 | 10.00 | 47 | 7.20 |
| Neutral | 42 | 17.50 | 98 | 15.01 |
| Likely | 53 | 22.08 | 164 | 25.11 |
| Very Likely | 67 | 27.92 | 287 | 43.95 |
| Mean | 3.23 | | 3.88 | |
| Std. Deviation | 1.51 | | 1.29 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Day Trippers | | Overnight Visitors | |
|---------------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Festivals & Special Events | | | | |
| Not Likely | 54 | 22.31 | 67 | 9.99 |
| Not Very Likely | 16 | 6.61 | 38 | 5.66 |
| Neutral | 46 | 19.01 | 100 | 14.90 |
| Likely | 59 | 24.38 | 172 | 25.63 |
| Very Likely | 67 | 27.69 | 294 | 43.82 |
| Mean | 3.29 | | 3.88 | |
| Std. Deviation | 1.50 | | 1.30 | |

TABLE 7A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Day-Trippers | | Overnight Visitors | |
|-----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 1 Person | 27 | 10.55 | 44 | 6.18 |
| 2 People | 148 | 57.81 | 417 | 58.57 |
| 3 People | 27 | 10.55 | 80 | 11.24 |
| 4 People | 29 | 11.33 | 107 | 15.03 |
| 5 People | 10 | 3.91 | 26 | 3.65 |
| 6+ People | 15 | 5.86 | 38 | 5.34 |

TABLE 7B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Day-Trippers | | Overnight Visitors | |
|-----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 0 Person | 213 | 83.20 | 587 | 82.44 |
| 1 Person | 16 | 6.25 | 56 | 7.87 |
| 2 People | 14 | 5.47 | 40 | 5.62 |
| 3 People | 9 | 3.52 | 15 | 2.11 |
| 4 People | 0 | 0.00 | 5 | 0.70 |
| 5 People | 3 | 1.17 | 6 | 0.84 |
| 6+ People | 1 | 0.39 | 3 | 0.42 |

TABLE 8
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-----------------------------|--------------------|--------|
| | Mean | Median |
| 1 night | 127 | 17.76 |
| 2 nights | 196 | 27.41 |
| 3 nights | 129 | 18.04 |
| 4 nights | 68 | 9.51 |
| 5 nights | 58 | 8.11 |
| 6 nights | 28 | 3.92 |
| 7 nights | 59 | 8.25 |
| 8 nights | 12 | 1.68 |
| 9 nights | 7 | 0.98 |
| 10 nights | 7 | 0.98 |
| > 10 nights | 24 | 3.36 |
| Overall: Frequency = 715 | 3.77 | 3.00 |

TABLE 9
GENDER OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Female | 180 | 71.15 | 474 | 67.04 |
| Male | 73 | 28.85 | 233 | 32.96 |

TABLE 10
AGE OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Below 25 | 6 | 3.31 | 6 | 1.18 |
| 25 – 35 | 21 | 11.60 | 38 | 7.48 |
| 36 – 45 | 37 | 20.44 | 80 | 15.75 |
| 46 – 55 | 50 | 27.62 | 145 | 28.54 |
| 56 – 65 | 39 | 21.55 | 153 | 30.12 |
| Over 65 | 28 | 15.47 | 86 | 16.93 |
| Mean | 50.80 | | 53.82 | |
| Median | 50.00 | | 54.00 | |

TABLE 11
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|-----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| High School | 41 | 16.60 | 111 | 16.37 |
| Some College | 102 | 41.30 | 232 | 34.22 |
| Bachelor Degree | 56 | 22.67 | 187 | 27.57 |
| Graduate Degree | 48 | 19.43 | 148 | 21.83 |

TABLE 12
INCOME OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|---------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| \$0 - \$24,999 | 23 | 10.70 | 39 | 6.78 |
| \$25,000 - \$49,999 | 81 | 37.67 | 172 | 29.91 |
| \$50,000 - \$74,999 | 65 | 30.23 | 158 | 27.48 |
| \$75,000 - \$99,999 | 23 | 10.70 | 90 | 15.65 |
| \$100,000-\$124,999 | 12 | 5.58 | 62 | 10.78 |
| \$125,000-\$149,999 | 6 | 2.79 | 19 | 3.30 |
| \$150,000-\$174,999 | 1 | 0.47 | 21 | 3.65 |
| OVER \$175,000 | 4 | 1.86 | 14 | 2.43 |

TABLE 13
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Day-Trippers | | Overnight Visitors | |
|------------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Admission to Music Event | | | | |
| No Expense | 142 | 88.75 | 411 | 70.38 |
| Yes Expense | 18 | 11.25 | 173 | 29.62 |
| Admission to Other Events | | | | |
| No Expense | 116 | 72.50 | 284 | 48.63 |
| Yes Expense | 44 | 27.50 | 300 | 51.37 |
| Food, Drinks, Meals | | | | |
| No Expense | 37 | 23.13 | 64 | 10.96 |
| Yes Expense | 123 | 76.88 | 520 | 89.04 |
| Arts & Crafts | | | | |
| No Expense | 100 | 62.50 | 254 | 43.49 |
| Yes Expense | 60 | 37.50 | 330 | 56.51 |
| Clothing or Accessories | | | | |
| No Expense | 125 | 78.13 | 315 | 53.94 |
| Yes Expense | 35 | 21.88 | 269 | 46.06 |
| Transportation | | | | |
| No Expense | 93 | 58.13 | 309 | 52.91 |
| Yes Expense | 67 | 41.88 | 275 | 47.09 |
| Overnight Accommodations | | | | |
| No Expense | 124 | 77.50 | 93 | 15.92 |
| Yes Expense | 36 | 22.50 | 491 | 84.08 |
| Other | | | | |
| No Expense | 155 | 96.88 | 527 | 90.24 |
| Yes Expense | 5 | 3.13 | 57 | 9.76 |
| No Expense or Missing Value | 13 | 8.13 | 4 | 0.68 |
| Total Yes Expense | 147 | 91.88 | 580 | 99.32 |

TABLE 14
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Day-Trippers | | | Overnight Visitors | | |
|------------------------------------|--------------|--------|-----------|--------------------|--------|-----------|
| | Frequency | Mean | Std. Dev. | Frequency | Mean | Std. Dev. |
| Admission to Music Event | 160 | 6.29 | 20.98 | 584 | 26.46 | 63.13 |
| Admission to Other Event | 160 | 27.87 | 74.59 | 584 | 54.79 | 98.41 |
| Food, Drinks, Meals | 160 | 44.91 | 70.42 | 584 | 142.00 | 151.97 |
| Purchase of Arts & Crafts | 160 | 24.46 | 49.25 | 584 | 73.28 | 141.93 |
| Purchase of Clothing & Accessories | 160 | 16.98 | 57.07 | 584 | 49.12 | 93.75 |
| Transportation Expense | 160 | 23.41 | 40.36 | 584 | 47.01 | 109.13 |
| Overnight Accommodations | 160 | 35.94 | 98.27 | 584 | 261.88 | 343.69 |
| Other Expense | 160 | 2.50 | 14.62 | 584 | 31.59 | 139.95 |
| TOTAL EXPENSE | 160 | 182.34 | 261.27 | 584 | 686.13 | 632.08 |
| Total Per Day | 160 | 182.34 | 261.27 | 584 | 222.86 | 173.09 |
| Total Per Day Per Person | 160 | 88.72 | 165.57 | 550 | 96.84 | 77.08 |

Measurement of the Economic Vitality of Local Tourism Industry

Blue Ridge Host Region



Following the format of the overall Blue Ridge National Heritage Region section, the Blue Ridge

Host Regional (BRHR) analysis will include:

- a. BRHR visitor demographics.
- b. BRHR visitor psychographics.
- c. BRHR visitor satisfaction and product evaluation.
- d. BRHR visitor spending patterns.
- e. BRHR visitor brand awareness.

In all 2,578 usable surveys were collected in the Blue Ridge Host Region. Of these, 542 reported that they were day trippers, while 1,874 reported being overnight visitors (Table 1). Figure 1 shows the distribution of respondents that reported being day trippers and overnight visitors to the Blue Ridge Host Region.

Figure 1
Respondent Reported Visitor Type in the Blue Ridge Host Region
(Percent)

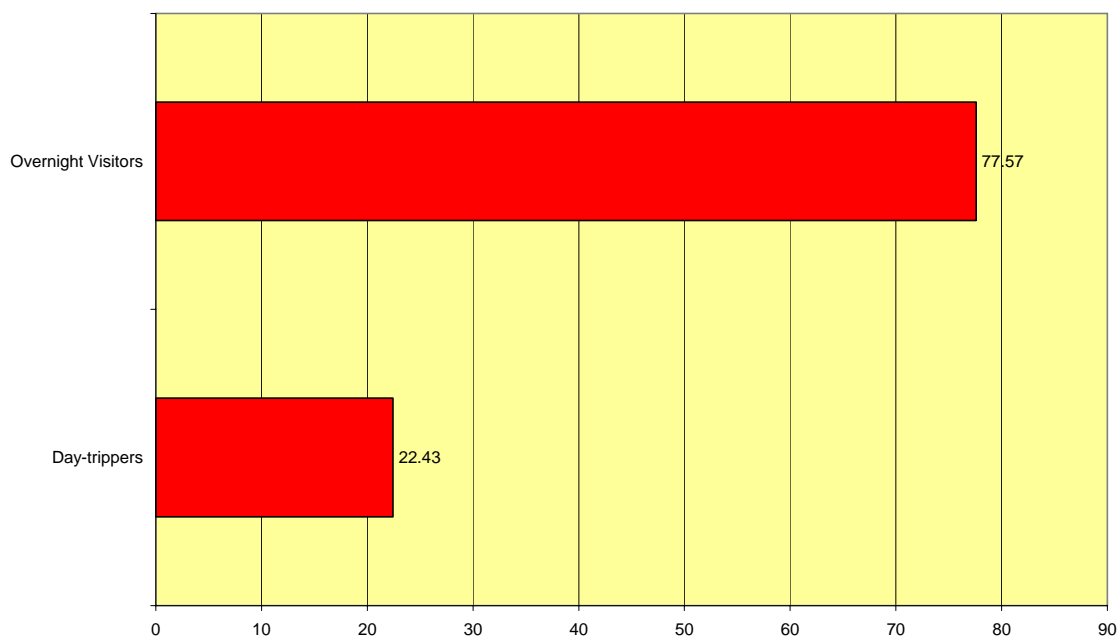
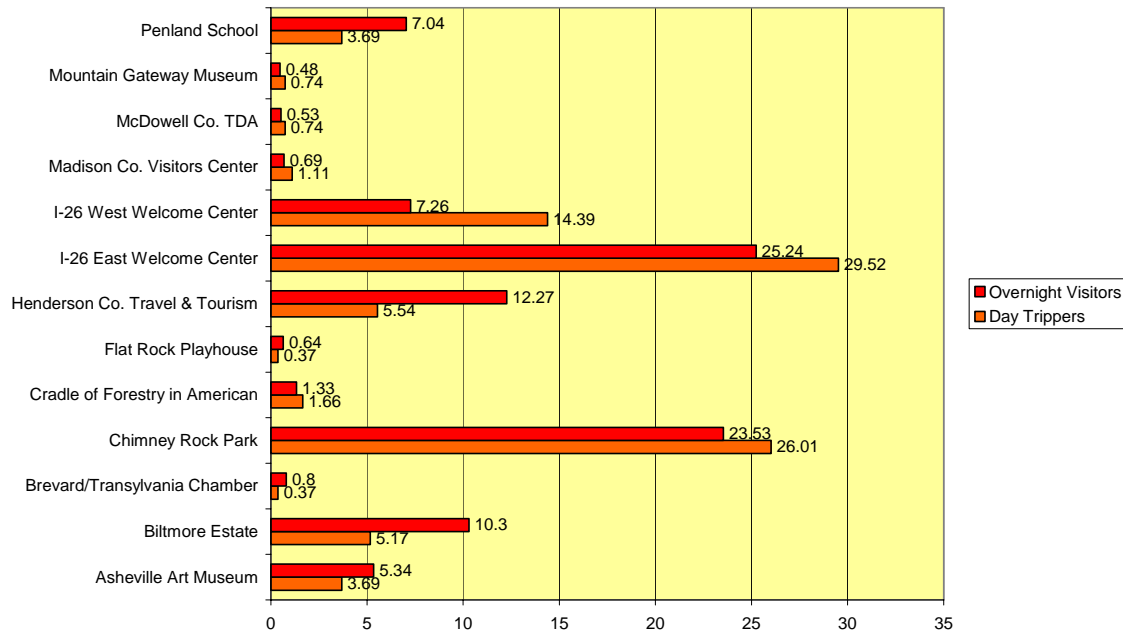


Table 2 and Figure 2 show the place of data collection.

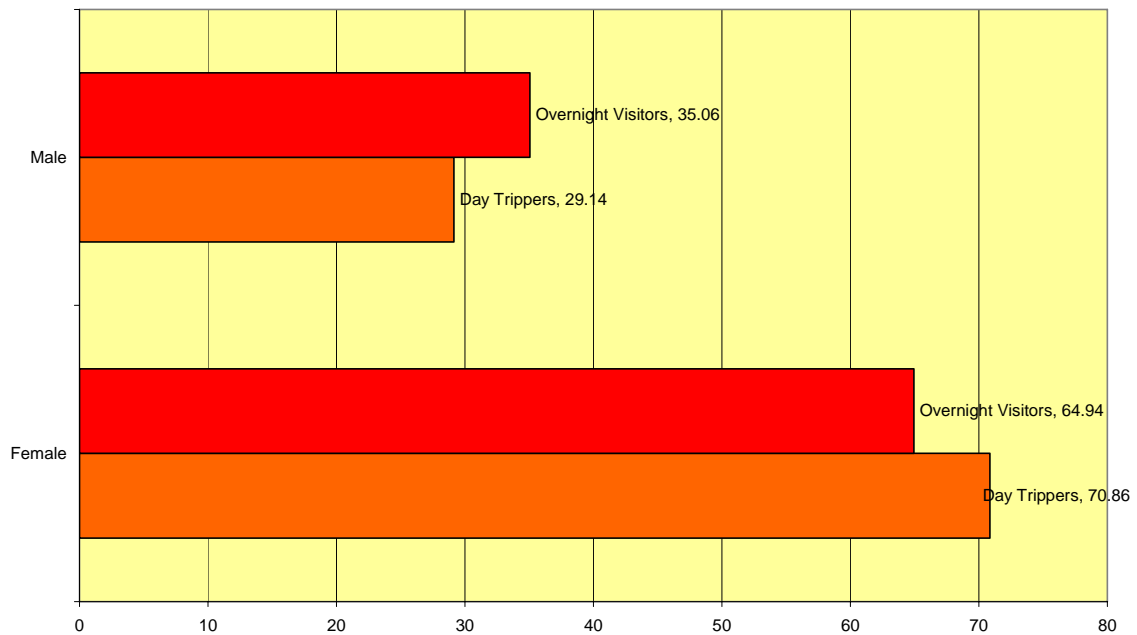
Figure 2
Place of Data Collection - Blue Ridge Host Region Visitors
(Percent)



Demographic Characteristics of Blue Ridge Host Visitors

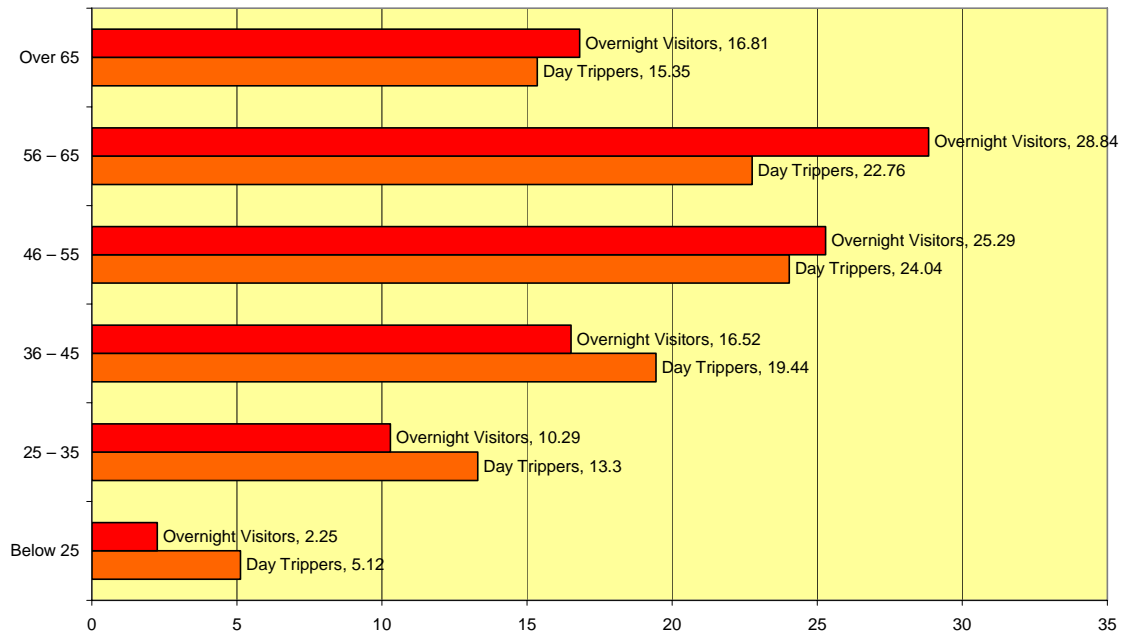
Across the sample, the respondents were mostly female. Figure 3 shows the distribution of respondents by gender and visitor type (Table 9).

Figure 3
Gender by Type of Visitor - Blue Ridge Host Region
(Percent)



Blue Ridge Host Region day trippers averaged 50.8 years of age while overnight visitors averaged 53.2 years of age (Table 10). Figure 4 shows the distribution of Blue Ridge Host Region visitors by age.

Figure 4
Age of Visitors to Blue Ridge Host Region
(Percent)



Generally, Blue Ridge Host Region day trippers reported a slightly lower level of education than did overnight visitors (Table 11). Figure 5 shows the distribution of education by visitor type for Blue Ridge Host Region visitors.

Figure 5
Education Level of Blue Ridge Host Region Visitors
(Percent)

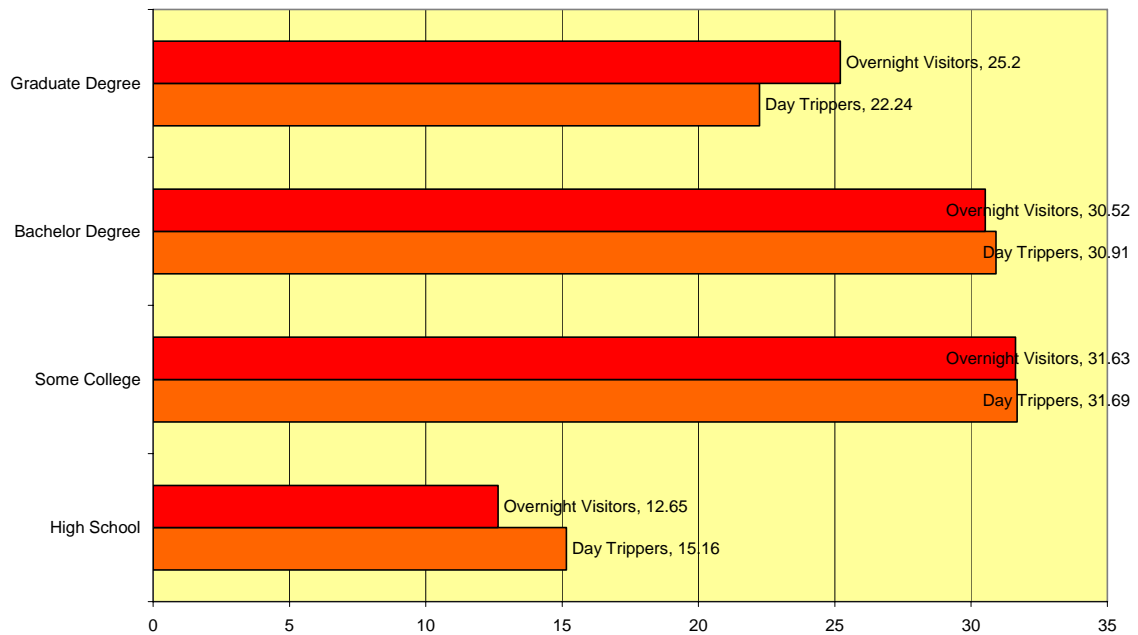
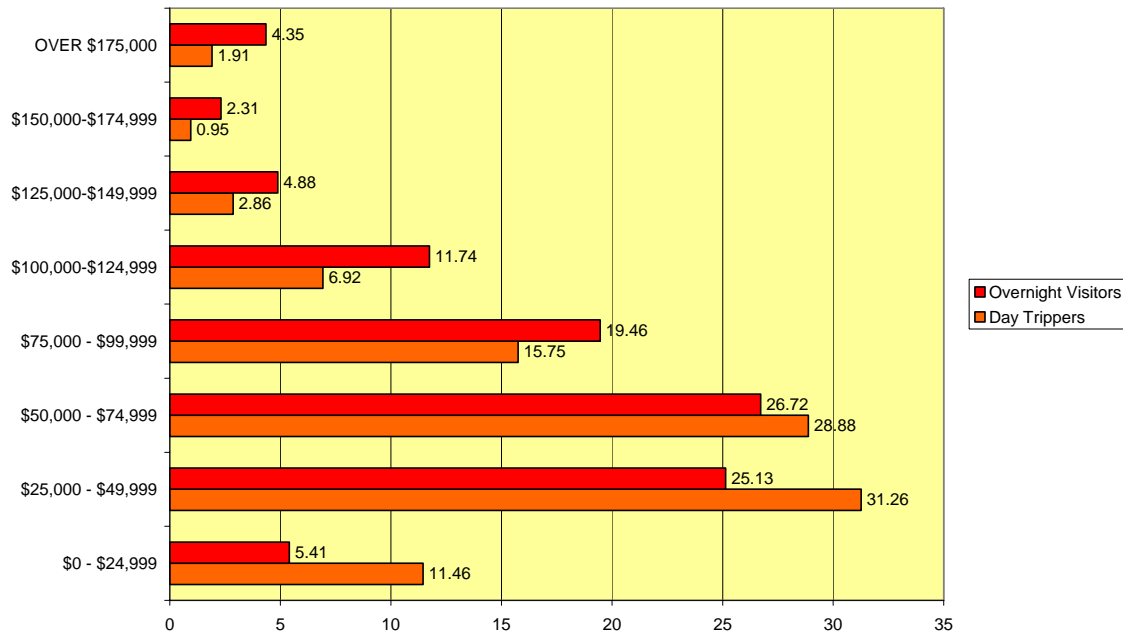


Figure 6 presents the distribution of reported income for both day trippers and overnight visitors to the Blue Ridge Host Region (Table 12).

Figure 6
Income Levels for Visitors to the Blue Ridge Host Region
(Percent)



Travel party size is reported in Table 7A. As the table and Figure 7 show, the majority of travel parties were two people, followed by four people and three people.

Figure 7
Travel Party Size - Blue Ridge Host Region Visitors
(Percent)

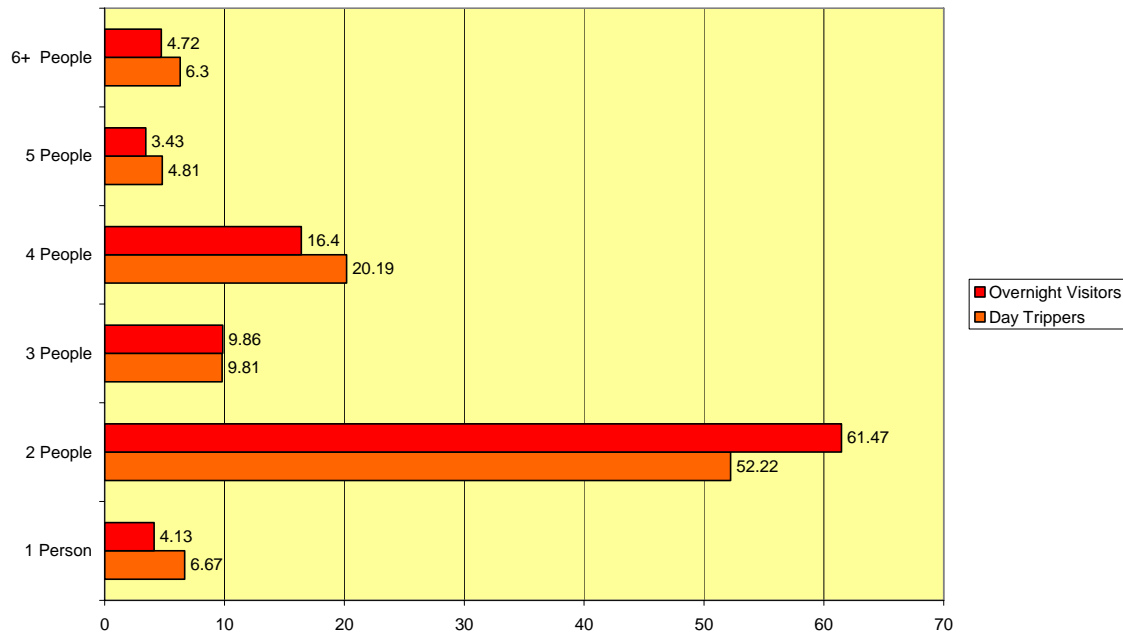


Table 7B and Figure 8 show the number of travel parties with a person under the age of 18.

Figure 8
Number of People Under 18 in the Travel Party - Blue Ridge Host Region Visitors
(Percent)

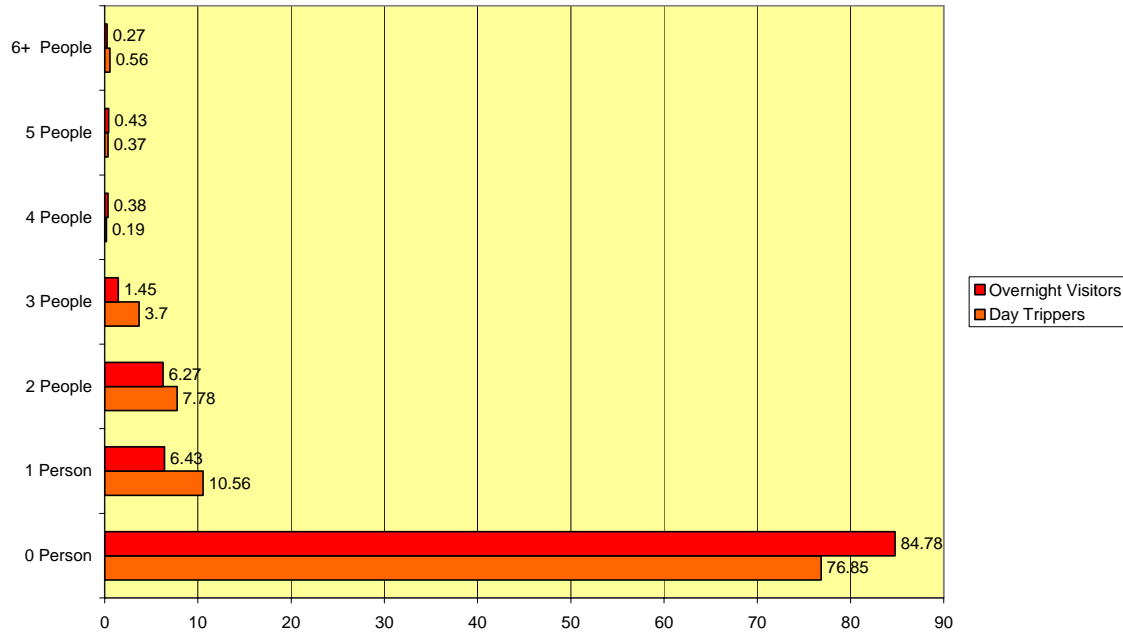
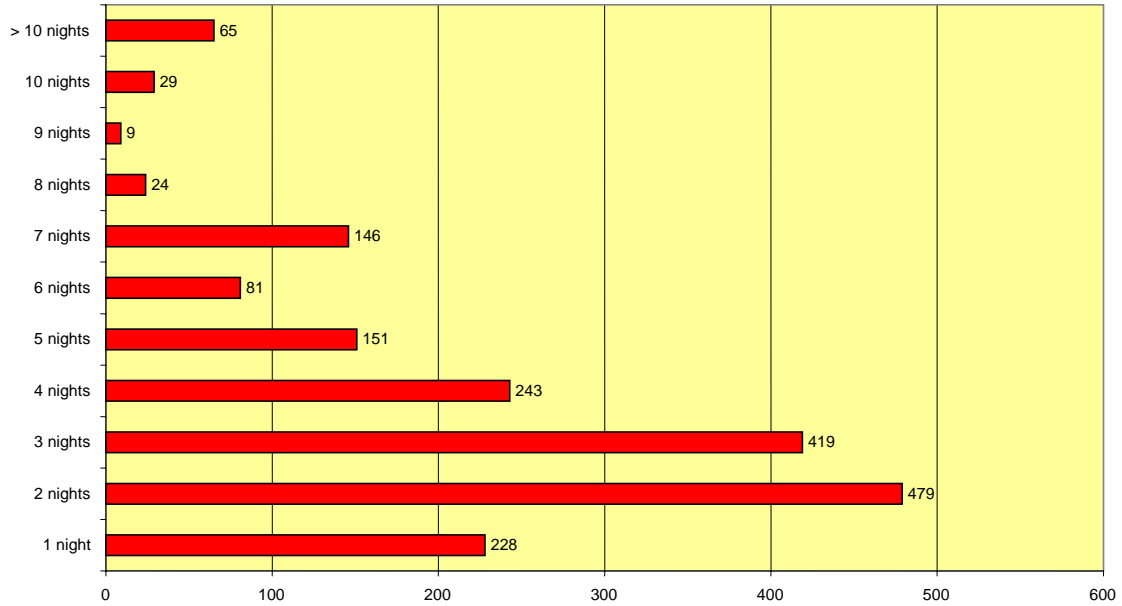


Table 8 shows the number of nights overnight visitors to the Blue Ridge Host Region planned to stay in the area. On average, overnight visitors planned to stay 3.95 nights. Figure 9 shows the distribution.

Figure 9
Number of Nights Overnight Visitors Planned to Stay in the Area -
Blue Ridge Host Region Visitors
(Number of Respondents)

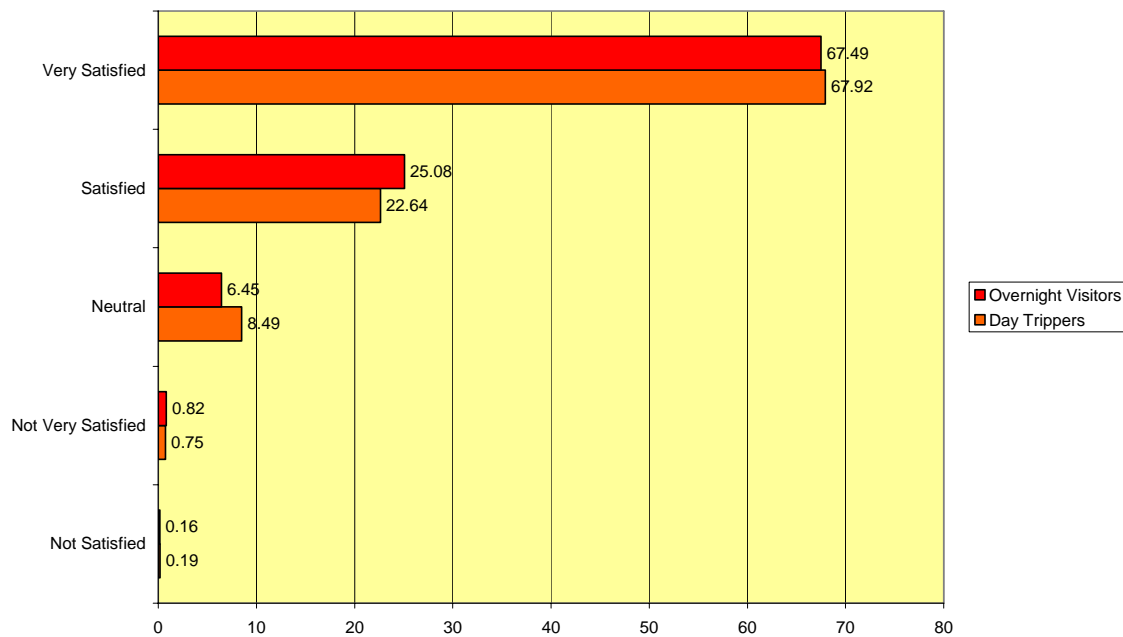


Psychographic Characteristics of Blue Ridge Host Visitors

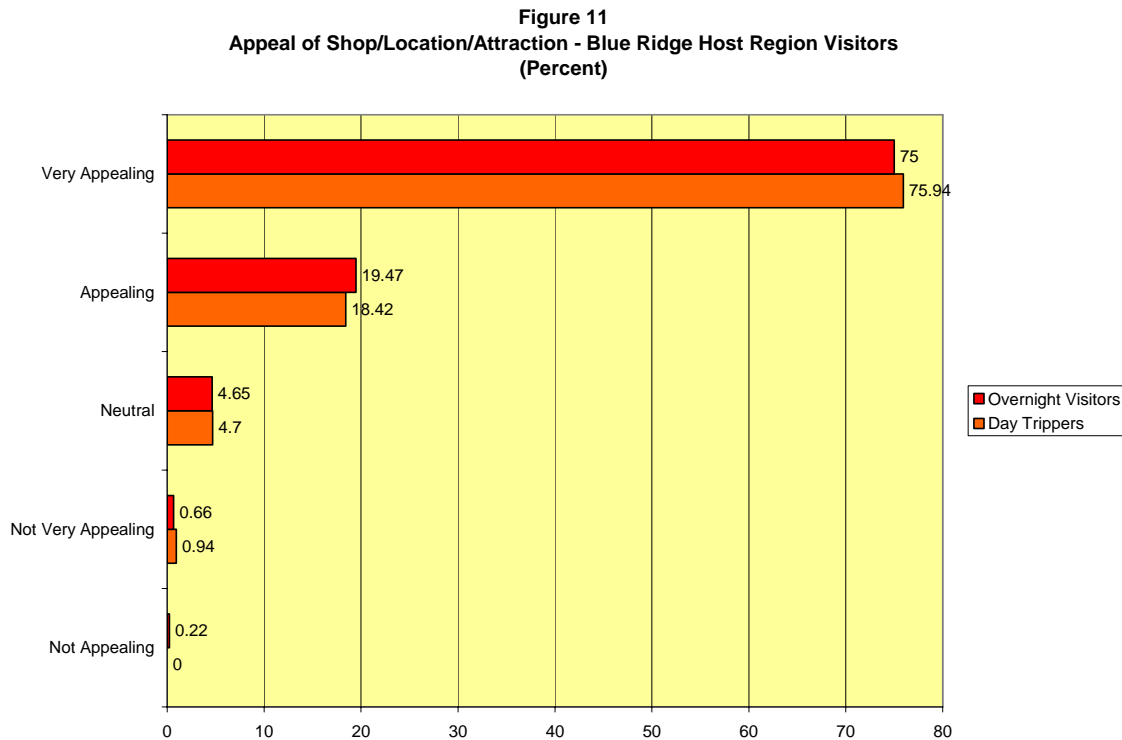
The Blue Ridge Host Region visitors were asked a number of questions related to their attitudes, interests and opinions about the Blue Ridge National Heritage Area, and the shop/location/attraction where they completed the survey.

Generally, both day trippers and overnight visitors reported being satisfied or very satisfied with the Blue Ridge National Heritage Area (Table 4). Figure 10 shows the distribution of responses that were measured on a scale of 1 = not satisfied and 5 = very satisfied. Day tripper mean was 4.57/5.0 and overnight visitor mean was 4.59/5.0.

Figure 10
Satisfaction With the BRNHA - Blue Ridge Host Region Visitors
(Percent)



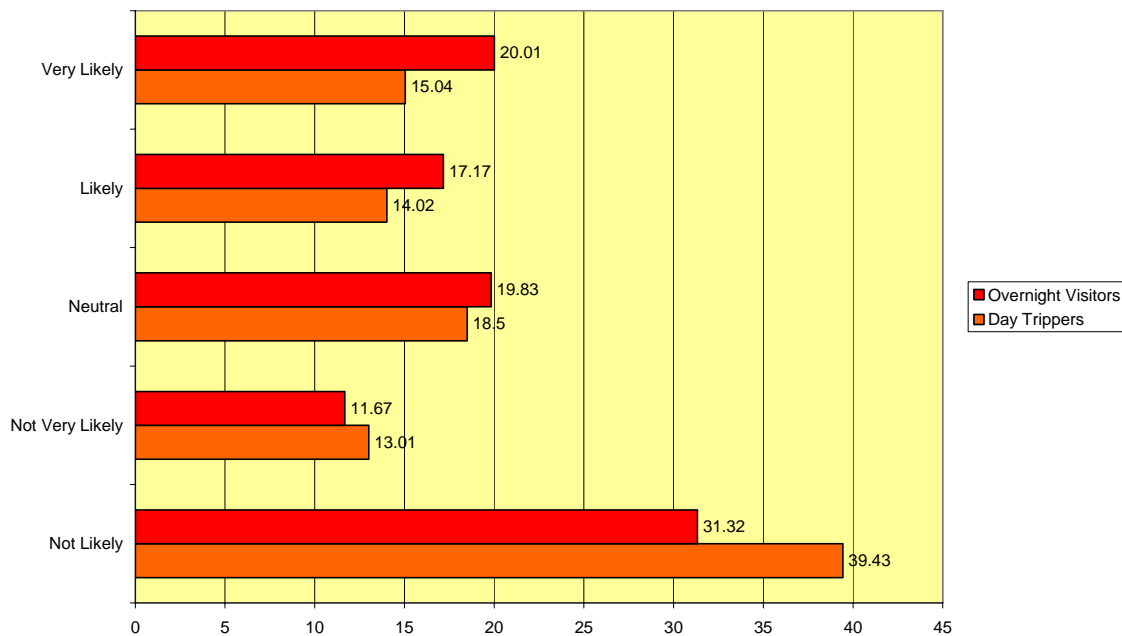
Blue Ridge Host Region day trippers and overnight visitors also reported that they thought the shop/location/attraction where they completed the survey was either appealing or very appealing (Table 5). Figure 11 shows the distribution of responses that were measured on a scale of 1 = not appealing and 5 = very appealing. Day tripper mean was 4.69/5.0 and overnight visitor mean was 4.68/5.0.



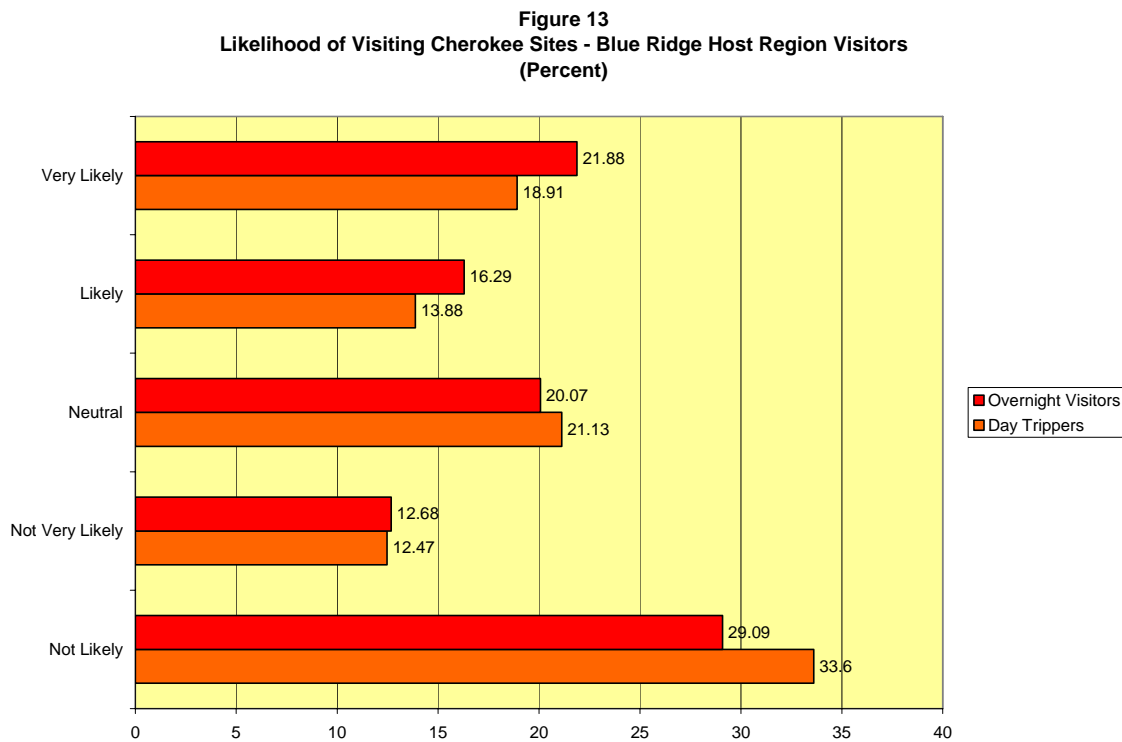
Blue Ridge Host Region visitors were asked the likelihood that they would visit or participate in various activities during their visit. The activities included musical activities, Cherokee sites, visiting a farm, garden or country-side trails, craft activities, outdoor recreation, and festivals & special events. The scale of measurement was 1 = not likely and 5 = very likely.

On average, both day trippers and overnight visitors to the Blue Ridge Host Region indicated that they would be somewhat likely to visit or participate in musical events. Their averages were 2.52/5.0 and 2.83/5.0 respectively (Table 6). The distribution of responses is shown in Figure 12.

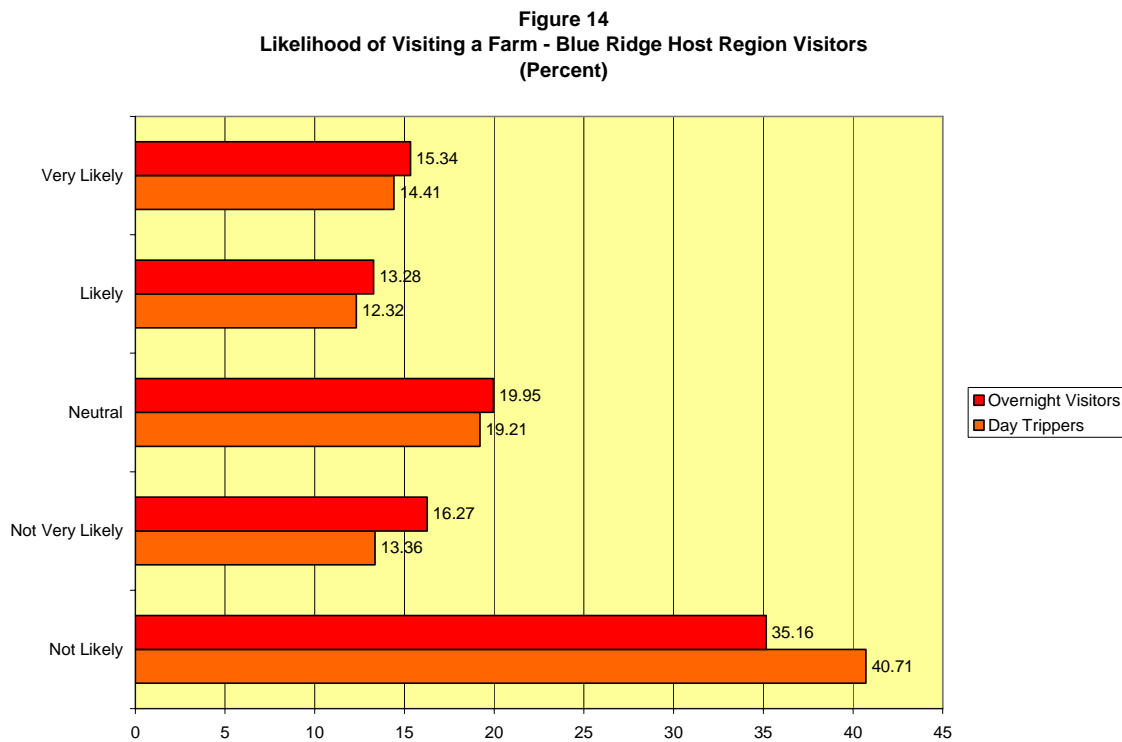
Figure 12
Likelihood of Visiting/Participating in Musical Events - Blue Ridge Host Region Visitors
(Percent)



On average, both day trippers and overnight visitors to the Blue Ridge Host Region indicated that they would be somewhat likely to visit Cherokee sites. Their averages were 2.72/5.0 and 2.89/5.0 respectively (Table 6). The distribution of responses is shown in Figure 13.

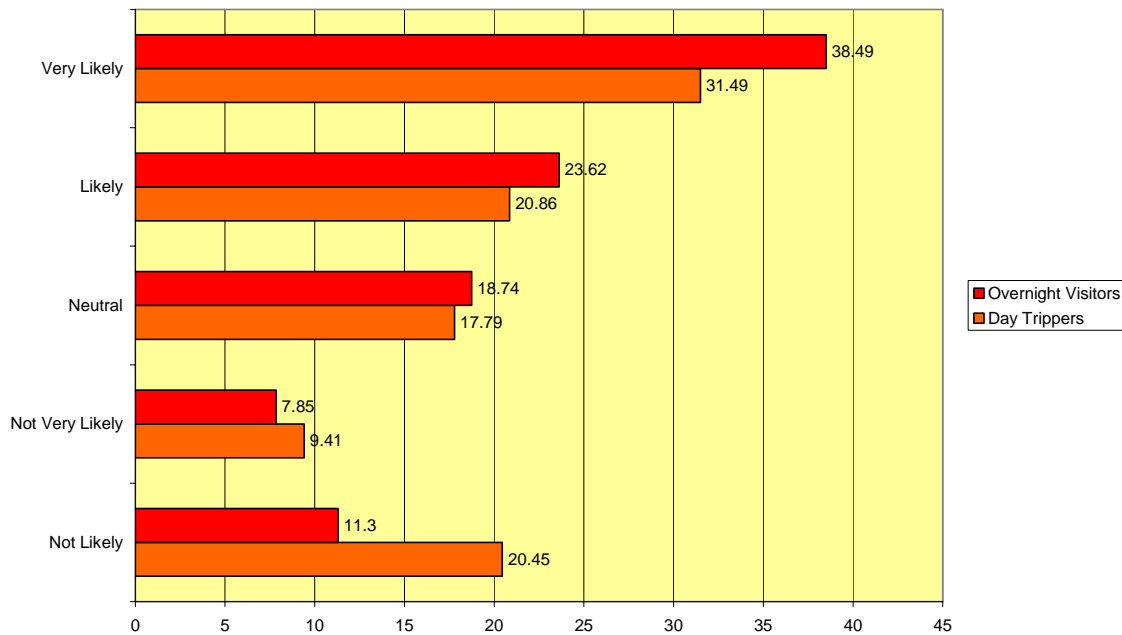


On average, both day trippers and overnight visitors to the Blue Ridge Host Region indicated that they would be somewhat likely to visit a farm. Their averages were 2.46/5.0 and 2.57/5.0 respectively (Table 6). The distribution of responses is shown in Figure 14.



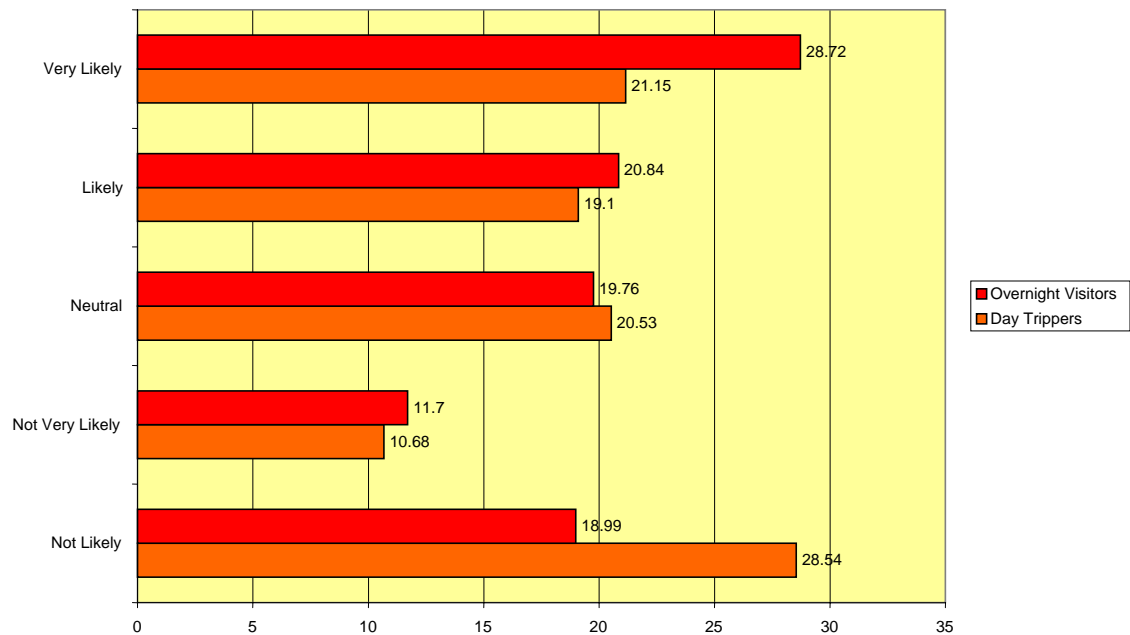
On average, both day trippers and overnight visitors to the Blue Ridge Host Region indicated that they would be somewhat more likely to visit a garden or country-side trail. Their averages were 3.34/5.0 and 3.70/5.0 respectively (Table 6). The distribution of responses is shown in Figure 15.

Figure 15
Likelihood of Visiting a Garden or Countryside Trail - Blue Ridge Host Region Visitors
(Percent)



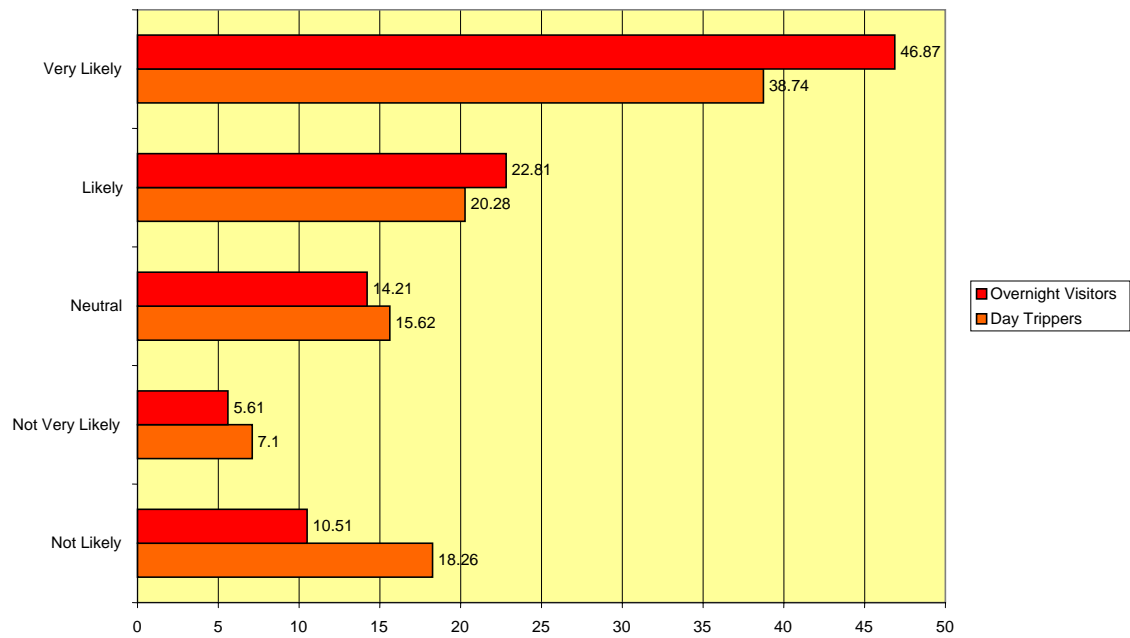
On average, both day trippers and overnight visitors to the Blue Ridge Host Region indicated that they would be somewhat more likely to participate in craft activities. Their averages were 2.94/5.0 and 3.29/5.0 respectively (Table 6). The distribution of responses is shown in Figure 16.

Figure 16
Likelihood to Participate in Craft Activities - Blue Ridge Host Region Visitors
(Percent)

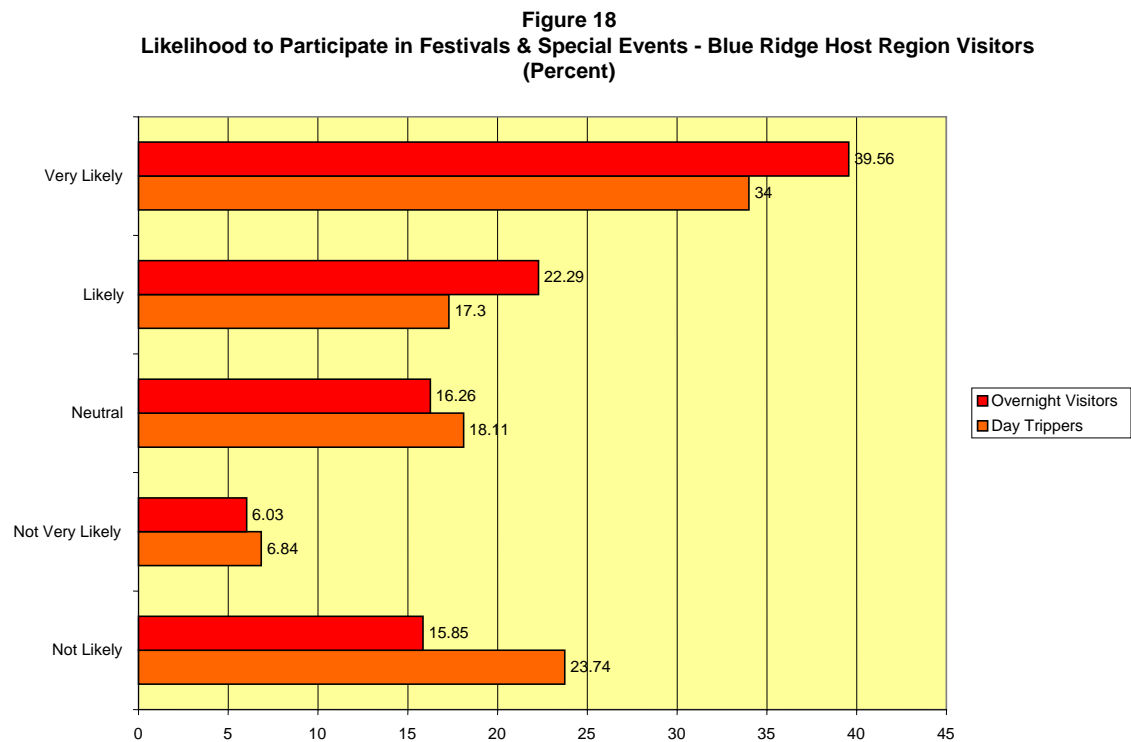


On average, both day trippers and overnight visitors to the Blue Ridge Host Region indicated that they would be likely to participate in outdoor recreation. Their averages were 3.54/5.0 and 3.90/5.0 respectively (Table 6). The distribution of responses is shown in Figure 17.

Figure 17
Likelihood to Participate in Outdoor Recreation - Blue Ridge Host Region Visitors
(Percent)



Finally, both day trippers and overnight visitors to the Blue Ridge Host Region indicated that they would be likely to participate in festivals & special events. Their averages were 3.31/5.0 and 3.64/5.0 respectively (Table 6). The distribution of responses is shown in Figure 18.



Blue Ridge Host Region Visitor Spending

Table 13 and Figure 19 show the pattern of spending of visitors to the Blue Ridge Host Region.

Figure 19
Spending Patterns by Visitor Type - BRHR
(Percent)

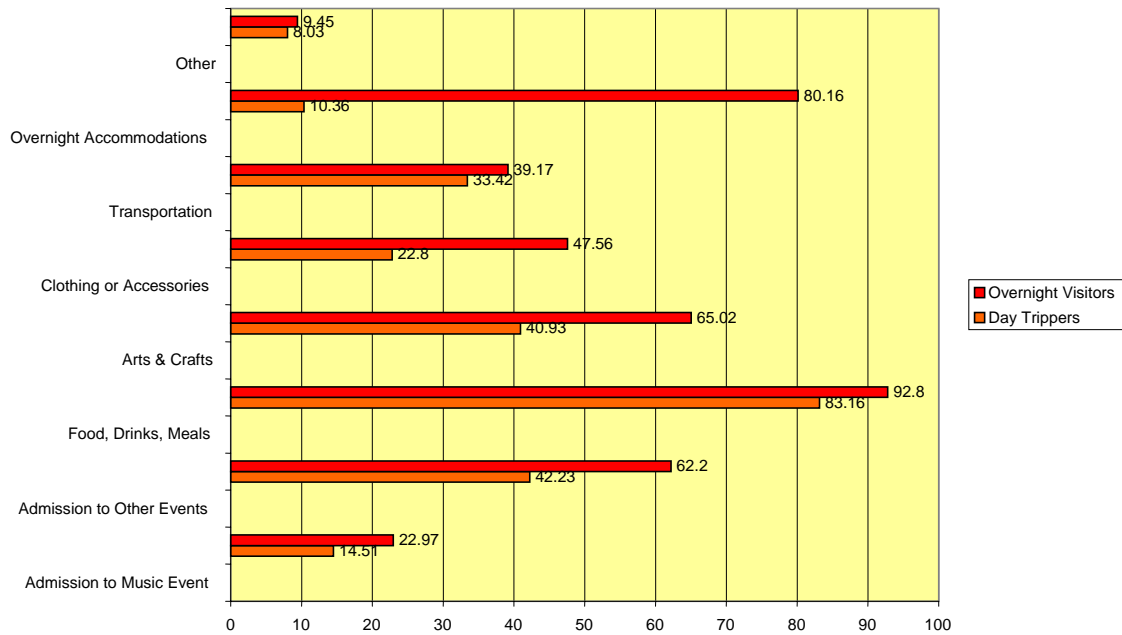
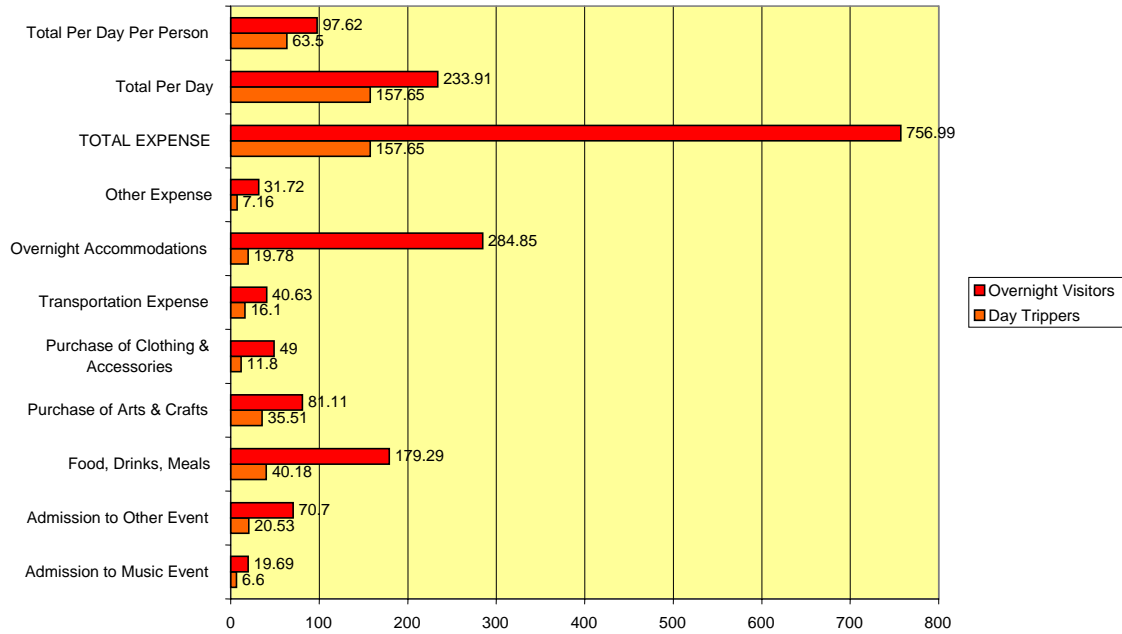


Table 14 and Figure 20 show the expenditures by visitor type.

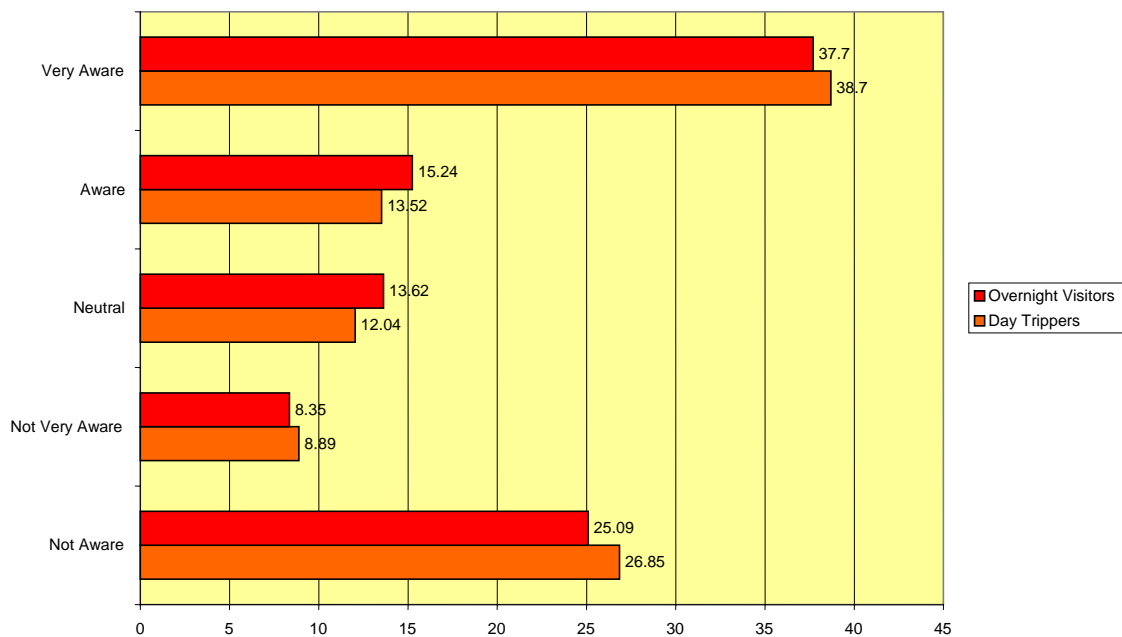
Figure 20
Expenditures by Visitor type - Blue Ridge Host Region
(Dollars)



Blue Ridge National Heritage Area Brand Awareness

Blue Ridge Host Region visitors were asked about their awareness of the Blue Ridge National Heritage Area brand. The scale of measurement was 1 = not aware and 5 = very aware. Table 3 and Figure 21 present the results. The averages suggest a moderate awareness of the Blue Ridge National Heritage Area brand (3.3/5.0 for day trippers and 3.3/5.0 for overnight visitors) but the distribution shows possible confusion between the brand name and the Blue Ridge Mountains or the Blue Ridge Parkway.

Figure 21
Awareness of the BRNHA Brand - Blue Ridge Host Region Visitors
(Percent)



***Measurement of the Economic Vitality of
Local Tourism Industry***

Blue Ridge Host Region

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 542 | 22.43 |
| Overnight Visitors | 1,874 | 77.57 |

TABLE 2
PLACE OF DATA COLLECTION

| Venue | Day Trippers | | Overnight Visitors | |
|--------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Alleghany Chamber | 0 | 0.00 | 0 | 0.00 |
| Andrews Chamber | 0 | 0.00 | 0 | 0.00 |
| Asheville Art Museum | 20 | 3.69 | 100 | 5.34 |
| Biltmore Estate | 28 | 5.17 | 193 | 10.30 |
| Brevard/Transylvania Chamber | 2 | 0.37 | 15 | 0.80 |
| Cherokee Co. Chamber | 0 | 0.00 | 0 | 0.00 |
| Chetola Resort | 0 | 0.00 | 0 | 0.00 |
| Chimney Rock Park | 141 | 26.01 | 441 | 23.53 |
| Clay County Chamber & Travel | 0 | 0.00 | 0 | 0.00 |
| Cradle of Forestry in American | 9 | 1.66 | 25 | 1.33 |
| Dogwood Crafters | 0 | 0.00 | 0 | 0.00 |
| Flat Rock Playhouse | 2 | 0.37 | 12 | 0.64 |
| Fontana Village Resort | 0 | 0.00 | 0 | 0.00 |
| Franklin Chamber | 0 | 0.00 | 0 | 0.00 |
| Goldhagen Studios | 0 | 0.00 | 0 | 0.00 |
| Graham Travel & Tourism Auth. | 0 | 0.00 | 0 | 0.00 |
| Grandfather Mountain | 0 | 0.00 | 0 | 0.00 |
| Henderson Co. Travel & Tourism | 30 | 5.54 | 230 | 12.27 |
| High Country Host | 0 | 0.00 | 0 | 0.00 |
| I-26 East Welcome Center | 160 | 29.52 | 473 | 25.24 |
| I-26 West Welcome Center | 78 | 14.39 | 136 | 7.26 |
| I-40 West Welcome Center | 0 | 0.00 | 0 | 0.00 |
| Madison Co. Visitors Center | 6 | 1.11 | 13 | 0.69 |
| McDowell Co. TDA | 4 | 0.74 | 10 | 0.53 |
| Mt. Airy Chamber | 0 | 0.00 | 0 | 0.00 |
| Mountain Gateway Museum | 4 | 0.74 | 9 | 0.48 |
| Nantahala Village | 0 | 0.00 | 0 | 0.00 |
| Parkway Craft Center | 0 | 0.00 | 0 | 0.00 |
| Penland School | 20 | 3.69 | 132 | 7.04 |
| Scottish Tartan's Museum | 0 | 0.00 | 0 | 0.00 |

TABLE 2
PLACE OF DATA COLLECTION (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|---|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Smoky Mountain Host | 0 | 0.00 | 0 | 0.00 |
| Stecoah Valley Arts Crafts & Educational Center | 0 | 0.00 | 0 | 0.00 |
| Swain Co. Chamber | 0 | 0.00 | 0 | 0.00 |
| Swannanoa Valley Museum | 1 | 0.18 | 1 | 0.05 |
| Toe River Arts Council | 3 | 0.55 | 9 | 0.48 |
| Tweetsie Railroad | 0 | 0.00 | 0 | 0.00 |
| Undefined #1 | 13 | 2.40 | 3 | 0.16 |
| Undefined #2 | 0 | 0.00 | 0 | 0.00 |
| Undefined #3 | 0 | 0.00 | 0 | 0.00 |
| Undefined #4 | 5 | 0.92 | 9 | 0.48 |
| Undefined #7 (BVDNC) | 0 | 0.00 | 0 | 0.00 |
| Undefined #9 (BVDNC) | 0 | 0.00 | 0 | 0.00 |
| Undefined | 14 | 2.58 | 60 | 3.20 |
| WNC Nature Center | 2 | 0.37 | 3 | 0.16 |

TABLE 3
AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Aware | 145 | 26.85 | 466 | 25.09 |
| Not Very Aware | 48 | 8.89 | 155 | 8.35 |
| Neutral | 65 | 12.04 | 253 | 13.62 |
| Aware | 73 | 13.52 | 283 | 15.24 |
| Very Aware | 209 | 38.70 | 700 | 37.70 |
| Mean | 3.3 | | 3.3 | |
| Std. Deviation | 1.7 | | 1.6 | |

TABLE 4
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Satisfied | 1 | 0.19 | 3 | 0.16 |
| Not Very Satisfied | 4 | 0.75 | 15 | 0.82 |
| Neutral | 45 | 8.49 | 118 | 6.45 |
| Satisfied | 120 | 22.64 | 459 | 25.08 |
| Very Satisfied | 360 | 67.92 | 1,235 | 67.49 |
| Mean | 4.57 | | 4.59 | |
| Std. Deviation | 0.70 | | 0.66 | |

TABLE 5
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Appealing | 0 | 0.00 | 4 | 0.22 |
| Not Very Appealing | 5 | 0.94 | 12 | 0.66 |
| Neutral | 25 | 4.70 | 85 | 4.65 |
| Appealing | 98 | 18.42 | 356 | 19.47 |
| Very Appealing | 404 | 75.94 | 1,371 | 75.00 |
| Mean | 4.69 | | 4.68 | |
| Std. Deviation | 0.60 | | 0.61 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Musical Activities | | | | |
| Not Likely | 194 | 39.43 | 518 | 31.32 |
| Not Very Likely | 64 | 13.01 | 193 | 11.67 |
| Neutral | 91 | 18.50 | 328 | 19.83 |
| Likely | 69 | 14.02 | 284 | 17.17 |
| Very Likely | 74 | 15.04 | 331 | 20.01 |
| Mean | 2.52 | | 2.83 | |
| Std. Deviation | 1.49 | | 1.52 | |
| Cherokee Sites | | | | |
| Not Likely | 167 | 33.60 | 484 | 29.09 |
| Not Very Likely | 62 | 12.47 | 211 | 12.68 |
| Neutral | 105 | 21.13 | 334 | 20.07 |
| Likely | 69 | 13.88 | 271 | 16.29 |
| Very Likely | 94 | 18.91 | 364 | 21.88 |
| Mean | 2.72 | | 2.89 | |
| Std. Deviation | 1.51 | | 1.52 | |
| Visiting a Farm | | | | |
| Not Likely | 195 | 40.71 | 564 | 35.16 |
| Not Very Likely | 64 | 13.36 | 261 | 16.27 |
| Neutral | 92 | 19.21 | 320 | 19.95 |
| Likely | 59 | 12.32 | 213 | 13.28 |
| Very Likely | 69 | 14.41 | 246 | 15.34 |
| Mean | 2.46 | | 2.57 | |
| Std. Deviation | 1.48 | | 1.46 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Day Trippers | | Overnight Visitors | |
|---------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Garden/Countryside Trails | | | | |
| Not Likely | 100 | 20.45 | 190 | 11.30 |
| Not Very Likely | 46 | 9.41 | 132 | 7.85 |
| Neutral | 87 | 17.79 | 315 | 18.74 |
| Likely | 102 | 20.86 | 397 | 23.62 |
| Very Likely | 154 | 31.49 | 647 | 38.49 |
| Mean | 3.34 | | 3.70 | |
| Std. Deviation | 1.51 | | 1.35 | |
| Craft Activities | | | | |
| Not Likely | 139 | 28.54 | 318 | 18.99 |
| Not Very Likely | 52 | 10.68 | 196 | 11.70 |
| Neutral | 100 | 20.53 | 331 | 19.76 |
| Likely | 93 | 19.10 | 349 | 20.84 |
| Very Likely | 103 | 21.15 | 481 | 28.72 |
| Mean | 2.94 | | 3.29 | |
| Std. Deviation | 1.51 | | 1.47 | |
| Outdoor Recreation | | | | |
| Not Likely | 90 | 18.26 | 176 | 10.51 |
| Not Very Likely | 35 | 7.10 | 94 | 5.61 |
| Neutral | 77 | 15.62 | 238 | 14.21 |
| Likely | 100 | 20.28 | 382 | 22.81 |
| Very Likely | 191 | 38.74 | 785 | 46.87 |
| Mean | 3.54 | | 3.90 | |
| Std. Deviation | 1.51 | | 1.33 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Day Trippers | | Overnight Visitors | |
|---------------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Festivals & Special Events | | | | |
| Not Likely | 118 | 23.74 | 268 | 15.85 |
| Not Very Likely | 34 | 6.84 | 102 | 6.03 |
| Neutral | 90 | 18.11 | 275 | 16.26 |
| Likely | 86 | 17.30 | 377 | 22.29 |
| Very Likely | 169 | 34.00 | 669 | 39.56 |
| Mean | 3.31 | | 3.64 | |
| Std. Deviation | 1.57 | | 1.45 | |

TABLE 7A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Day-Trippers | | Overnight Visitors | |
|-----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 1 Person | 36 | 6.67 | 77 | 4.13 |
| 2 People | 282 | 52.22 | 1,147 | 61.47 |
| 3 People | 53 | 9.81 | 184 | 9.86 |
| 4 People | 109 | 20.19 | 306 | 16.40 |
| 5 People | 26 | 4.81 | 64 | 3.43 |
| 6+ People | 34 | 6.30 | 88 | 4.72 |

TABLE 7B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Day-Trippers | | Overnight Visitors | |
|-----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 0 Person | 415 | 76.85 | 1,582 | 84.78 |
| 1 Person | 57 | 10.56 | 120 | 6.43 |
| 2 People | 42 | 7.78 | 117 | 6.27 |
| 3 People | 20 | 3.70 | 27 | 1.45 |
| 4 People | 1 | 0.19 | 7 | 0.38 |
| 5 People | 2 | 0.37 | 8 | 0.43 |
| 6+ People | 3 | 0.56 | 5 | 0.27 |

TABLE 8
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|--------|
| | Mean | Median |
| 1 night | 228 | 12.17 |
| 2 nights | 479 | 25.56 |
| 3 nights | 419 | 22.36 |
| 4 nights | 243 | 12.97 |
| 5 nights | 151 | 8.06 |
| 6 nights | 81 | 4.32 |
| 7 nights | 146 | 7.79 |
| 8 nights | 24 | 1.28 |
| 9 nights | 9 | 0.48 |
| 10 nights | 29 | 1.55 |
| > 10 nights | 65 | 3.46 |
| Overall: Frequency = 1,874 | 3.95 | 3.00 |

TABLE 9
GENDER OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Female | 377 | 70.86 | 1,191 | 64.94 |
| Male | 155 | 29.14 | 643 | 35.06 |

TABLE 10
AGE OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Below 25 | 20 | 5.12 | 31 | 2.25 |
| 25 – 35 | 52 | 13.30 | 142 | 10.29 |
| 36 – 45 | 76 | 19.44 | 228 | 16.52 |
| 46 – 55 | 94 | 24.04 | 349 | 25.29 |
| 56 – 65 | 89 | 22.76 | 398 | 28.84 |
| Over 65 | 60 | 15.35 | 232 | 16.81 |
| Mean | 49.78 | | 52.64 | |
| Median | 51.00 | | 54.00 | |

TABLE 11
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|-----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| High School | 77 | 15.16 | 226 | 12.65 |
| Some College | 161 | 31.69 | 565 | 31.63 |
| Bachelor Degree | 157 | 30.91 | 545 | 30.52 |
| Graduate Degree | 113 | 22.24 | 450 | 25.20 |

TABLE 12
INCOME OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|---------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| \$0 - \$24,999 | 48 | 11.46 | 82 | 5.41 |
| \$25,000 - \$49,999 | 131 | 31.26 | 381 | 25.13 |
| \$50,000 - \$74,999 | 121 | 28.88 | 405 | 26.72 |
| \$75,000 - \$99,999 | 66 | 15.75 | 295 | 19.46 |
| \$100,000-\$124,999 | 29 | 6.92 | 178 | 11.74 |
| \$125,000-\$149,999 | 12 | 2.86 | 74 | 4.88 |
| \$150,000-\$174,999 | 4 | 0.95 | 35 | 2.31 |
| OVER \$175,000 | 8 | 1.91 | 66 | 4.35 |

TABLE 13
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Day-Trippers | | Overnight Visitors | |
|------------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Admission to Music Event | | | | |
| No Expense | 330 | 85.49 | 1,231 | 77.03 |
| Yes Expense | 56 | 14.51 | 367 | 22.97 |
| Admission to Other Events | | | | |
| No Expense | 223 | 57.77 | 604 | 37.80 |
| Yes Expense | 163 | 42.23 | 994 | 62.20 |
| Food, Drinks, Meals | | | | |
| No Expense | 65 | 16.84 | 115 | 7.20 |
| Yes Expense | 321 | 83.16 | 1,483 | 92.80 |
| Arts & Crafts | | | | |
| No Expense | 228 | 59.07 | 559 | 34.98 |
| Yes Expense | 158 | 40.93 | 1,039 | 65.02 |
| Clothing or Accessories | | | | |
| No Expense | 298 | 77.20 | 838 | 52.44 |
| Yes Expense | 88 | 22.80 | 760 | 47.56 |
| Transportation | | | | |
| No Expense | 257 | 66.58 | 972 | 60.83 |
| Yes Expense | 129 | 33.42 | 626 | 39.17 |
| Overnight Accommodations | | | | |
| No Expense | 346 | 89.64 | 317 | 19.84 |
| Yes Expense | 40 | 10.36 | 1,281 | 80.16 |
| Other | | | | |
| No Expense | 355 | 91.97 | 1,447 | 90.55 |
| Yes Expense | 31 | 8.03 | 151 | 9.45 |
| No Expense or Missing Value | 17 | 4.40 | 8 | 0.50 |
| Total Yes Expense | 369 | 95.60 | 1,590 | 99.50 |

TABLE 14
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Day-Trippers | | | Overnight Visitors | | |
|------------------------------------|--------------|--------|-----------|--------------------|--------|-----------|
| | Frequency | Mean | Std. Dev. | Frequency | Mean | Std. Dev. |
| Admission to Music Event | 386 | 6.60 | 20.44 | 1,598 | 19.69 | 84.32 |
| Admission to Other Event | 386 | 20.53 | 42.21 | 1,598 | 70.70 | 165.40 |
| Food, Drinks, Meals | 386 | 40.18 | 51.76 | 1,598 | 179.29 | 218.05 |
| Purchase of Arts & Crafts | 386 | 35.51 | 163.69 | 1,598 | 81.11 | 138.07 |
| Purchase of Clothing & Accessories | 386 | 11.80 | 33.91 | 1,598 | 49.00 | 102.86 |
| Transportation Expense | 386 | 16.10 | 41.33 | 1,598 | 40.63 | 92.59 |
| Overnight Accommodations | 386 | 19.78 | 87.82 | 1,598 | 284.85 | 495.94 |
| Other Expense | 386 | 7.16 | 55.98 | 1,598 | 31.72 | 289.32 |
| TOTAL EXPENSE | 386 | 157.65 | 265.98 | 1,598 | 756.99 | 933.33 |
| Total Per Day | 386 | 157.65 | 265.98 | 1,598 | 233.91 | 227.93 |
| Total Per Day Per Person | 386 | 63.50 | 113.34 | 1,522 | 97.62 | 86.42 |

Measurement of the Economic Vitality of Local Tourism Industry

High Country Host Region



Following the format of the overall Blue Ridge National Heritage Region section, the High

Country Host Regional (HCHR) analysis will include:

- a. HCHR visitor demographics.
- b. HCHR visitor psychographics.
- c. HCHR visitor satisfaction and product evaluation.
- d. HCHR visitor spending patterns.
- e. HCHR visitor brand awareness.

In all 623 usable surveys were collected in the High Country Host Region. Of these, 123 reported that they were day trippers, while 462 reported being overnight visitors (Table 1). Figure 1 shows the distribution of respondents that reported being day trippers and overnight visitors to the High Country Host Region.

Figure 1
Respondent Reported Visitor Type in the High Country Host Region
(Percent)

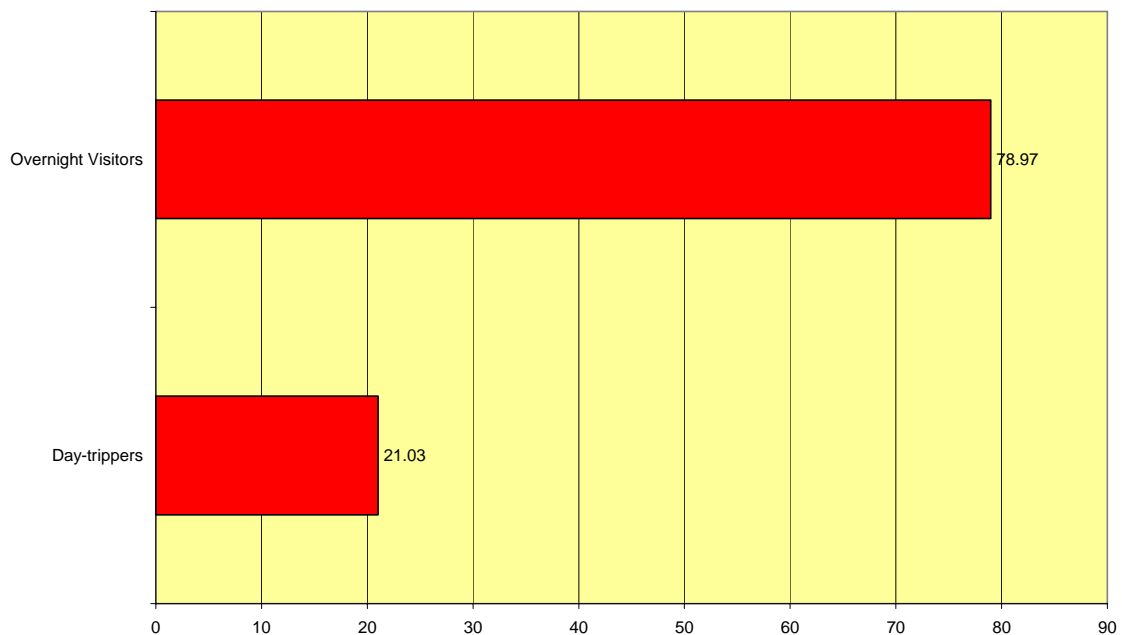
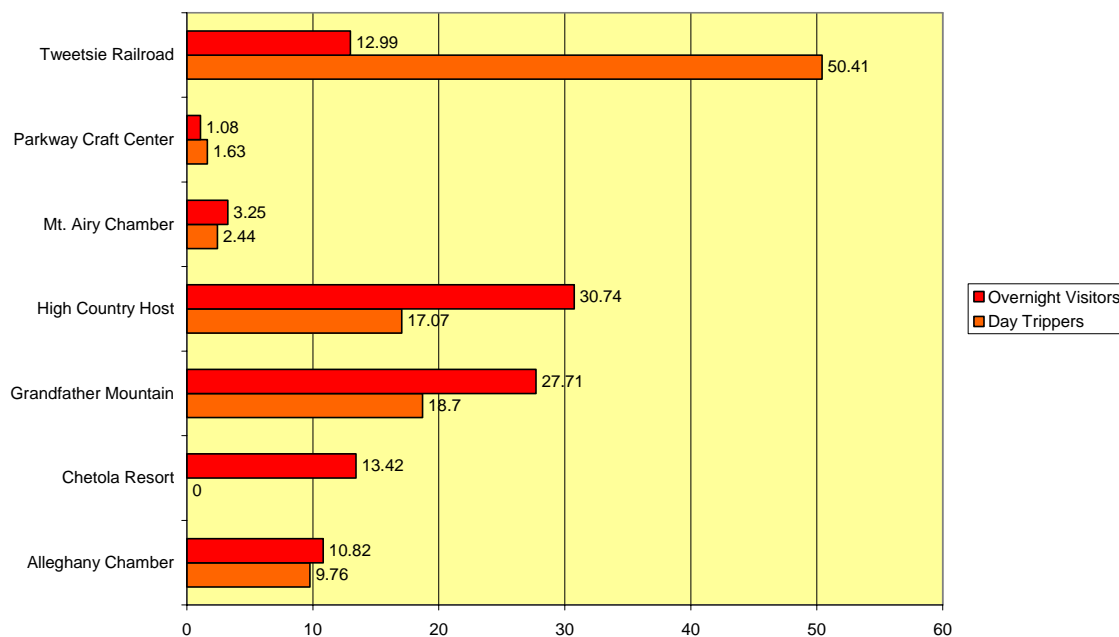


Table 2 and Figure 2 show the place of data collection.

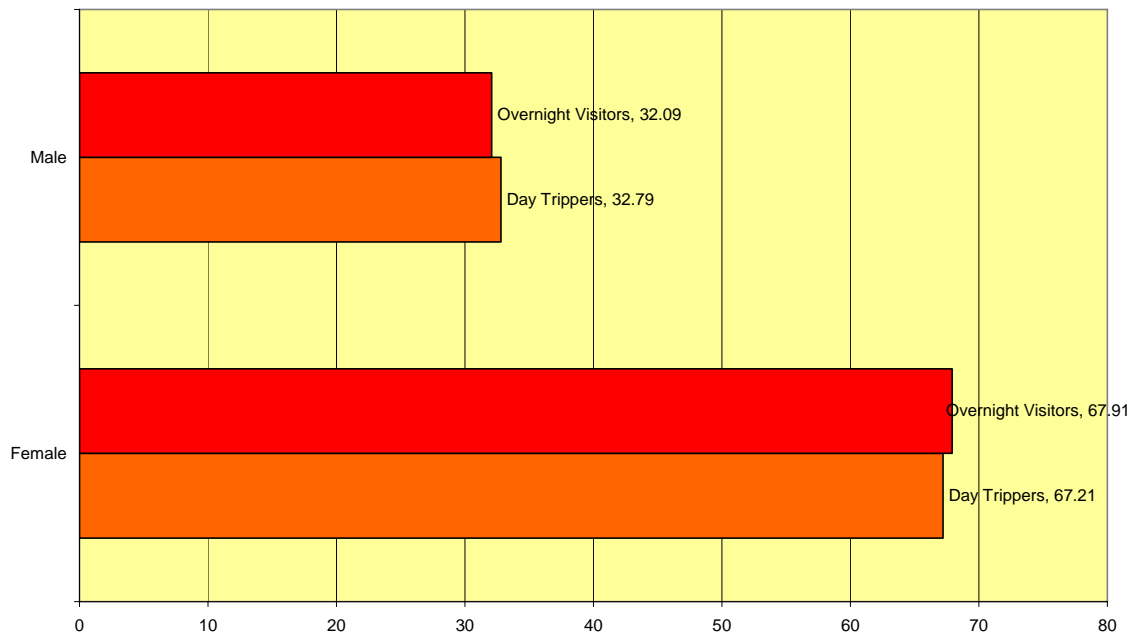
Figure 2
Place of Data Collection - High Country Host Region Visitors
(Percent)



Demographic Characteristics of High Country Host Visitors

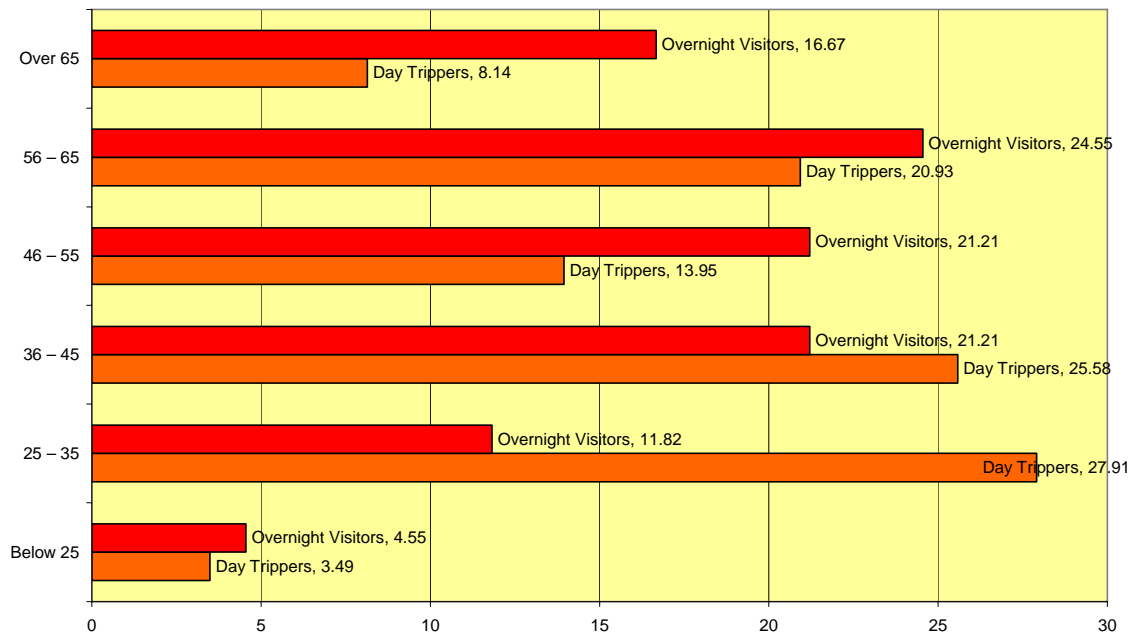
Across the sample, the respondents were mostly female. Figure 3 shows the distribution of respondents by gender and visitor type (Table 9).

Figure 3
Gender by Visitor Type - High Country Host Region
(Percent)



High Country Host Region day trippers averaged 44.83 years of age while overnight visitors averaged 50.89 years of age (Table 10). Figure 4 shows the distribution of High Country Host Region visitors by age.

Figure 4
Age of Visitors to the High Country Host Region
(Percent)



Generally, High Country Host Region day trippers reported a slightly lower level of education than did overnight visitors (Table 11). Figure 5 shows the distribution of education by visitor type for High Country Host Region visitors.

Figure 5
Education Level of High Country Host Region Visitors
(Percent)

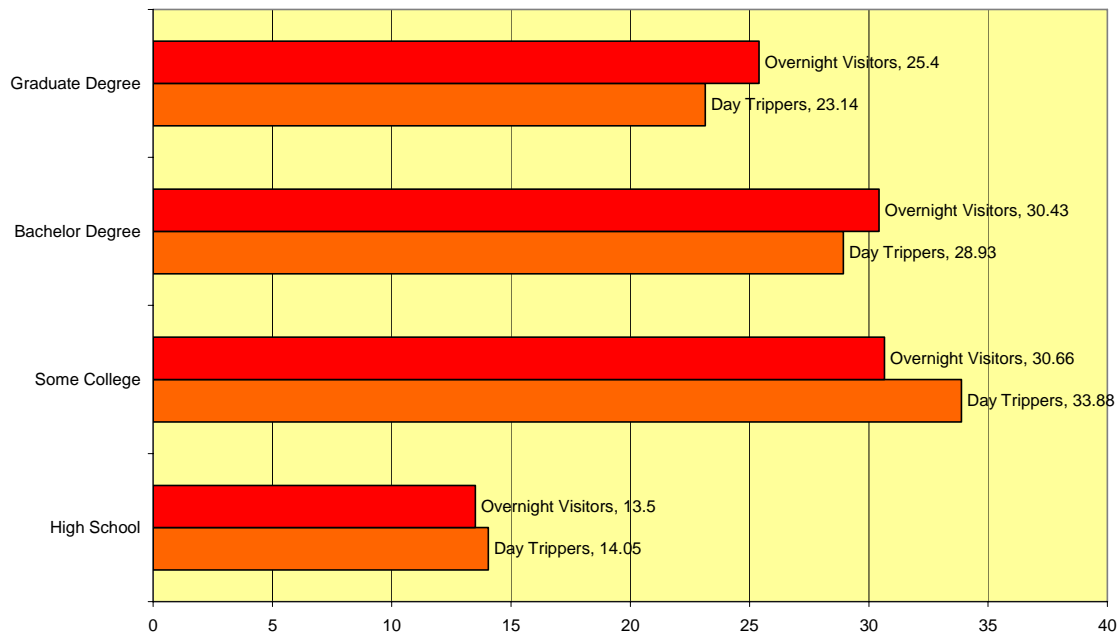
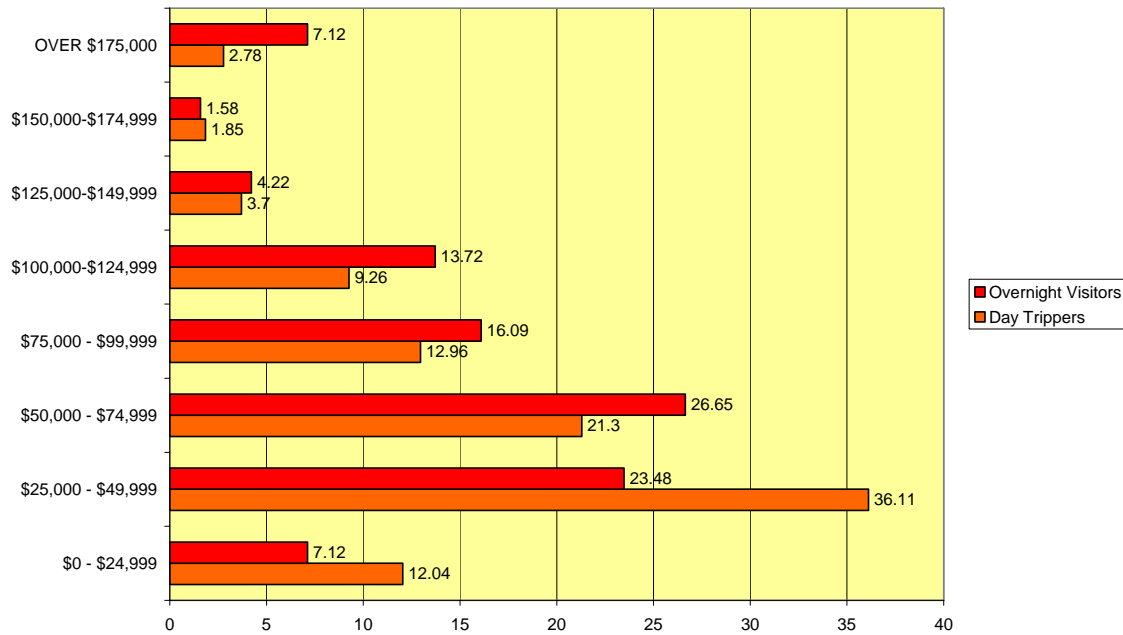


Figure 6 presents the distribution of reported income for both day trippers and overnight visitors to the High Country Host Region (Table 12).

Figure 6
Income Levels for Visitors to the High Country Host Region
(Percent)



Travel party size is reported in Table 7A. As the table and Figure 7 show, the majority of travel parties were two people, followed by four people and three people.

Figure 7
Travel Party Size - High Country Host Region Visitors
(Percent)

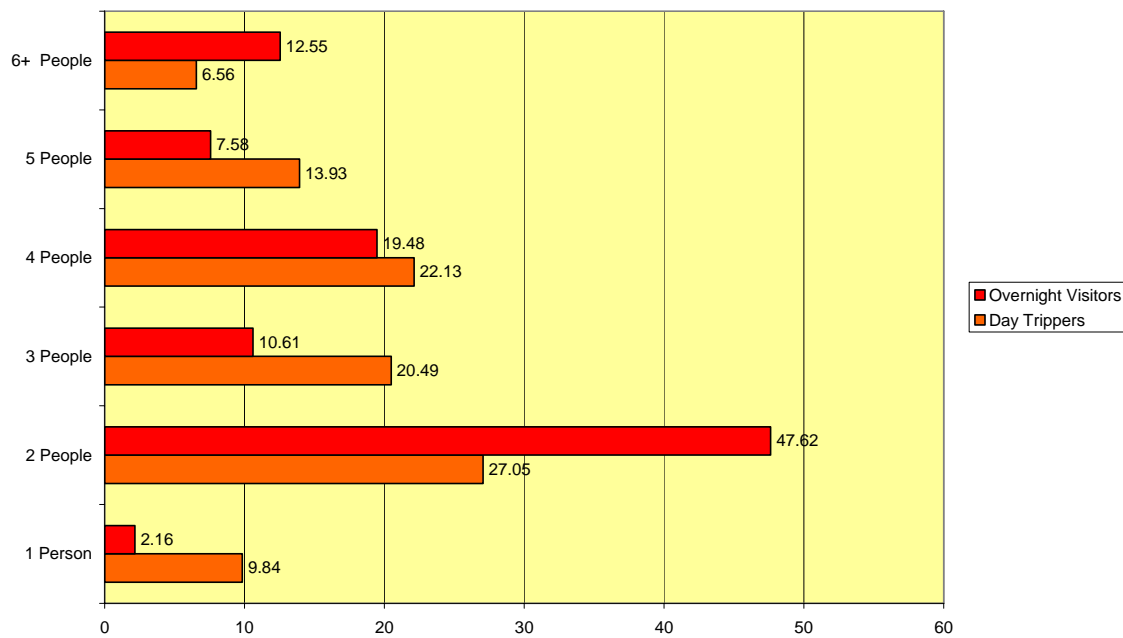


Table 7B and Figure 8 show the number of travel parties with a person under the age of 18.

Figure 8
Number of People Under 18 in the Travel Party - High Country Host Region Visitors
(Percent)

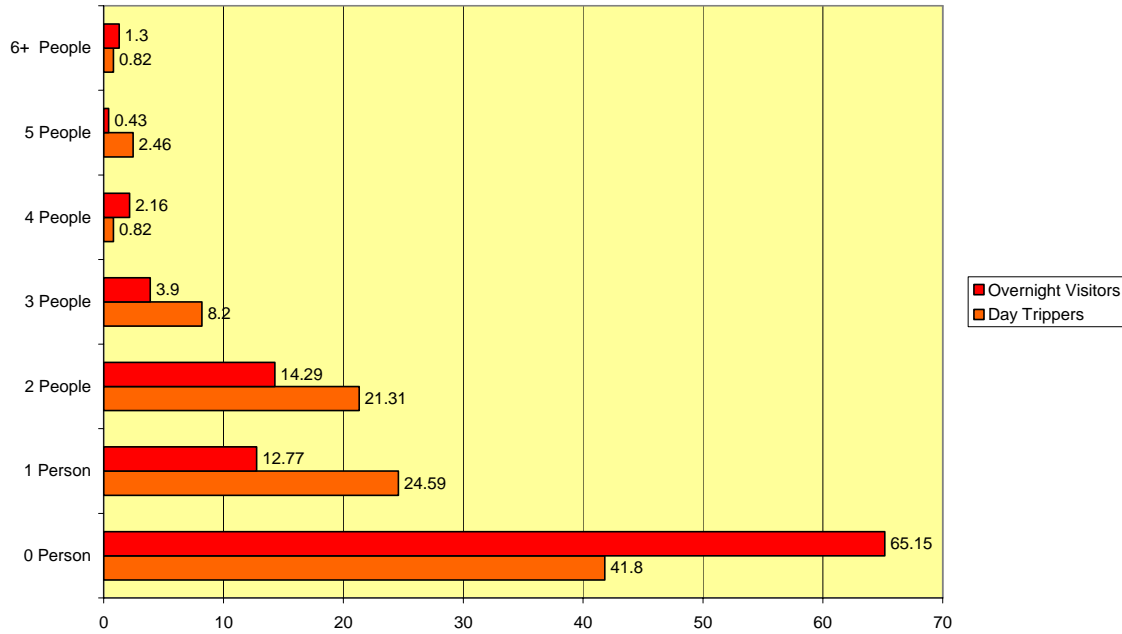
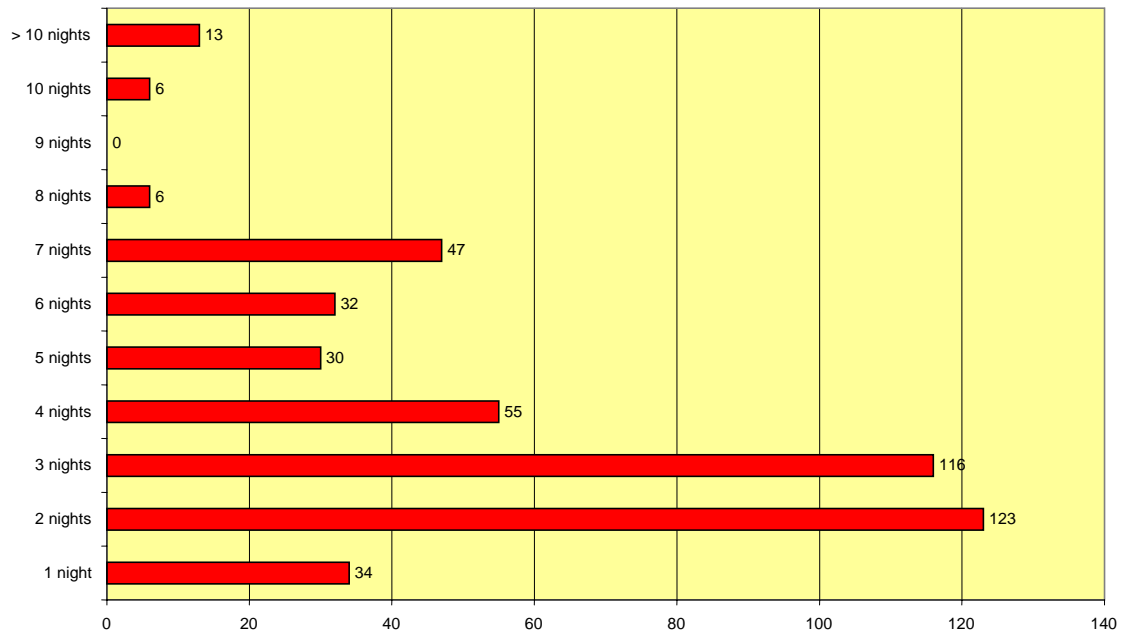


Table 8 shows the number of nights overnight visitors to the High Country Host Region planned to stay in the area. On average, overnight visitors planned to stay 4 nights. Figure 9 shows the distribution.

Figure 9
Number of Nights Overnight Visitors Planned to Stay in the Area - High Country Host Visitors
(Number of Respondents)

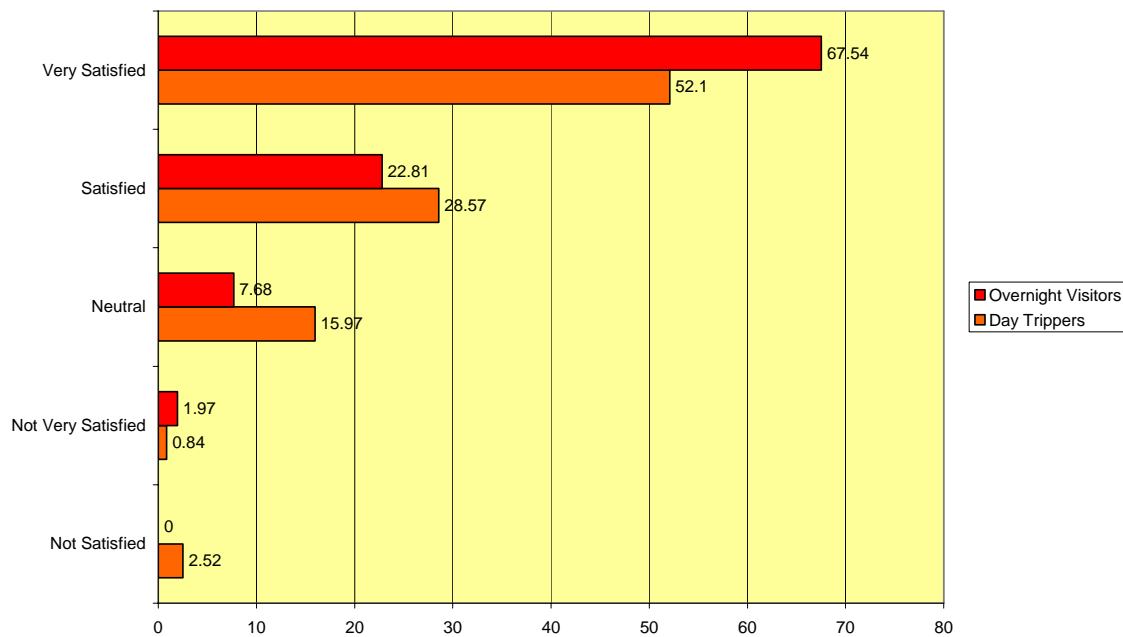


Psychographic Characteristics of High Country Host Region Visitors

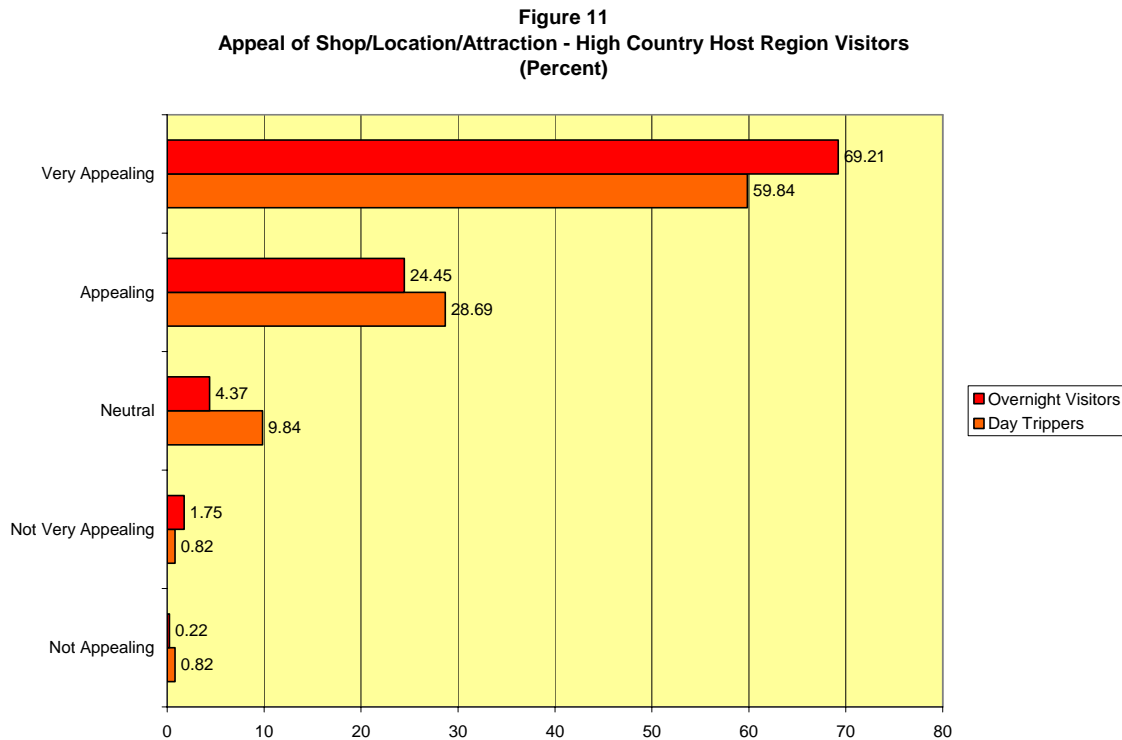
The High Country Host Region visitors were asked a number of questions related to their attitudes, interests and opinions about the Blue Ridge National Heritage Area, and the shop/location/attraction where they completed the survey.

Generally, both day trippers and overnight visitors reported being satisfied or very satisfied with the Blue Ridge National Heritage Area (Table 4). Figure 42 shows the distribution of responses that were measured on a scale of 1 = not satisfied and 5 = very satisfied. Day tripper mean was 4.27/5.0 and overnight visitor mean was 4.56/5.0.

Figure 10
Satisfaction With the BRNHA - High Country Host Region Visitors
(Percent)



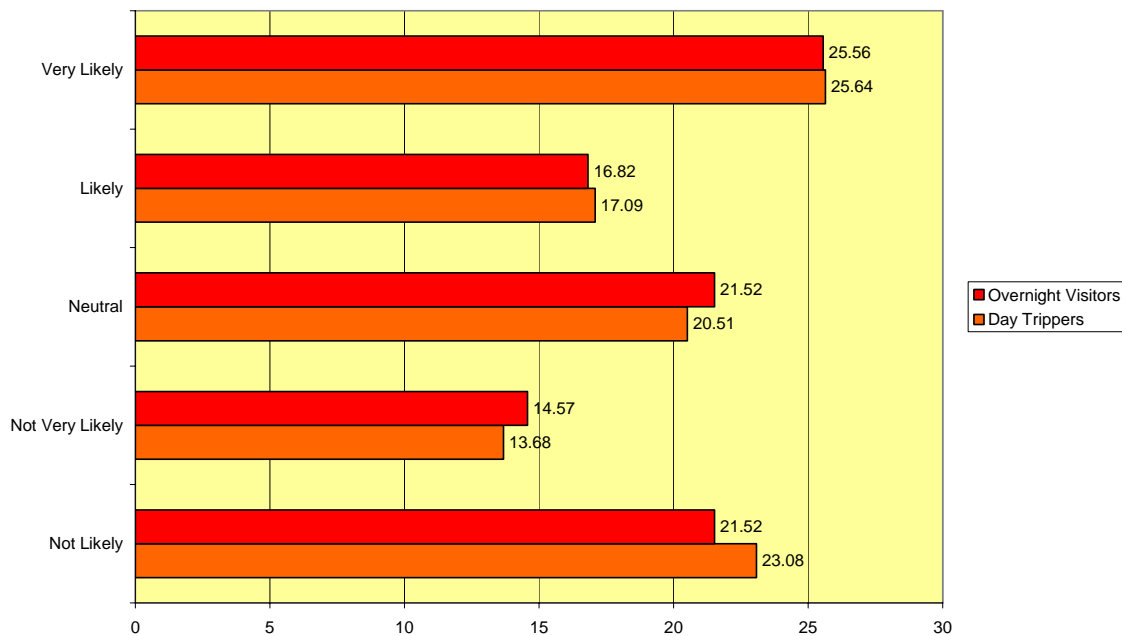
High Country Host Region day trippers and overnight visitors also reported that they thought the shop/location/attraction where they completed the survey was either appealing or very appealing (Table 5). Figure 11 shows the distribution of responses that were measured on a scale of 1 = not appealing and 5 = very appealing. Day tripper mean was 4.69/5.0 and overnight visitor mean was 4.68/5.0.



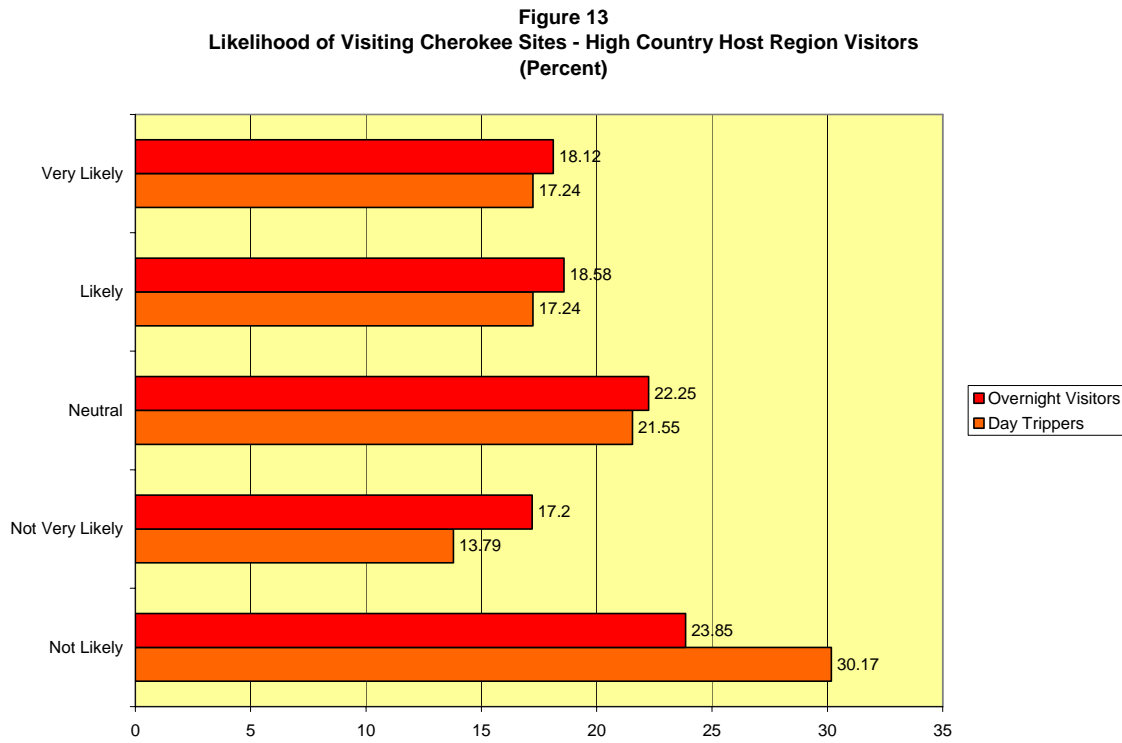
High Country Host Region visitors were asked the likelihood that they would visit or participate in various activities during their visit. The activities included musical activities, Cherokee sites, visiting a farm, garden or country-side trails, craft activities, outdoor recreation, and festivals & special events. The scale of measurement was 1 = not likely and 5 = very likely.

On average, both day trippers and overnight visitors to the High Country Host Region indicated that they would be somewhat likely to visit or participate in musical events. Their averages were 3.09/5.0 and 3.10/5.0 respectively (Table 6). The distribution of responses is shown in Figure 12.

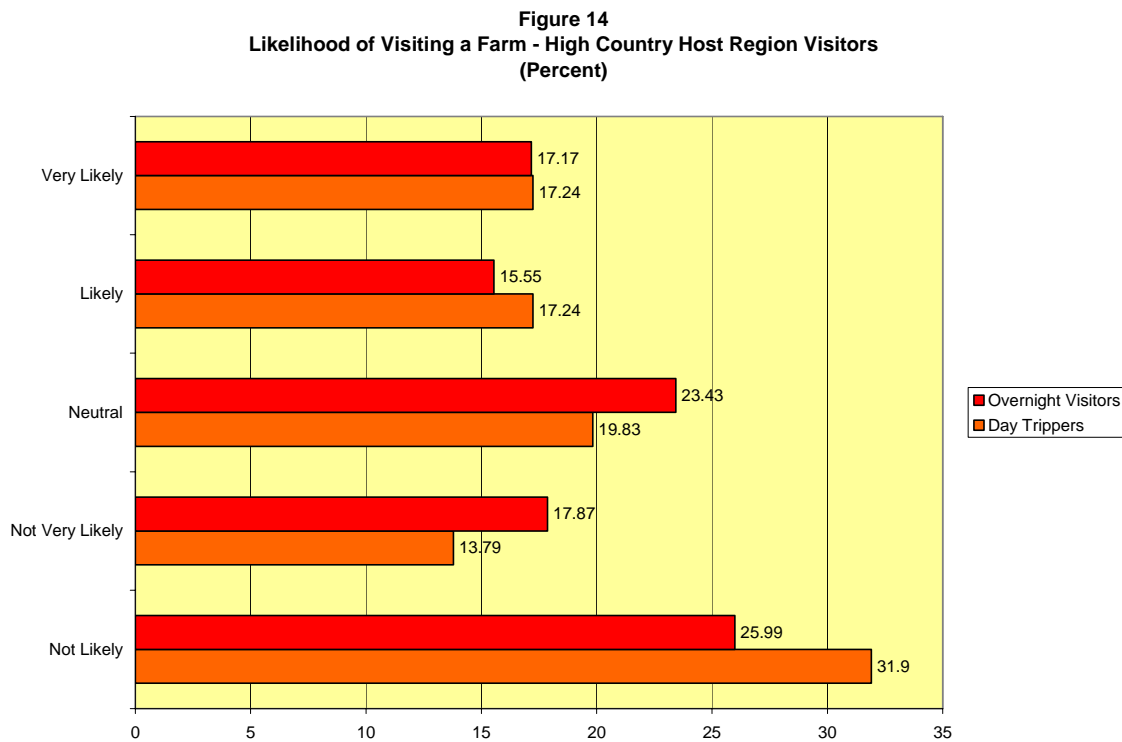
Figure 12
Likelihood of Visiting/Participating in Musical Events - High Country Host Region Visitors
(Percent)



On average, both day trippers and overnight visitors to the High Country Host Region indicated that they would be somewhat likely to visit Cherokee sites. Their averages were 2.78/5.0 and 2.90/5.0 respectively (Table 6). The distribution of responses is shown in Figure 13.

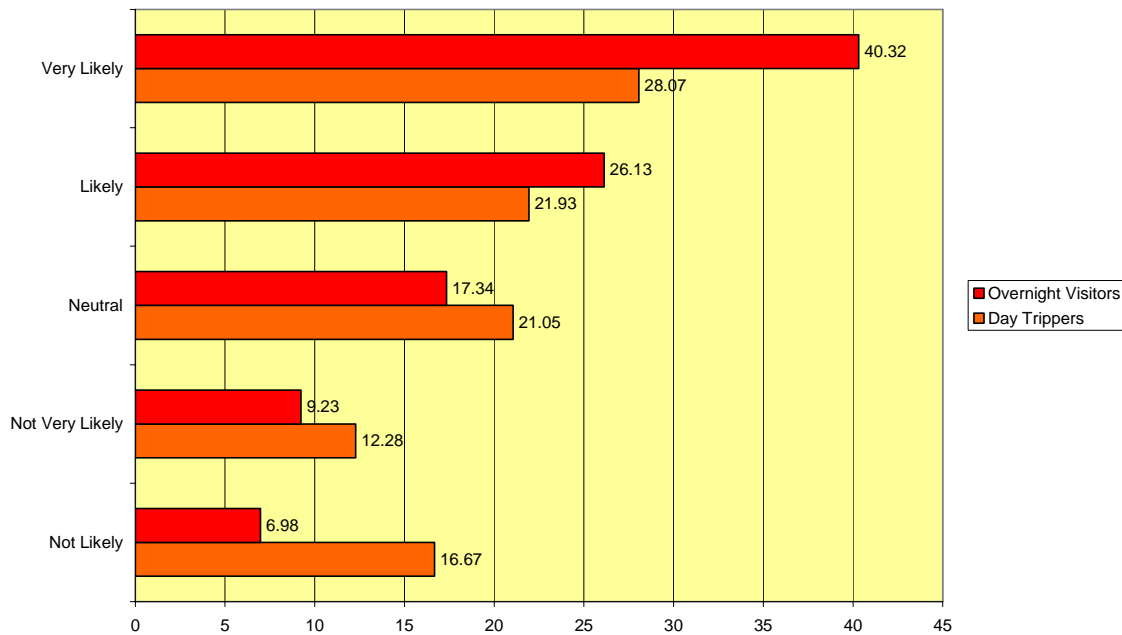


On average, both day trippers and overnight visitors to the High Country Host Region indicated that they would be somewhat likely to visit a farm. Their averages were 2.74/5.0 and 2.80/5.0 respectively (Table 6). The distribution of responses is shown in Figure 14.

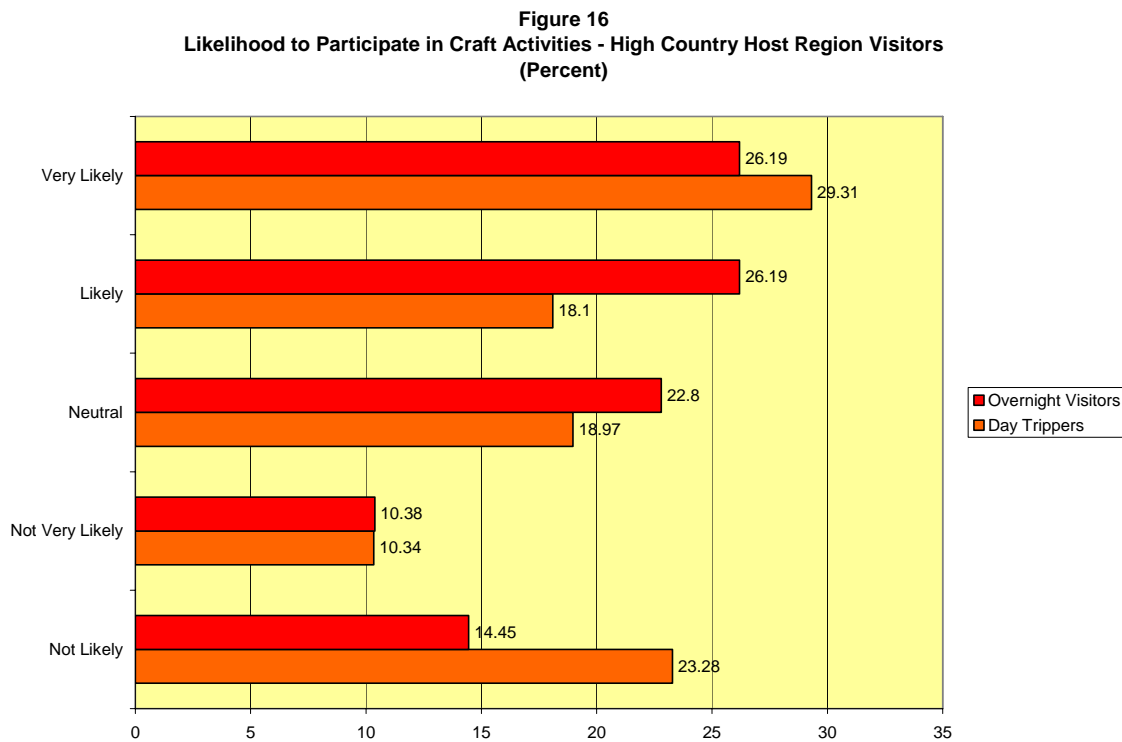


On average, both day trippers and overnight visitors to the High Country Host Region indicated that they would be somewhat more likely to visit a garden or country-side trail. Their averages were 3.32/5.0 and 3.84/5.0 respectively (Table 6). The distribution of responses is shown in Figure 15.

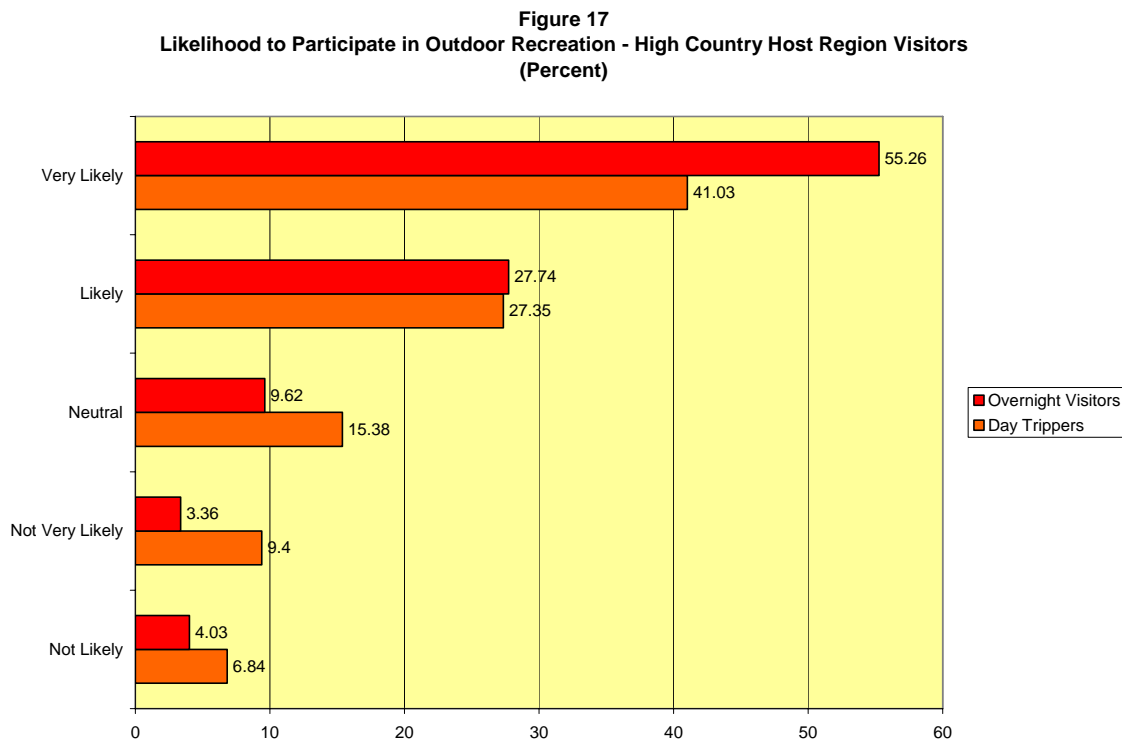
Figure 15
Likelihood of Visiting a Garden or Countryside Trail - High Country Host Region Visitors
(Percent)



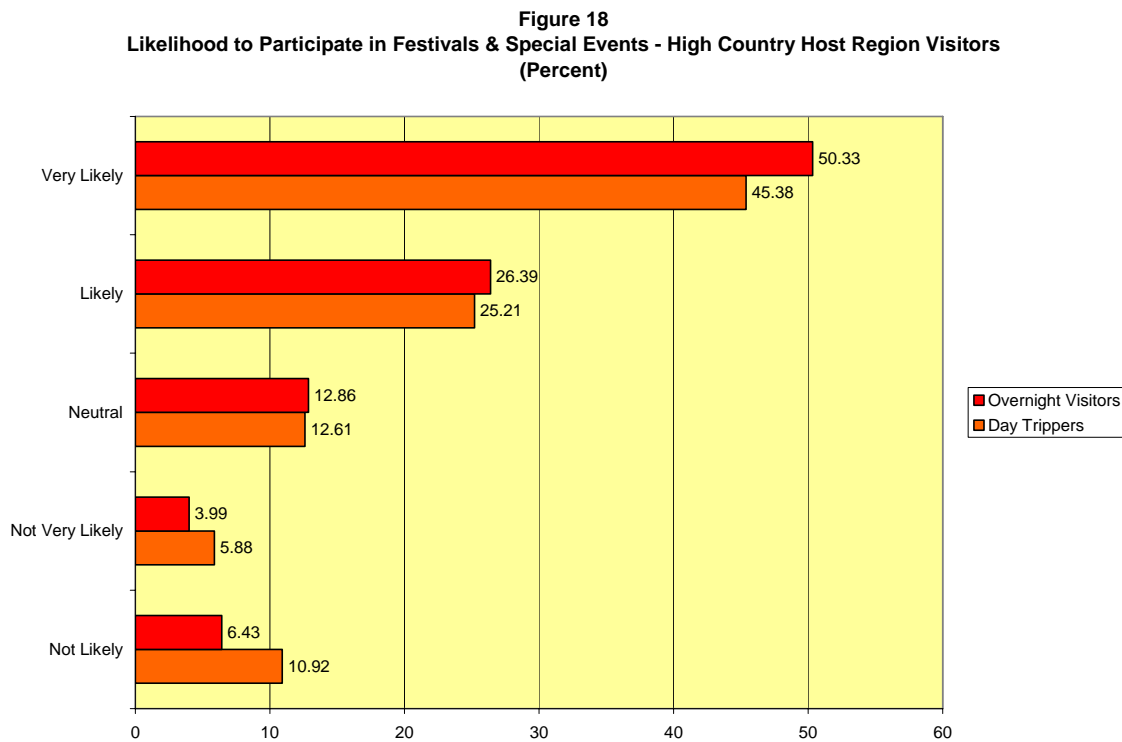
On average, both day trippers and overnight visitors to the High Country Host Region indicated that they would be somewhat more likely to participate in craft activities. Their averages were 3.20/5.0 and 3.39/5.0 respectively (Table 6). The distribution of responses is shown in Figure 16.



On average, both day trippers and overnight visitors to the High Country Host Region indicated that they would be likely to participate in outdoor recreation. Their averages were 3.86/5.0 and 4.27/5.0 respectively (Table 6). The distribution of responses is shown in Figure 17.



Finally, both day trippers and overnight visitors to the High Country Host Region indicated that they would be likely to participate in festivals & special events. Their averages were 3.88/5.0 and 4.10/5.0 respectively (Table 6). The distribution of responses is shown in Figure 18.



Blue Ridge Host Region Visitor Spending

Table 13 and Figure 19 show the pattern of spending of visitors to the High Country Host Region.

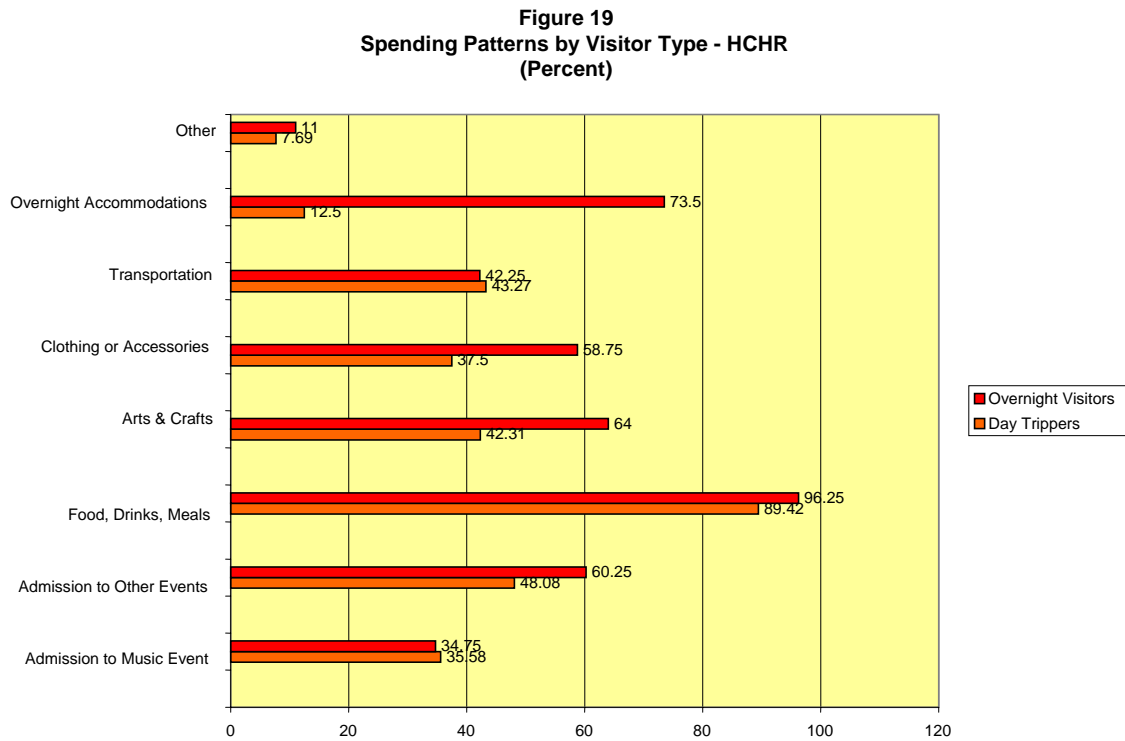
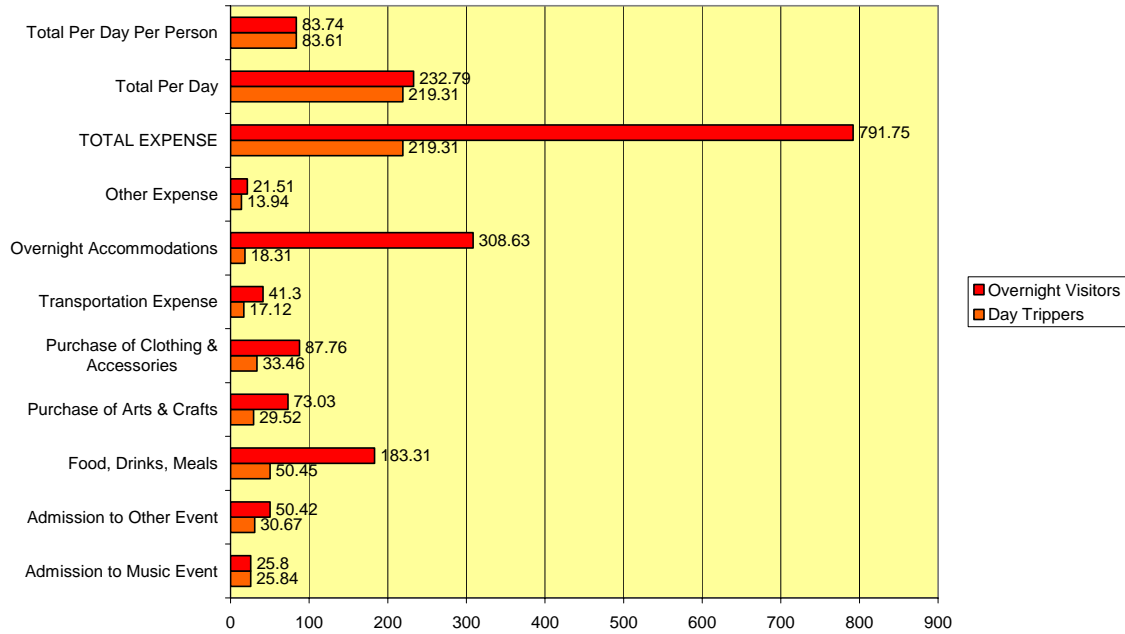


Table 14 and Figure 20 show the expenditures by visitor type.

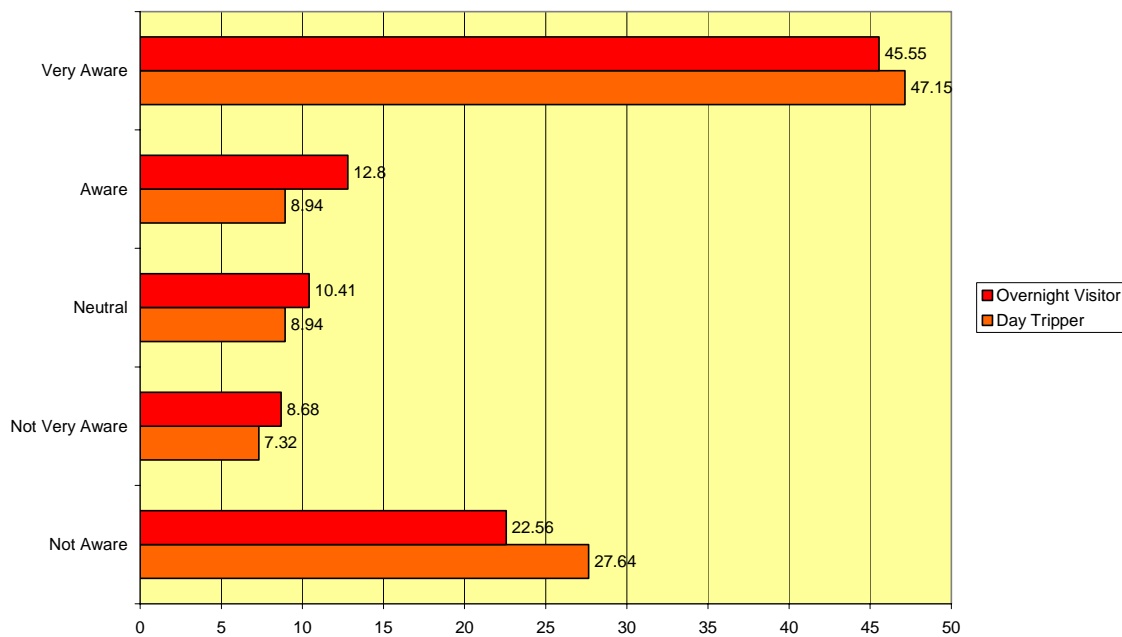
Figure 20
Expenditures by Visitor Type - High Country Host Region
(Dollars)



Blue Ridge National Heritage Area Brand Awareness

High Country Host Region visitors were asked about their awareness of the Blue Ridge National Heritage Area brand. The scale of measurement was 1 = not aware and 5 = very aware. Table 3 and Figure 21 present the results. The averages suggest a moderate awareness of the Blue Ridge National Heritage Area brand (3.3/5.0 for day trippers and 3.3/5.0 for overnight visitors) but the distribution shows possible confusion between the brand name and the Blue Ridge Mountains or the Blue Ridge Parkway.

Figure 21
Awareness of the BRNHA Brand - High Country Host Region Visitors
(Percent)



***Measurement of the Economic Vitality of
Local Tourism Industry***

High Country Host Region

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 123 | 21.03 |
| Overnight Visitors | 462 | 78.97 |

TABLE 2
PLACE OF DATA COLLECTION

| Venue | Day Trippers | | Overnight Visitors | |
|--------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Alleghany Chamber | 12 | 9.76 | 50 | 10.82 |
| Andrews Chamber | 0 | 0.00 | 0 | 0.00 |
| Asheville Art Museum | 0 | 0.00 | 0 | 0.00 |
| Biltmore Estate | 0 | 0.00 | 0 | 0.00 |
| Brevard/Transylvania Chamber | 0 | 0.00 | 0 | 0.00 |
| Cherokee Co. Chamber | 0 | 0.00 | 0 | 0.00 |
| Chetola Resort | 0 | 0.00 | 62 | 13.42 |
| Chimney Rock Park | 0 | 0.00 | 0 | 0.00 |
| Clay County Chamber & Travel | 0 | 0.00 | 0 | 0.00 |
| Cradle of Forestry in American | 0 | 0.00 | 0 | 0.00 |
| Dogwood Crafters | 0 | 0.00 | 0 | 0.00 |
| Flat Rock Playhouse | 0 | 0.00 | 0 | 0.00 |
| Fontana Village Resort | 0 | 0.00 | 0 | 0.00 |
| Franklin Chamber | 0 | 0.00 | 0 | 0.00 |
| Goldhagen Studios | 0 | 0.00 | 0 | 0.00 |
| Graham Travel & Tourism Auth. | 0 | 0.00 | 0 | 0.00 |
| Grandfather Mountain | 23 | 18.70 | 128 | 27.71 |
| Henderson Co. Travel & Tourism | 0 | 0.00 | 0 | 0.00 |
| High Country Host | 21 | 17.07 | 142 | 30.74 |
| I-26 East Welcome Center | 0 | 0.00 | 0 | 0.00 |
| I-26 West Welcome Center | 0 | 0.00 | 0 | 0.00 |
| I-40 West Welcome Center | 0 | 0.00 | 0 | 0.00 |
| Madison Co. Visitors Center | 0 | 0.00 | 0 | 0.00 |
| McDowell Co. TDA | 0 | 0.00 | 0 | 0.00 |
| Mt. Airy Chamber | 3 | 2.44 | 15 | 3.25 |
| Mountain Gateway Museum | 0 | 0.00 | 0 | 0.00 |
| Nantahala Village | 0 | 0.00 | 0 | 0.00 |
| Parkway Craft Center | 2 | 1.63 | 5 | 1.08 |
| Penland School | 0 | 0.00 | 0 | 0.00 |
| Scottish Tartan's Museum | 0 | 0.00 | 0 | 0.00 |

TABLE 2
PLACE OF DATA COLLECTION (cont.)

| Response | Day-Trippers | | Overnight Visitors | |
|--|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Smoky Mountain Host | 0 | 0.00 | 0 | 0.00 |
| Steocoah Valley Arts Crafts & Educational Center | 0 | 0.00 | 0 | 0.00 |
| Swain Co. Chamber | 0 | 0.00 | 0 | 0.00 |
| Swannanoa Valley Museum | 0 | 0.00 | 0 | 0.00 |
| Toe River Arts Council | 0 | 0.00 | 0 | 0.00 |
| Tweetsie Railroad | 62 | 50.41 | 60 | 12.99 |
| Undefined #1 | 0 | 0.00 | 0 | 0.00 |
| Undefined #2 | 0 | 0.00 | 0 | 0.00 |
| Undefined #3 | 0 | 0.00 | 0 | 0.00 |
| Undefined #4 | 0 | 0.00 | 0 | 0.00 |
| Undefined #7 (BVDNC) | 0 | 0.00 | 0 | 0.00 |
| Undefined #9 (BVDNC) | 0 | 0.00 | 0 | 0.00 |
| Undefined | 0 | 0.00 | 0 | 0.00 |
| WNC Nature Center | 0 | 0.00 | 0 | 0.00 |

TABLE 3
**AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA**

| Response | Day Trippers | | Overnight Visitors | |
|----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Aware | 34 | 27.64 | 104 | 22.56 |
| Not Very Aware | 9 | 7.32 | 40 | 8.68 |
| Neutral | 11 | 8.94 | 48 | 10.41 |
| Aware | 11 | 8.94 | 59 | 12.80 |
| Very Aware | 58 | 47.15 | 210 | 45.55 |
| Mean | 3.4 | | 3.5 | |
| Std. Deviation | 1.7 | | 1.6 | |

TABLE 4
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Satisfied | 3 | 2.52 | 0 | 0.00 |
| Not Very Satisfied | 1 | 0.84 | 9 | 1.97 |
| Neutral | 19 | 15.97 | 35 | 7.68 |
| Satisfied | 34 | 28.57 | 104 | 22.81 |
| Very Satisfied | 62 | 52.10 | 308 | 67.54 |
| Mean | 4.27 | | 4.56 | |
| Std. Deviation | 0.94 | | 0.72 | |

TABLE 5
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Not Appealing | 1 | 0.82 | 1 | 0.22 |
| Not Very Appealing | 1 | 0.82 | 8 | 1.75 |
| Neutral | 12 | 9.84 | 20 | 4.37 |
| Appealing | 35 | 28.69 | 112 | 24.45 |
| Very Appealing | 73 | 59.84 | 317 | 69.21 |
| Mean | 4.46 | | 4.61 | |
| Std. Deviation | 0.77 | | 0.68 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Day Trippers | | Overnight Visitors | |
|--------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Musical Activities | | | | |
| Not Likely | 27 | 23.08 | 96 | 21.52 |
| Not Very Likely | 16 | 13.68 | 65 | 14.57 |
| Neutral | 24 | 20.51 | 96 | 21.52 |
| Likely | 20 | 17.09 | 75 | 16.82 |
| Very Likely | 30 | 25.64 | 114 | 25.56 |
| Mean | 3.09 | | 3.10 | |
| Std. Deviation | 1.51 | | 1.48 | |
| Cherokee Sites | | | | |
| Not Likely | 35 | 30.17 | 104 | 23.85 |
| Not Very Likely | 16 | 13.79 | 75 | 17.20 |
| Neutral | 25 | 21.55 | 97 | 22.25 |
| Likely | 20 | 17.24 | 81 | 18.58 |
| Very Likely | 20 | 17.24 | 79 | 18.12 |
| Mean | 2.78 | | 2.90 | |
| Std. Deviation | 1.47 | | 1.43 | |
| Visiting a Farm | | | | |
| Not Likely | 37 | 31.90 | 112 | 25.99 |
| Not Very Likely | 16 | 13.79 | 77 | 17.87 |
| Neutral | 23 | 19.83 | 101 | 23.43 |
| Likely | 20 | 17.24 | 67 | 15.55 |
| Very Likely | 20 | 17.24 | 74 | 17.17 |
| Mean | 2.74 | | 2.80 | |
| Std. Deviation | 1.49 | | 1.42 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Day Trippers | | Overnight Visitors | |
|---------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Garden/Countryside Trails | | | | |
| Not Likely | 19 | 16.67 | 31 | 6.98 |
| Not Very Likely | 14 | 12.28 | 41 | 9.23 |
| Neutral | 24 | 21.05 | 77 | 17.34 |
| Likely | 25 | 21.93 | 116 | 26.13 |
| Very Likely | 32 | 28.07 | 179 | 40.32 |
| Mean | 3.32 | | 3.84 | |
| Std. Deviation | 1.43 | | 1.25 | |
| Craft Activities | | | | |
| Not Likely | 27 | 23.28 | 64 | 14.45 |
| Not Very Likely | 12 | 10.34 | 46 | 10.38 |
| Neutral | 22 | 18.97 | 101 | 22.80 |
| Likely | 21 | 18.10 | 116 | 26.19 |
| Very Likely | 34 | 29.31 | 116 | 26.19 |
| Mean | 3.20 | | 3.39 | |
| Std. Deviation | 1.54 | | 1.36 | |
| Outdoor Recreation | | | | |
| Not Likely | 8 | 6.84 | 18 | 4.03 |
| Not Very Likely | 11 | 9.40 | 15 | 3.36 |
| Neutral | 18 | 15.38 | 43 | 9.62 |
| Likely | 32 | 27.35 | 124 | 27.74 |
| Very Likely | 48 | 41.03 | 247 | 55.26 |
| Mean | 3.86 | | 4.27 | |
| Std. Deviation | 1.25 | | 1.04 | |

TABLE 6
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Day Trippers | | Overnight Visitors | |
|---------------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Festivals & Special Events | | | | |
| Not Likely | 13 | 10.92 | 29 | 6.43 |
| Not Very Likely | 7 | 5.88 | 18 | 3.99 |
| Neutral | 15 | 12.61 | 58 | 12.86 |
| Likely | 30 | 25.21 | 119 | 26.39 |
| Very Likely | 54 | 45.38 | 227 | 50.33 |
| Mean | 3.88 | | 4.10 | |
| Std. Deviation | 1.34 | | 1.17 | |

TABLE 7A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Day-Trippers | | Overnight Visitors | |
|-----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 1 Person | 12 | 9.84 | 10 | 2.16 |
| 2 People | 33 | 27.05 | 220 | 47.62 |
| 3 People | 25 | 20.49 | 49 | 10.61 |
| 4 People | 27 | 22.13 | 90 | 19.48 |
| 5 People | 17 | 13.93 | 35 | 7.58 |
| 6+ People | 8 | 6.56 | 58 | 12.55 |

TABLE 7B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Day-Trippers | | Overnight Visitors | |
|-----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| 0 Person | 51 | 41.80 | 301 | 65.15 |
| 1 Person | 30 | 24.59 | 59 | 12.77 |
| 2 People | 26 | 21.31 | 66 | 14.29 |
| 3 People | 10 | 8.20 | 18 | 3.90 |
| 4 People | 1 | 0.82 | 10 | 2.16 |
| 5 People | 3 | 2.46 | 2 | 0.43 |
| 6+ People | 1 | 0.82 | 6 | 1.30 |

TABLE 8
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-----------------------------|--------------------|--------|
| | Mean | Median |
| 1 night | 34 | 7.36 |
| 2 nights | 123 | 26.62 |
| 3 nights | 116 | 25.11 |
| 4 nights | 55 | 11.90 |
| 5 nights | 30 | 6.49 |
| 6 nights | 32 | 6.93 |
| 7 nights | 47 | 10.17 |
| 8 nights | 6 | 1.30 |
| 9 nights | 0 | 0.00 |
| 10 nights | 6 | 1.30 |
| > 10 nights | 13 | 2.83 |
| Overall: Frequency = 462 | 4.01 | 3.00 |

TABLE 9
GENDER OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Female | 82 | 67.21 | 309 | 67.91 |
| Male | 40 | 32.79 | 146 | 32.09 |

TABLE 10
AGE OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|----------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Below 25 | 3 | 3.49 | 15 | 4.55 |
| 25 – 35 | 24 | 27.91 | 39 | 11.82 |
| 36 – 45 | 22 | 25.58 | 70 | 21.21 |
| 46 – 55 | 12 | 13.95 | 70 | 21.21 |
| 56 – 65 | 18 | 20.93 | 81 | 24.55 |
| Over 65 | 7 | 8.14 | 55 | 16.67 |
| Mean | 44.83 | | 50.89 | |
| Median | 41.50 | | 53.00 | |

TABLE 11
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|-----------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| High School | 17 | 14.05 | 59 | 13.50 |
| Some College | 41 | 33.88 | 134 | 30.66 |
| Bachelor Degree | 35 | 28.93 | 133 | 30.43 |
| Graduate Degree | 28 | 23.14 | 111 | 25.40 |

TABLE 12
INCOME OF RESPONDENT

| Response | Day-Trippers | | Overnight Visitors | |
|---------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| \$0 - \$24,999 | 13 | 12.04 | 27 | 7.12 |
| \$25,000 - \$49,999 | 39 | 36.11 | 89 | 23.48 |
| \$50,000 - \$74,999 | 23 | 21.30 | 101 | 26.65 |
| \$75,000 - \$99,999 | 14 | 12.96 | 61 | 16.09 |
| \$100,000-\$124,999 | 10 | 9.26 | 52 | 13.72 |
| \$125,000-\$149,999 | 4 | 3.70 | 16 | 4.22 |
| \$150,000-\$174,999 | 2 | 1.85 | 6 | 1.58 |
| OVER \$175,000 | 3 | 2.78 | 27 | 7.12 |

TABLE 13
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Day-Trippers | | Overnight Visitors | |
|------------------------------------|--------------|---------|--------------------|---------|
| | Frequency | Percent | Frequency | Percent |
| Admission to Music Event | | | | |
| No Expense | 67 | 64.42 | 261 | 65.25 |
| Yes Expense | 37 | 35.58 | 139 | 34.75 |
| Admission to Other Events | | | | |
| No Expense | 54 | 51.92 | 159 | 39.75 |
| Yes Expense | 50 | 48.08 | 241 | 60.25 |
| Food, Drinks, Meals | | | | |
| No Expense | 11 | 10.58 | 15 | 3.75 |
| Yes Expense | 93 | 89.42 | 385 | 96.25 |
| Arts & Crafts | | | | |
| No Expense | 60 | 57.69 | 144 | 36.00 |
| Yes Expense | 44 | 42.31 | 256 | 64.00 |
| Clothing or Accessories | | | | |
| No Expense | 65 | 62.50 | 165 | 41.25 |
| Yes Expense | 39 | 37.50 | 235 | 58.75 |
| Transportation | | | | |
| No Expense | 59 | 56.73 | 231 | 57.75 |
| Yes Expense | 45 | 43.27 | 169 | 42.25 |
| Overnight Accommodations | | | | |
| No Expense | 91 | 87.50 | 106 | 26.50 |
| Yes Expense | 13 | 12.50 | 294 | 73.50 |
| Other | | | | |
| No Expense | 96 | 92.31 | 356 | 89.00 |
| Yes Expense | 8 | 7.69 | 44 | 11.00 |
| No Expense or Missing Value | 3 | 2.88 | 1 | 0.25 |
| Total Yes Expense | 101 | 97.12 | 399 | 99.75 |

TABLE 14
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Day-Trippers | | | Overnight Visitors | | |
|------------------------------------|--------------|--------|-----------|--------------------|--------|-----------|
| | Frequency | Mean | Std. Dev. | Frequency | Mean | Std. Dev. |
| Admission to Music Event | 104 | 25.84 | 57.23 | 400 | 25.80 | 61.05 |
| Admission to Other Event | 104 | 30.67 | 51.52 | 400 | 50.42 | 72.85 |
| Food, Drinks, Meals | 104 | 50.45 | 63.64 | 400 | 183.31 | 213.87 |
| Purchase of Arts & Crafts | 104 | 29.52 | 53.39 | 400 | 73.03 | 129.55 |
| Purchase of Clothing & Accessories | 104 | 33.46 | 83.84 | 400 | 87.76 | 156.68 |
| Transportation Expense | 104 | 17.12 | 25.66 | 400 | 41.30 | 81.27 |
| Overnight Accommodations | 104 | 18.31 | 63.42 | 400 | 308.63 | 664.45 |
| Other Expense | 104 | 13.94 | 67.97 | 400 | 21.51 | 79.48 |
| TOTAL EXPENSE | 104 | 219.31 | 348.27 | 400 | 791.75 | 923.09 |
| Total Per Day | 104 | 219.31 | 348.27 | 400 | 232.79 | 281.27 |
| Total Per Day Per Person | 104 | 83.61 | 154.51 | 400 | 83.74 | 69.75 |

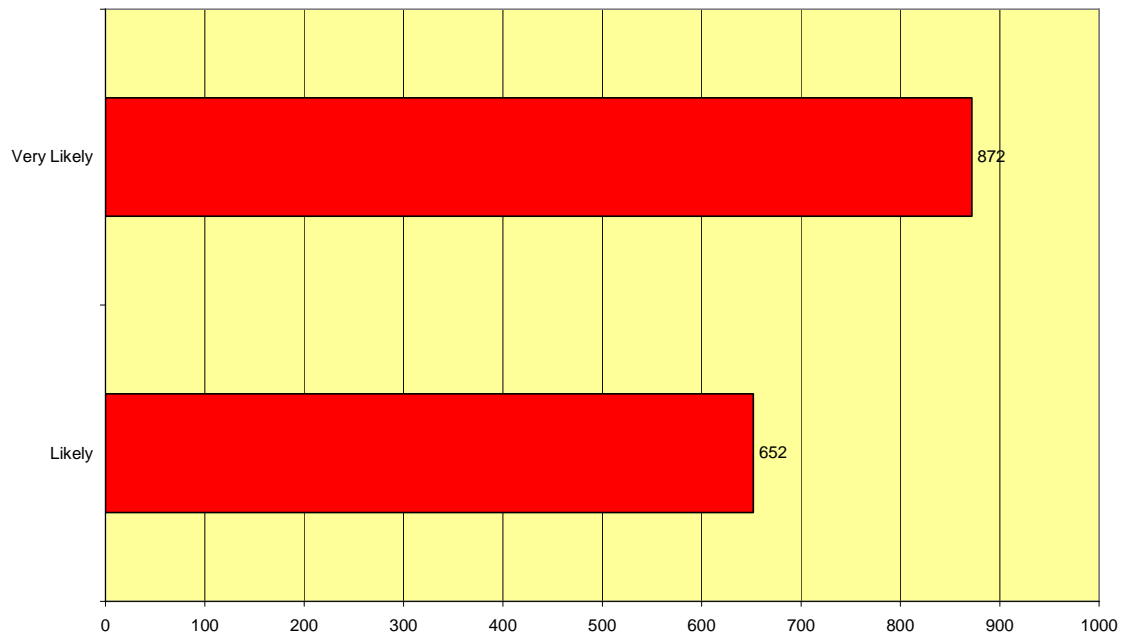
Measurement of the Economic Vitality of Local Tourism Industry

Question 4A – Musical Activities

Likelihood of Attending a Music Event

Across the entire sample, a total of 1,524 respondents indicated that they were interested in musical activities. Table 7 and Figure 1 show the distribution of respondents indicating that they would likely or very likely attend a music event.

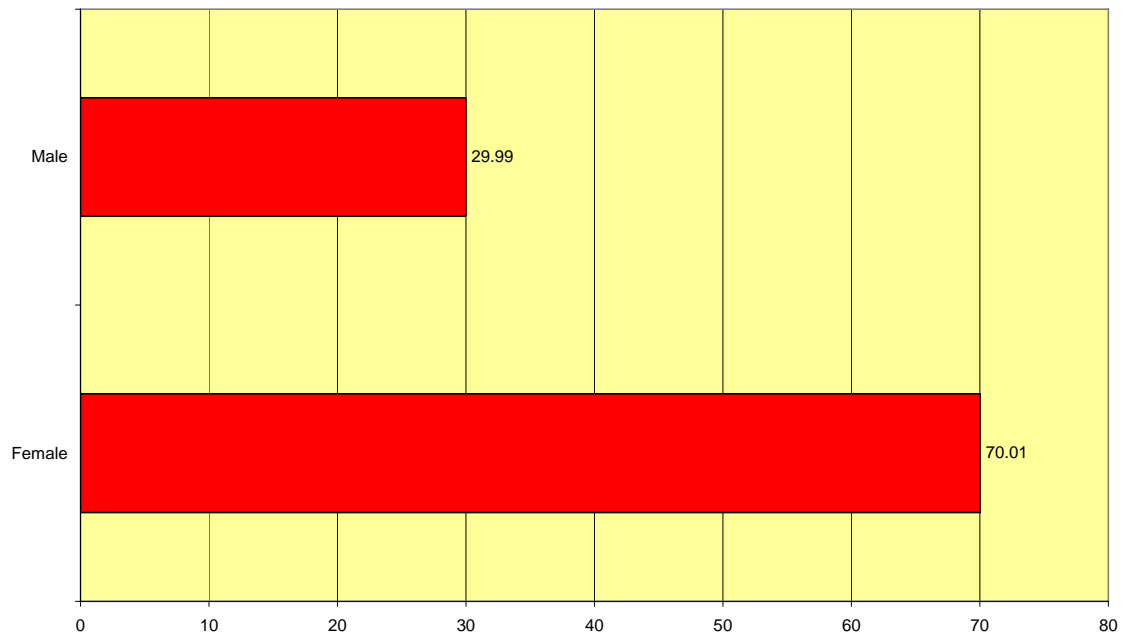
Figure 1
Number of Respondents Indicating an Interest In Music Activities
(Frequency)



Gender of Those Likely to Attend a Music Event

As with the sample as a whole, most of the respondents interested in music events were female (Table 10). Figure 2 shows the distribution of respondents' gender that indicated an interest for musical events.

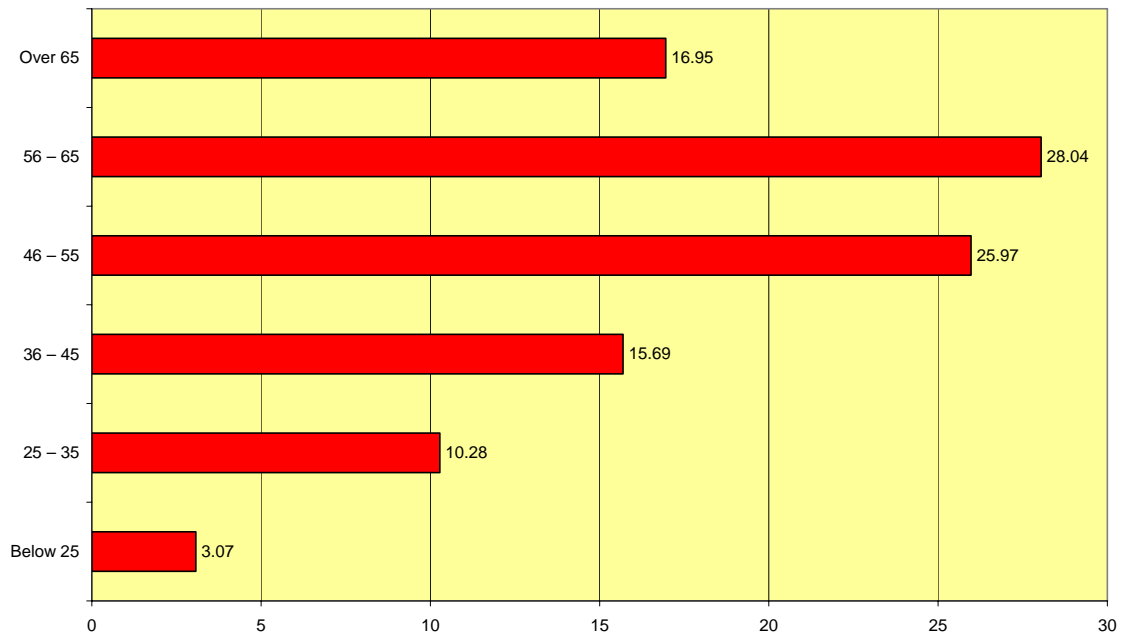
Figure 2
Gender of Respondents Indicating an Interest In Music Events
(Percent)



Age of Those Likely to Attend a Music Event

Those who were interested in musical events averaged 52.45 years of age (Table 11). Their age distribution is shown in Figure 3.

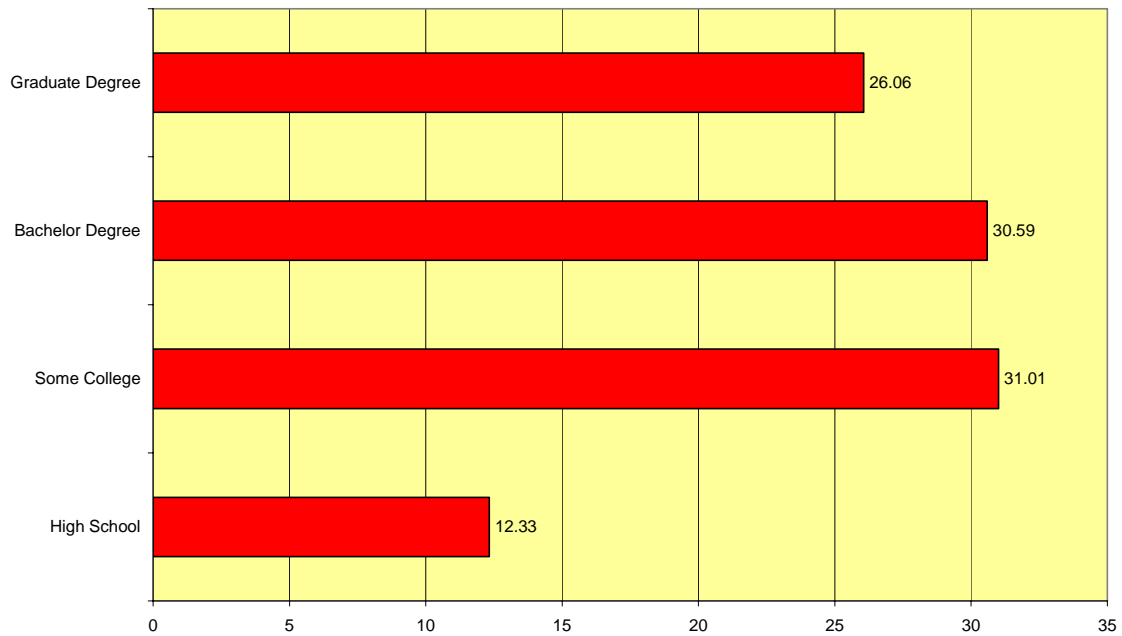
Figure 3
Age Distribution of Respondents Who Indicated an Interest in Music Events
(Percent)



Education of Those Likely to Attend a Music Event

The educational levels of respondents indicating an interest in music events is shown in Figure 4 (Table 12).

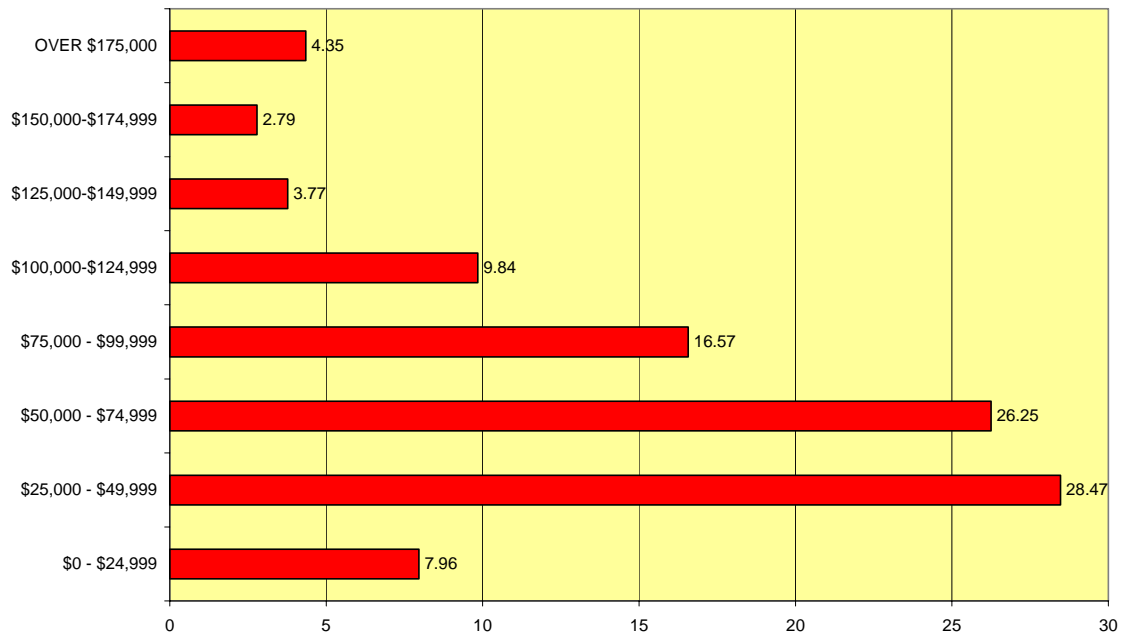
Figure 4
Education Level of Respondents Indicating an Interest in Music Events
(Percent)



Income of Those Likely to Attend a Music Event

The income levels of respondents indicating an interest in music events is shown in Figure 5 (Table 13).

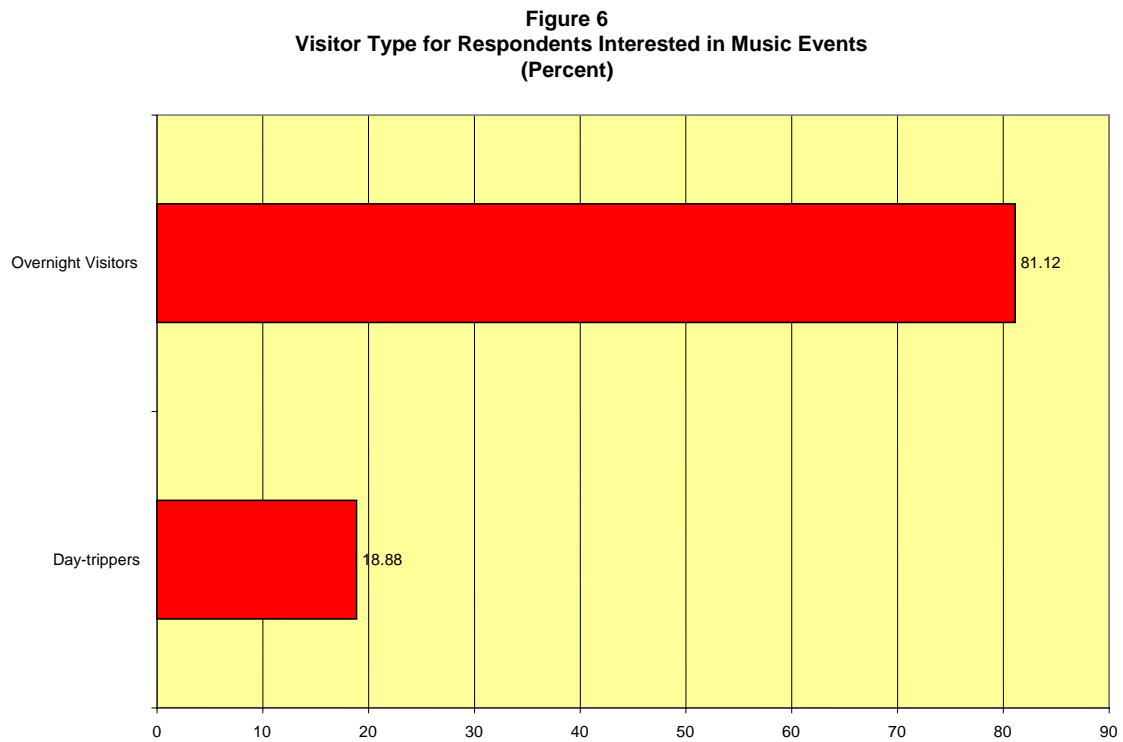
Figure 5
Income Level of Respondents Who Indicated an Interest In Music Events
(Percent)



Overnight Visitors Likely to Attend a Music Event

A majority of respondents indicating an interest in music events were overnight visitors (Table 1).

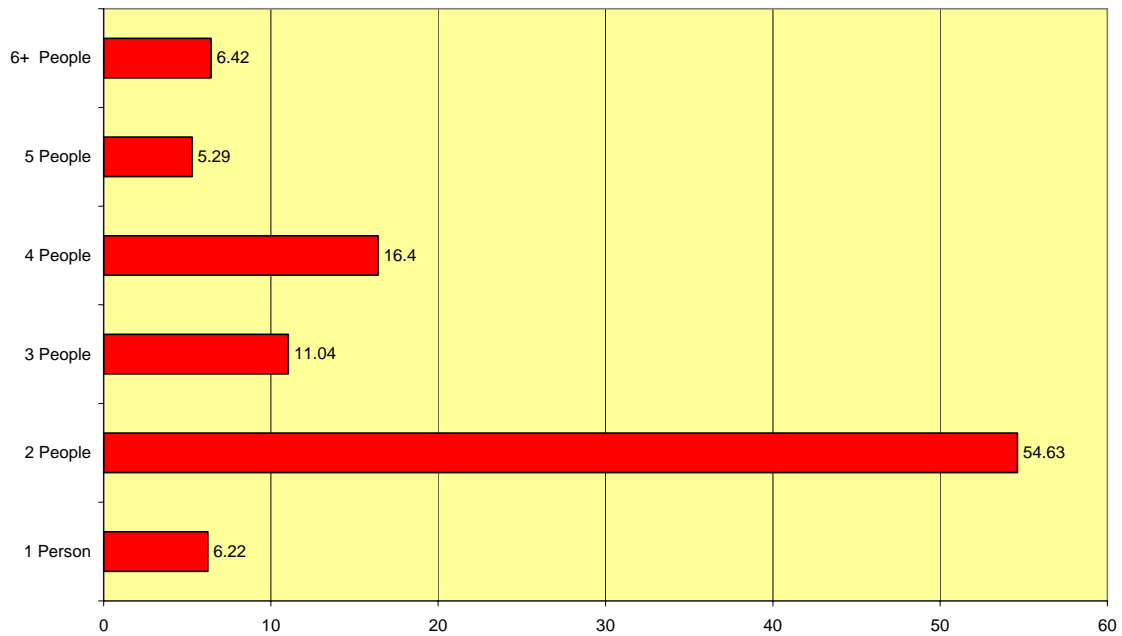
Figure 6 shows the distribution.



Number in Travel Party Likely to Attend a Music Event

The number of people in the travel party of those interested in music events is shown in Figure 7 (Table 8A).

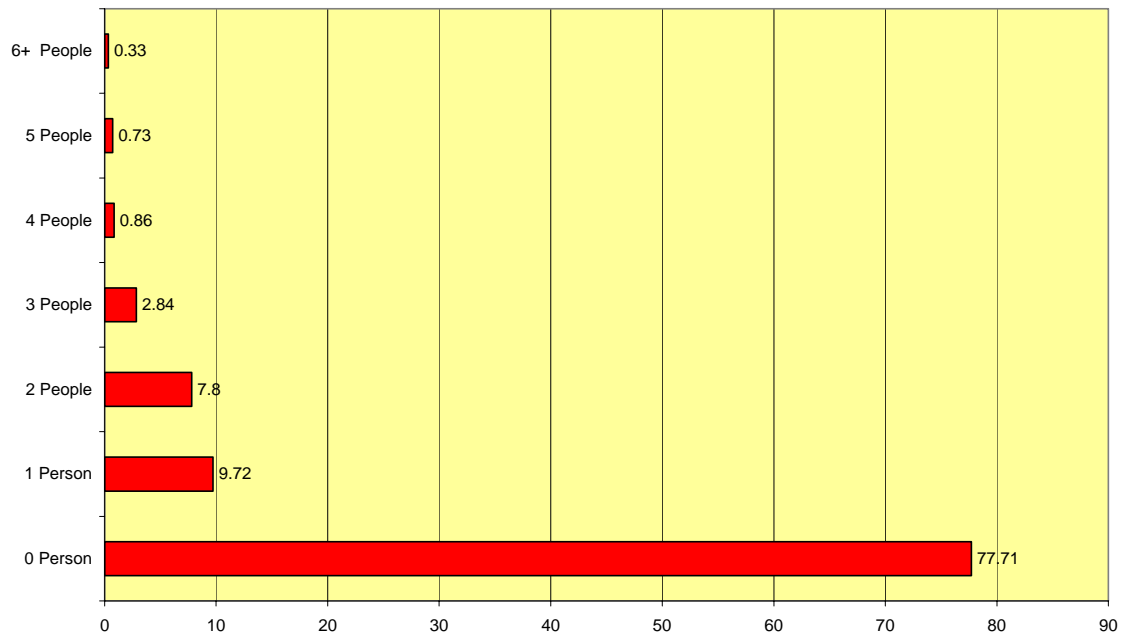
Figure 7
Travel Party Size for Respondents Interested in Music Events
(Percent)



Number Under 18 in Travel Party Likely to Attend a Music Event

The number of people under 18 years of age in the travel party of those interested in music events is shown in Figure 8 (Table 8B).

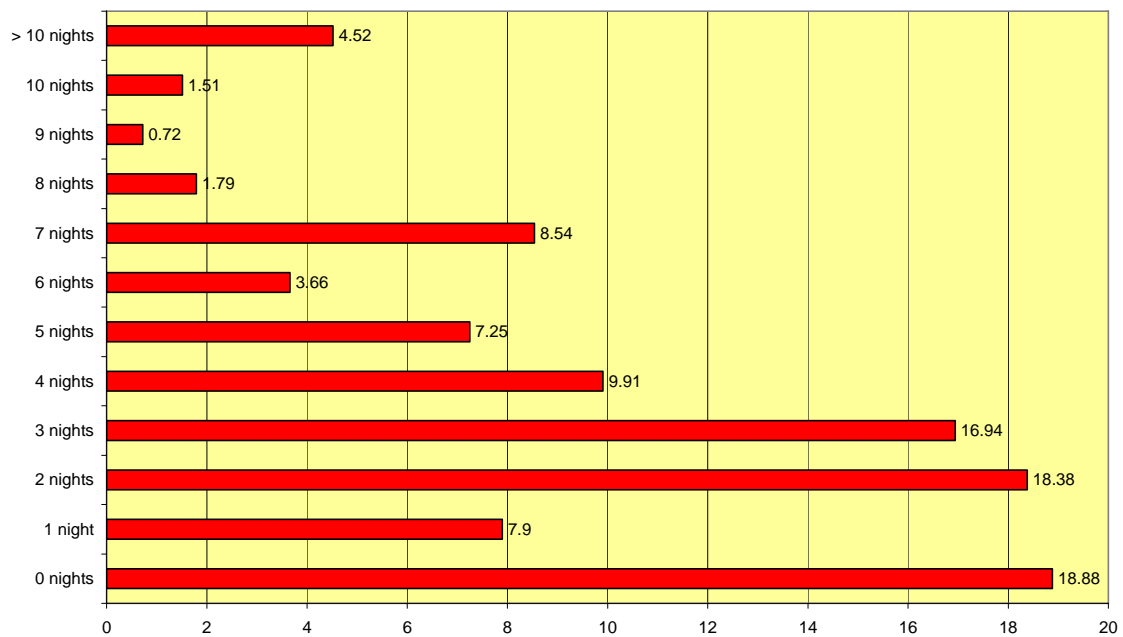
Figure 8
Number of People Under 18 in the Travel Party of Those Interested in Music Events
(Percent)



Number of Nights Staying in the Area for Those Likely to Attend a Music Event

On average, respondents interested in music events reported staying 3.69 nights. The distribution of number of nights respondents interested in music events reported staying in the area is shown in Figure 9 (Table 9).

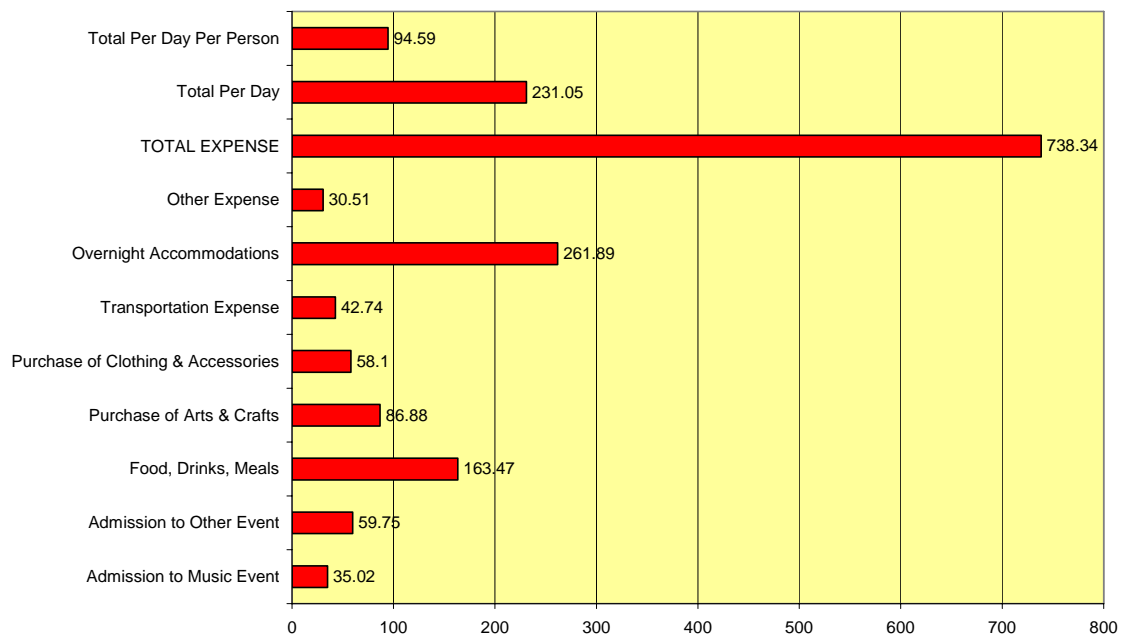
Figure 9
Number of Nights Respondents Interested in Music Reported Staying in the Area
(Percent)



Expenditures of Those Likely to Attend a Music Event

The expenditures of respondents interested in music events are shown in Figure 10 (Table 15).

Figure 10
Expenditures of Respondents Indicating an Interest in Music Events
(Dollars)



Measurement of the Economic Vitality of Local Tourism Industry

Question 4A – Musical Activities

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 263 | 18.88 |
| Overnight Visitors | 1,130 | 81.12 |

TABLE 2
REGION OF DATA COLLECTION

| Venue | Frequency | Percent |
|---------------------|-----------|---------|
| Blue Ridge Heritage | 835 | 54.79 |
| High County Host | 262 | 17.19 |
| Smoky | 359 | 23.56 |
| Unknown | 68 | 4.46 |

TABLE 3
PLACE OF DATA COLLECTION

| Venue | Frequency | Percent |
|--------------------------------|-----------|---------|
| Alleghany Chamber | 35 | 2.30 |
| Andrews Chamber | 5 | 0.33 |
| Asheville Art Museum | 38 | 2.49 |
| Biltmore Estate | 56 | 3.67 |
| Brevard/Transylvania Chamber | 13 | 0.85 |
| Cherokee Co. Chamber | 14 | 0.92 |
| Chetola Resort | 22 | 1.44 |
| Chimney Rock Park | 190 | 12.47 |
| Clay County Chamber & Travel | 2 | 0.13 |
| Cradle of Forestry in American | 16 | 1.05 |
| Dogwood Crafters | 8 | 0.52 |
| Flat Rock Playhouse | 10 | 0.66 |
| Fontana Village Resort | 16 | 1.05 |
| Franklin Chamber | 11 | 0.72 |
| Goldhagen Studios | 10 | 0.66 |
| Graham Travel & Tourism Auth. | 8 | 0.52 |
| Grandfather Mountain | 47 | 3.08 |
| Henderson Co. Travel & Tourism | 57 | 3.74 |
| High Country Host | 78 | 5.12 |
| I-26 East Welcome Center | 223 | 14.63 |
| I-26 West Welcome Center | 75 | 4.92 |
| I-40 West Welcome Center | 222 | 14.57 |
| Madison Co. Visitors Center | 10 | 0.66 |
| McDowell Co. TDA | 4 | 0.26 |
| Mt. Airy Chamber | 12 | 0.79 |
| Mountain Gateway Museum | 7 | 0.46 |
| Nantahala Village | 11 | 0.72 |
| Parkway Craft Center | 3 | 0.20 |
| Penland School | 63 | 4.13 |
| Scottish Tartan's Museum | 2 | 0.13 |

TABLE 3
PLACE OF DATA COLLECTION (cont.)

| Venue | Frequency | Percent |
|---|-----------|---------|
| Smoky Mountain Host | 29 | 1.90 |
| Stecoah Valley Arts Crafts & Educational Center | 4 | 0.26 |
| Swain Co. Chamber | 10 | 0.66 |
| Swannanoa Valley Museum | 0 | 0.00 |
| Toe River Arts Council | 10 | 0.66 |
| Tweetsie Railroad | 65 | 4.27 |
| Undefined #1 | 11 | 0.72 |
| Undefined #2 | 30 | 1.97 |
| Undefined #3 | 7 | 0.46 |
| Undefined #4 | 8 | 0.52 |
| Undefined #7 (BVDNC) | 6 | 0.39 |
| Undefined #9 (BVDNC) | 11 | 0.72 |
| Undefined | 60 | 3.94 |
| WNC Nature Center | 5 | 0.33 |

TABLE 4
**AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA**

| Response | Frequency | Percent |
|----------------------|-----------|---------|
| Not Aware | 350 | 23.06 |
| Not Very Aware | 100 | 6.59 |
| Neutral | 163 | 10.74 |
| Aware | 224 | 14.76 |
| Very Aware | 681 | 44.86 |
| Mean = 3.5 | | |
| Std. Deviation = 1.6 | | |

TABLE 5
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Satisfied | 4 | 0.27 |
| Not Very Satisfied | 16 | 1.07 |
| Neutral | 88 | 5.89 |
| Satisfied | 329 | 22.04 |
| Very Satisfied | 1,056 | 70.73 |
| Mean = 4.62 | | |
| Std. Deviation = 0.67 | | |

TABLE 6
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Appealing | 2 | 0.13 |
| Not Very Appealing | 9 | 0.60 |
| Neutral | 62 | 4.14 |
| Appealing | 286 | 19.08 |
| Very Appealing | 1,140 | 76.05 |
| Mean = 4.70 | | |
| Std. Deviation = 0.59 | | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Musical Activities | | |
| Not Likely | 0 | 0.00 |
| Not Very Likely | 0 | 0.00 |
| Neutral | 0 | 0.00 |
| Likely | 652 | 42.78 |
| Very Likely | 872 | 57.22 |
| Mean | 4.57 | |
| Std. Deviation | 0.49 | |
| Cherokee Sites | | |
| Not Likely | 195 | 13.69 |
| Not Very Likely | 154 | 10.81 |
| Neutral | 248 | 17.42 |
| Likely | 337 | 23.67 |
| Very Likely | 490 | 34.41 |
| Mean | 3.54 | |
| Std. Deviation | 1.41 | |
| Visiting a Farm | | |
| Not Likely | 288 | 20.67 |
| Not Very Likely | 205 | 14.72 |
| Neutral | 272 | 19.53 |
| Likely | 259 | 18.59 |
| Very Likely | 369 | 26.49 |
| Mean | 3.16 | |
| Std. Deviation | 1.48 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------|-----------|---------|
| Garden/Countryside Trails | | |
| Not Likely | 86 | 6.01 |
| Not Very Likely | 78 | 5.45 |
| Neutral | 201 | 14.05 |
| Likely | 365 | 25.51 |
| Very Likely | 701 | 48.99 |
| Mean | 4.06 | |
| Std. Deviation | 1.18 | |
| Craft Activities | | |
| Not Likely | 107 | 7.46 |
| Not Very Likely | 111 | 7.74 |
| Neutral | 250 | 17.42 |
| Likely | 371 | 25.85 |
| Very Likely | 596 | 41.53 |
| Mean | 3.86 | |
| Std. Deviation | 1.25 | |
| Outdoor Recreation | | |
| Not Likely | 61 | 4.27 |
| Not Very Likely | 59 | 4.13 |
| Neutral | 156 | 10.92 |
| Likely | 355 | 24.84 |
| Very Likely | 798 | 55.84 |
| Mean | 4.24 | |
| Std. Deviation | 1.08 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Festivals & Special Events | | |
| Not Likely | 29 | 1.96 |
| Not Very Likely | 38 | 2.57 |
| Neutral | 115 | 7.78 |
| Likely | 346 | 23.41 |
| Very Likely | 950 | 64.29 |
| Mean | 4.45 | |
| Std. Deviation | 0.89 | |

TABLE 8A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 1 Person | 94 | 6.22 |
| 2 People | 826 | 54.63 |
| 3 People | 167 | 11.04 |
| 4 People | 248 | 16.40 |
| 5 People | 80 | 5.29 |
| 6+ People | 97 | 6.42 |

TABLE 8B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 0 Person | 1,175 | 77.71 |
| 1 Person | 147 | 9.72 |
| 2 People | 118 | 7.80 |
| 3 People | 43 | 2.84 |
| 4 People | 13 | 0.86 |
| 5 People | 11 | 0.73 |
| 6+ People | 5 | 0.33 |

TABLE 9
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|----------------|
| | Frequency | Percent |
| 0 nights | 263 | 18.88 |
| 1 night | 110 | 7.90 |
| 2 nights | 256 | 18.38 |
| 3 nights | 236 | 16.94 |
| 4 nights | 138 | 9.91 |
| 5 nights | 101 | 7.25 |
| 6 nights | 51 | 3.66 |
| 7 nights | 119 | 8.54 |
| 8 nights | 25 | 1.79 |
| 9 nights | 10 | 0.72 |
| 10 nights | 21 | 1.51 |
| > 10 nights | 63 | 4.52 |
| Overall: Frequency = 1,393 | Mean 3.69 | Median 3.00 |

TABLE 10
GENDER OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Female | 1,048 | 70.01 |
| Male | 449 | 29.99 |

TABLE 11
AGE OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Below 25 | 34 | 3.07 |
| 25 – 35 | 114 | 10.28 |
| 36 – 45 | 174 | 15.69 |
| 46 – 55 | 288 | 25.97 |
| 56 – 65 | 311 | 28.04 |
| Over 65 | 188 | 16.95 |
| Mean | 52.45 | |
| Median | 54.00 | |

TABLE 12
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Frequency | Percent |
|-----------------|-----------|---------|
| High School | 177 | 12.33 |
| Some College | 445 | 31.01 |
| Bachelor Degree | 439 | 30.59 |
| Graduate Degree | 374 | 26.06 |

TABLE 13
INCOME OF RESPONDENT

| Response | Frequency | Percent |
|---------------------|-----------|---------|
| \$0 - \$24,999 | 97 | 7.96 |
| \$25,000 - \$49,999 | 347 | 28.47 |
| \$50,000 - \$74,999 | 320 | 26.25 |
| \$75,000 - \$99,999 | 202 | 16.57 |
| \$100,000-\$124,999 | 120 | 9.84 |
| \$125,000-\$149,999 | 46 | 3.77 |
| \$150,000-\$174,999 | 34 | 2.79 |
| OVER \$175,000 | 53 | 4.35 |

TABLE 14
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Frequency | Percent |
|------------------------------------|------------------|----------------|
| Admission to Music Event | | |
| No Expense | 692 | 58.35 |
| Yes Expense | 494 | 41.65 |
| Admission to Other Events | | |
| No Expense | 484 | 40.81 |
| Yes Expense | 702 | 59.19 |
| Food, Drinks, Meals | | |
| No Expense | 112 | 9.44 |
| Yes Expense | 1,074 | 90.56 |
| Arts & Crafts | | |
| No Expense | 436 | 36.76 |
| Yes Expense | 756 | 63.24 |
| Clothing or Accessories | | |
| No Expense | 602 | 50.76 |
| Yes Expense | 584 | 49.24 |
| Transportation | | |
| No Expense | 700 | 59.02 |
| Yes Expense | 486 | 40.98 |
| Overnight Accommodations | | |
| No Expense | 388 | 32.72 |
| Yes Expense | 798 | 67.28 |
| Other | | |
| No Expense | 1,074 | 90.56 |
| Yes Expense | 112 | 9.44 |
| No Expense or Missing Value | 12 | 1.01 |
| Total Yes Expense | 1,174 | 98.99 |

TABLE 15
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Frequency | Mean | Std. Dev. |
|------------------------------------|------------------|-------------|------------------|
| Admission to Music Event | 1,186 | 35.02 | 96.88 |
| Admission to Other Event | 1,186 | 59.75 | 138.72 |
| Food, Drinks, Meals | 1,186 | 163.47 | 245.19 |
| Purchase of Arts & Crafts | 1,186 | 86.88 | 202.79 |
| Purchase of Clothing & Accessories | 1,186 | 58.10 | 126.64 |
| Transportation Expense | 1,186 | 42.74 | 114.01 |
| Overnight Accommodations | 1,186 | 261.89 | 568.17 |
| Other Expense | 1,186 | 30.51 | 196.77 |
| TOTAL EXPENSE | 1,186 | 738.34 | 1,066.61 |
| Total Per Day | 1,121 | 231.05 | 251.63 |
| Total Per Day Per Person | 1,052 | 94.59 | 95.17 |

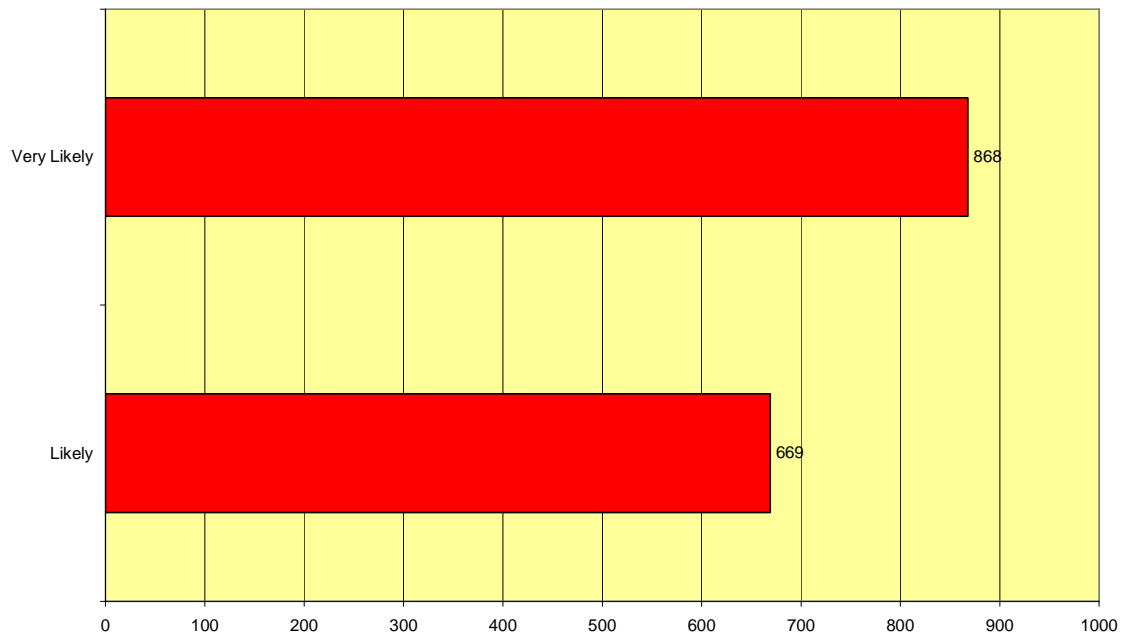
Measurement of the Economic Vitality of Local Tourism Industry

Question 4B – Cherokee Sites

Likelihood of Visiting a Cherokee site

Across the entire sample, a total of 1,119 respondents indicated that they were interested in visiting a Cherokee site. Table 7 and Figure 1 show the distribution of respondents indicating that they would likely or very likely visit a Cherokee site.

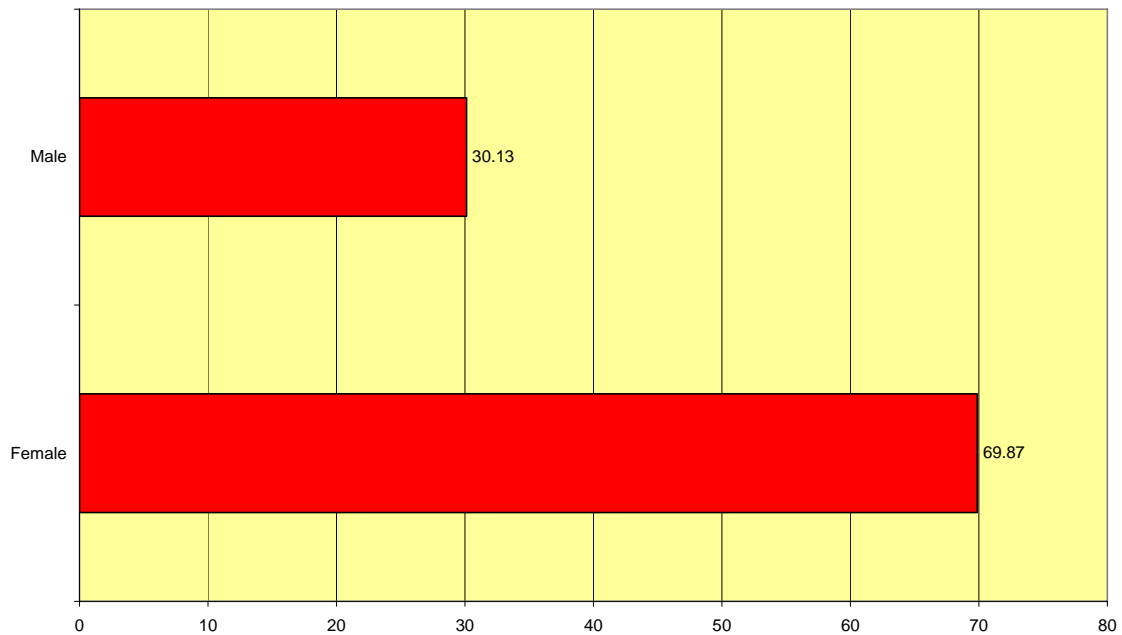
Figure 1
Number of Respondents Indicating Interest in Cherokee Sites
(Frequency)



Gender of Those Likely to Visit a Cherokee site

As with the sample as a whole, most of the respondents interested in Cherokee sites were female (Table 10). Figure 2 shows the distribution of respondents' gender that indicated an interest for Cherokee sites.

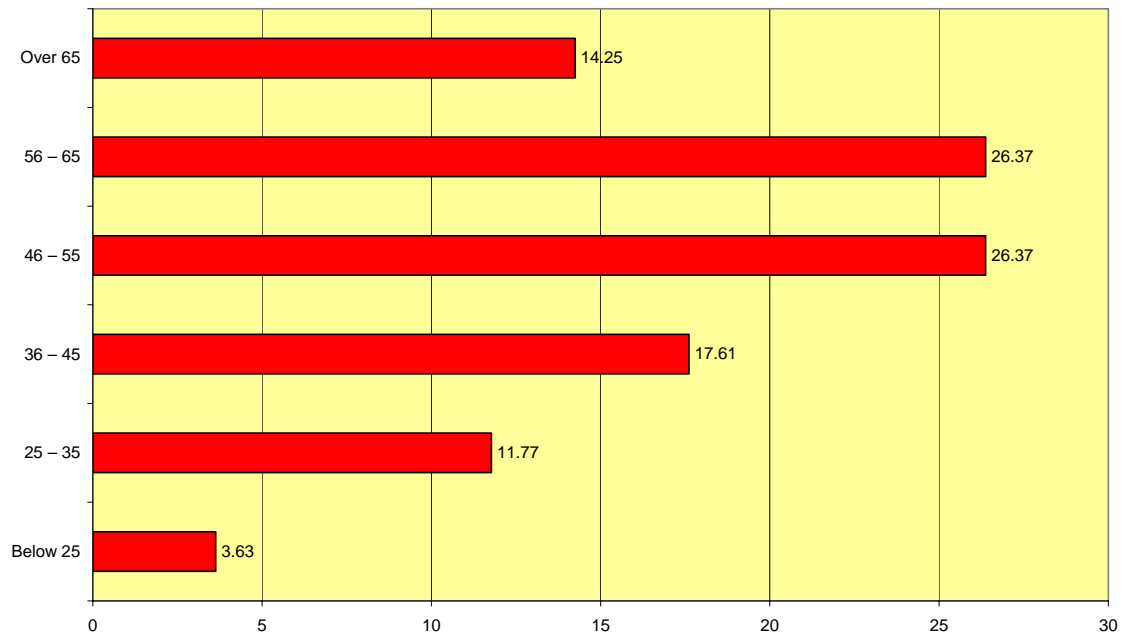
Figure 2
Gender of Respondents Indicating an Interest in Cherokee Sites
(Percent)



Age of Those Likely to Visit a Cherokee site

Those who were interested in Cherokee sites averaged 50.91 years of age (Table 11). Their age distribution is shown in Figure 3.

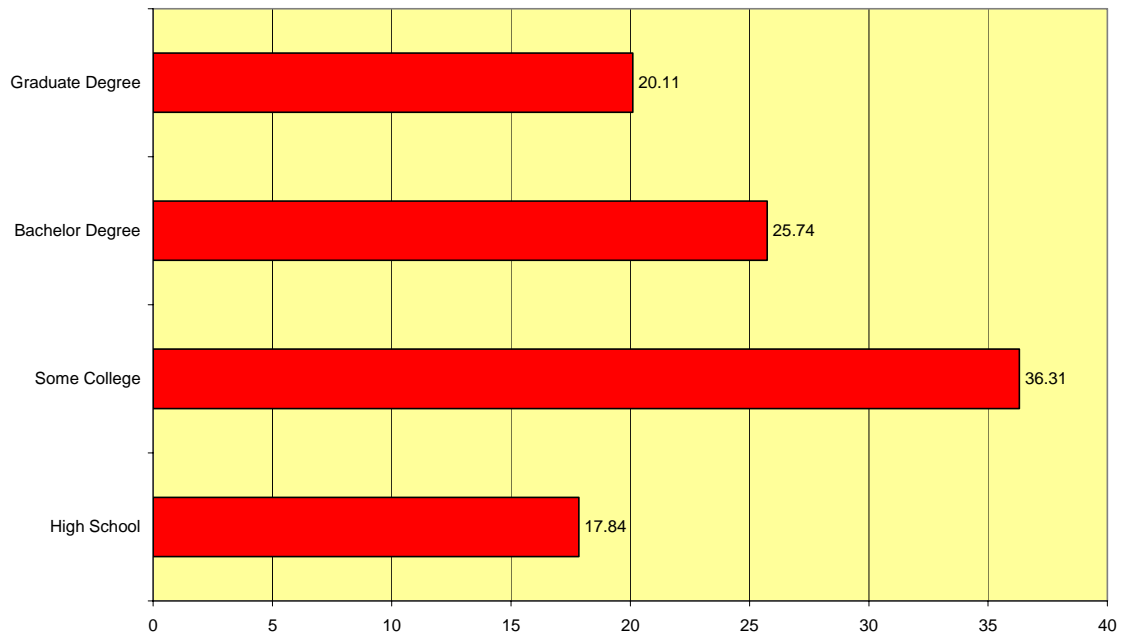
Figure 3
Age Distribution of Respondents Indicating an Interest in Cherokee Sites
(Percent)



Education of Those Likely to Visit a Cherokee site

The educational levels of respondents indicating an interest in Cherokee sites is shown in Figure 4 (Table 12).

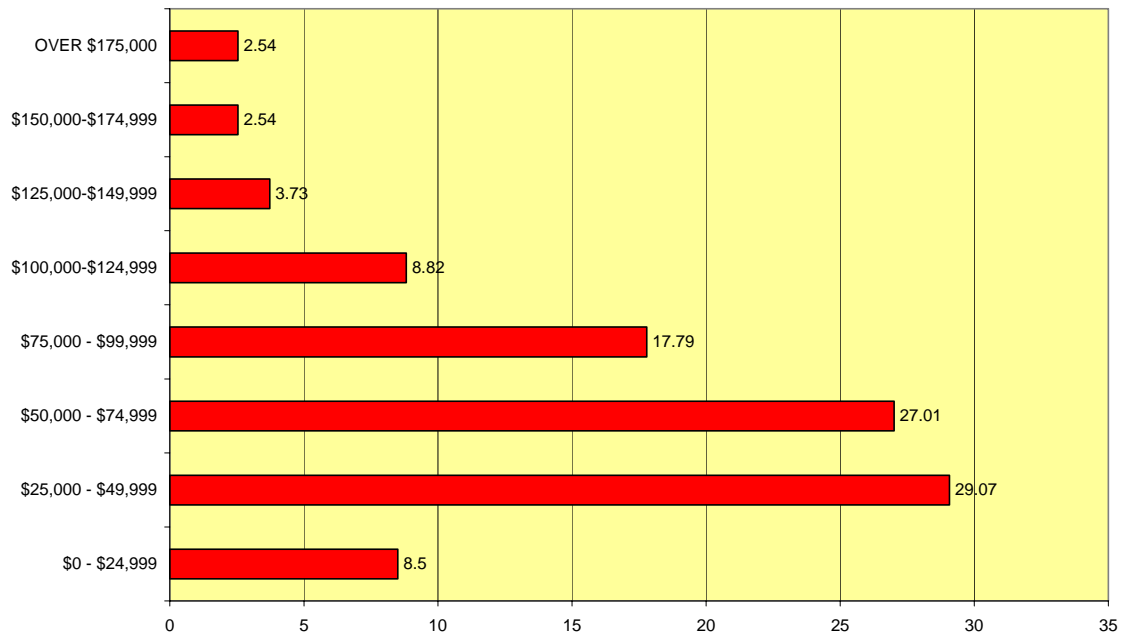
Figure 4
Education Level of Respondents Indicating an Interest in Cherokee Sites
(Percent)



Income of Those Likely to Visit a Cherokee site

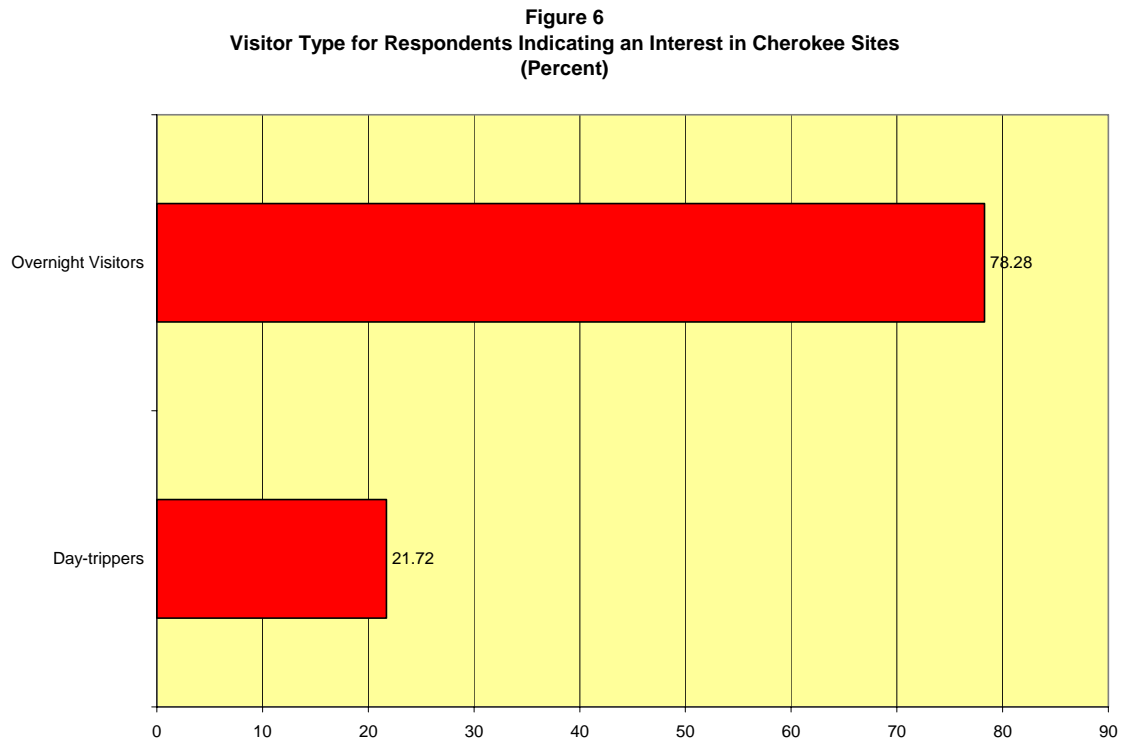
The income levels of respondents indicating an interest in Cherokee sites is shown in Figure 5 (Table 13).

Figure 5
Income Level of Respondents Indicating an Interest in Cherokee Sites
(Percent)



Overnight Visitors Likely to Visit a Cherokee site

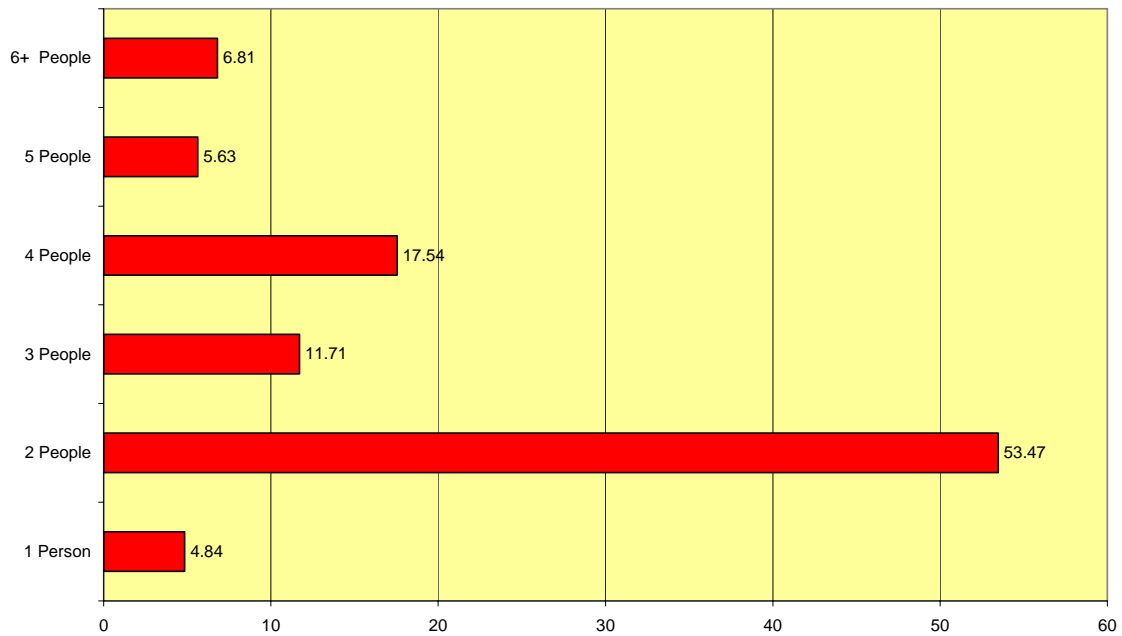
A majority of respondents indicating an interest in Cherokee sites were overnight visitors (Table 1). Figure 6 shows the distribution.



Number in Travel Party Likely to Visit a Cherokee site

The number of people in the travel party of those interested in Cherokee sites is shown in Figure 7 (Table 8A).

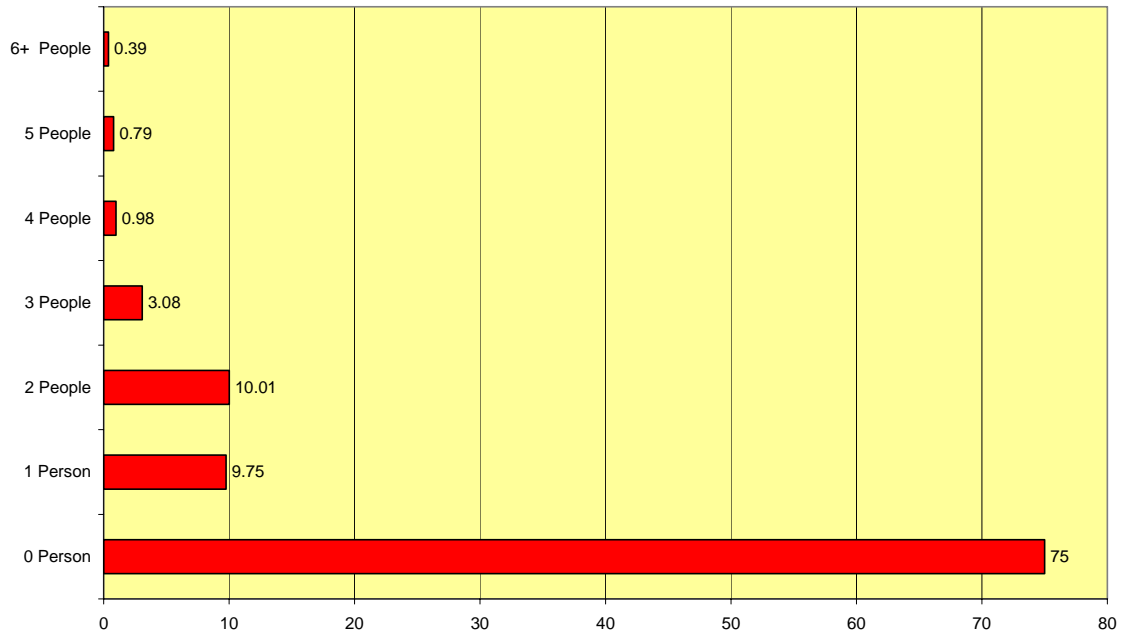
Figure 7
Travel Party Size for Respondents Interested in Cherokee Sites
(Percent)



Number Under 18 in Travel Party Likely to Visit a Cherokee site

The number of people under 18 years of age in the travel party of those interested in Cherokee sites is shown in Figure 8 (Table 8B).

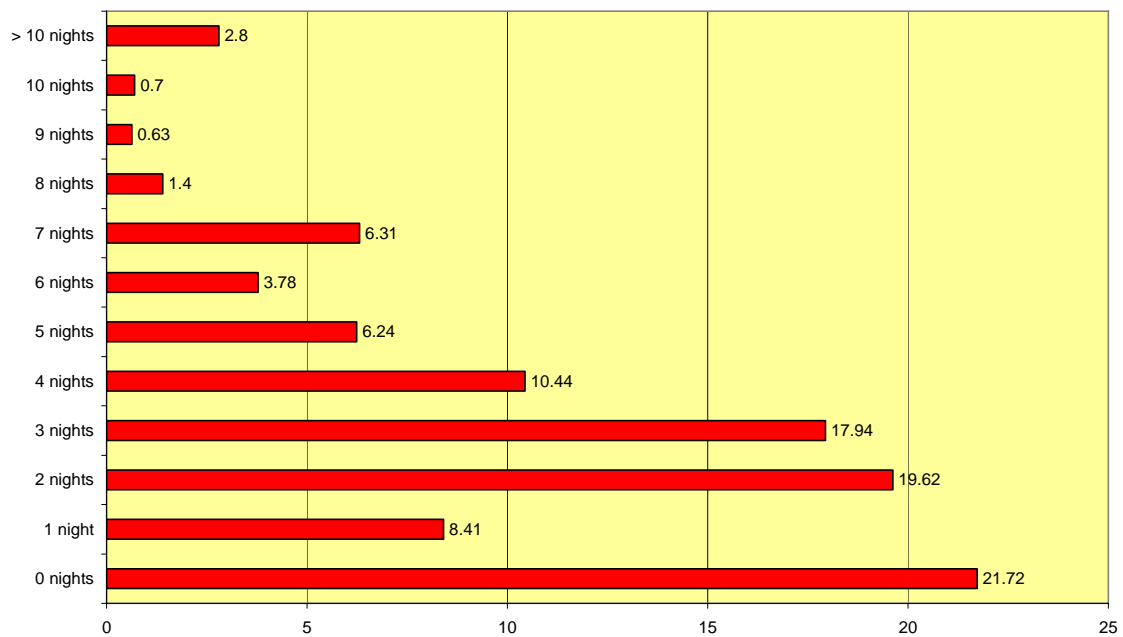
Figure 8
Number of People Under 18 in the Travel Party for Respondents Interested in Cherokee Sites
(Percent)



Number of Nights Staying in the Area for Those Likely to Visit a Cherokee site

On average, respondents interested in Cherokee sites reported staying 3.69 nights. The distribution of number of nights respondents interested in Cherokee sites reported staying in the area is shown in Figure 9 (Table 9).

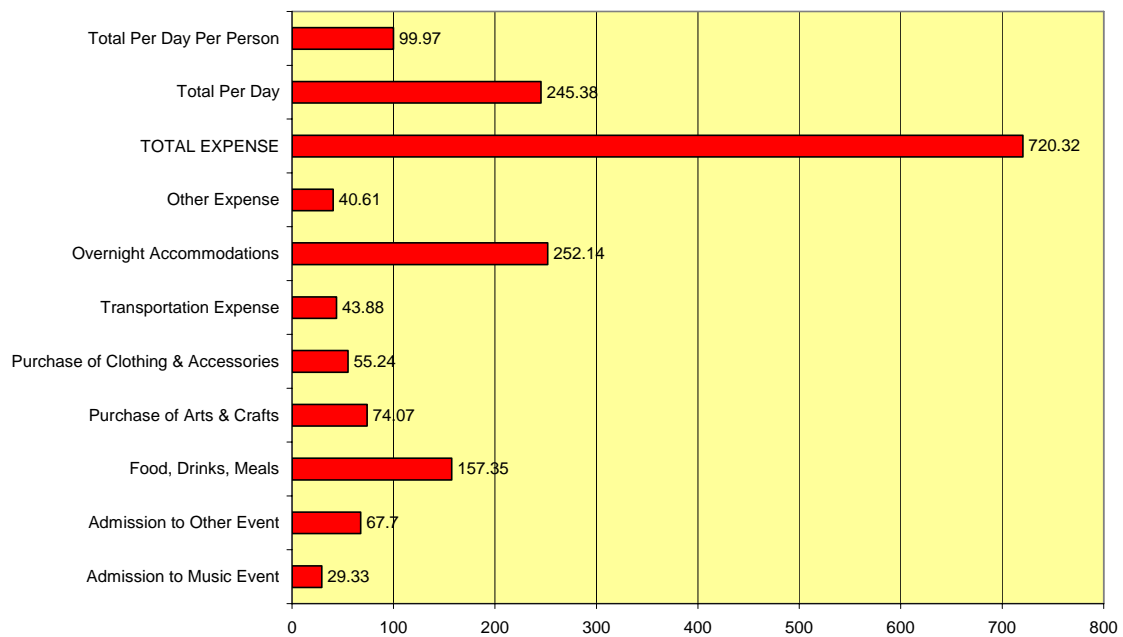
Figure 9
Number of Nights Respondents Interested in Cherokee Sites Reported Staying in the Area
(Percent)



Expenditures of Those Likely to Visit a Cherokee site

The expenditures of respondents interested in Cherokee sites are shown in Figure 10 (Table 15).

Figure 10
Expenditures of Respondents Indicating an Interest in Cherokee Sites
(Percent)



***Measurement of the Economic Vitality of
Local Tourism Industry***

Question 4B – Cherokee Sites

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 310 | 21.72 |
| Overnight Visitors | 1,117 | 78.28 |

TABLE 2
REGION OF DATA COLLECTION

| Venue | Frequency | Percent |
|---------------------|-----------|---------|
| Blue Ridge Heritage | 863 | 56.15 |
| High County Host | 211 | 13.73 |
| Smoky | 425 | 27.65 |
| Unknown | 38 | 2.47 |

TABLE 3
PLACE OF DATA COLLECTION

| Venue | Frequency | Percent |
|--------------------------------|-----------|---------|
| Alleghany Chamber | 14 | 0.91 |
| Andrews Chamber | 8 | 0.52 |
| Asheville Art Museum | 27 | 1.76 |
| Biltmore Estate | 69 | 4.49 |
| Brevard/Transylvania Chamber | 6 | 0.39 |
| Cherokee Co. Chamber | 20 | 1.30 |
| Chetola Resort | 13 | 0.85 |
| Chimney Rock Park | 220 | 14.31 |
| Clay County Chamber & Travel | 1 | 0.07 |
| Cradle of Forestry in American | 14 | 0.91 |
| Dogwood Crafters | 7 | 0.46 |
| Flat Rock Playhouse | 4 | 0.26 |
| Fontana Village Resort | 15 | 0.98 |
| Franklin Chamber | 11 | 0.72 |
| Goldhagen Studios | 8 | 0.52 |
| Graham Travel & Tourism Auth. | 8 | 0.52 |
| Grandfather Mountain | 53 | 3.45 |
| Henderson Co. Travel & Tourism | 44 | 2.86 |
| High Country Host | 61 | 3.97 |
| I-26 East Welcome Center | 292 | 19.00 |
| I-26 West Welcome Center | 86 | 5.60 |
| I-40 West Welcome Center | 262 | 17.05 |
| Madison Co. Visitors Center | 3 | 0.39 |
| McDowell Co. TDA | 3 | 0.39 |
| Mt. Airy Chamber | 11 | 0.72 |
| Mountain Gateway Museum | 2 | 0.33 |
| Nantahala Village | 7 | 0.46 |
| Parkway Craft Center | 0 | 0.00 |
| Penland School | 17 | 1.11 |
| Scottish Tartan's Museum | 3 | 0.20 |

TABLE 3
PLACE OF DATA COLLECTION (cont.)

| Venue | Frequency | Percent |
|---|-----------|---------|
| Smoky Mountain Host | 54 | 3.51 |
| Stecoah Valley Arts Crafts & Educational Center | 4 | 0.26 |
| Swain Co. Chamber | 7 | 0.46 |
| Swannanoa Valley Museum | 1 | 0.07 |
| Toe River Arts Council | 2 | 0.13 |
| Tweetsie Railroad | 59 | 3.84 |
| Undefined #1 | 10 | 0.65 |
| Undefined #2 | 18 | 1.17 |
| Undefined #3 | 10 | 0.65 |
| Undefined #4 | 8 | 0.52 |
| Undefined #7 (BVDNC) | 3 | 0.20 |
| Undefined #9 (BVDNC) | 10 | 0.65 |
| Undefined | 47 | 3.06 |
| WNC Nature Center | 6 | 0.39 |

TABLE 4
**AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA**

| Response | Frequency | Percent |
|----------------------|-----------|---------|
| Not Aware | 326 | 21.29 |
| Not Very Aware | 98 | 6.40 |
| Neutral | 182 | 11.89 |
| Aware | 224 | 14.63 |
| Very Aware | 701 | 45.79 |
| Mean = 3.6 | | |
| Std. Deviation = 1.6 | | |

TABLE 5
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Satisfied | 3 | 0.20 |
| Not Very Satisfied | 13 | 0.86 |
| Neutral | 99 | 6.53 |
| Satisfied | 317 | 20.91 |
| Very Satisfied | 1,084 | 71.50 |
| Mean = 4.63 | | |
| Std. Deviation = 0.66 | | |

TABLE 6
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Appealing | 3 | 0.20 |
| Not Very Appealing | 8 | 0.53 |
| Neutral | 65 | 4.31 |
| Appealing | 294 | 19.50 |
| Very Appealing | 1,138 | 75.46 |
| Mean = 4.69 | | |
| Std. Deviation = 0.60 | | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Musical Activities | | |
| Not Likely | 219 | 15.34 |
| Not Very Likely | 136 | 9.52 |
| Neutral | 246 | 17.23 |
| Likely | 320 | 22.41 |
| Very Likely | 507 | 35.50 |
| Mean | 3.53 | |
| Std. Deviation | 1.44 | |
| Cherokee Sites | | |
| Not Likely | 0 | 0.00 |
| Not Very Likely | 0 | 0.00 |
| Neutral | 0 | 0.00 |
| Likely | 669 | 43.53 |
| Very Likely | 868 | 56.47 |
| Mean | 4.56 | |
| Std. Deviation | 0.50 | |
| Visiting a Farm | | |
| Not Likely | 246 | 17.48 |
| Not Very Likely | 179 | 12.72 |
| Neutral | 253 | 17.98 |
| Likely | 303 | 21.54 |
| Very Likely | 426 | 30.28 |
| Mean | 3.34 | |
| Std. Deviation | 1.46 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------|-----------|---------|
| Garden/Countryside Trails | | |
| Not Likely | 83 | 5.76 |
| Not Very Likely | 111 | 7.70 |
| Neutral | 192 | 13.32 |
| Likely | 366 | 25.40 |
| Very Likely | 689 | 47.81 |
| Mean | 4.02 | |
| Std. Deviation | 1.20 | |
| Craft Activities | | |
| Not Likely | 147 | 10.19 |
| Not Very Likely | 130 | 9.01 |
| Neutral | 239 | 16.56 |
| Likely | 363 | 25.16 |
| Very Likely | 564 | 39.09 |
| Mean | 3.74 | |
| Std. Deviation | 1.33 | |
| Outdoor Recreation | | |
| Not Likely | 51 | 3.55 |
| Not Very Likely | 72 | 5.01 |
| Neutral | 154 | 10.72 |
| Likely | 370 | 25.77 |
| Very Likely | 789 | 54.94 |
| Mean | 4.24 | |
| Std. Deviation | 1.06 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Festivals & Special Events | | |
| Not Likely | 62 | 4.21 |
| Not Very Likely | 56 | 3.81 |
| Neutral | 166 | 11.28 |
| Likely | 350 | 23.79 |
| Very Likely | 837 | 56.90 |
| Mean | 4.25 | |
| Std. Deviation | 1.07 | |

TABLE 8A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 1 Person | 74 | 4.84 |
| 2 People | 817 | 53.47 |
| 3 People | 179 | 11.71 |
| 4 People | 268 | 17.54 |
| 5 People | 86 | 5.63 |
| 6+ People | 104 | 6.81 |

TABLE 8B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 0 Person | 1,146 | 75.00 |
| 1 Person | 149 | 9.75 |
| 2 People | 153 | 10.01 |
| 3 People | 47 | 3.08 |
| 4 People | 15 | 0.98 |
| 5 People | 12 | 0.79 |
| 6+ People | 6 | 0.39 |

TABLE 9
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|----------------|
| | Frequency | Percent |
| 0 nights | 310 | 21.72 |
| 1 night | 120 | 8.41 |
| 2 nights | 280 | 19.62 |
| 3 nights | 256 | 17.94 |
| 4 nights | 149 | 10.44 |
| 5 nights | 89 | 6.24 |
| 6 nights | 54 | 3.78 |
| 7 nights | 90 | 6.31 |
| 8 nights | 20 | 1.40 |
| 9 nights | 9 | 0.63 |
| 10 nights | 10 | 0.70 |
| > 10 nights | 40 | 2.80 |
| Overall: Frequency = 1,427 | Mean 3.15 | Median 3.00 |

TABLE 10
GENDER OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Female | 1,053 | 69.87 |
| Male | 454 | 30.13 |

TABLE 11
AGE OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Below 25 | 41 | 3.63 |
| 25 – 35 | 133 | 11.77 |
| 36 – 45 | 199 | 17.61 |
| 46 – 55 | 298 | 26.37 |
| 56 – 65 | 298 | 26.37 |
| Over 65 | 161 | 14.25 |
| Mean | 50.91 | |
| Median | 52.00 | |

TABLE 12
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Frequency | Percent |
|-----------------|-----------|---------|
| High School | 260 | 17.84 |
| Some College | 529 | 36.31 |
| Bachelor Degree | 375 | 25.74 |
| Graduate Degree | 293 | 20.11 |

TABLE 13
INCOME OF RESPONDENT

| Response | Frequency | Percent |
|---------------------|-----------|---------|
| \$0 - \$24,999 | 107 | 8.50 |
| \$25,000 - \$49,999 | 366 | 29.07 |
| \$50,000 - \$74,999 | 340 | 27.01 |
| \$75,000 - \$99,999 | 224 | 17.79 |
| \$100,000-\$124,999 | 111 | 8.82 |
| \$125,000-\$149,999 | 47 | 3.73 |
| \$150,000-\$174,999 | 32 | 2.54 |
| OVER \$175,000 | 32 | 2.54 |

TABLE 14
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Frequency | Percent |
|------------------------------------|-----------|---------|
| Admission to Music Event | | |
| No Expense | 795 | 67.43 |
| Yes Expense | 384 | 32.57 |
| Admission to Other Events | | |
| No Expense | 461 | 39.10 |
| Yes Expense | 718 | 60.90 |
| Food, Drinks, Meals | | |
| No Expense | 121 | 10.26 |
| Yes Expense | 1,058 | 89.74 |
| Arts & Crafts | | |
| No Expense | 460 | 39.02 |
| Yes Expense | 719 | 60.98 |
| Clothing or Accessories | | |
| No Expense | 613 | 51.99 |
| Yes Expense | 566 | 48.01 |
| Transportation | | |
| No Expense | 677 | 57.42 |
| Yes Expense | 502 | 42.58 |
| Overnight Accommodations | | |
| No Expense | 374 | 31.72 |
| Yes Expense | 805 | 68.28 |
| Other | | |
| No Expense | 1,056 | 89.57 |
| Yes Expense | 123 | 10.43 |
| No Expense or Missing Value | 17 | 1.44 |
| Total Yes Expense | 1,162 | 98.56 |

TABLE 15
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Frequency | Mean | Std. Dev. |
|------------------------------------|------------------|-------------|------------------|
| Admission to Music Event | 1,179 | 29.33 | 94.16 |
| Admission to Other Event | 1,179 | 67.70 | 145.07 |
| Food, Drinks, Meals | 1,179 | 157.35 | 251.48 |
| Purchase of Arts & Crafts | 1,179 | 74.07 | 127.42 |
| Purchase of Clothing & Accessories | 1,179 | 55.24 | 114.34 |
| Transportation Expense | 1,179 | 43.88 | 104.84 |
| Overnight Accommodations | 1,179 | 252.14 | 557.55 |
| Other Expense | 1,179 | 40.61 | 328.23 |
| TOTAL EXPENSE | 1,179 | 720.32 | 1,058.56 |
| Total Per Day | 1,132 | 245.38 | 286.40 |
| Total Per Day Per Person | 1,055 | 99.97 | 124.07 |

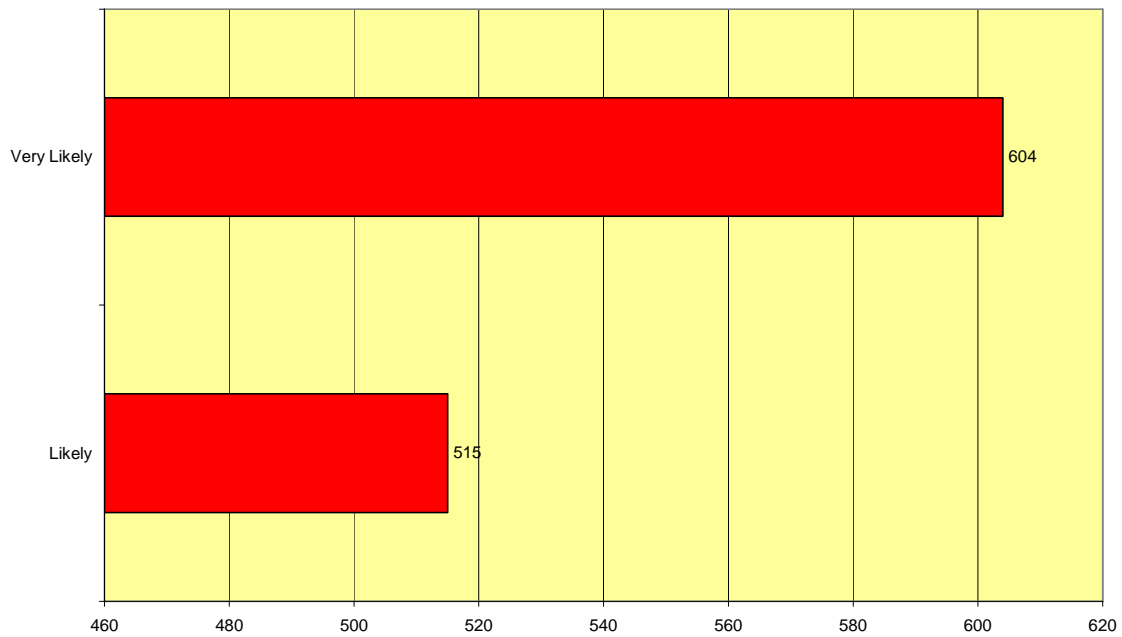
***Measurement of the Economic Vitality of
Local Tourism Industry***

Question 4C – Farm

Likelihood of Visiting a Farm

Across the entire sample, a total of 1,119 respondents indicated that they were interested in visiting a farm. Table 7 and Figure 1 show the distribution of respondents indicating that they would likely or very likely visit a farm.

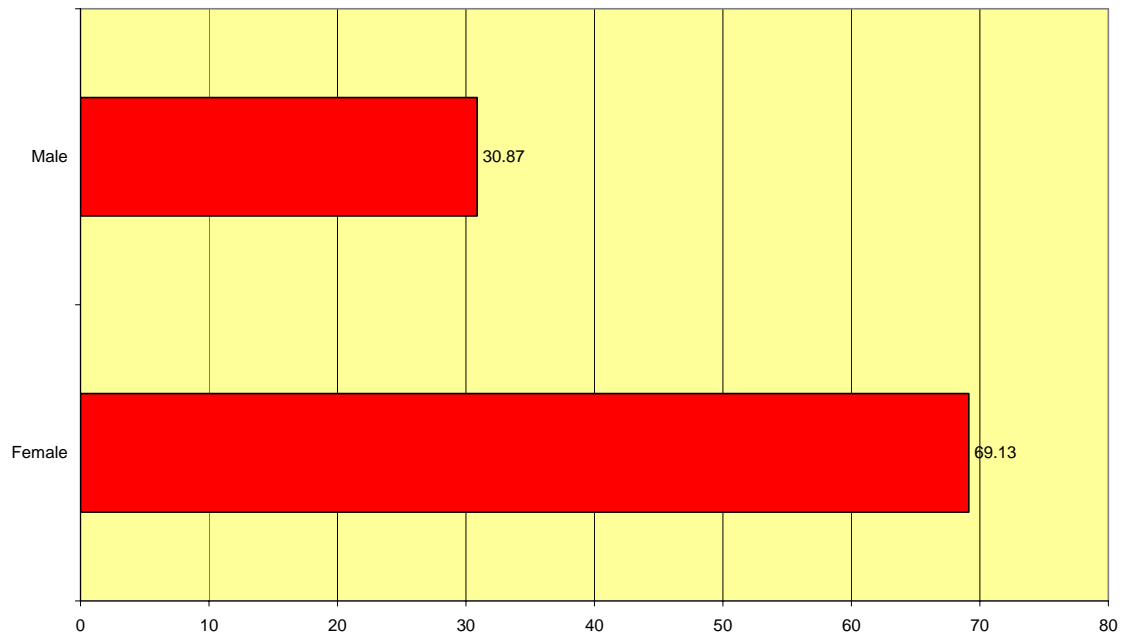
Figure 1
Number of Respondents Indicating an Interest in Visiting a Farm
(Frequency)



Gender of Those Likely to Visit a Farm

As with the sample as a whole, most of the respondents interested in Farms were female (Table 10). Figure 2 shows the distribution of respondents' gender that indicated an interest for farms.

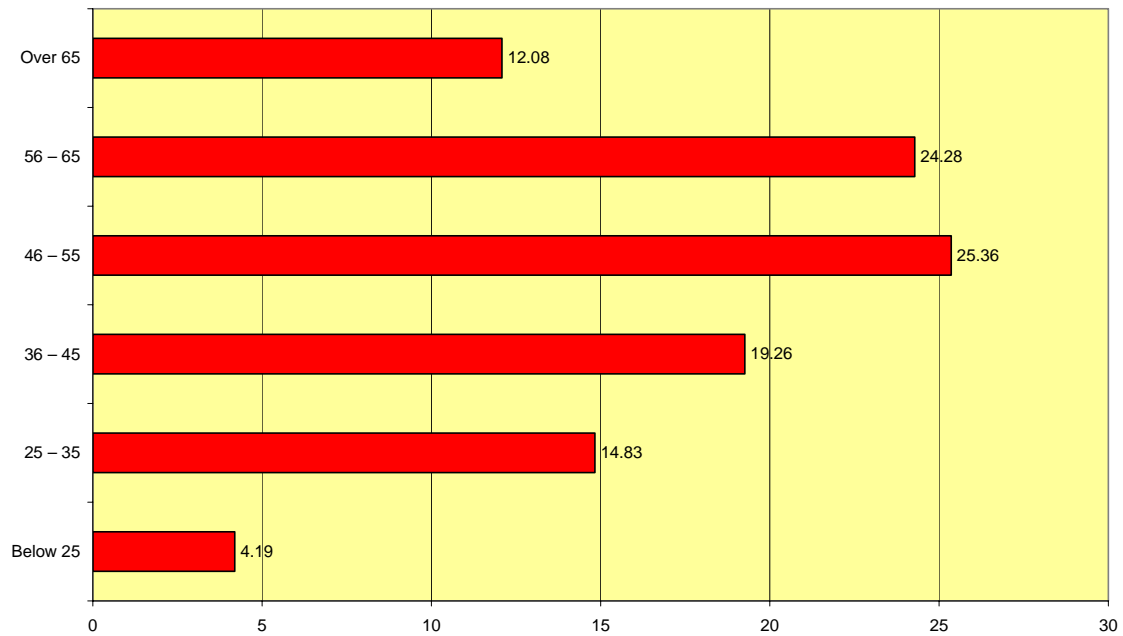
Figure 2
Gender of Respondents Indicating an Interest in Farms
(Percent)



Age of Those Likely to Visit a Farm

Those who were interested in farms averaged 49.31 years of age (Table 11). Their age distribution is shown in Figure 3.

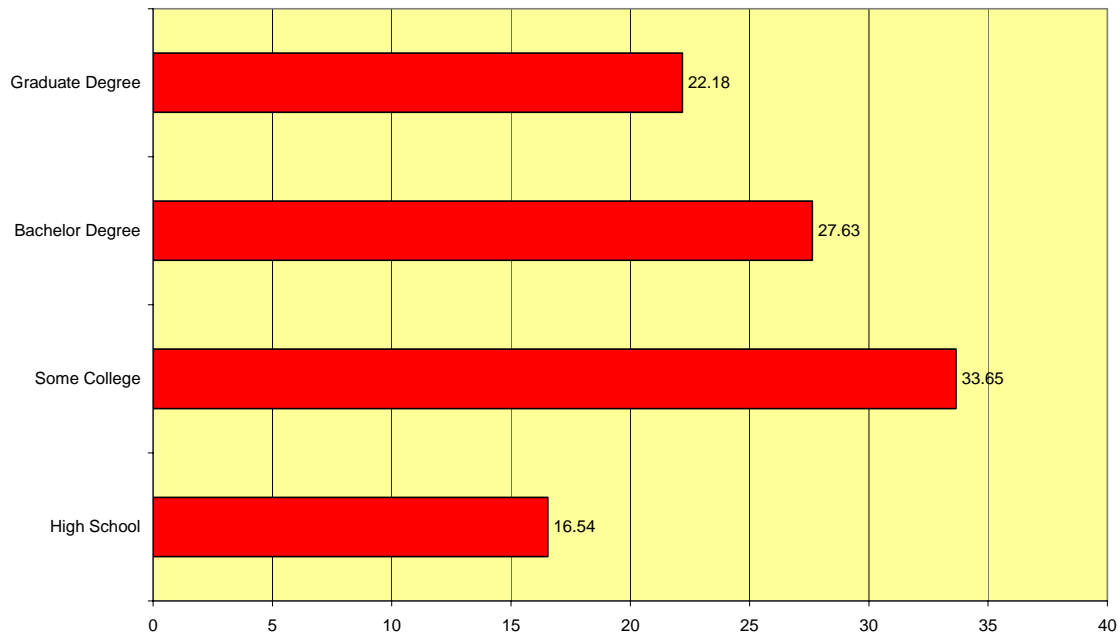
Figure 3
Age Distribution of Respondents Interested in Farms
(Percent)



Education of Those Likely to Visit a Farm

The educational levels of respondents indicating an interest in farms is shown in Figure 4 (Table 12).

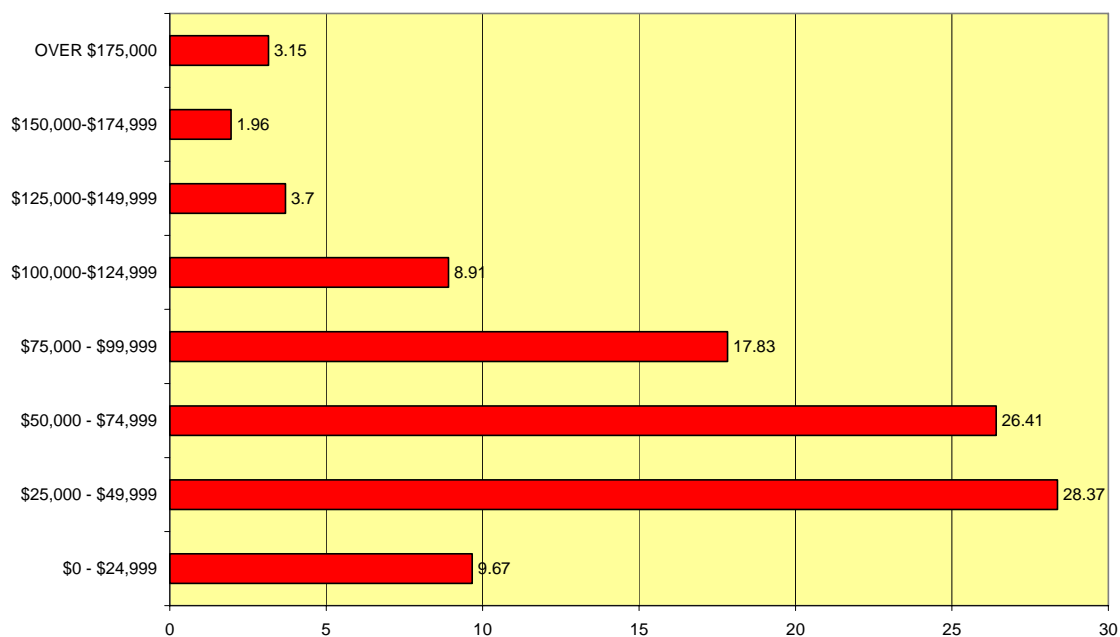
Figure 4
Education Level for Respondents Interested in Farms
(Percent)



Income of Those Likely to Visit a Farm

The income levels of respondents indicating an interest in farms is shown in Figure 5 (Table 13).

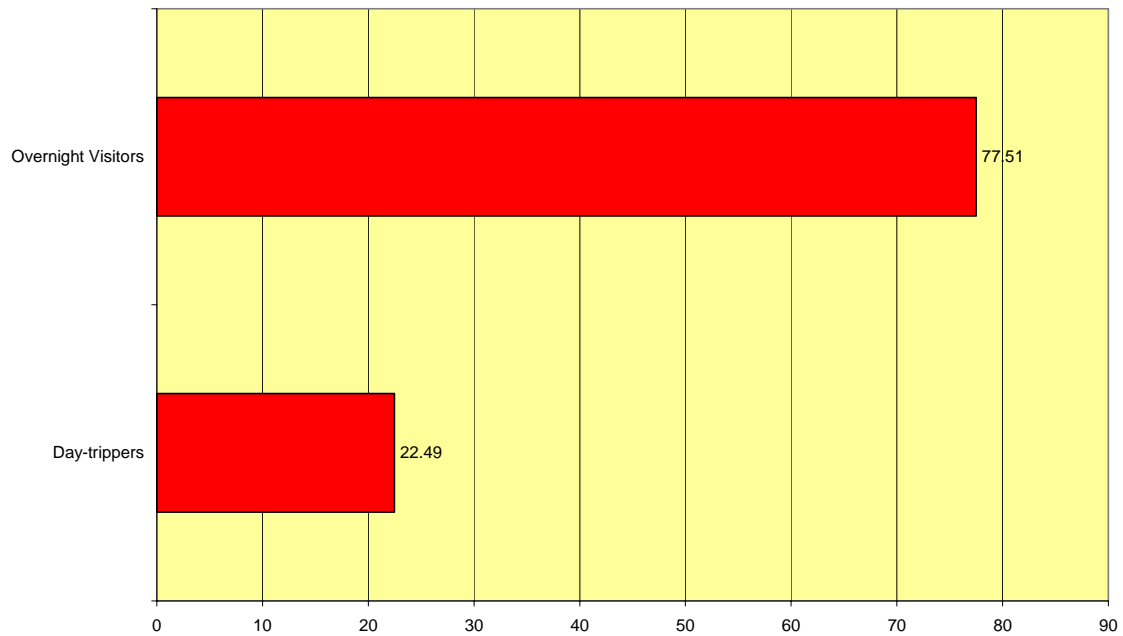
Figure 5
Income Level of Respondents Interested in Farms
(Percent)



Overnight Visitors Likely to Visit a Farm

A majority of respondents indicating an interest in farms were overnight visitors (Table 1). Figure 6 shows the distribution.

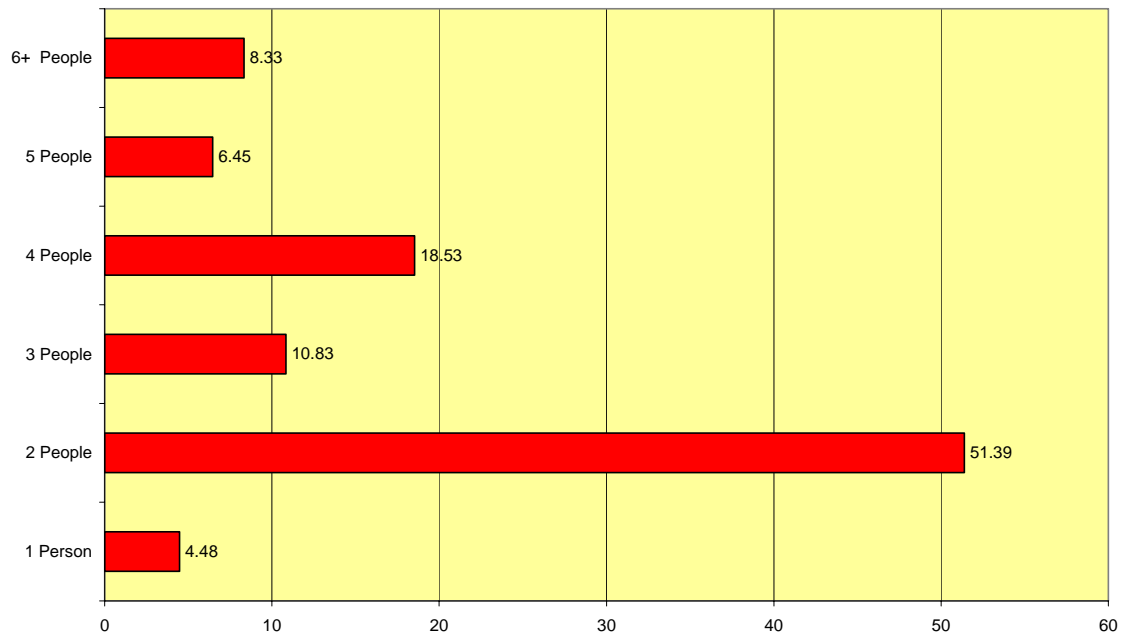
Figure 6
Visitor Type for Respondents Interested in Farms
(Percent)



Number in Travel Party Likely to Visit a Farm

The number of people in the travel party of those interested in farms is shown in Figure 7 (Table 8A).

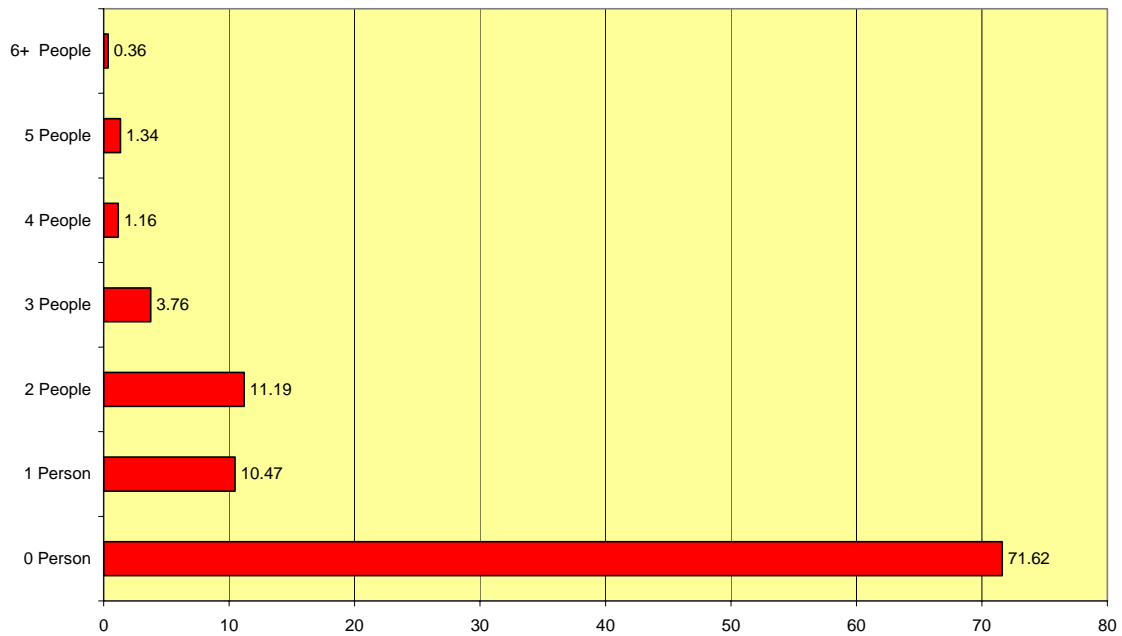
Figure 7
Travel Party Size for Respondents Interested in Farms
(Percent)



Number Under 18 in Travel Party Likely to Visit a Farm

The number of people under 18 years of age in the travel party of those interested in farms is shown in Figure 8 (Table 8B).

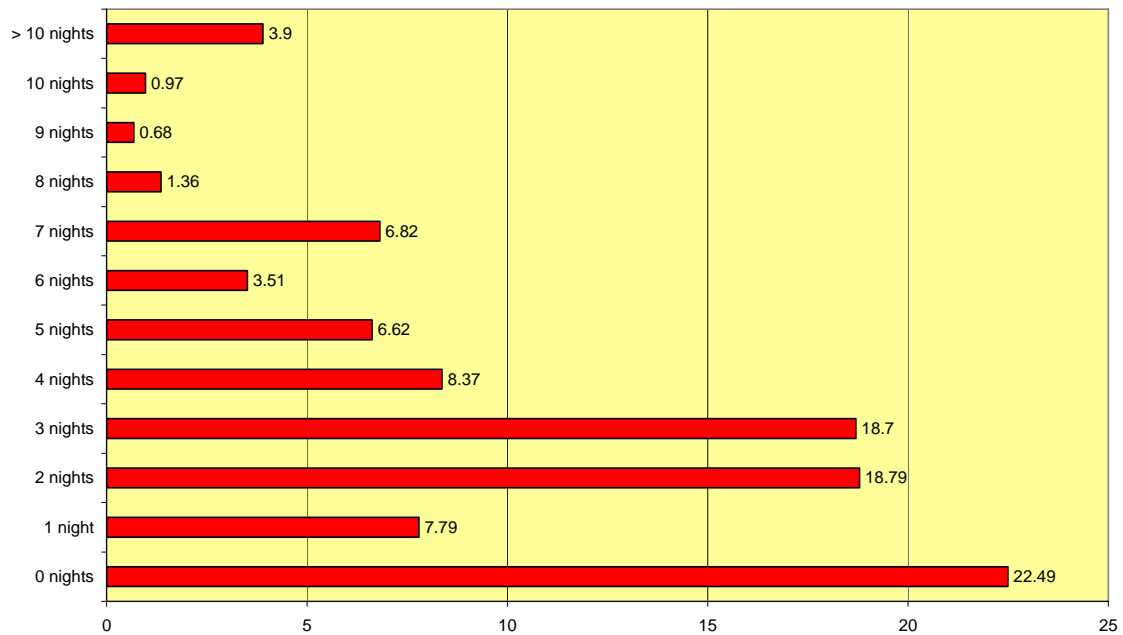
Figure 8
Number of People Under 18 in the Travel Party for Those Interested in Farms
(Percent)



Number of Nights Staying in the Area for Those Likely to Visit a Farm

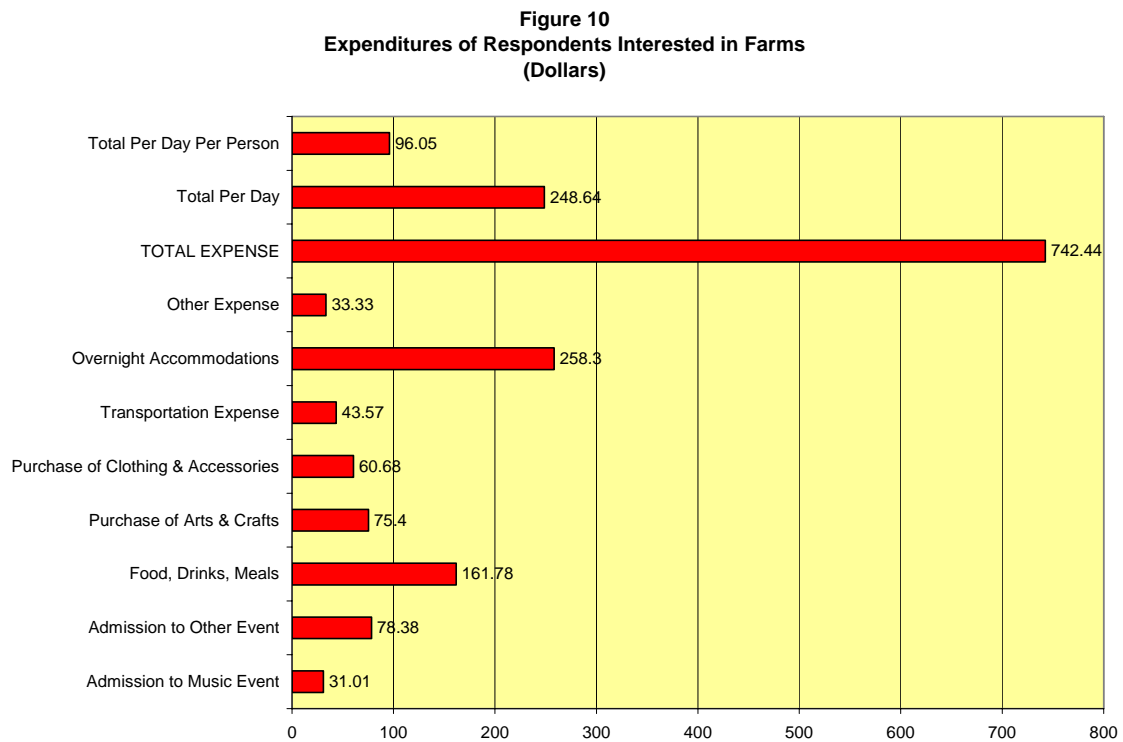
On average, respondents interested in farms reported staying 3.31 nights. The distribution of number of nights respondents interested in Farms reported staying in the area is shown in Figure 9 (Table 9).

Figure 9
Number of Nights Respondents Interested in Farms Reported Staying in the Area
(Percent)



Expenditures of Those Likely to Visit a Farm

The expenditures of respondents interested in farms are shown in Figure 10 (Table 15).



Measurement of the Economic Vitality of Local Tourism Industry

Question 4C – Visiting a Farm

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 231 | 22.49 |
| Overnight Visitors | 796 | 77.51 |

TABLE 2
REGION OF DATA COLLECTION

| Venue | Frequency | Percent |
|---------------------|-----------|---------|
| Blue Ridge Heritage | 640 | 57.19 |
| High County Host | 196 | 17.52 |
| Smoky | 259 | 23.15 |
| Unknown | 24 | 2.14 |

TABLE 3
PLACE OF DATA COLLECTION

| Venue | Frequency | Percent |
|--------------------------------|-----------|---------|
| Alleghany Chamber | 18 | 1.61 |
| Andrews Chamber | 5 | 0.45 |
| Asheville Art Museum | 20 | 1.79 |
| Biltmore Estate | 67 | 5.99 |
| Brevard/Transylvania Chamber | 4 | 0.36 |
| Cherokee Co. Chamber | 11 | 0.98 |
| Chetola Resort | 12 | 1.07 |
| Chimney Rock Park | 158 | 14.12 |
| Clay County Chamber & Travel | 2 | 0.18 |
| Cradle of Forestry in American | 12 | 1.07 |
| Dogwood Crafters | 5 | 0.45 |
| Flat Rock Playhouse | 4 | 0.36 |
| Fontana Village Resort | 9 | 0.80 |
| Franklin Chamber | 8 | 0.71 |
| Goldhagen Studios | 4 | 0.36 |
| Graham Travel & Tourism Auth. | 8 | 0.71 |
| Grandfather Mountain | 56 | 5.00 |
| Henderson Co. Travel & Tourism | 51 | 4.56 |
| High Country Host | 45 | 4.02 |
| I-26 East Welcome Center | 168 | 15.01 |
| I-26 West Welcome Center | 52 | 4.65 |
| I-40 West Welcome Center | 161 | 14.39 |
| Madison Co. Visitors Center | 9 | 0.80 |
| McDowell Co. TDA | 4 | 0.36 |
| Mt. Airy Chamber | 11 | 0.98 |
| Mountain Gateway Museum | 4 | 0.36 |
| Nantahala Village | 3 | 0.27 |
| Parkway Craft Center | 2 | 0.18 |
| Penland School | 28 | 2.50 |
| Scottish Tartan's Museum | 1 | 0.09 |

TABLE 3
PLACE OF DATA COLLECTION (cont.)

| Venue | Frequency | Percent |
|---|-----------|---------|
| Smoky Mountain Host | 25 | 2.23 |
| Stecoah Valley Arts Crafts & Educational Center | 2 | 0.18 |
| Swain Co. Chamber | 10 | 0.89 |
| Swannanoa Valley Museum | 1 | 0.09 |
| Toe River Arts Council | 5 | 0.45 |
| Tweetsie Railroad | 52 | 4.65 |
| Undefined #1 | 9 | 0.80 |
| Undefined #2 | 9 | 0.80 |
| Undefined #3 | 5 | 0.45 |
| Undefined #4 | 8 | 0.71 |
| Undefined #7 (BVDNC) | 2 | 0.18 |
| Undefined #9 (BVDNC) | 8 | 0.71 |
| Undefined | 36 | 3.22 |
| WNC Nature Center | 5 | 0.45 |

TABLE 4
**AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA**

| Response | Frequency | Percent |
|----------------------|-----------|---------|
| Not Aware | 250 | 22.44 |
| Not Very Aware | 78 | 7.00 |
| Neutral | 121 | 10.86 |
| Aware | 170 | 15.26 |
| Very Aware | 495 | 44.43 |
| Mean = 3.5 | | |
| Std. Deviation = 1.6 | | |

TABLE 5
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Satisfied | 3 | 0.27 |
| Not Very Satisfied | 12 | 1.09 |
| Neutral | 56 | 5.10 |
| Satisfied | 223 | 20.29 |
| Very Satisfied | 805 | 73.25 |
| Mean = 4.65 | | |
| Std. Deviation = 0.65 | | |

TABLE 6
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Appealing | 1 | 0.09 |
| Not Very Appealing | 8 | 0.73 |
| Neutral | 52 | 4.73 |
| Appealing | 192 | 17.45 |
| Very Appealing | 847 | 77.00 |
| Mean = 4.71 | | |
| Std. Deviation = 0.60 | | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Musical Activities | | |
| Not Likely | 165 | 15.46 |
| Not Very Likely | 105 | 9.84 |
| Neutral | 169 | 15.84 |
| Likely | 228 | 21.37 |
| Very Likely | 400 | 37.49 |
| Mean | 3.56 | |
| Std. Deviation | 1.46 | |
| Cherokee Sites | | |
| Not Likely | 116 | 10.82 |
| Not Very Likely | 84 | 7.84 |
| Neutral | 143 | 13.34 |
| Likely | 279 | 26.03 |
| Very Likely | 450 | 41.98 |
| Mean | 3.81 | |
| Std. Deviation | 1.34 | |
| Visiting a Farm | | |
| Not Likely | 0 | 0.00 |
| Not Very Likely | 0 | 0.00 |
| Neutral | 0 | 0.00 |
| Likely | 515 | 46.02 |
| Very Likely | 604 | 53.98 |
| Mean | 4.54 | |
| Std. Deviation | 0.50 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------|-----------|---------|
| Garden/Countryside Trails | | |
| Not Likely | 22 | 2.05 |
| Not Very Likely | 42 | 3.91 |
| Neutral | 86 | 8.01 |
| Likely | 283 | 26.35 |
| Very Likely | 641 | 59.68 |
| Mean | 4.38 | |
| Std. Deviation | 0.94 | |
| Craft Activities | | |
| Not Likely | 75 | 7.04 |
| Not Very Likely | 72 | 6.75 |
| Neutral | 163 | 15.29 |
| Likely | 279 | 26.17 |
| Very Likely | 477 | 44.75 |
| Mean | 3.95 | |
| Std. Deviation | 1.23 | |
| Outdoor Recreation | | |
| Not Likely | 27 | 2.51 |
| Not Very Likely | 41 | 3.81 |
| Neutral | 94 | 8.73 |
| Likely | 265 | 24.61 |
| Very Likely | 650 | 60.35 |
| Mean | 4.36 | |
| Std. Deviation | 0.97 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Festivals & Special Events | | |
| Not Likely | 53 | 4.88 |
| Not Very Likely | 28 | 2.58 |
| Neutral | 116 | 10.68 |
| Likely | 247 | 22.74 |
| Very Likely | 642 | 59.12 |
| Mean | 4.29 | |
| Std. Deviation | 1.08 | |

TABLE 8A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 1 Person | 50 | 4.48 |
| 2 People | 574 | 51.39 |
| 3 People | 121 | 10.83 |
| 4 People | 207 | 18.53 |
| 5 People | 72 | 6.45 |
| 6+ People | 93 | 8.33 |

TABLE 8B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 0 Person | 800 | 71.62 |
| 1 Person | 117 | 10.47 |
| 2 People | 125 | 11.19 |
| 3 People | 42 | 3.76 |
| 4 People | 13 | 1.16 |
| 5 People | 15 | 1.34 |
| 6+ People | 4 | 0.36 |

TABLE 9
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|----------------|
| | Frequency | Percent |
| 0 nights | 231 | 22.49 |
| 1 night | 80 | 7.79 |
| 2 nights | 193 | 18.79 |
| 3 nights | 192 | 18.70 |
| 4 nights | 86 | 8.37 |
| 5 nights | 68 | 6.62 |
| 6 nights | 36 | 3.51 |
| 7 nights | 70 | 6.82 |
| 8 nights | 14 | 1.36 |
| 9 nights | 7 | 0.68 |
| 10 nights | 10 | 0.97 |
| > 10 nights | 40 | 3.9 |
| Overall: Frequency = 1,027 | Mean 3.31 | Median 3.00 |

TABLE 10
GENDER OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Female | 757 | 69.13 |
| Male | 338 | 30.87 |

TABLE 11
AGE OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Below 25 | 35 | 4.19 |
| 25 – 35 | 124 | 14.83 |
| 36 – 45 | 161 | 19.26 |
| 46 – 55 | 212 | 25.36 |
| 56 – 65 | 203 | 24.28 |
| Over 65 | 101 | 12.08 |
| Mean | 49.31 | |
| Median | 50.00 | |

TABLE 12
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Frequency | Percent |
|-----------------|-----------|---------|
| High School | 176 | 16.54 |
| Some College | 358 | 33.65 |
| Bachelor Degree | 294 | 27.63 |
| Graduate Degree | 236 | 22.18 |

TABLE 13
INCOME OF RESPONDENT

| Response | Frequency | Percent |
|---------------------|-----------|---------|
| \$0 - \$24,999 | 89 | 9.67 |
| \$25,000 - \$49,999 | 261 | 28.37 |
| \$50,000 - \$74,999 | 243 | 26.41 |
| \$75,000 - \$99,999 | 164 | 17.83 |
| \$100,000-\$124,999 | 82 | 8.91 |
| \$125,000-\$149,999 | 34 | 3.70 |
| \$150,000-\$174,999 | 18 | 1.96 |
| OVER \$175,000 | 29 | 3.15 |

TABLE 14
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Frequency | Percent |
|------------------------------------|-----------|---------|
| Admission to Music Event | | |
| No Expense | 601 | 68.84 |
| Yes Expense | 272 | 31.16 |
| Admission to Other Events | | |
| No Expense | 337 | 38.60 |
| Yes Expense | 536 | 61.40 |
| Food, Drinks, Meals | | |
| No Expense | 82 | 9.39 |
| Yes Expense | 791 | 90.61 |
| Arts & Crafts | | |
| No Expense | 336 | 38.49 |
| Yes Expense | 537 | 61.51 |
| Clothing or Accessories | | |
| No Expense | 440 | 50.40 |
| Yes Expense | 433 | 49.60 |
| Transportation | | |
| No Expense | 490 | 56.13 |
| Yes Expense | 383 | 43.87 |
| Overnight Accommodations | | |
| No Expense | 304 | 34.82 |
| Yes Expense | 569 | 65.18 |
| Other | | |
| No Expense | 783 | 89.69 |
| Yes Expense | 90 | 10.31 |
| No Expense or Missing Value | 11 | 1.26 |
| Total Yes Expense | 862 | 98.74 |

TABLE 15
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Frequency | Mean | Std. Dev. |
|------------------------------------|------------------|-------------|------------------|
| Admission to Music Event | 873 | 31.01 | 109.98 |
| Admission to Other Event | 873 | 78.38 | 211.11 |
| Food, Drinks, Meals | 873 | 161.78 | 267.07 |
| Purchase of Arts & Crafts | 873 | 75.40 | 132.06 |
| Purchase of Clothing & Accessories | 873 | 60.68 | 127.82 |
| Transportation Expense | 873 | 43.57 | 87.46 |
| Overnight Accommodations | 873 | 258.30 | 605.84 |
| Other Expense | 873 | 33.33 | 219.60 |
| TOTAL EXPENSE | 873 | 742.44 | 1,118.95 |
| Total Per Day | 828 | 248.64 | 280.19 |
| Total Per Day Per Person | 758 | 96.05 | 99.80 |

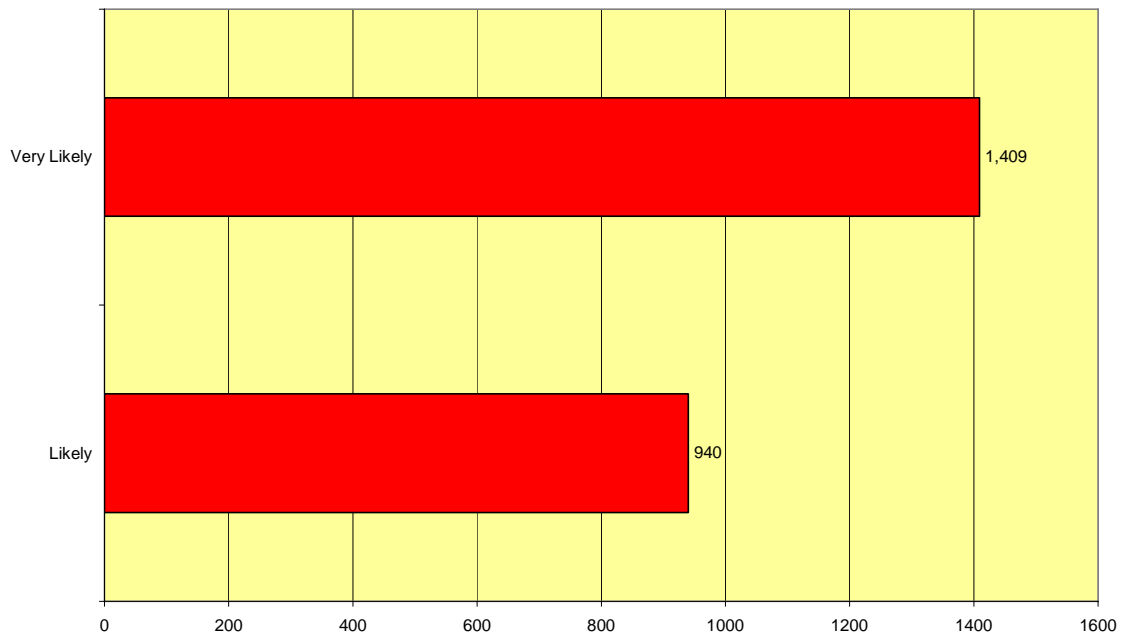
Measurement of the Economic Vitality of Local Tourism Industry

Question 4D – Gardens

Likelihood of Visiting a Garden or Countryside Trail

Across the entire sample, a total of 2,349 respondents indicated that they were interested in visiting a garden or countryside trail. Table 7 and Figure 1 show the distribution of respondents indicating that they would likely or very likely visit a garden or countryside trail.

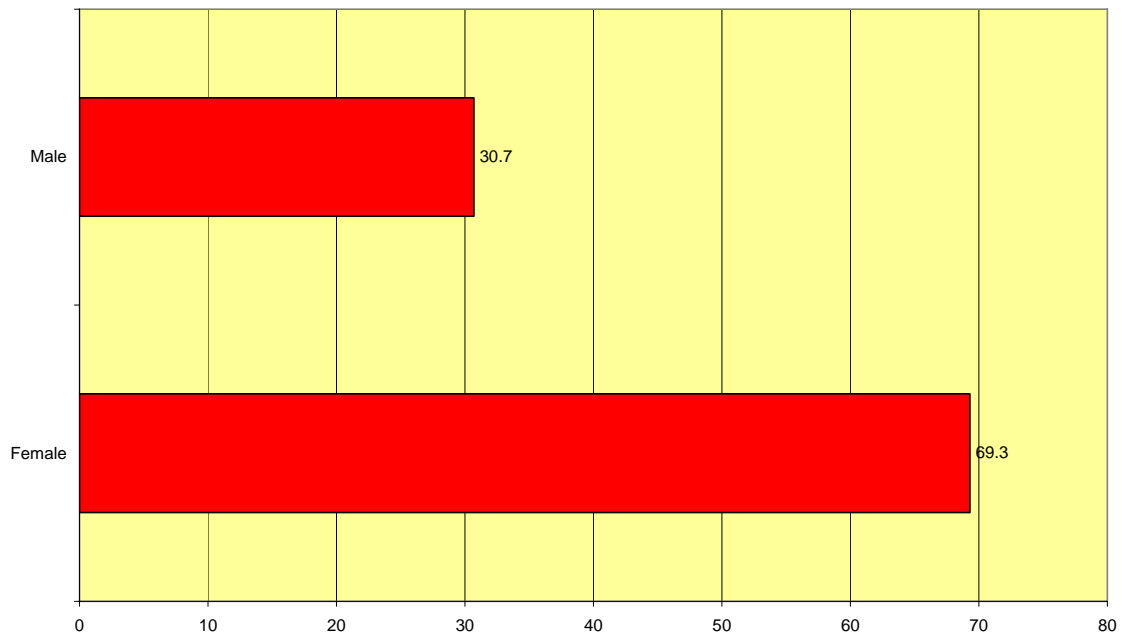
Figure 1
Number of Respondents Interested in Gardens or Countryside Trails
(Frequency)



Gender of Those Likely to Visit a Garden or Countryside Trail

As with the sample as a whole, most of the respondents interested in gardens or countryside trails were female (Table 10). Figure 2 shows the distribution of respondents' gender that indicated an interest for garden or countryside trails.

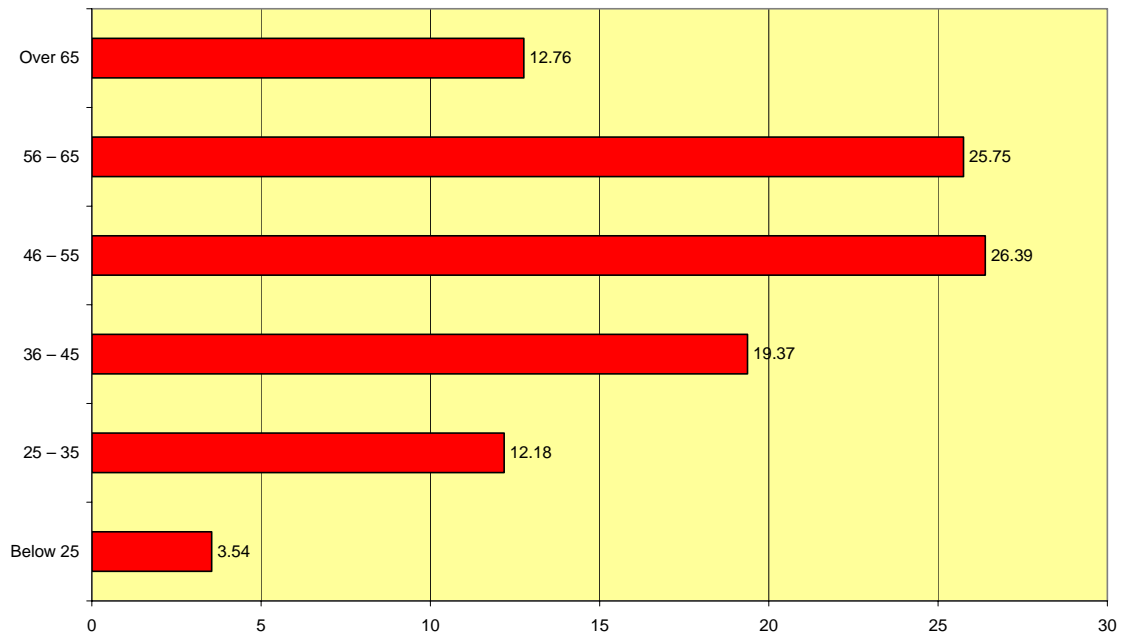
Figure 2
Gender of Respondents Interested in Gardens or Countryside Trails
(Percent)



Age of Those Likely to Visit a Garden or Countryside Trail

Those who were interested in garden or countryside trails averaged 50.40 years of age (Table 11). Their age distribution is shown in Figure 3.

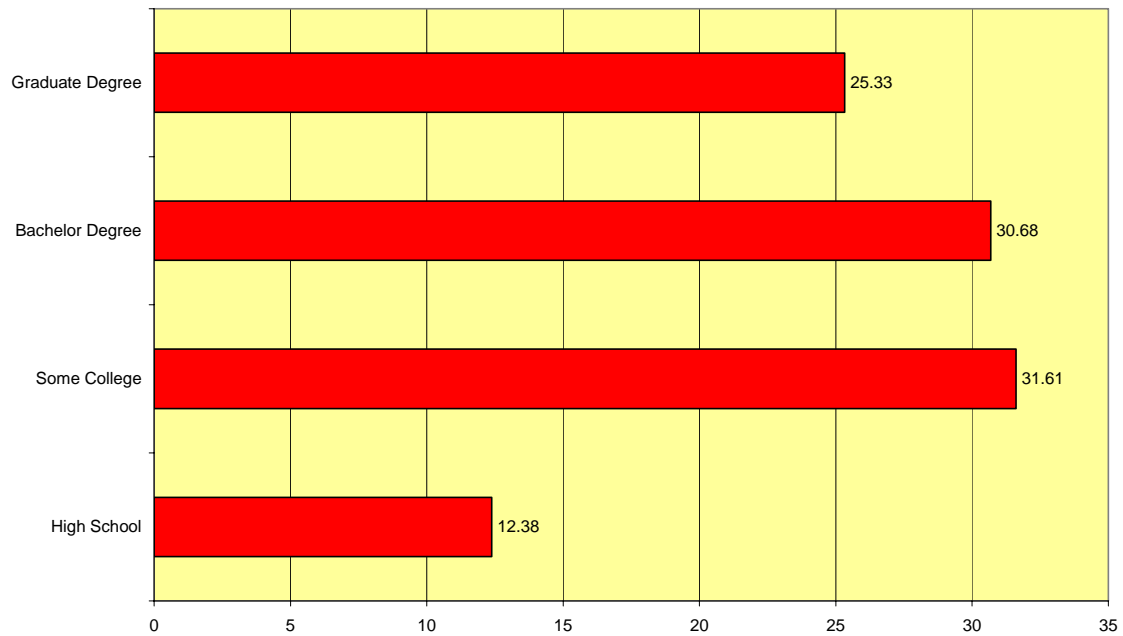
Figure 3
Age Distribution of Respondents Interested in Gardens or Countryside Trails
(Percent)



Education of Those Likely to Visit a Garden or Countryside Trail

The educational levels of respondents indicating an interest in garden or countryside trails is shown in Figure 4 (Table 12).

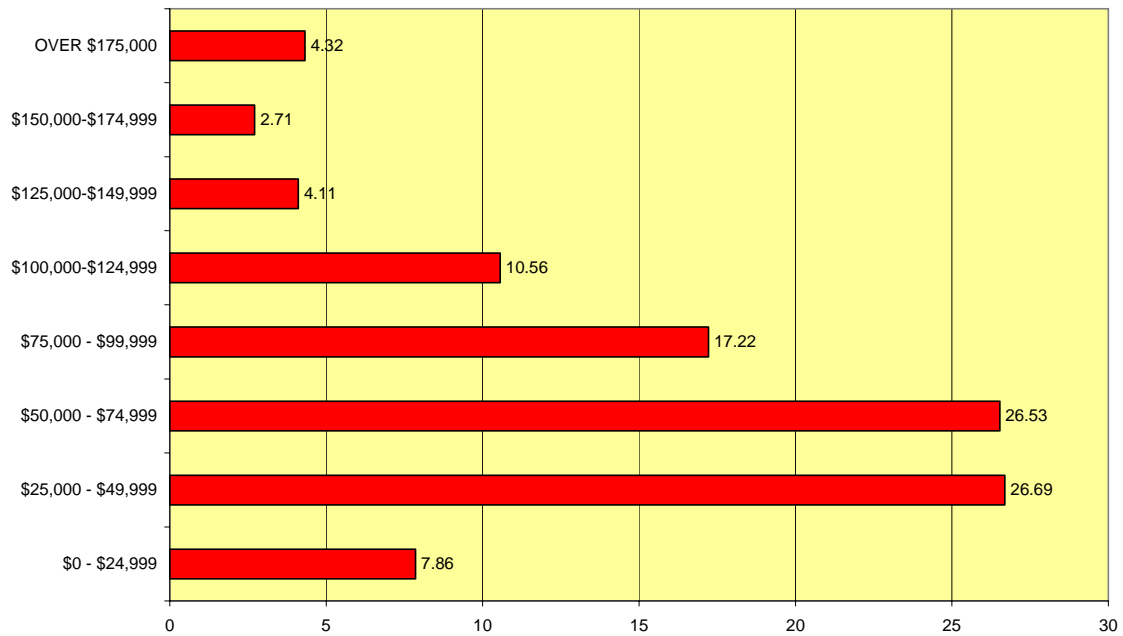
Figure 4
Education Level of Respondents Interested in Gardens or Countryside Trails
(Percent)



Income of Those Likely to Visit a Garden or Countryside Trail

The income levels of respondents indicating an interest in gardens or countryside trails is shown in Figure 5 (Table 13).

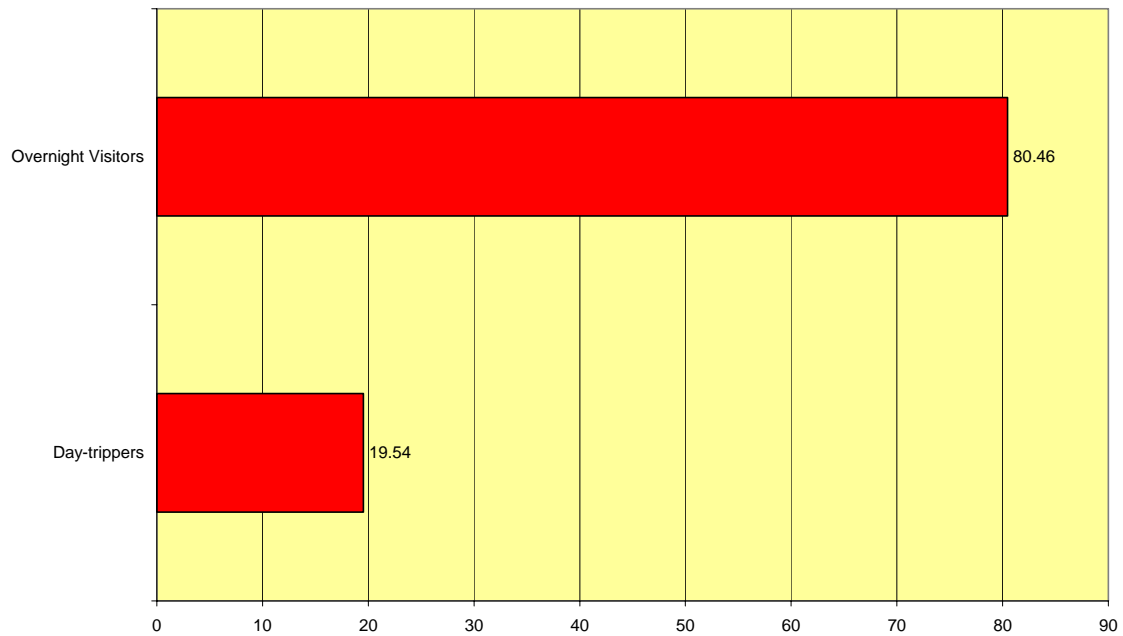
Figure 5
IncomeLevel of Respondents Interested in Gardens or Countryside Trails
(Percent)



Overnight Visitors Likely to Visit a Garden or Countryside Trail

A majority of respondents indicating an interest in garden or countryside trails were overnight visitors (Table 1). Figure 6 shows the distribution.

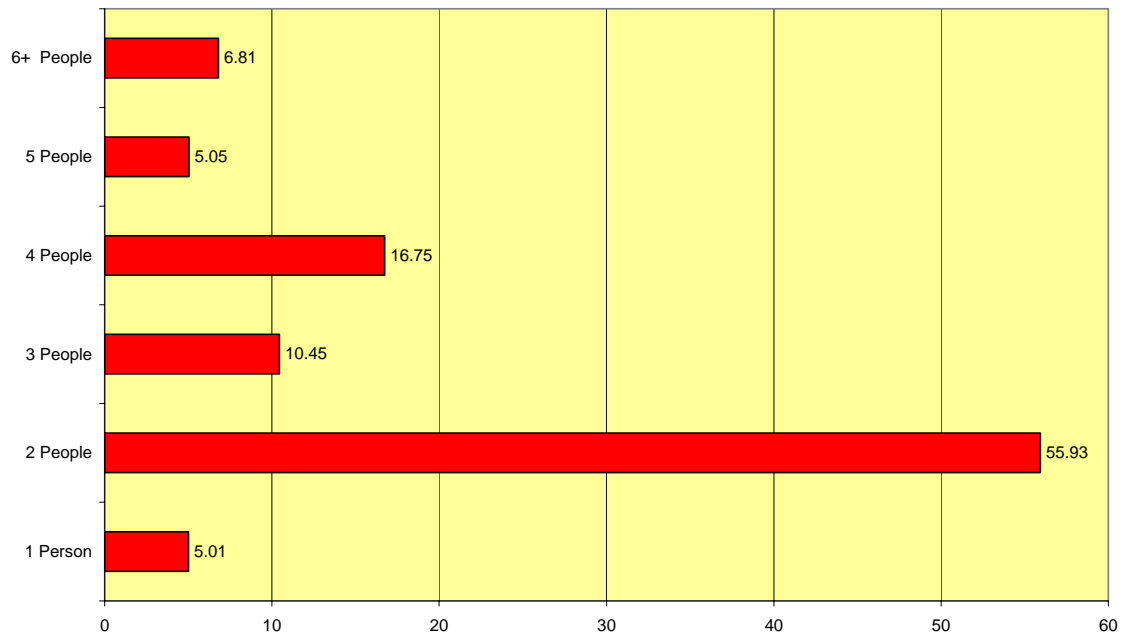
Figure 6
Visitor Type for Respondents Interested in Gardens or Countryside Trails
(Percent)



Number in Travel Party Likely to Visit a Garden or Countryside Trail

The number of people in the travel party of those interested in garden or countryside trails is shown in Figure 7 (Table 8A).

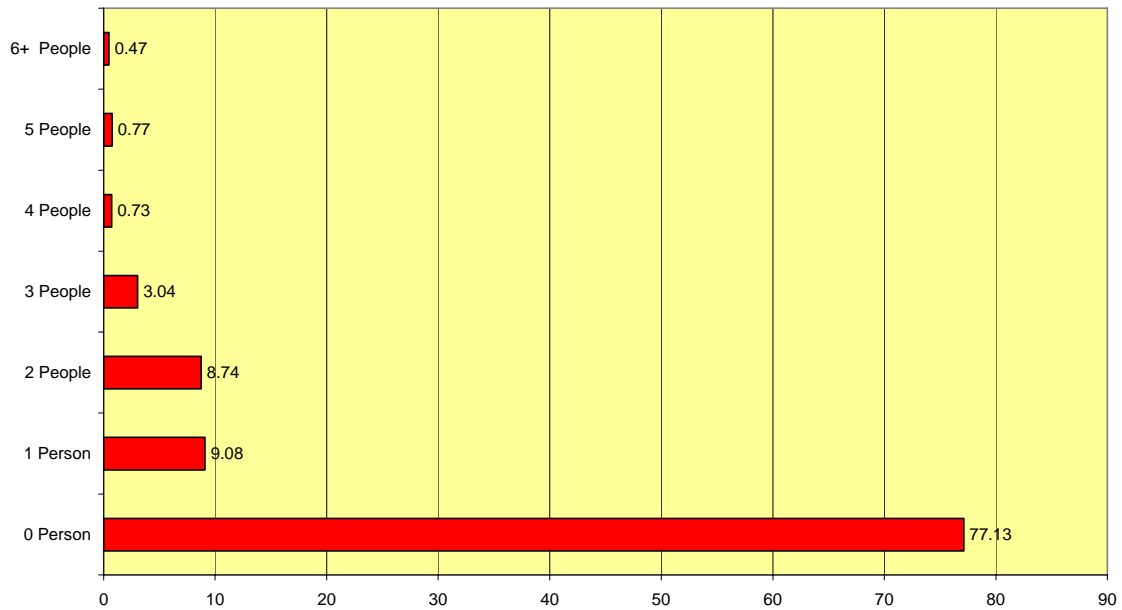
Figure 7
Travel Party Size for Respondents Interested in Gardens or Countryside Trails
(Percent)



Number Under 18 in Travel Party Likely to Visit a Garden or Countryside Trail

The number of people under 18 years of age in the travel party of those interested in gardens or countryside trails is shown in Figure 8 (Table 8B).

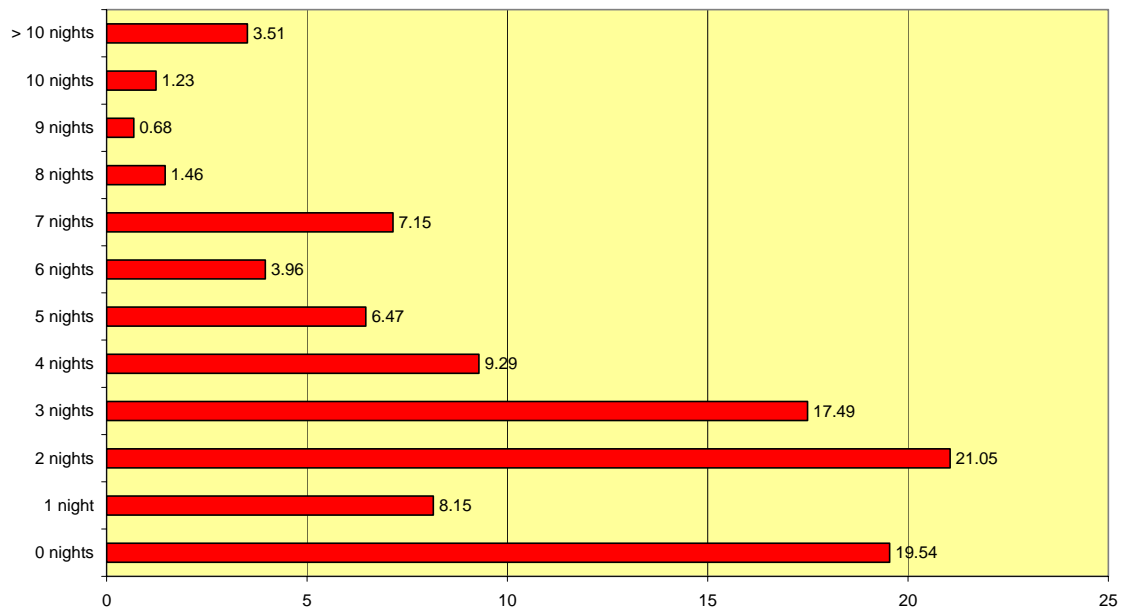
Figure 8
Number of People Under 18 in the Travel Party of Those Interested in
Gardens or Countryside Trails
(Percent)



Number of Nights Staying in the Area for Those Likely to Visit a Garden or Countryside Trail

On average, respondents interested in garden or countryside trails reported staying 3.37 nights. The distribution of number of nights respondents interested in Garden or countryside trails reported staying in the area is shown in Figure 9 (Table 9).

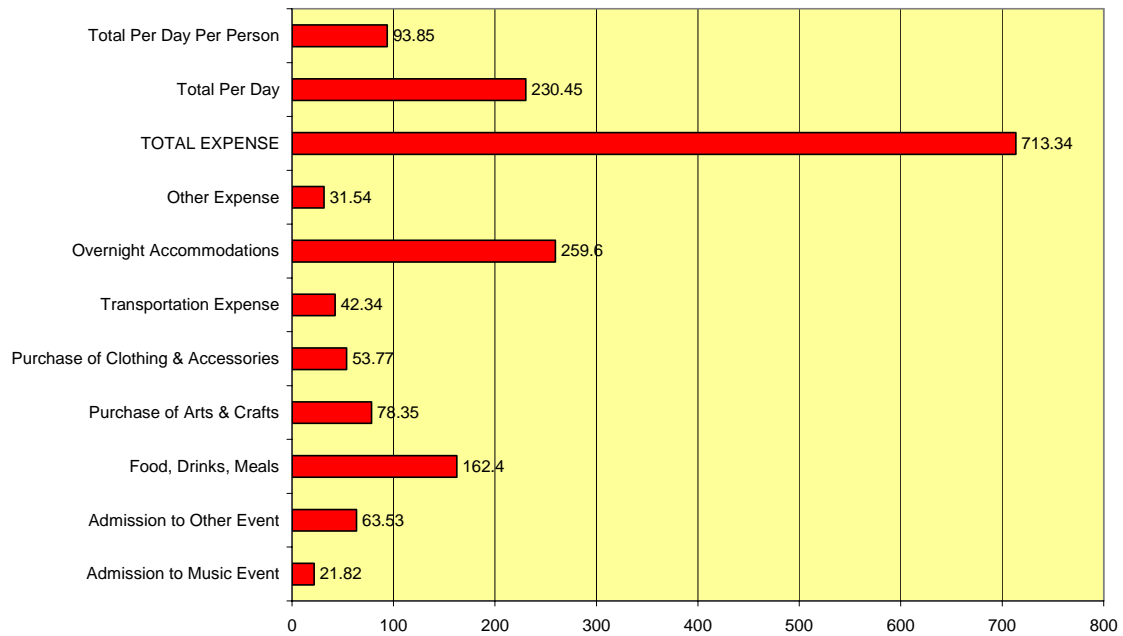
Figure 9
Number of Nights Respondents Interested in Gardens or Countryside Trails Reported Staying in the Area (Percent)



Expenditures of Those Likely to Visit a Garden or Countryside Trail

The expenditures of respondents interested in garden or countryside trails are shown in Figure 10 (Table 15).

Figure10
Expenditures of Respondents Interested in Gardens or Countryside Trails
(Percent)



Measurement of the Economic Vitality of Local Tourism Industry

Question 4D – Gardens/Countryside Trails

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 429 | 19.54 |
| Overnight Visitors | 1,766 | 80.46 |

TABLE 2
REGION OF DATA COLLECTION

| Venue | Frequency | Percent |
|---------------------|-----------|---------|
| Blue Ridge Heritage | 1,387 | 59.05 |
| High County Host | 375 | 15.96 |
| Smoky | 516 | 21.97 |
| Unknown | 71 | 3.02 |

TABLE 3
PLACE OF DATA COLLECTION

| Venue | Frequency | Percent |
|--------------------------------|-----------|---------|
| Alleghany Chamber | 36 | 1.53 |
| Andrews Chamber | 10 | 0.43 |
| Asheville Art Museum | 61 | 2.60 |
| Biltmore Estate | 117 | 4.98 |
| Brevard/Transylvania Chamber | 15 | 0.64 |
| Cherokee Co. Chamber | 17 | 0.72 |
| Chetola Resort | 40 | 1.70 |
| Chimney Rock Park | 402 | 17.11 |
| Clay County Chamber & Travel | 1 | 0.04 |
| Cradle of Forestry in American | 26 | 1.11 |
| Dogwood Crafters | 7 | 0.30 |
| Flat Rock Playhouse | 6 | 0.26 |
| Fontana Village Resort | 19 | 0.81 |
| Franklin Chamber | 13 | 0.55 |
| Goldhagen Studios | 16 | 0.68 |
| Graham Travel & Tourism Auth. | 10 | 0.43 |
| Grandfather Mountain | 106 | 4.51 |
| Henderson Co. Travel & Tourism | 99 | 4.21 |
| High Country Host | 103 | 4.38 |
| I-26 East Welcome Center | 335 | 14.26 |
| I-26 West Welcome Center | 112 | 4.77 |
| I-40 West Welcome Center | 328 | 13.96 |
| Madison Co. Visitors Center | 11 | 0.47 |
| McDowell Co. TDA | 7 | 0.30 |
| Mt. Airy Chamber | 11 | 0.47 |
| Mountain Gateway Museum | 5 | 0.21 |
| Nantahala Village | 16 | 0.68 |
| Parkway Craft Center | 7 | 0.30 |
| Penland School | 90 | 3.83 |
| Scottish Tartan's Museum | 3 | 0.13 |

TABLE 3
PLACE OF DATA COLLECTION (cont.)

| Venue | Frequency | Percent |
|---|-----------|---------|
| Smoky Mountain Host | 46 | 1.96 |
| Stecoah Valley Arts Crafts & Educational Center | 4 | 0.17 |
| Swain Co. Chamber | 15 | 0.64 |
| Swannanoa Valley Museum | 2 | 0.09 |
| Toe River Arts Council | 9 | 0.38 |
| Tweetsie Railroad | 72 | 3.07 |
| Undefined #1 | 13 | 0.55 |
| Undefined #2 | 42 | 1.79 |
| Undefined #3 | 11 | 0.47 |
| Undefined #4 | 8 | 0.34 |
| Undefined #7 (BVDNC) | 6 | 0.26 |
| Undefined #9 (BVDNC) | 9 | 0.38 |
| Undefined | 78 | 3.32 |
| WNC Nature Center | 5 | 0.21 |

TABLE 4
**AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA**

| Response | Frequency | Percent |
|----------------------|-----------|---------|
| Not Aware | 565 | 24.20 |
| Not Very Aware | 182 | 7.79 |
| Neutral | 276 | 11.82 |
| Aware | 323 | 13.83 |
| Very Aware | 989 | 42.36 |
| Mean = 3.4 | | |
| Std. Deviation = 1.6 | | |

TABLE 5
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Satisfied | 4 | 0.17 |
| Not Very Satisfied | 17 | 0.74 |
| Neutral | 136 | 5.88 |
| Satisfied | 522 | 22.59 |
| Very Satisfied | 1,632 | 70.62 |
| Mean = 4.63 | | |
| Std. Deviation = 0.65 | | |

TABLE 6
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Appealing | 4 | 0.17 |
| Not Very Appealing | 17 | 0.73 |
| Neutral | 91 | 3.93 |
| Appealing | 460 | 19.89 |
| Very Appealing | 1,741 | 75.27 |
| Mean = 4.69 | | |
| Std. Deviation = 0.60 | | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Musical Activities | | |
| Not Likely | 504 | 22.56 |
| Not Very Likely | 251 | 11.24 |
| Neutral | 413 | 18.49 |
| Likely | 426 | 19.07 |
| Very Likely | 640 | 28.65 |
| Mean | 3.20 | |
| Std. Deviation | 1.52 | |
| Cherokee Sites | | |
| Not Likely | 439 | 19.59 |
| Not Very Likely | 289 | 12.90 |
| Neutral | 458 | 20.44 |
| Likely | 436 | 19.46 |
| Very Likely | 619 | 27.62 |
| Mean | 3.23 | |
| Std. Deviation | 1.47 | |
| Visiting a Farm | | |
| Not Likely | 508 | 23.13 |
| Not Very Likely | 329 | 14.98 |
| Neutral | 435 | 19.81 |
| Likely | 396 | 18.03 |
| Very Likely | 528 | 24.04 |
| Mean | 3.05 | |
| Std. Deviation | 1.49 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------|-----------|---------|
| Garden/Countryside Trails | | |
| Not Likely | 0 | 0.00 |
| Not Very Likely | 0 | 0.00 |
| Neutral | 0 | 0.00 |
| Likely | 940 | 40.02 |
| Very Likely | 1,409 | 59.98 |
| Mean | 4.60 | |
| Std. Deviation | 0.49 | |
| Craft Activities | | |
| Not Likely | 281 | 12.48 |
| Not Very Likely | 219 | 9.72 |
| Neutral | 372 | 16.52 |
| Likely | 570 | 25.31 |
| Very Likely | 810 | 35.97 |
| Mean | 3.63 | |
| Std. Deviation | 1.38 | |
| Outdoor Recreation | | |
| Not Likely | 91 | 4.00 |
| Not Very Likely | 81 | 3.56 |
| Neutral | 182 | 7.99 |
| Likely | 557 | 24.46 |
| Very Likely | 1,366 | 59.99 |
| Mean | 4.33 | |
| Std. Deviation | 1.04 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Festivals & Special Events | | |
| Not Likely | 196 | 8.62 |
| Not Very Likely | 112 | 4.92 |
| Neutral | 291 | 12.79 |
| Likely | 535 | 23.52 |
| Very Likely | 1,141 | 50.15 |
| Mean | 4.02 | |
| Std. Deviation | 1.27 | |

TABLE 8A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 1 Person | 117 | 5.01 |
| 2 People | 1,306 | 55.93 |
| 3 People | 244 | 10.45 |
| 4 People | 391 | 16.75 |
| 5 People | 118 | 5.05 |
| 6+ People | 159 | 6.81 |

TABLE 8B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 0 Person | 1,801 | 77.13 |
| 1 Person | 212 | 9.08 |
| 2 People | 204 | 8.74 |
| 3 People | 71 | 3.04 |
| 4 People | 17 | 0.73 |
| 5 People | 18 | 0.77 |
| 6+ People | 11 | 0.47 |

TABLE 9
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|----------------|
| | Frequency | Percent |
| 0 nights | 429 | 19.54 |
| 1 night | 179 | 8.15 |
| 2 nights | 462 | 21.05 |
| 3 nights | 384 | 17.49 |
| 4 nights | 204 | 9.29 |
| 5 nights | 142 | 6.47 |
| 6 nights | 87 | 3.96 |
| 7 nights | 157 | 7.15 |
| 8 nights | 32 | 1.46 |
| 9 nights | 15 | 0.68 |
| 10 nights | 27 | 1.23 |
| > 10 nights | 77 | 3.51 |
| Overall: Frequency = 2,195 | Mean 3.37 | Median 3.00 |

TABLE 10
GENDER OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Female | 1,596 | 69.30 |
| Male | 707 | 30.70 |

TABLE 11
AGE OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Below 25 | 61 | 3.54 |
| 25 – 35 | 210 | 12.18 |
| 36 – 45 | 334 | 19.37 |
| 46 – 55 | 455 | 26.39 |
| 56 – 65 | 444 | 25.75 |
| Over 65 | 220 | 12.76 |
| Mean | 50.40 | |
| Median | 51.00 | |

TABLE 12
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Frequency | Percent |
|-----------------|-----------|---------|
| High School | 278 | 12.38 |
| Some College | 710 | 31.61 |
| Bachelor Degree | 689 | 30.68 |
| Graduate Degree | 569 | 25.33 |

TABLE 13
INCOME OF RESPONDENT

| Response | Frequency | Percent |
|---------------------|-----------|---------|
| \$0 - \$24,999 | 151 | 7.86 |
| \$25,000 - \$49,999 | 513 | 26.69 |
| \$50,000 - \$74,999 | 510 | 26.53 |
| \$75,000 - \$99,999 | 331 | 17.22 |
| \$100,000-\$124,999 | 203 | 10.56 |
| \$125,000-\$149,999 | 79 | 4.11 |
| \$150,000-\$174,999 | 52 | 2.71 |
| OVER \$175,000 | 83 | 4.32 |

TABLE 14
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Frequency | Percent |
|------------------------------------|-----------|---------|
| Admission to Music Event | | |
| No Expense | 1,404 | 73.13 |
| Yes Expense | 516 | 26.88 |
| Admission to Other Events | | |
| No Expense | 754 | 39.27 |
| Yes Expense | 1,166 | 60.73 |
| Food, Drinks, Meals | | |
| No Expense | 165 | 8.59 |
| Yes Expense | 1,755 | 91.41 |
| Arts & Crafts | | |
| No Expense | 728 | 37.92 |
| Yes Expense | 1,192 | 62.08 |
| Clothing or Accessories | | |
| No Expense | 994 | 51.77 |
| Yes Expense | 926 | 48.23 |
| Transportation | | |
| No Expense | 1,119 | 58.28 |
| Yes Expense | 801 | 41.72 |
| Overnight Accommodations | | |
| No Expense | 625 | 32.55 |
| Yes Expense | 1,295 | 67.45 |
| Other | | |
| No Expense | 1,718 | 89.48 |
| Yes Expense | 202 | 10.52 |
| No Expense or Missing Value | 26 | 1.35 |
| Total Yes Expense | 1,894 | 98.65 |

TABLE 15
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Frequency | Mean | Std. Dev. |
|------------------------------------|------------------|-------------|------------------|
| Admission to Music Event | 1,920 | 21.82 | 77.17 |
| Admission to Other Event | 1,920 | 63.53 | 151.25 |
| Food, Drinks, Meals | 1,920 | 162.40 | 227.50 |
| Purchase of Arts & Crafts | 1,920 | 78.35 | 180.44 |
| Purchase of Clothing & Accessories | 1,920 | 53.77 | 112.05 |
| Transportation Expense | 1,920 | 42.34 | 102.79 |
| Overnight Accommodations | 1,920 | 259.60 | 504.66 |
| Other Expense | 1,920 | 31.54 | 264.12 |
| TOTAL EXPENSE | 1,920 | 713.34 | 986.71 |
| Total Per Day | 1,839 | 230.45 | 248.84 |
| Total Per Day Per Person | 1,711 | 93.85 | 98.53 |

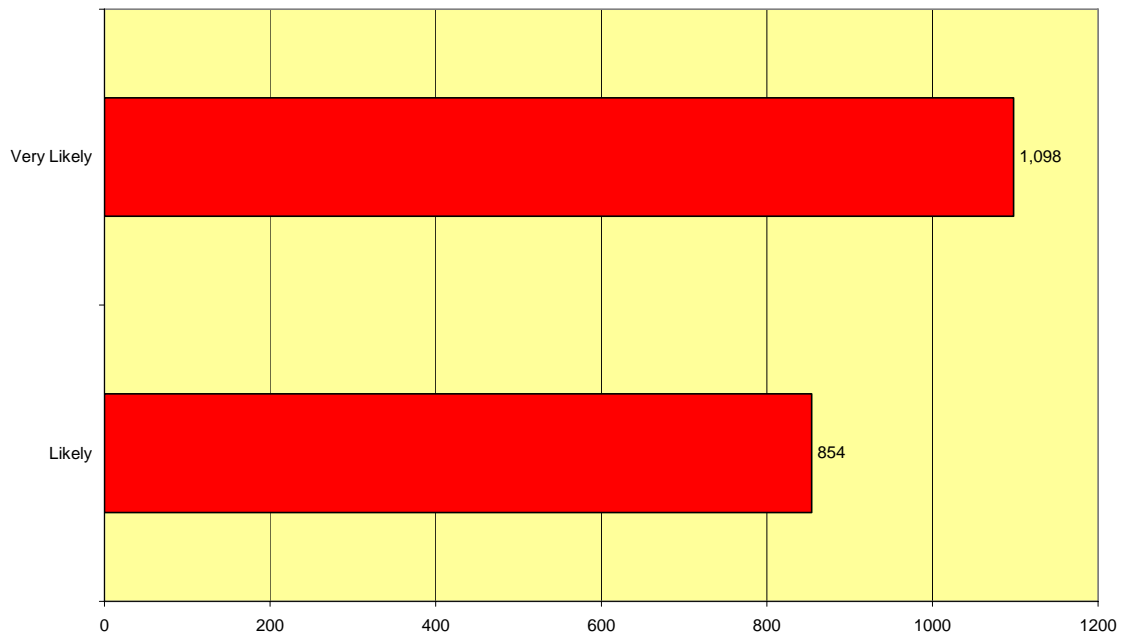
Measurement of the Economic Vitality of Local Tourism Industry

Question 4E – Craft Activities

Likelihood of Participating in Craft Activities

Across the entire sample, a total of 1,952 respondents indicated that they were interested in participating in craft activities. Table 7 and Figure 1 show the distribution of respondents indicating that they would likely or very likely participate in craft activities.

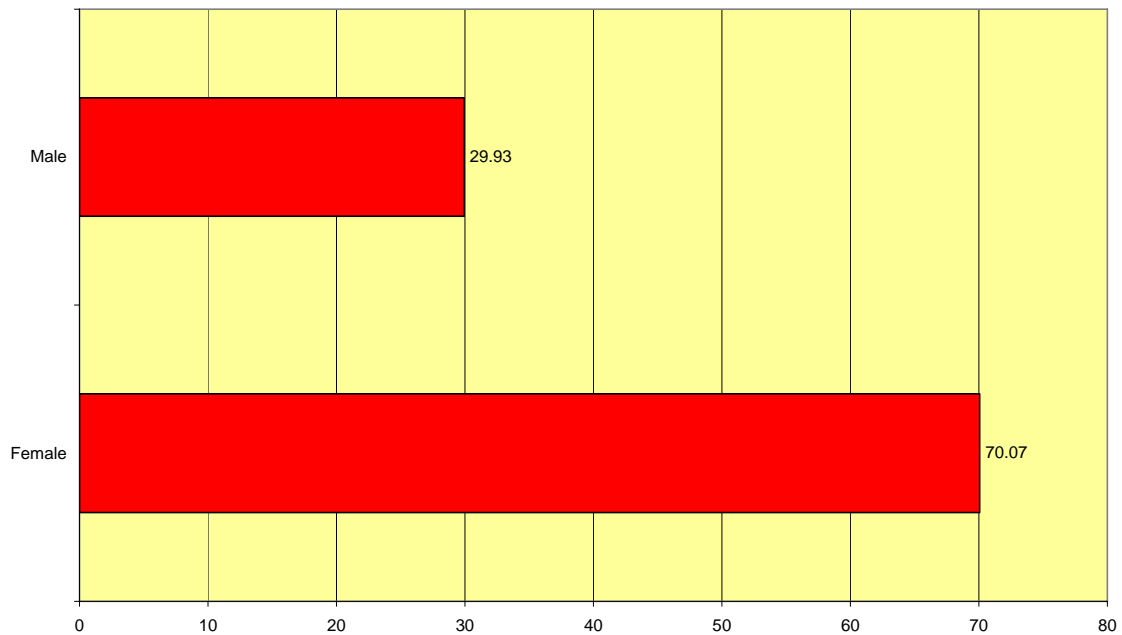
Figure 1
Number of Respondents Indicating an Interest in Craft Activities
(Frequency)



Gender of Those Likely to Participate in Craft Activities

As with the sample as a whole, most of the respondents interested in craft activities were female (Table 10). Figure 2 shows the distribution of respondents' gender that indicated an interest for craft activities.

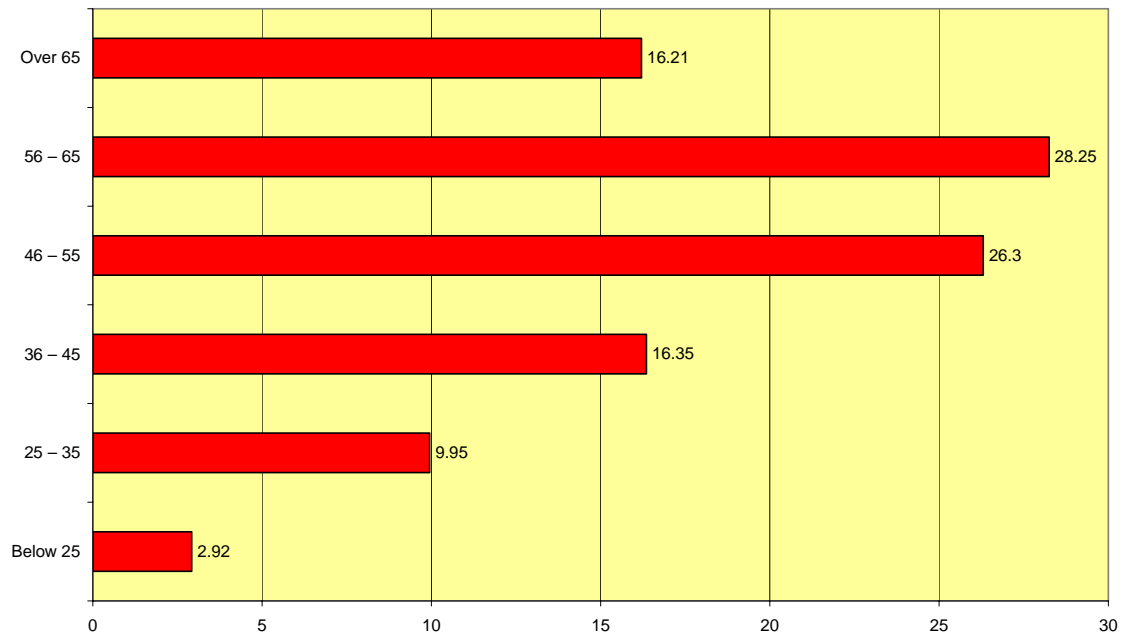
Figure 2
Gender of Respondents Interested in Craft Activities
(Percent)



Age of Those Likely to Participate in Craft Activities

Those who were interested in craft activities averaged 52.33 years of age (Table 11). Their age distribution is shown in Figure 3.

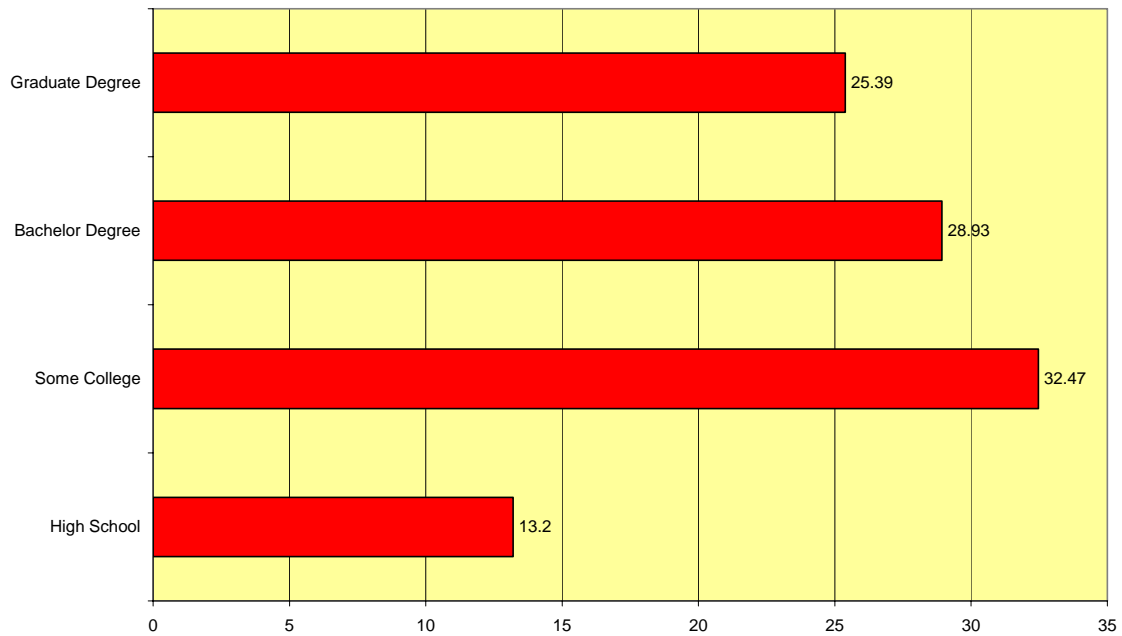
Figure 3
Age Distribution of Respondents Indicating an Interest in Craft Activities
(Percent)



Education of Those Likely to Participate in Craft Activities

The educational levels of respondents indicating an interest in craft activities is shown in Figure 4 (Table 12).

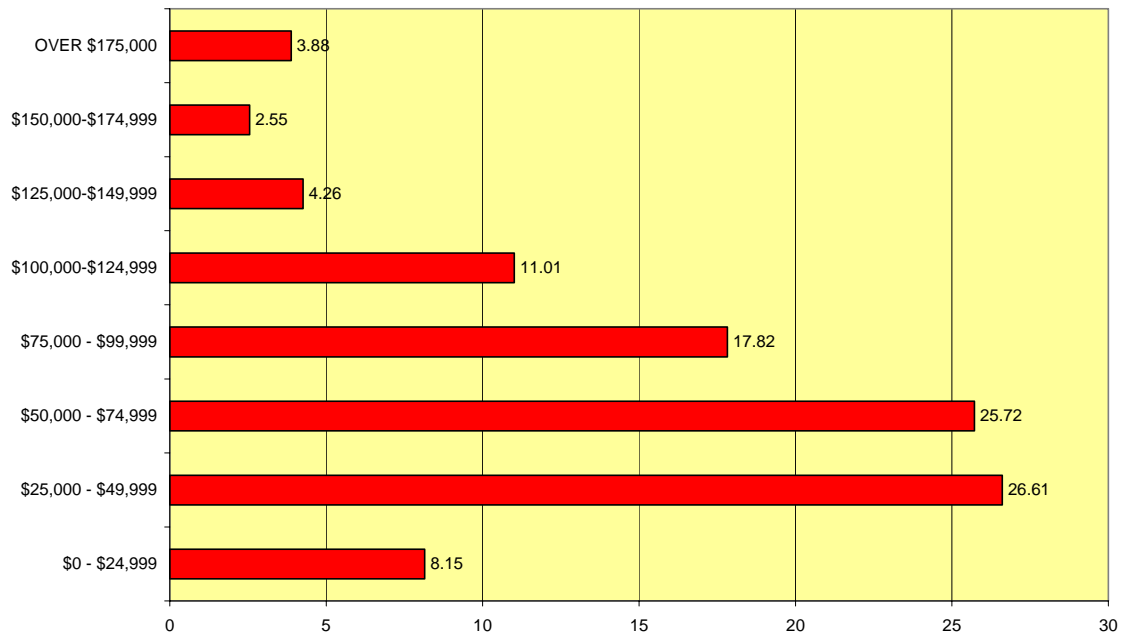
Figure 4
Education Level of Respondents Interested in Craft Activities
(Percent)



Income of Those Likely to Participate in Craft Activities

The income levels of respondents indicating an interest in craft activities is shown in Figure 5 (Table 13).

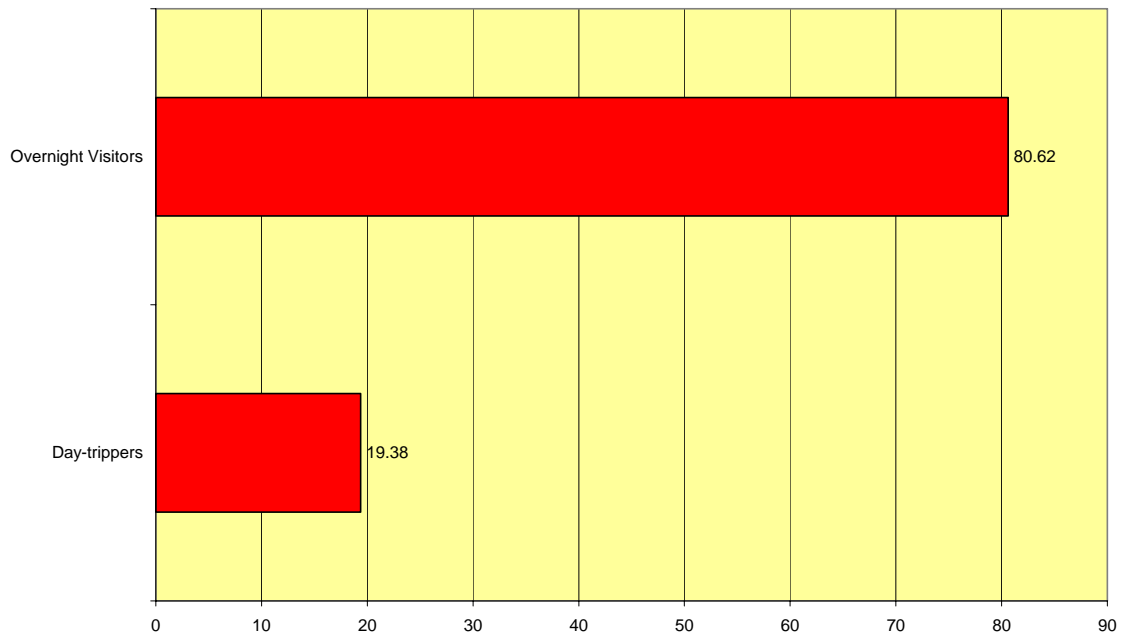
Figure 5
Income Level of Respondents Interested in Craft Activities
(Percent)



Overnight Visitors Likely to Participate in Craft Activities

A majority of respondents indicating an interest in craft activities were overnight visitors (Table 1). Figure 6 shows the distribution.

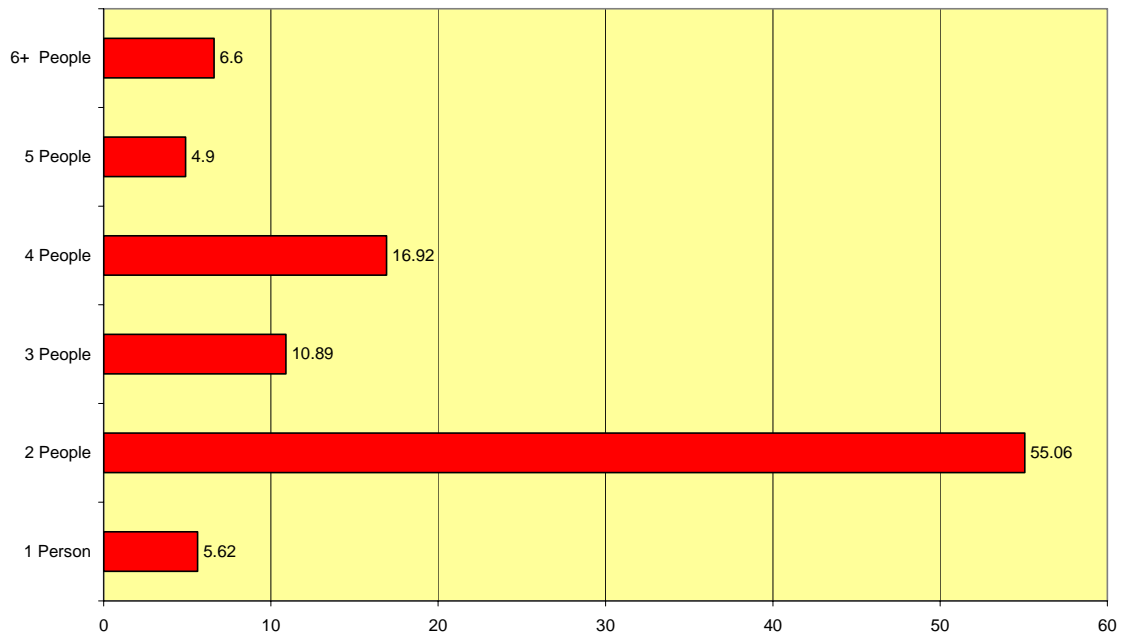
Figure 6
Visitor Type for Respondents Interested in Craft Activities
(Percent)



Number in Travel Party Likely to Participate in Craft Activities

The number of people in the travel party of those interested in craft activities is shown in Figure 7 (Table 8A).

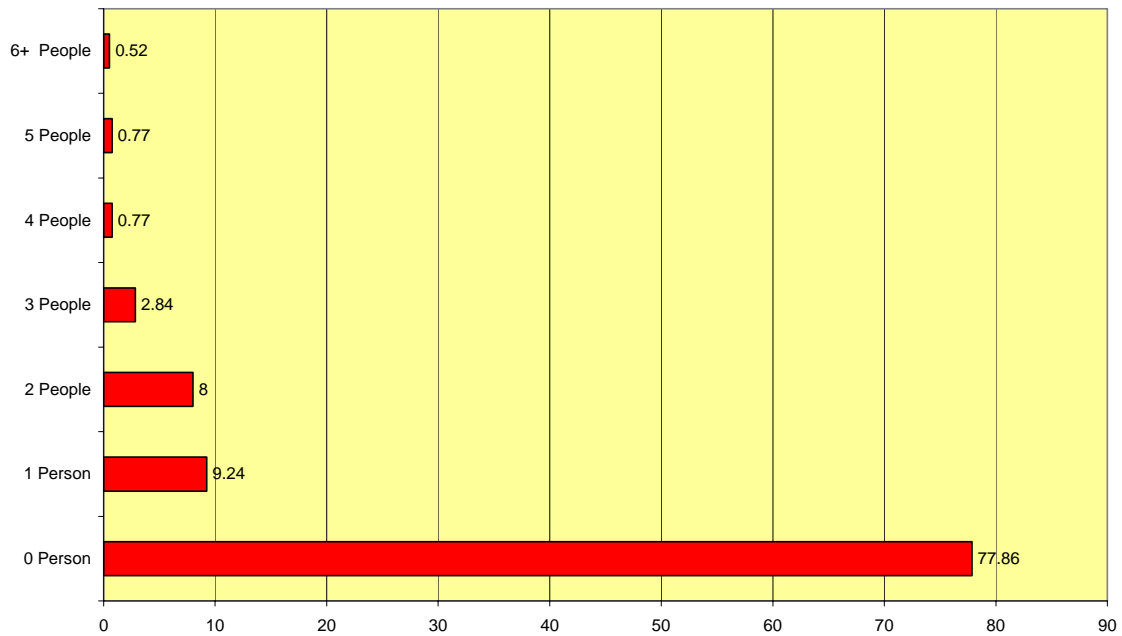
Figure 7
Travel Party Size for Respondents Interested in Craft Activities
(Percent)



Number Under 18 in Travel Party Likely to Participate in Craft Activities

The number of people under 18 years of age in the travel party of those interested in Craft activities is shown in Figure 8 (Table 8B).

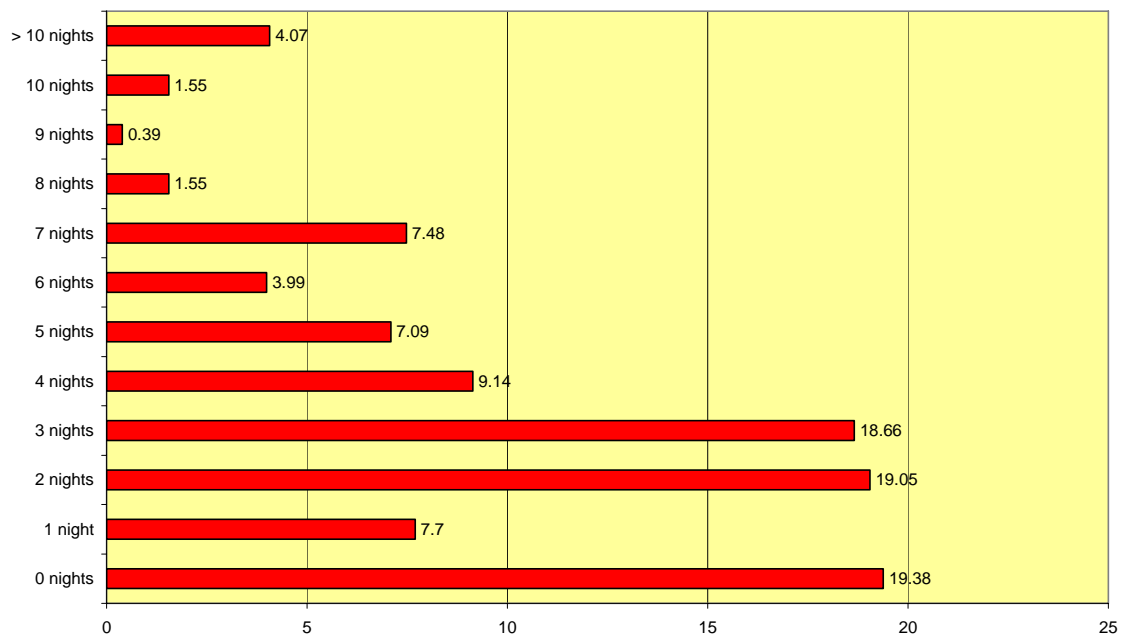
Figure 8
Number of People Under 18 in the Travel Party of Those Interested in Craft Activities
(Percent)



Number of Nights Staying in the Area for Those Likely to Participate in Craft Activities

On average, respondents interested in craft activities reported staying 3.54 nights. The distribution of number of nights respondents interested in craft activities reported staying in the area is shown in Figure 9 (Table 9).

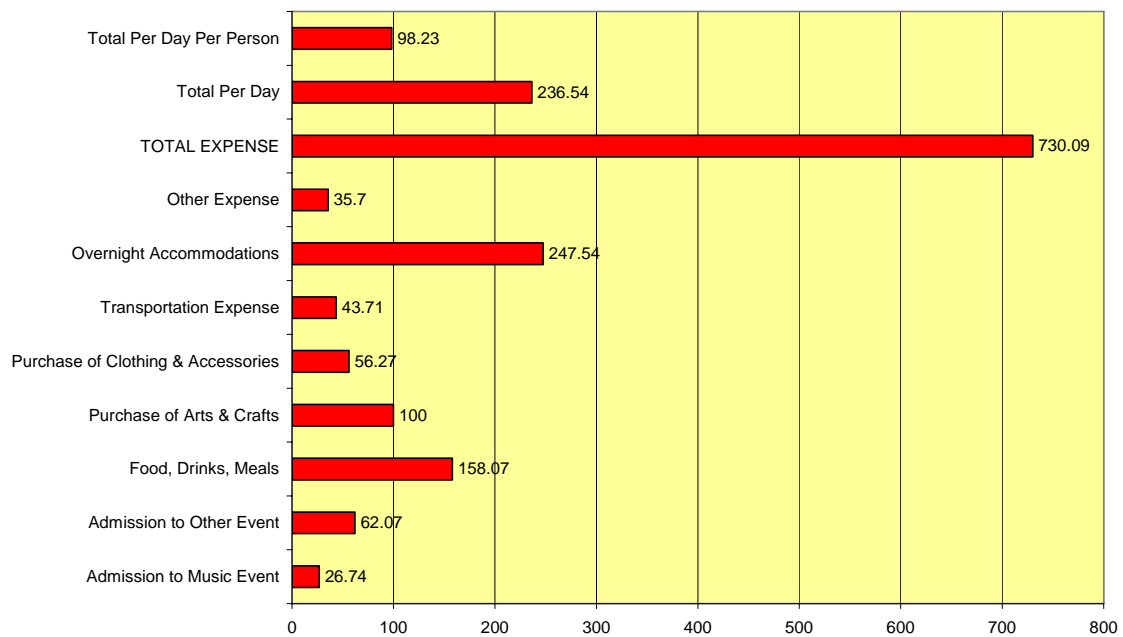
Figure 9
Number of Nights Respondents Interested in Craft Activities Reported Staying in the Area
(Percent)



Expenditures of Those Likely to Participate in Craft Activities

The expenditures of respondents interested in craft activities are shown in Figure 10 (Table 15).

Figure 10
Expenditures of Respondents Interested in Craft Activities
(Dollars)



Measurement of the Economic Vitality of Local Tourism Industry

Question 4E – Craft Activities

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 350 | 19.38 |
| Overnight Visitors | 1,456 | 80.62 |

TABLE 2
REGION OF DATA COLLECTION

| Venue | Frequency | Percent |
|---------------------|-----------|---------|
| Blue Ridge Heritage | 1,104 | 56.56 |
| High County Host | 313 | 16.03 |
| Smoky | 479 | 24.54 |
| Unknown | 56 | 2.87 |

TABLE 3
PLACE OF DATA COLLECTION

| Venue | Frequency | Percent |
|--------------------------------|-----------|---------|
| Alleghany Chamber | 43 | 2.20 |
| Andrews Chamber | 7 | 0.36 |
| Asheville Art Museum | 56 | 2.87 |
| Biltmore Estate | 82 | 4.20 |
| Brevard/Transylvania Chamber | 9 | 0.46 |
| Cherokee Co. Chamber | 19 | 0.97 |
| Chetola Resort | 29 | 1.49 |
| Chimney Rock Park | 233 | 11.94 |
| Clay County Chamber & Travel | 3 | 0.15 |
| Cradle of Forestry in American | 19 | 0.97 |
| Dogwood Crafters | 22 | 0.61 |
| Flat Rock Playhouse | 6 | 0.31 |
| Fontana Village Resort | 12 | 0.61 |
| Franklin Chamber | 15 | 0.77 |
| Goldhagen Studios | 23 | 1.18 |
| Graham Travel & Tourism Auth. | 7 | 0.36 |
| Grandfather Mountain | 70 | 3.59 |
| Henderson Co. Travel & Tourism | 78 | 4.00 |
| High Country Host | 92 | 4.71 |
| I-26 East Welcome Center | 300 | 15.37 |
| I-26 West Welcome Center | 106 | 5.43 |
| I-40 West Welcome Center | 302 | 15.47 |
| Madison Co. Visitors Center | 9 | 0.46 |
| McDowell Co. TDA | 5 | 0.26 |
| Mt. Airy Chamber | 13 | 0.67 |
| Mountain Gateway Museum | 7 | 0.36 |
| Nantahala Village | 7 | 0.36 |
| Parkway Craft Center | 7 | 0.20 |
| Penland School | 105 | 5.38 |
| Scottish Tartan's Museum | 2 | 0.10 |

TABLE 3
PLACE OF DATA COLLECTION (cont.)

| Venue | Frequency | Percent |
|---|-----------|---------|
| Smoky Mountain Host | 41 | 2.10 |
| Stecoah Valley Arts Crafts & Educational Center | 5 | 0.10 |
| Swain Co. Chamber | 9 | 0.46 |
| Swannanoa Valley Museum | 3 | 0.15 |
| Toe River Arts Council | 8 | 0.41 |
| Tweetsie Railroad | 62 | 3.18 |
| Undefined #1 | 11 | 0.56 |
| Undefined #2 | 29 | 1.49 |
| Undefined #3 | 3 | 0.41 |
| Undefined #4 | 6 | 0.31 |
| Undefined #7 (BVDNC) | 9 | 0.46 |
| Undefined #9 (BVDNC) | 5 | 0.26 |
| Undefined | 70 | 3.59 |
| WNC Nature Center | 4 | 0.20 |

TABLE 4
AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|----------------------|-----------|---------|
| Not Aware | 436 | 22.44 |
| Not Very Aware | 142 | 7.31 |
| Neutral | 224 | 11.53 |
| Aware | 288 | 14.82 |
| Very Aware | 853 | 43.90 |
| Mean = 3.5 | | |
| Std. Deviation = 1.6 | | |

TABLE 5
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Satisfied | 5 | 0.26 |
| Not Very Satisfied | 18 | 0.94 |
| Neutral | 126 | 6.59 |
| Satisfied | 422 | 22.08 |
| Very Satisfied | 1,340 | 70.12 |
| Mean = 4.61 | | |
| Std. Deviation = 0.68 | | |

TABLE 6
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Appealing | 5 | 0.26 |
| Not Very Appealing | 16 | 0.83 |
| Neutral | 85 | 4.43 |
| Appealing | 358 | 18.67 |
| Very Appealing | 1,454 | 75.81 |
| Mean = 4.69 | | |
| Std. Deviation = 0.62 | | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Musical Activities | | |
| Not Likely | 326 | 17.73 |
| Not Very Likely | 186 | 10.11 |
| Neutral | 360 | 19.58 |
| Likely | 392 | 21.32 |
| Very Likely | 575 | 31.27 |
| Mean | 3.38 | |
| Std. Deviation | 1.46 | |
| Cherokee Sites | | |
| Not Likely | 329 | 17.83 |
| Not Very Likely | 225 | 12.20 |
| Neutral | 364 | 19.73 |
| Likely | 363 | 19.67 |
| Very Likely | 564 | 30.57 |
| Mean | 3.33 | |
| Std. Deviation | 1.47 | |
| Visiting a Farm | | |
| Not Likely | 421 | 23.40 |
| Not Very Likely | 261 | 14.51 |
| Neutral | 361 | 20.07 |
| Likely | 317 | 17.62 |
| Very Likely | 439 | 24.40 |
| Mean | 3.05 | |
| Std. Deviation | 1.49 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------|-----------|---------|
| Garden/Countryside Trails | | |
| Not Likely | 106 | 5.72 |
| Not Very Likely | 119 | 6.42 |
| Neutral | 249 | 13.43 |
| Likely | 529 | 28.53 |
| Very Likely | 851 | 45.90 |
| Mean | 4.02 | |
| Std. Deviation | 1.17 | |
| Craft Activities | | |
| Not Likely | 0 | 0.00 |
| Not Very Likely | 0 | 0.00 |
| Neutral | 0 | 0.00 |
| Likely | 854 | 43.75 |
| Very Likely | 1,098 | 56.25 |
| Mean | 4.56 | |
| Std. Deviation | 0.50 | |
| Outdoor Recreation | | |
| Not Likely | 88 | 4.74 |
| Not Very Likely | 96 | 5.17 |
| Neutral | 192 | 10.33 |
| Likely | 475 | 25.57 |
| Very Likely | 1,007 | 54.20 |
| Mean | 4.19 | |
| Std. Deviation | 1.11 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Festivals & Special Events | | |
| Not Likely | 113 | 5.96 |
| Not Very Likely | 64 | 3.37 |
| Neutral | 169 | 8.91 |
| Likely | 447 | 23.56 |
| Very Likely | 1,104 | 58.20 |
| Mean | 4.25 | |
| Std. Deviation | 1.13 | |

TABLE 8A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 1 Person | 109 | 5.62 |
| 2 People | 1,067 | 55.06 |
| 3 People | 211 | 10.89 |
| 4 People | 328 | 16.92 |
| 5 People | 95 | 4.90 |
| 6+ People | 128 | 6.60 |

TABLE 8B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 0 Person | 1,509 | 77.86 |
| 1 Person | 179 | 9.24 |
| 2 People | 155 | 8.00 |
| 3 People | 55 | 2.84 |
| 4 People | 15 | 0.77 |
| 5 People | 15 | 0.77 |
| 6+ People | 10 | 0.52 |

TABLE 9
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|----------------|
| | Frequency | Percent |
| 0 nights | 350 | 19.38 |
| 1 night | 139 | 7.70 |
| 2 nights | 344 | 19.05 |
| 3 nights | 337 | 18.66 |
| 4 nights | 165 | 9.14 |
| 5 nights | 128 | 7.09 |
| 6 nights | 72 | 3.99 |
| 7 nights | 135 | 7.48 |
| 8 nights | 28 | 1.55 |
| 9 nights | 7 | 0.39 |
| 10 nights | 28 | 1.55 |
| > 10 nights | 73 | 4.07 |
| Overall: Frequency = 1,806 | Mean 3.54 | Median 3.00 |

TABLE 10
GENDER OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Female | 1,344 | 70.07 |
| Male | 574 | 29.93 |

TABLE 11
AGE OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Below 25 | 42 | 2.92 |
| 25 – 35 | 143 | 9.95 |
| 36 – 45 | 235 | 16.35 |
| 46 – 55 | 378 | 26.30 |
| 56 – 65 | 406 | 28.25 |
| Over 65 | 233 | 16.21 |
| Mean | 52.33 | |
| Median | 53.00 | |

TABLE 12
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Frequency | Percent |
|-----------------|-----------|---------|
| High School | 246 | 13.20 |
| Some College | 605 | 32.47 |
| Bachelor Degree | 539 | 28.93 |
| Graduate Degree | 473 | 25.39 |

TABLE 13
INCOME OF RESPONDENT

| Response | Frequency | Percent |
|---------------------|-----------|---------|
| \$0 - \$24,999 | 128 | 8.15 |
| \$25,000 - \$49,999 | 418 | 26.61 |
| \$50,000 - \$74,999 | 404 | 25.72 |
| \$75,000 - \$99,999 | 280 | 17.82 |
| \$100,000-\$124,999 | 173 | 11.01 |
| \$125,000-\$149,999 | 67 | 4.26 |
| \$150,000-\$174,999 | 40 | 2.55 |
| OVER \$175,000 | 61 | 3.88 |

TABLE 14
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Frequency | Percent |
|------------------------------------|-----------|---------|
| Admission to Music Event | | |
| No Expense | 1,075 | 69.40 |
| Yes Expense | 474 | 30.60 |
| Admission to Other Events | | |
| No Expense | 627 | 40.48 |
| Yes Expense | 922 | 59.52 |
| Food, Drinks, Meals | | |
| No Expense | 142 | 9.17 |
| Yes Expense | 1,407 | 90.83 |
| Arts & Crafts | | |
| No Expense | 447 | 28.86 |
| Yes Expense | 1,102 | 71.14 |
| Clothing or Accessories | | |
| No Expense | 806 | 52.03 |
| Yes Expense | 743 | 47.97 |
| Transportation | | |
| No Expense | 908 | 58.62 |
| Yes Expense | 641 | 41.38 |
| Overnight Accommodations | | |
| No Expense | 514 | 33.18 |
| Yes Expense | 1,035 | 66.82 |
| Other | | |
| No Expense | 1,404 | 90.64 |
| Yes Expense | 145 | 9.36 |
| No Expense or Missing Value | 15 | 0.97 |
| Total Yes Expense | 1,534 | 99.03 |

TABLE 15
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Frequency | Mean | Std. Dev. |
|------------------------------------|------------------|-------------|------------------|
| Admission to Music Event | 1,549 | 26.74 | 86.77 |
| Admission to Other Event | 1,549 | 62.07 | 165.09 |
| Food, Drinks, Meals | 1,549 | 158.07 | 214.78 |
| Purchase of Arts & Crafts | 1,549 | 100.00 | 200.12 |
| Purchase of Clothing & Accessories | 1,549 | 56.27 | 115.59 |
| Transportation Expense | 1,549 | 43.71 | 115.51 |
| Overnight Accommodations | 1,549 | 247.54 | 372.17 |
| Other Expense | 1,549 | 35.70 | 313.55 |
| TOTAL EXPENSE | 1,549 | 730.09 | 938.23 |
| Total Per Day | 1,473 | 236.54 | 263.37 |
| Total Per Day Per Person | 1,370 | 98.23 | 114.19 |

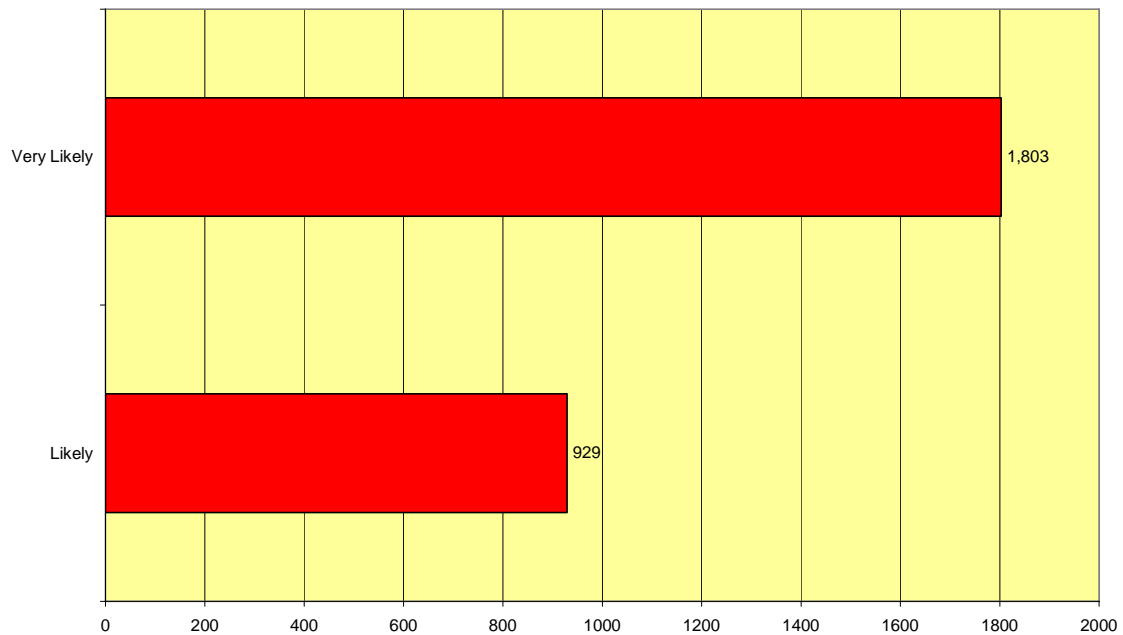
Measurement of the Economic Vitality of Local Tourism Industry

Question 4F – Outdoor Recreation

Likelihood of Participating in Outdoor Recreation

Across the entire sample, a total of 2,732 respondents indicated that they were interested in participating in outdoor recreation. Table 7 and Figure 1 show the distribution of respondents indicating that they would likely or very likely participate in outdoor recreation.

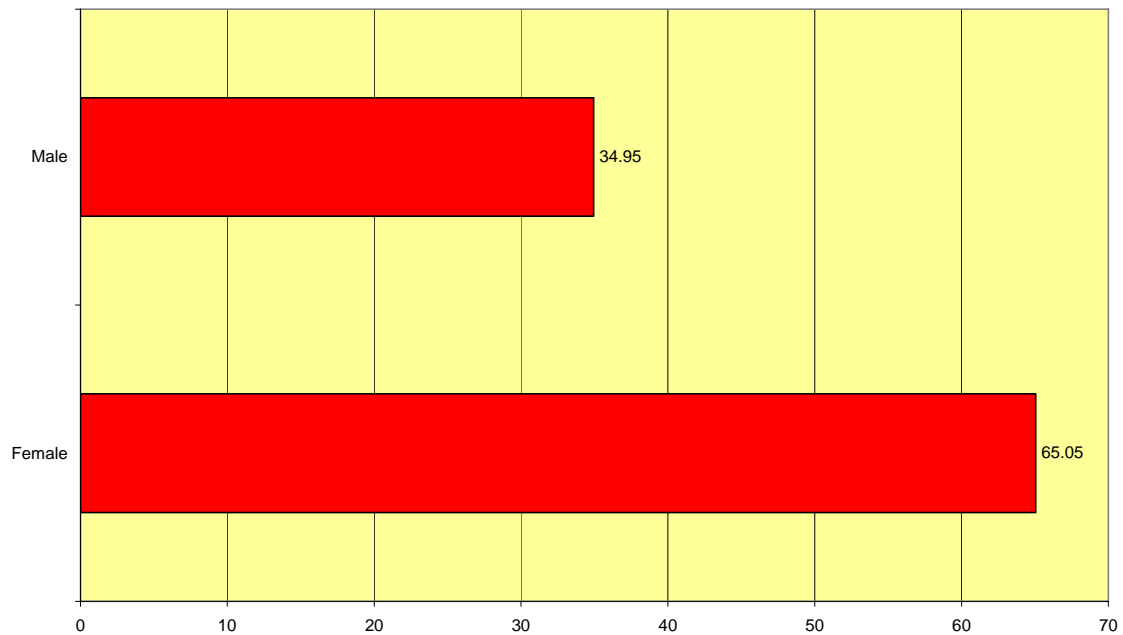
Figure 1
Number of Respondents Interested in Outdoor Recreation
(Frequency)



Gender of Those Likely to Participate in Outdoor Recreation

As with the sample as a whole, most of the respondents interested in outdoor recreation were female (Table 10). Figure 2 shows the distribution of respondents' gender that indicated an interest for outdoor recreation.

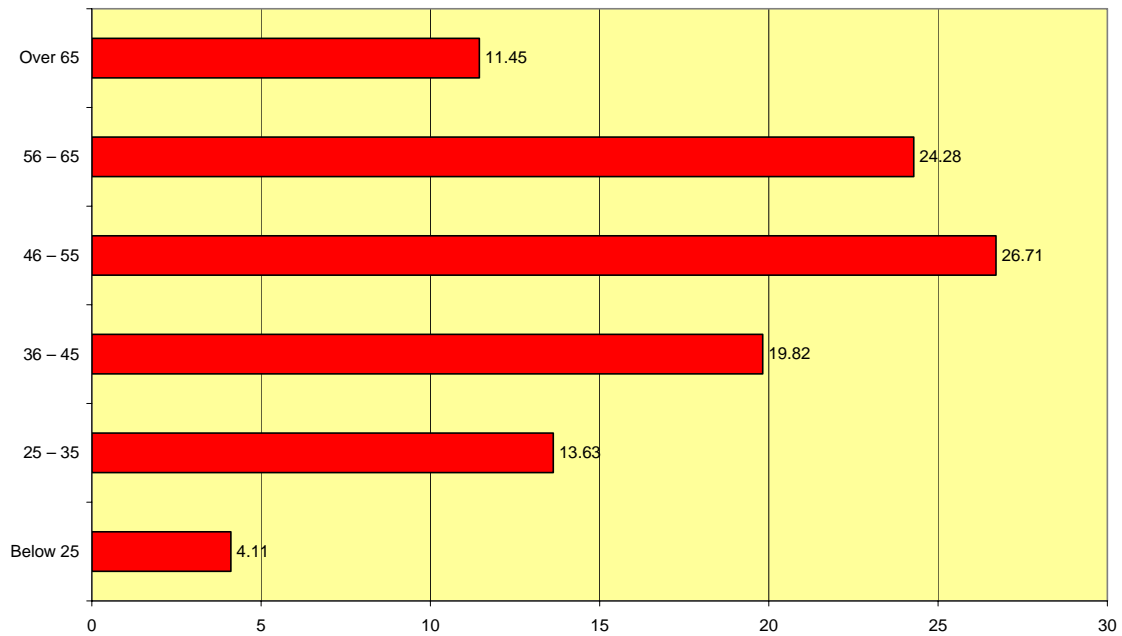
Figure 2
Gender of Respondents Interested in Outdoor Recreation
(Percent)



Age of Those Likely to Participate in Outdoor Recreation

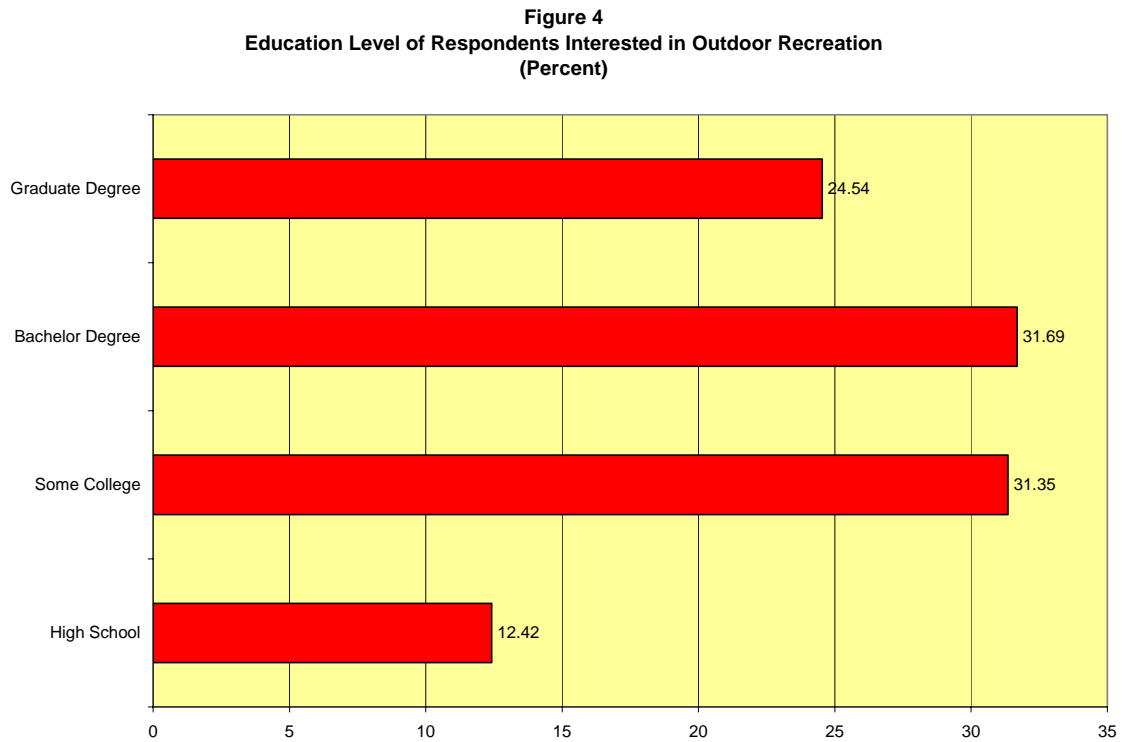
Those who were interested in outdoor recreation averaged 49.40 years of age (Table 11). Their age distribution is shown in Figure 3.

Figure 3
Age Distribution of Respondents Interested in Outdoor Recreation
(Percent)



Education of Those Likely to Participate in Outdoor Recreation

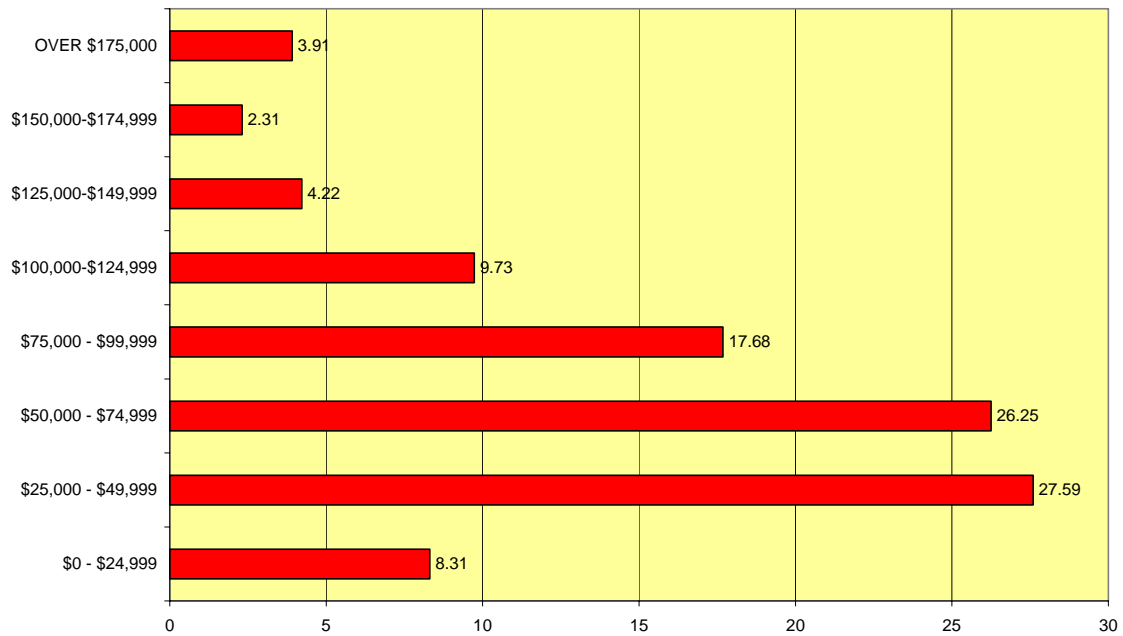
The educational levels of respondents indicating an interest in outdoor recreation is shown in Figure 4 (Table 12).



Income of Those Likely to Participate in Outdoor Recreation

The income levels of respondents indicating an interest in outdoor recreation is shown in Figure 5 (Table 13).

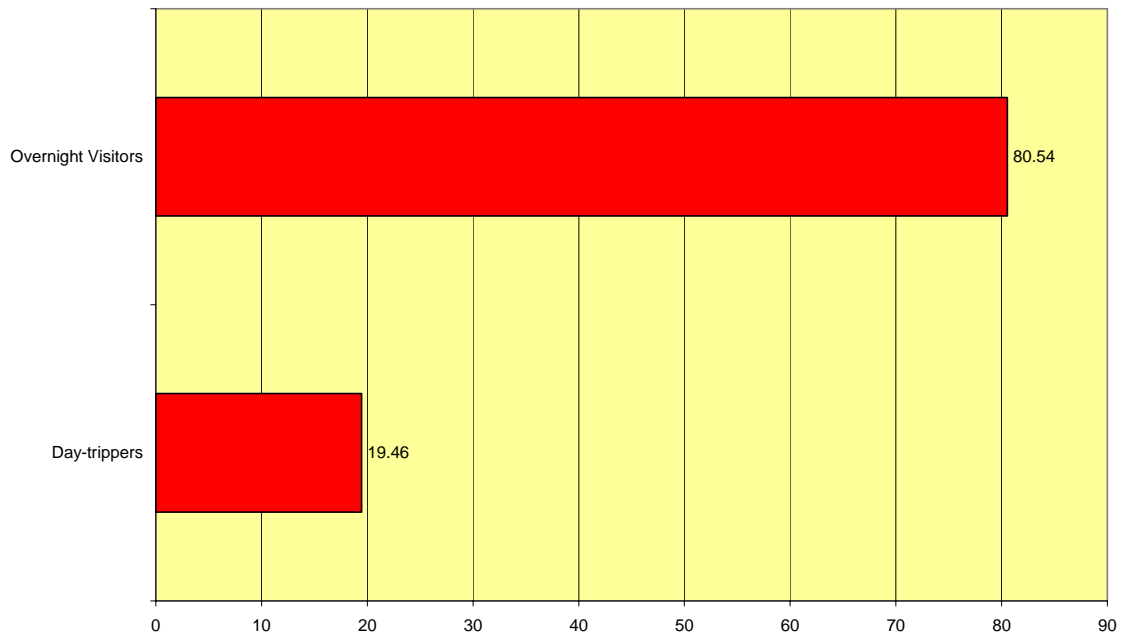
Figure 5
Income Level of Respondents Interested in Outdoor Recreation
(Percent)



Overnight Visitors Likely to Participate in Outdoor Recreation

A majority of respondents indicating an interest in outdoor recreation were overnight visitors (Table 1). Figure 6 shows the distribution.

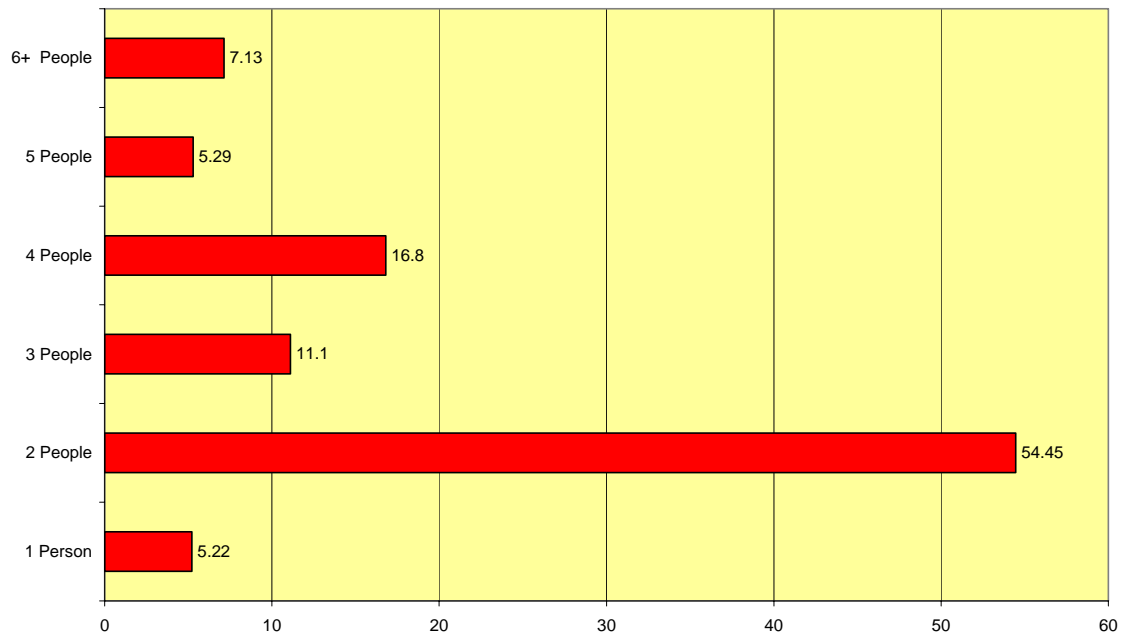
Figure 6
Visitor Type for Respondents Interested in Outdoor Recreation
(Percent)



Number in Travel Party Likely to Participate in Outdoor Recreation

The number of people in the travel party of those interested in outdoor recreation is shown in Figure 7 (Table 8A).

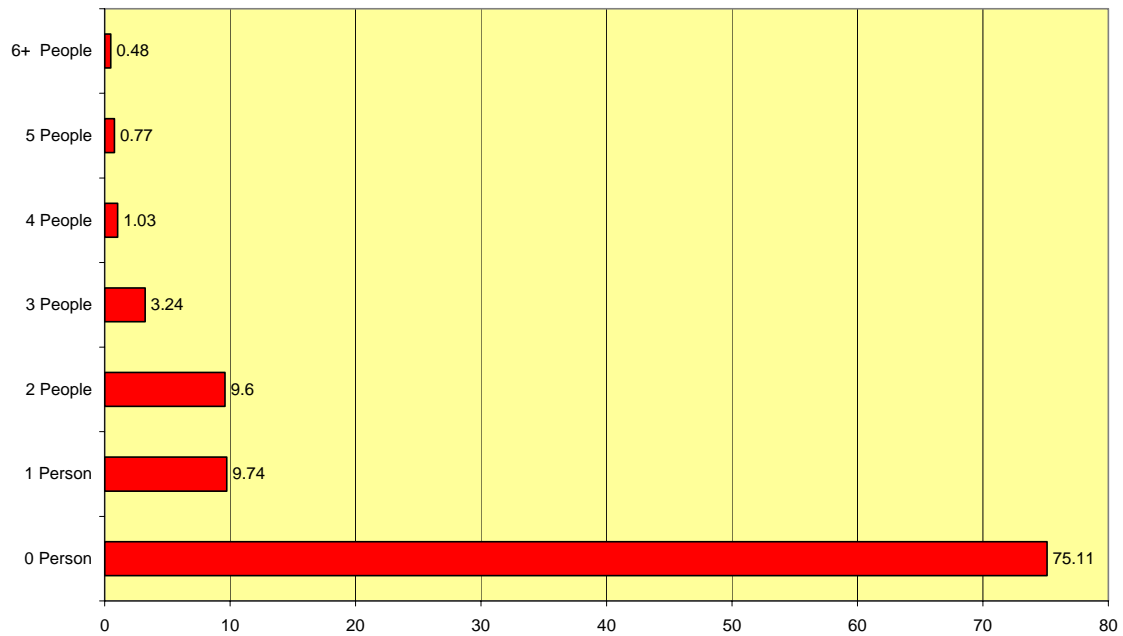
Figure 7
Travel Party Size for Respondents Interested in Outdoor Recreation
(Percent)



Number Under 18 in Travel Party Likely to Participate in Outdoor Recreation

The number of people under 18 years of age in the travel party of those interested in outdoor recreation is shown in Figure 8 (Table 8B).

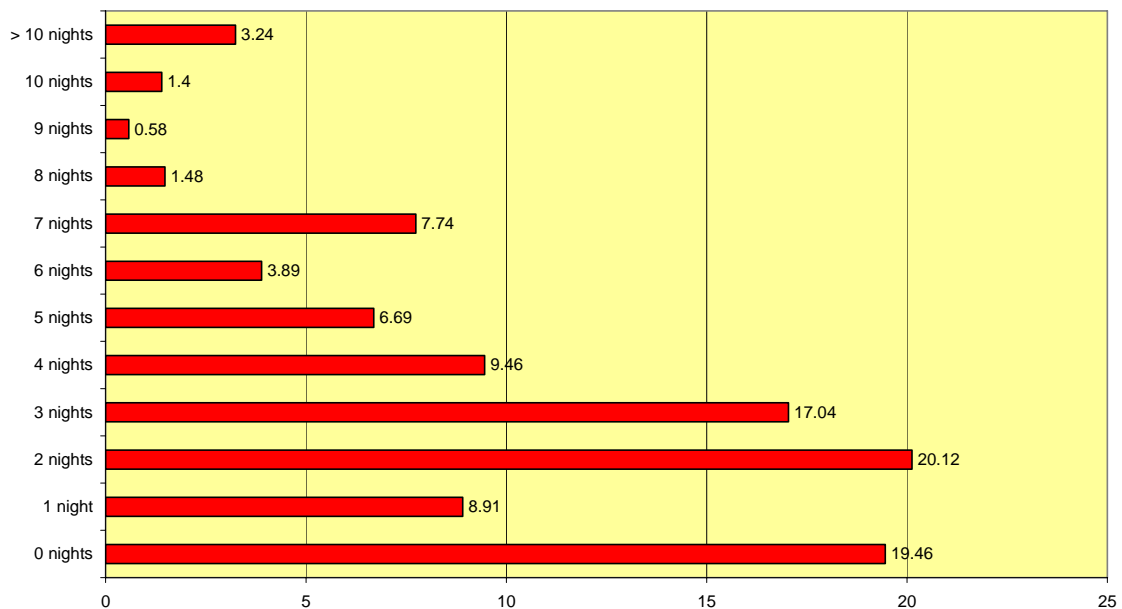
Figure 8
Number of People Under 18 in the Travel Party of Those Interested in Outdoor Recreation
(Percent)



*Number of Nights Staying in the Area for Those Likely to
Participate in Outdoor Recreation*

On average, respondents interested in outdoor recreation reported staying 3.37 nights. The distribution of number of nights respondents interested in outdoor recreation reported staying in the area is shown in Figure 9 (Table 9).

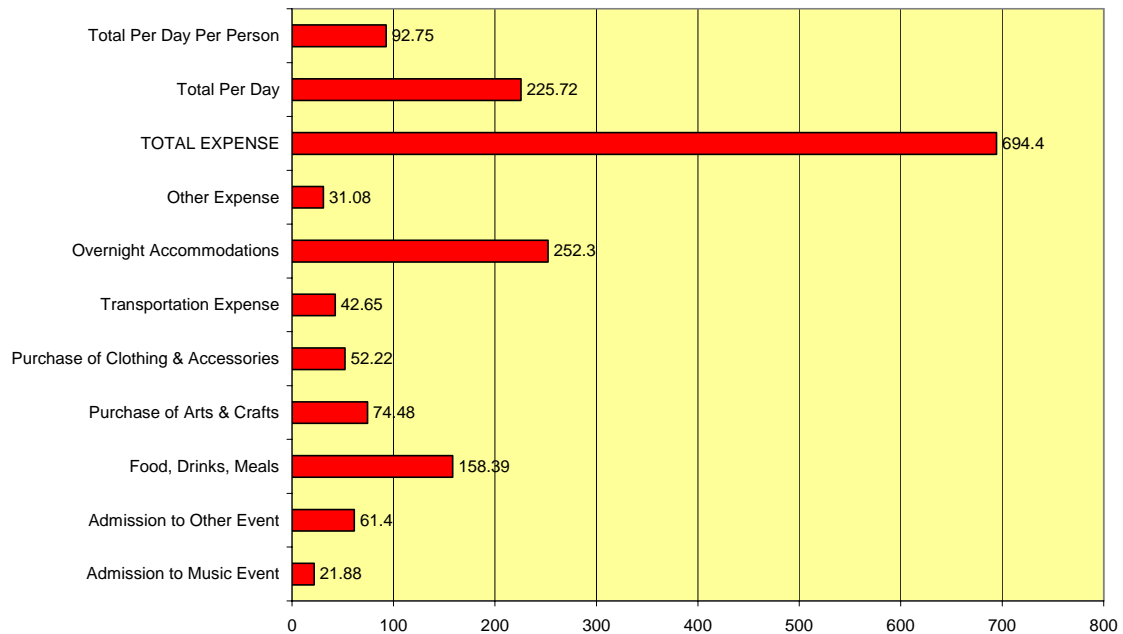
Figure 9
Number of Nights Respondents Interested in Outdoor Recreation Reported
Staying in the Area
(Percent)



Expenditures of Those Likely to Participate in Outdoor Recreation

The expenditures of respondents interested in outdoor recreation are shown in Figure 10 (Table 15).

Figure 10
Expenditures of Respondents Interested in Outdoor Recreation
(Dollars)



Measurement of the Economic Vitality of Local Tourism Industry

Question 4F – Outdoor Recreation

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 500 | 19.46 |
| Overnight Visitors | 2,070 | 80.54 |

TABLE 2
REGION OF DATA COLLECTION

| Venue | Frequency | Percent |
|---------------------|-----------|---------|
| Blue Ridge Heritage | 1,547 | 56.63 |
| High County Host | 482 | 17.64 |
| Smoky | 611 | 22.36 |
| Unknown | 92 | 3.37 |

TABLE 3
PLACE OF DATA COLLECTION

| Venue | Frequency | Percent |
|--------------------------------|-----------|---------|
| Alleghany Chamber | 47 | 1.72 |
| Andrews Chamber | 13 | 0.48 |
| Asheville Art Museum | 74 | 2.71 |
| Biltmore Estate | 102 | 3.73 |
| Brevard/Transylvania Chamber | 16 | 0.59 |
| Cherokee Co. Chamber | 24 | 0.88 |
| Chetola Resort | 48 | 1.76 |
| Chimney Rock Park | 466 | 17.06 |
| Clay County Chamber & Travel | 3 | 0.11 |
| Cradle of Forestry in American | 28 | 1.02 |
| Dogwood Crafters | 7 | 0.26 |
| Flat Rock Playhouse | 10 | 0.37 |
| Fontana Village Resort | 22 | 0.81 |
| Franklin Chamber | 15 | 0.55 |
| Goldhagen Studios | 15 | 0.55 |
| Graham Travel & Tourism Auth. | 13 | 0.48 |
| Grandfather Mountain | 133 | 4.87 |
| Henderson Co. Travel & Tourism | 107 | 3.92 |
| High Country Host | 131 | 4.80 |
| I-26 East Welcome Center | 392 | 14.35 |
| I-26 West Welcome Center | 130 | 4.76 |
| I-40 West Welcome Center | 387 | 14.17 |
| Madison Co. Visitors Center | 18 | 0.66 |
| McDowell Co. TDA | 11 | 0.40 |
| Mt. Airy Chamber | 14 | 0.51 |
| Mountain Gateway Museum | 7 | 0.26 |
| Nantahala Village | 23 | 0.84 |
| Parkway Craft Center | 7 | 0.26 |
| Penland School | 85 | 3.11 |
| Scottish Tartan's Museum | 2 | 0.07 |

TABLE 3
PLACE OF DATA COLLECTION (cont.)

| Venue | Frequency | Percent |
|---|-----------|---------|
| Smoky Mountain Host | 51 | 1.87 |
| Stecoah Valley Arts Crafts & Educational Center | 6 | 0.22 |
| Swain Co. Chamber | 17 | 0.62 |
| Swannanoa Valley Museum | 3 | 0.11 |
| Toe River Arts Council | 10 | 0.37 |
| Tweetsie Railroad | 102 | 3.73 |
| Undefined #1 | 11 | 0.40 |
| Undefined #2 | 52 | 1.90 |
| Undefined #3 | 13 | 0.48 |
| Undefined #4 | 6 | 0.22 |
| Undefined #7 (BVDNC) | 7 | 0.26 |
| Undefined #9 (BVDNC) | 13 | 0.48 |
| Undefined | 86 | 3.15 |
| WNC Nature Center | 5 | 0.18 |

TABLE 4
**AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA**

| Response | Frequency | Percent |
|----------------------|-----------|---------|
| Not Aware | 704 | 25.86 |
| Not Very Aware | 200 | 7.35 |
| Neutral | 625 | 11.94 |
| Aware | 388 | 14.25 |
| Very Aware | 1,105 | 40.60 |
| Mean = 3.4 | | |
| Std. Deviation = 1.7 | | |

TABLE 5
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Satisfied | 6 | 0.22 |
| Not Very Satisfied | 27 | 1.00 |
| Neutral | 182 | 6.77 |
| Satisfied | 645 | 24.00 |
| Very Satisfied | 1,828 | 68.01 |
| Mean = 4.59 | | |
| Std. Deviation = 0.68 | | |

TABLE 6
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Appealing | 6 | 0.22 |
| Not Very Appealing | 19 | 0.71 |
| Neutral | 133 | 4.94 |
| Appealing | 563 | 20.91 |
| Very Appealing | 1,971 | 73.22 |
| Mean = 4.66 | | |
| Std. Deviation = 0.63 | | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Musical Activities | | |
| Not Likely | 650 | 25.01 |
| Not Very Likely | 317 | 12.20 |
| Neutral | 479 | 18.43 |
| Likely | 492 | 18.93 |
| Very Likely | 661 | 25.43 |
| Mean | 3.08 | |
| Std. Deviation | 1.52 | |
| Cherokee Sites | | |
| Not Likely | 564 | 21.62 |
| Not Very Likely | 341 | 13.07 |
| Neutral | 545 | 20.89 |
| Likely | 493 | 18.90 |
| Very Likely | 666 | 25.53 |
| Mean | 3.14 | |
| Std. Deviation | 1.48 | |
| Visiting a Farm | | |
| Not Likely | 729 | 28.51 |
| Not Very Likely | 399 | 15.60 |
| Neutral | 514 | 20.10 |
| Likely | 406 | 15.88 |
| Very Likely | 509 | 19.91 |
| Mean | 2.83 | |
| Std. Deviation | 1.49 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------|-----------|---------|
| Garden/Countryside Trails | | |
| Not Likely | 167 | 6.33 |
| Not Very Likely | 156 | 5.91 |
| Neutral | 392 | 14.86 |
| Likely | 709 | 26.88 |
| Very Likely | 1,214 | 46.02 |
| Mean | 4.00 | |
| Std. Deviation | 1.19 | |
| Craft Activities | | |
| Not Likely | 380 | 14.54 |
| Not Very Likely | 280 | 10.72 |
| Neutral | 471 | 18.03 |
| Likely | 645 | 24.68 |
| Very Likely | 837 | 32.03 |
| Mean | 3.49 | |
| Std. Deviation | 1.41 | |
| Outdoor Recreation | | |
| Not Likely | 0 | 0.00 |
| Not Very Likely | 0 | 0.00 |
| Neutral | 0 | 0.00 |
| Likely | 929 | 34.00 |
| Very Likely | 1,803 | 66.00 |
| Mean | 4.66 | |
| Std. Deviation | 0.47 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Festivals & Special Events | | |
| Not Likely | 248 | 9.34 |
| Not Very Likely | 119 | 4.48 |
| Neutral | 336 | 12.65 |
| Likely | 652 | 24.55 |
| Very Likely | 1,301 | 48.98 |
| Mean | 3.99 | |
| Std. Deviation | 1.28 | |

TABLE 8A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 1 Person | 142 | 5.22 |
| 2 People | 1,481 | 54.45 |
| 3 People | 302 | 11.10 |
| 4 People | 457 | 16.80 |
| 5 People | 144 | 5.29 |
| 6+ People | 194 | 7.13 |

TABLE 8B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 0 Person | 2,043 | 75.11 |
| 1 Person | 265 | 9.74 |
| 2 People | 261 | 9.60 |
| 3 People | 88 | 3.24 |
| 4 People | 28 | 1.03 |
| 5 People | 21 | 0.77 |
| 6+ People | 13 | 0.48 |

TABLE 9
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|----------------|
| | Frequency | Percent |
| 0 nights | 500 | 19.46 |
| 1 night | 229 | 8.91 |
| 2 nights | 517 | 20.12 |
| 3 nights | 438 | 17.04 |
| 4 nights | 243 | 9.46 |
| 5 nights | 172 | 6.69 |
| 6 nights | 100 | 3.89 |
| 7 nights | 199 | 7.74 |
| 8 nights | 38 | 1.48 |
| 9 nights | 15 | 0.58 |
| 10 nights | 36 | 1.40 |
| > 10 nights | 83 | 3.24 |
| Overall: Frequency = 2,570 | Mean 3.37 | Median 3.00 |

TABLE 10
GENDER OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Female | 1,744 | 65.05 |
| Male | 937 | 34.95 |

TABLE 11
AGE OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Below 25 | 83 | 4.11 |
| 25 – 35 | 275 | 13.63 |
| 36 – 45 | 400 | 19.82 |
| 46 – 55 | 539 | 26.71 |
| 56 – 65 | 490 | 24.28 |
| Over 65 | 231 | 11.45 |
| Mean | 49.40 | |
| Median | 51.00 | |

TABLE 12
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Frequency | Percent |
|-----------------|-----------|---------|
| High School | 325 | 12.42 |
| Some College | 820 | 31.35 |
| Bachelor Degree | 829 | 31.69 |
| Graduate Degree | 642 | 24.54 |

TABLE 13
INCOME OF RESPONDENT

| Response | Frequency | Percent |
|---------------------|-----------|---------|
| \$0 - \$24,999 | 187 | 8.31 |
| \$25,000 - \$49,999 | 621 | 27.59 |
| \$50,000 - \$74,999 | 591 | 26.25 |
| \$75,000 - \$99,999 | 398 | 17.68 |
| \$100,000-\$124,999 | 219 | 9.73 |
| \$125,000-\$149,999 | 95 | 4.22 |
| \$150,000-\$174,999 | 52 | 2.31 |
| OVER \$175,000 | 88 | 3.91 |

TABLE 14
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Frequency | Percent |
|------------------------------------|------------------|----------------|
| Admission to Music Event | | |
| No Expense | 1,647 | 72.91 |
| Yes Expense | 612 | 27.09 |
| Admission to Other Events | | |
| No Expense | 900 | 39.84 |
| Yes Expense | 1,359 | 60.16 |
| Food, Drinks, Meals | | |
| No Expense | 190 | 8.41 |
| Yes Expense | 2,069 | 91.59 |
| Arts & Crafts | | |
| No Expense | 907 | 40.15 |
| Yes Expense | 1,352 | 59.85 |
| Clothing or Accessories | | |
| No Expense | 1,175 | 52.01 |
| Yes Expense | 1,084 | 47.99 |
| Transportation | | |
| No Expense | 1,292 | 57.19 |
| Yes Expense | 967 | 42.81 |
| Overnight Accommodations | | |
| No Expense | 722 | 31.96 |
| Yes Expense | 1,537 | 68.04 |
| Other | | |
| No Expense | 2,025 | 89.64 |
| Yes Expense | 234 | 10.36 |
| No Expense or Missing Value | 31 | 1.37 |
| Total Yes Expense | 2,228 | 98.63 |

TABLE 15
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Frequency | Mean | Std. Dev. |
|------------------------------------|------------------|-------------|------------------|
| Admission to Music Event | 2,259 | 21.88 | 67.68 |
| Admission to Other Event | 2,259 | 61.40 | 135.75 |
| Food, Drinks, Meals | 2,259 | 158.39 | 201.97 |
| Purchase of Arts & Crafts | 2,259 | 74.48 | 172.23 |
| Purchase of Clothing & Accessories | 2,259 | 52.22 | 107.98 |
| Transportation Expense | 2,259 | 42.65 | 104.98 |
| Overnight Accommodations | 2,259 | 252.30 | 474.49 |
| Other Expense | 2,259 | 31.08 | 265.84 |
| TOTAL EXPENSE | 2,259 | 694.40 | 903.98 |
| Total Per Day | 2,176 | 225.72 | 232.16 |
| Total Per Day Per Person | 2,024 | 92.75 | 101.98 |

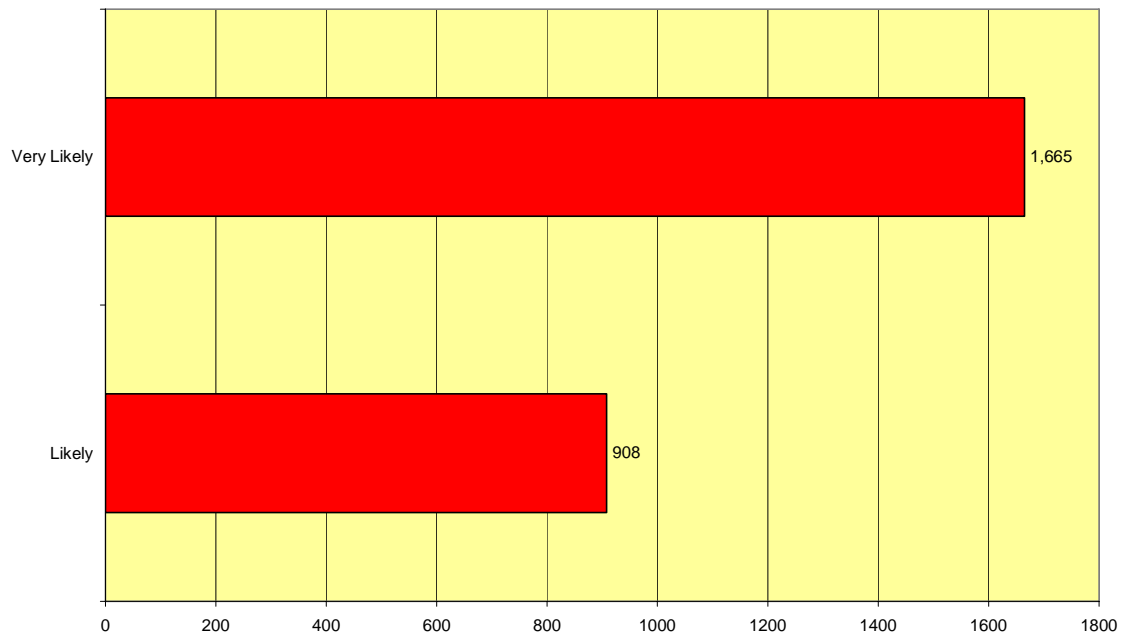
Measurement of the Economic Vitality of Local Tourism Industry

Question 4G – Festivals & Special events

Likelihood of Participating in Festivals & Special events

Across the entire sample, a total of 2,573 respondents indicated that they were interested in participating in festivals & special events. Table 7 and Figure 1 show the distribution of respondents indicating that they would likely or very likely participate in festivals & special events.

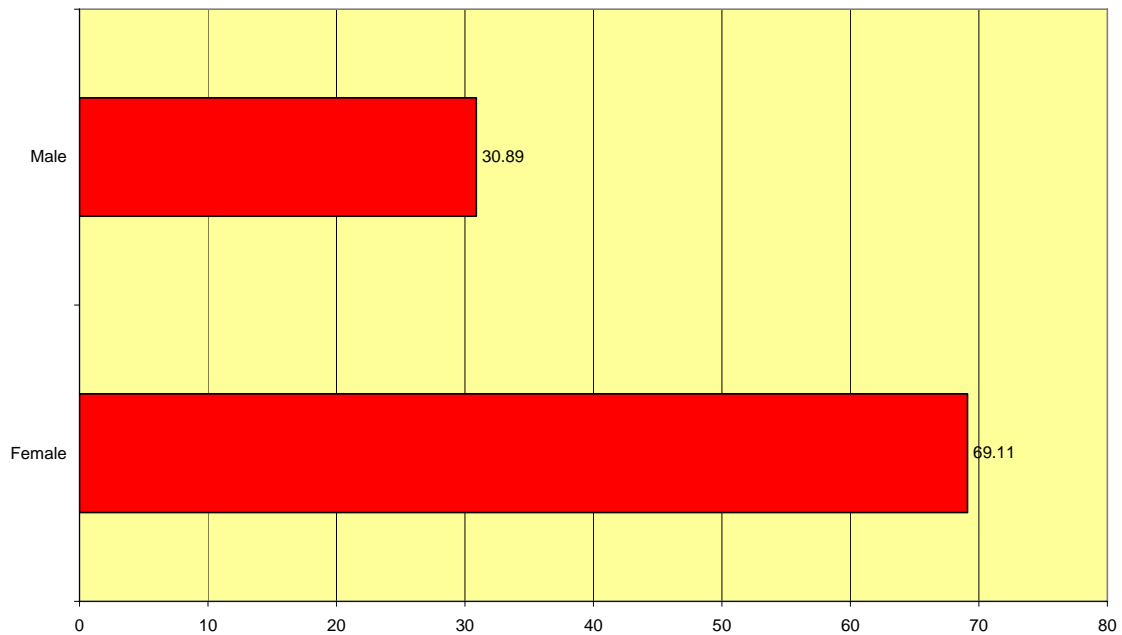
Figure 1
Number of Respondents Interested in Festivals & Special Events
(Frequency)



Gender of Those Likely to Participate in Festivals & Special Events

As with the sample as a whole, most of the respondents interested in festivals & special events were female (Table 10). Figure 2 shows the distribution of respondents' gender that indicated an interest in festivals & special events.

Figure 2
Gender of Respondents Interested in Festivals & Special Events
(Percent)

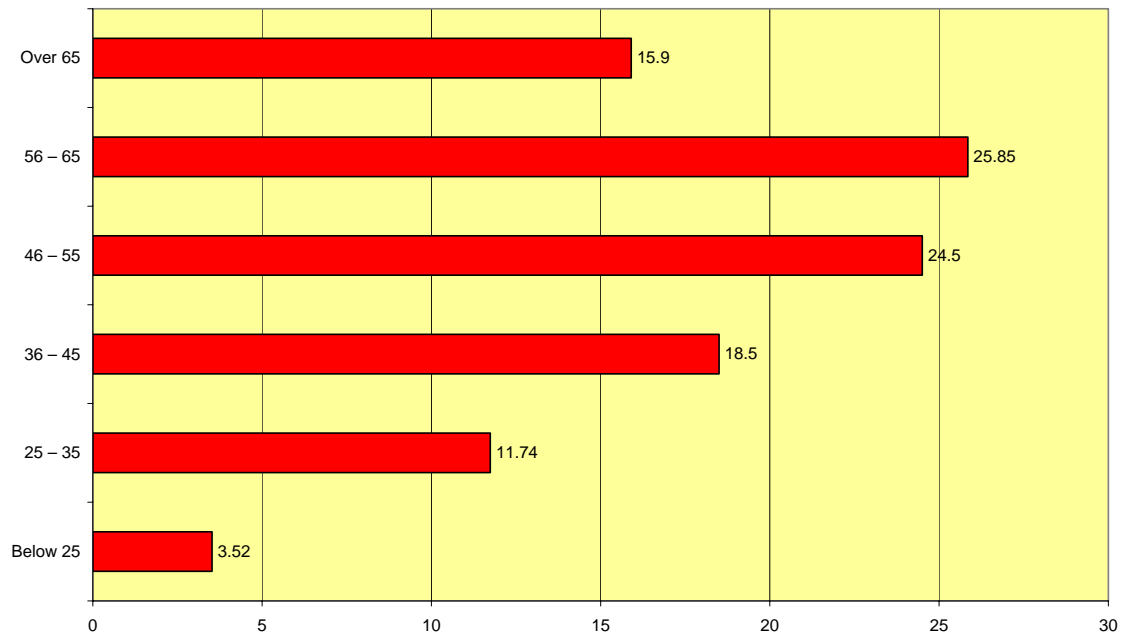


Age of Those Likely to Participate in Festivals & Special Events

Those who were interested in festivals & special events averaged 51.26 years of age (Table 11).

Their age distribution is shown in Figure 3.

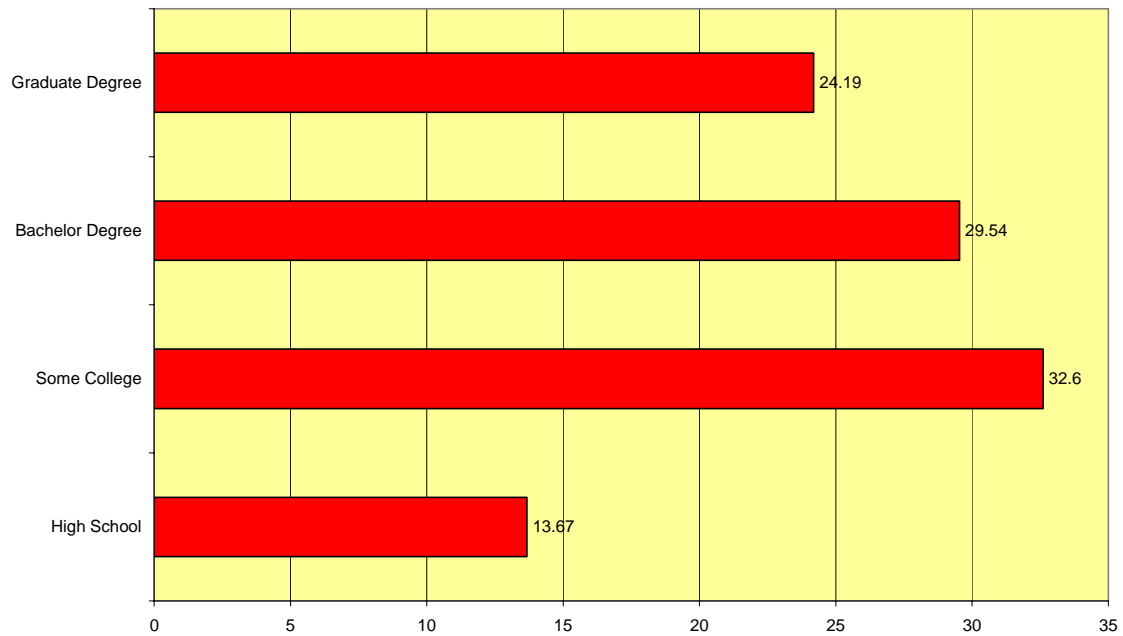
Figure 3
Age Distribution of Respondents Interested in Festivals & Special Events
(Percent)



Education of Those Likely to Participate in Festivals & Special Events

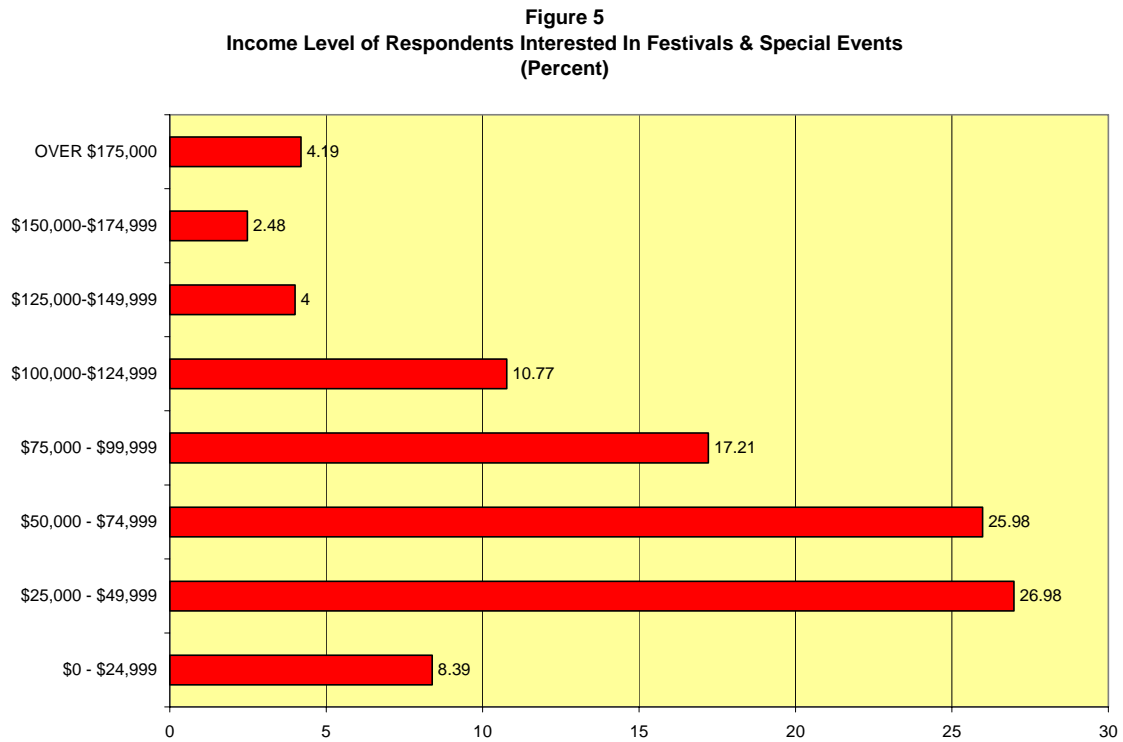
The educational levels of respondents indicating an interest in festivals & special events is shown in Figure 4 (Table 12).

Figure 4
Education Level of Respondents Interested in Festivals & Special Events
(Percent)



Income of Those Likely to Participate in Festivals & Special Events

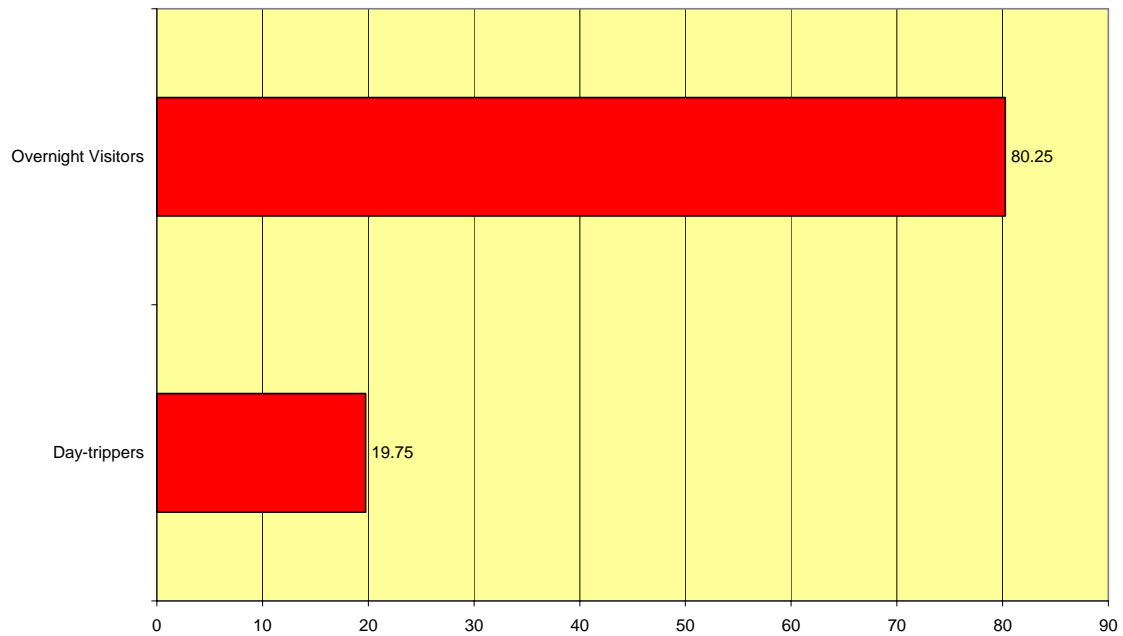
The income levels of respondents indicating an interest in festivals & special events is shown in Figure 5 (Table 13).



Overnight Visitors Likely to Participate in Festivals & Special Events

A majority of respondents indicating an interest in festivals & special events were overnight visitors (Table 1). Figure 6 shows the distribution.

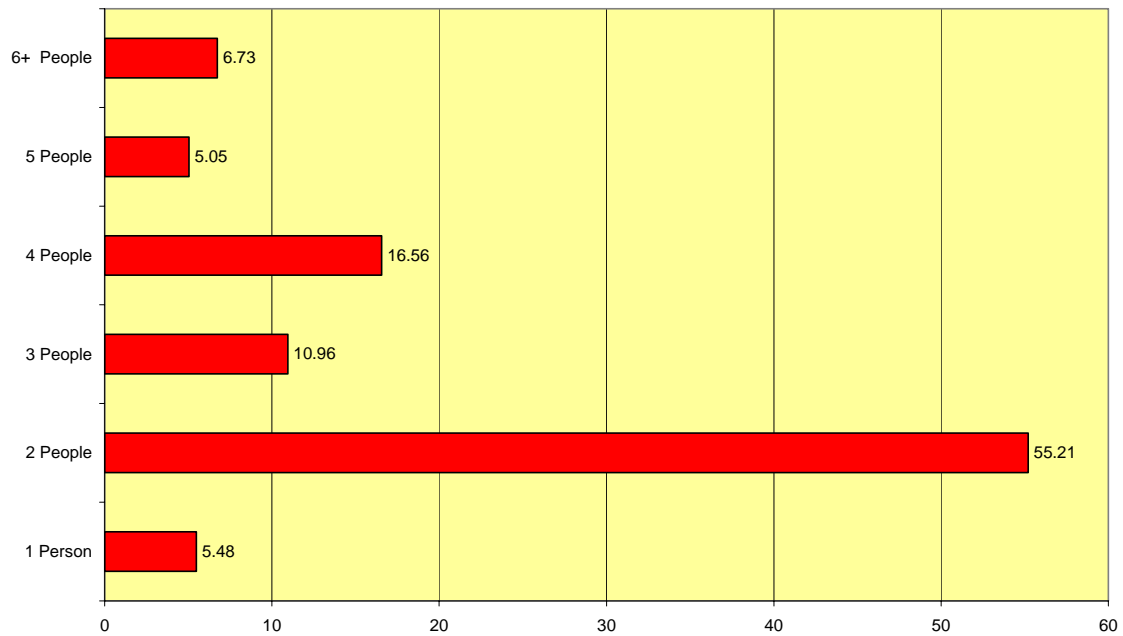
Figure 6
Visitor Type for Respondents Interested in Festivals & Special Events
(Percent)



Number in Travel Party Likely to Participate in Festivals & Special Events

The number of people in the travel party of those interested in festivals & special events is shown in Figure 7 (Table 8A).

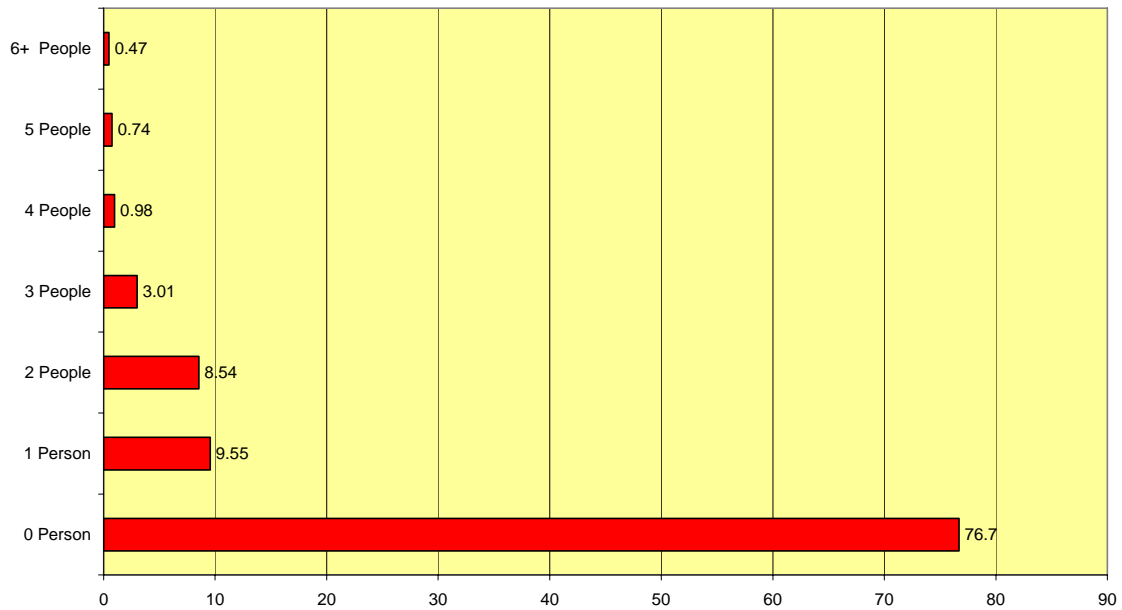
Figure 7
Travel Party Size for Respondents Interested in Festivals & Special Events
(Percent)



Number Under 18 in Travel Party Likely to Participate in Festivals & Special Events

The number of people under 18 years of age in the travel party of those interested in festivals & special events is shown in Figure 8 (Table 8B).

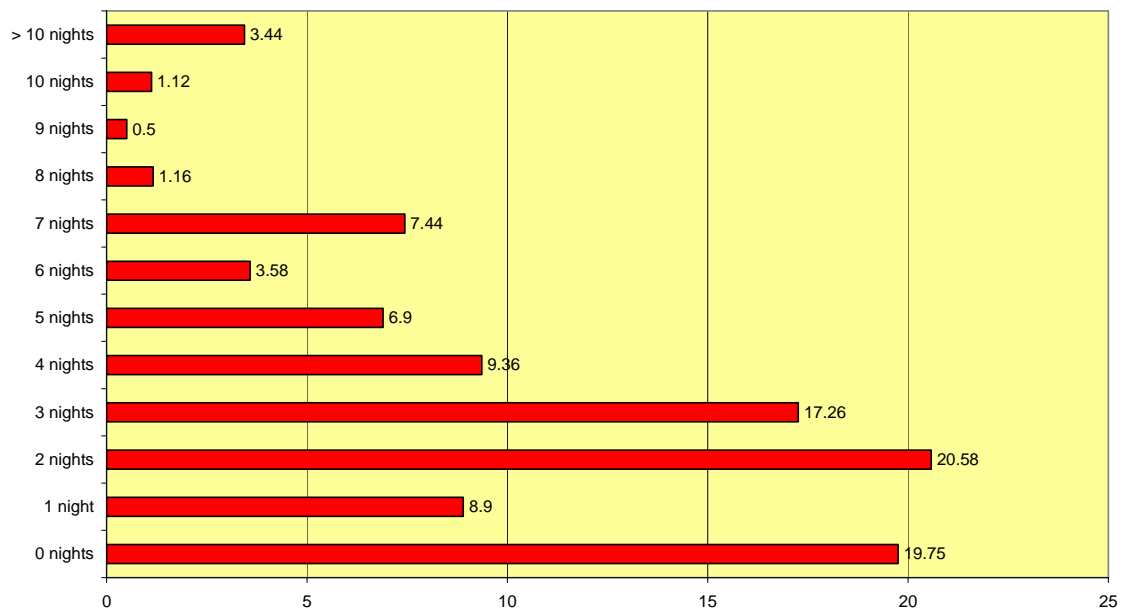
Figure 8
Number of People Under 18 in the Travel Party of Those Interested in
Festivals & Special Events
(Percent)



*Number of Nights Staying in the Area for Those Likely to
Participate in Festivals & special events*

On average, respondents interested in festivals & special events reported staying 3.34 nights. The distribution of number of nights respondents interested in festivals & special events reported staying in the area is shown in Figure 9 (Table 9).

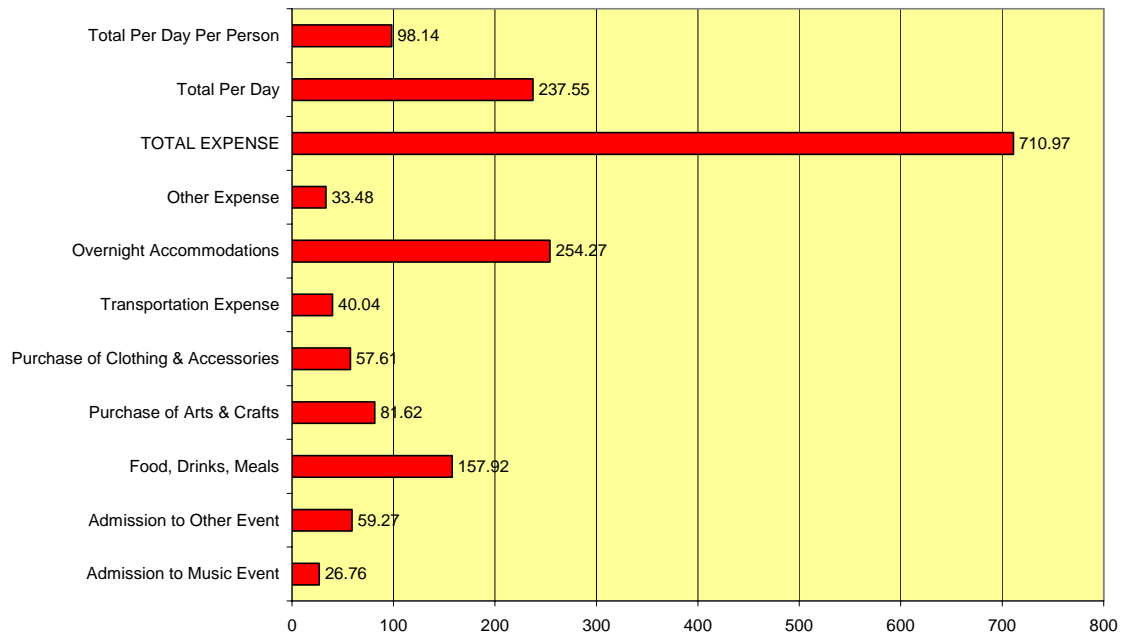
Figure 9
Number of Nights Respondents Interested in Festivals & Special Events Reported
Staying in the Area
(Percent)



Expenditures of Those Likely to Participate in Festivals & Special Events

The expenditures of respondents interested in festivals & special events are shown in Figure 10 (Table 15).

Figure 10
Expenditures of Respondents Interested in Festivals & Special Events
(Percent)



Measurement of the Economic Vitality of Local Tourism Industry

Question 4G – Festivals and Special Events

TABLE 1
DAY-TRIPPER OR OVERNIGHT

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Day-trippers | 475 | 19.75 |
| Overnight Visitors | 1,930 | 80.25 |

TABLE 2
REGION OF DATA COLLECTION

| Venue | Frequency | Percent |
|---------------------|-----------|---------|
| Blue Ridge Heritage | 1,391 | 54.06 |
| High County Host | 463 | 17.99 |
| Smoky | 634 | 24.64 |
| Unknown | 85 | 3.30 |

TABLE 3
PLACE OF DATA COLLECTION

| Venue | Frequency | Percent |
|--------------------------------|-----------|---------|
| Alleghany Chamber | 52 | 2.02 |
| Andrews Chamber | 9 | 0.35 |
| Asheville Art Museum | 45 | 1.75 |
| Biltmore Estate | 98 | 3.81 |
| Brevard/Transylvania Chamber | 15 | 0.58 |
| Cherokee Co. Chamber | 19 | 0.74 |
| Chetola Resort | 49 | 1.90 |
| Chimney Rock Park | 352 | 13.68 |
| Clay County Chamber & Travel | 3 | 0.12 |
| Cradle of Forestry in American | 26 | 1.01 |
| Dogwood Crafters | 20 | 0.78 |
| Flat Rock Playhouse | 12 | 0.47 |
| Fontana Village Resort | 23 | 0.89 |
| Franklin Chamber | 17 | 0.66 |
| Goldhagen Studios | 24 | 0.93 |
| Graham Travel & Tourism Auth. | 10 | 0.39 |
| Grandfather Mountain | 111 | 4.31 |
| Henderson Co. Travel & Tourism | 109 | 4.24 |
| High Country Host | 125 | 4.86 |
| I-26 East Welcome Center | 384 | 14.92 |
| I-26 West Welcome Center | 144 | 5.60 |
| I-40 West Welcome Center | 404 | 15.70 |
| Madison Co. Visitors Center | 13 | 0.51 |
| McDowell Co. TDA | 8 | 0.31 |
| Mt. Airy Chamber | 16 | 0.62 |
| Mountain Gateway Museum | 9 | 0.35 |
| Nantahala Village | 16 | 0.62 |
| Parkway Craft Center | 6 | 0.23 |
| Penland School | 84 | 3.26 |
| Scottish Tartan's Museum | 3 | 0.12 |

TABLE 3
PLACE OF DATA COLLECTION (cont.)

| Venue | Frequency | Percent |
|---|-----------|---------|
| Smoky Mountain Host | 52 | 2.02 |
| Stecoah Valley Arts Crafts & Educational Center | 6 | 0.23 |
| Swain Co. Chamber | 15 | 0.58 |
| Swannanoa Valley Museum | 4 | 0.16 |
| Toe River Arts Council | 10 | 0.39 |
| Tweetsie Railroad | 104 | 4.04 |
| Undefined #1 | 14 | 0.54 |
| Undefined #2 | 39 | 1.52 |
| Undefined #3 | 13 | 0.51 |
| Undefined #4 | 12 | 0.47 |
| Undefined #7 (BVDNC) | 8 | 0.31 |
| Undefined #9 (BVDNC) | 12 | 0.47 |
| Undefined | 72 | 2.80 |
| WNC Nature Center | 6 | 0.23 |

TABLE 4
AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|----------------------|-----------|---------|
| Not Aware | 594 | 23.19 |
| Not Very Aware | 192 | 7.49 |
| Neutral | 302 | 11.79 |
| Aware | 384 | 14.99 |
| Very Aware | 1,090 | 42.54 |
| Mean = 3.5 | | |
| Std. Deviation = 1.6 | | |

TABLE 5
SATISFACTION WITH THE BLUE RIDGE
NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Satisfied | 6 | 0.24 |
| Not Very Satisfied | 27 | 1.07 |
| Neutral | 174 | 6.89 |
| Satisfied | 586 | 23.19 |
| Very Satisfied | 1,734 | 68.62 |
| Mean = 4.59 | | |
| Std. Deviation = 0.69 | | |

TABLE 6
HOW APPEALING SHOP/LOCATION/ATTRACTION
WITHIN THE BLUE RIDGE NATIONAL HERITAGE AREA

| Response | Frequency | Percent |
|-----------------------|-----------|---------|
| Not Appealing | 5 | 0.20 |
| Not Very Appealing | 19 | 0.75 |
| Neutral | 124 | 4.89 |
| Appealing | 528 | 20.84 |
| Very Appealing | 1,858 | 73.32 |
| Mean = 4.66 | | |
| Std. Deviation = 0.62 | | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES

| Response | Frequency | Percent |
|--------------------|-----------|---------|
| Musical Activities | | |
| Not Likely | 403 | 16.55 |
| Not Very Likely | 262 | 10.76 |
| Neutral | 474 | 19.47 |
| Likely | 540 | 22.18 |
| Very Likely | 756 | 31.05 |
| Mean | 3.40 | |
| Std. Deviation | 1.44 | |
| Cherokee Sites | | |
| Not Likely | 401 | 16.48 |
| Not Very Likely | 318 | 13.07 |
| Neutral | 527 | 21.66 |
| Likely | 508 | 20.88 |
| Very Likely | 679 | 27.91 |
| Mean | 3.31 | |
| Std. Deviation | 1.42 | |
| Visiting a Farm | | |
| Not Likely | 576 | 24.43 |
| Not Very Likely | 399 | 16.92 |
| Neutral | 494 | 20.95 |
| Likely | 412 | 17.47 |
| Very Likely | 477 | 20.23 |
| Mean | 2.92 | |
| Std. Deviation | 1.46 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------|-----------|---------|
| Garden/Countryside Trails | | |
| Not Likely | 165 | 6.79 |
| Not Very Likely | 192 | 7.90 |
| Neutral | 397 | 16.34 |
| Likely | 675 | 27.78 |
| Very Likely | 1,001 | 41.19 |
| Mean | 3.89 | |
| Std. Deviation | 1.22 | |
| Craft Activities | | |
| Not Likely | 217 | 8.86 |
| Not Very Likely | 233 | 9.51 |
| Neutral | 449 | 18.33 |
| Likely | 682 | 27.84 |
| Very Likely | 869 | 35.47 |
| Mean | 3.72 | |
| Std. Deviation | 1.28 | |
| Outdoor Recreation | | |
| Not Likely | 93 | 3.80 |
| Not Very Likely | 118 | 4.82 |
| Neutral | 282 | 11.53 |
| Likely | 667 | 27.27 |
| Very Likely | 1,286 | 52.58 |
| Mean | 4.20 | |
| Std. Deviation | 1.07 | |

TABLE 7
LIKELIHOOD OF VISITING/PARTICIPATING
IN ACTIVITIES (cont.)

| Response | Frequency | Percent |
|---------------------------------------|-----------|---------|
| Festivals & Special Events | | |
| Not Likely | 0 | 0.00 |
| Not Very Likely | 0 | 0.00 |
| Neutral | 0 | 0.00 |
| Likely | 908 | 35.29 |
| Very Likely | 1,665 | 64.71 |
| Mean | 4.65 | |
| Std. Deviation | 0.48 | |

TABLE 8A
NUMBER OF PEOPLE IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 1 Person | 140 | 5.48 |
| 2 People | 1,410 | 55.21 |
| 3 People | 280 | 10.96 |
| 4 People | 423 | 16.56 |
| 5 People | 129 | 5.05 |
| 6+ People | 172 | 6.73 |

TABLE 8B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

| Response | Frequency | Percent |
|-----------|-----------|---------|
| 0 Person | 1,959 | 76.70 |
| 1 Person | 244 | 9.55 |
| 2 People | 218 | 8.54 |
| 3 People | 77 | 3.01 |
| 4 People | 25 | 0.98 |
| 5 People | 19 | 0.74 |
| 6+ People | 12 | 0.47 |

TABLE 9
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

| No. of Nights | Overnight Visitors | |
|-------------------------------|--------------------|----------------|
| | Frequency | Percent |
| 0 nights | 475 | 19.75 |
| 1 night | 214 | 8.90 |
| 2 nights | 495 | 20.58 |
| 3 nights | 415 | 17.26 |
| 4 nights | 225 | 9.36 |
| 5 nights | 166 | 6.90 |
| 6 nights | 86 | 3.58 |
| 7 nights | 179 | 7.44 |
| 8 nights | 28 | 1.16 |
| 9 nights | 12 | 0.50 |
| 10 nights | 27 | 1.12 |
| > 10 nights | 83 | 3.44 |
| Overall: Frequency = 2,405 | Mean 3.34 | Median 3.00 |

TABLE 10
GENDER OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Female | 1,747 | 69.11 |
| Male | 781 | 30.89 |

TABLE 11
AGE OF RESPONDENT

| Response | Frequency | Percent |
|----------|-----------|---------|
| Below 25 | 65 | 3.52 |
| 25 – 35 | 217 | 11.74 |
| 36 – 45 | 342 | 18.50 |
| 46 – 55 | 453 | 24.50 |
| 56 – 65 | 478 | 25.85 |
| Over 65 | 294 | 15.90 |
| Mean | 51.26 | |
| Median | 53.00 | |

TABLE 12
EDUCATIONAL LEVEL OF RESPONDENT

| Response | Frequency | Percent |
|-----------------|-----------|---------|
| High School | 335 | 13.67 |
| Some College | 799 | 32.60 |
| Bachelor Degree | 724 | 29.54 |
| Graduate Degree | 593 | 24.19 |

TABLE 13
INCOME OF RESPONDENT

| Response | Frequency | Percent |
|---------------------|-----------|---------|
| \$0 - \$24,999 | 176 | 8.39 |
| \$25,000 - \$49,999 | 566 | 26.98 |
| \$50,000 - \$74,999 | 545 | 25.98 |
| \$75,000 - \$99,999 | 361 | 17.21 |
| \$100,000-\$124,999 | 226 | 10.77 |
| \$125,000-\$149,999 | 84 | 4.00 |
| \$150,000-\$174,999 | 52 | 2.48 |
| OVER \$175,000 | 88 | 4.19 |

TABLE 14
PROPORTION OF RESPONDENTS WHO SPENT
MONEY IN THE LOCAL AREA

| Response | Frequency | Percent |
|------------------------------------|-----------|---------|
| Admission to Music Event | | |
| No Expense | 1,391 | 67.23 |
| Yes Expense | 678 | 32.77 |
| Admission to Other Events | | |
| No Expense | 830 | 40.12 |
| Yes Expense | 1,239 | 59.88 |
| Food, Drinks, Meals | | |
| No Expense | 187 | 9.04 |
| Yes Expense | 1,882 | 90.96 |
| Arts & Crafts | | |
| No Expense | 765 | 36.97 |
| Yes Expense | 1,304 | 63.03 |
| Clothing or Accessories | | |
| No Expense | 1,056 | 51.04 |
| Yes Expense | 1,013 | 48.96 |
| Transportation | | |
| No Expense | 1,215 | 58.72 |
| Yes Expense | 854 | 41.28 |
| Overnight Accommodations | | |
| No Expense | 651 | 31.46 |
| Yes Expense | 1,418 | 68.54 |
| Other | | |
| No Expense | 1,866 | 90.19 |
| Yes Expense | 203 | 9.81 |
| No Expense or Missing Value | 26 | 1.26 |
| Total Yes Expense | 2,043 | 98.74 |

TABLE 15
EXPENDITURES OF RESPONDENTS IN THE LOCAL AREA

| Expense | Frequency | Mean | Std. Dev. |
|------------------------------------|------------------|-------------|------------------|
| Admission to Music Event | 2,069 | 26.76 | 79.68 |
| Admission to Other Event | 2,069 | 59.27 | 120.53 |
| Food, Drinks, Meals | 2,069 | 157.92 | 217.60 |
| Purchase of Arts & Crafts | 2,069 | 81.62 | 181.74 |
| Purchase of Clothing & Accessories | 2,069 | 57.61 | 118.64 |
| Transportation Expense | 2,069 | 40.04 | 95.50 |
| Overnight Accommodations | 2,069 | 254.27 | 487.84 |
| Other Expense | 2,069 | 33.48 | 281.36 |
| TOTAL EXPENSE | 2,069 | 710.97 | 960.72 |
| Total Per Day | 1,974 | 237.55 | 251.40 |
| Total Per Day Per Person | 1,838 | 98.14 | 106.91 |

Summary of Product Preferences by Visitor Demographic.

The following figure shows the rank order of product preferences by visitor demographic. These product preferences were inferred from the proportion of respondents indicating the likelihood that they would participate in or visit the heritage products. Dark green represents the greatest preference followed by green and light green.

| Rank Order of Product Preferences by Visitor Demographic (1 = High, 7 = Low) | | | | | | | |
|---|------------------|----------------|----------------|-------------------|------------------|--------------------|--------------------|
| Demographic | Product Type | | | | | | |
| | Music Activities | Cherokee Sites | Visiting Farms | Gardens or Trails | Craft Activities | Outdoor Recreation | Festivals & Events |
| Gender | | | | | | | |
| Female | 2 | 3 | 5 | 4 | 1 | 7 | 6 |
| Male | 6 | 5 | 3 | 4 | 7 | 1 | 2 |
| Age | | | | | | | |
| Below 25 | 6 | 3 | 1 | 4 | 7 | 2 | 5 |
| 25 – 35 | 6 | 4 | 1 | 3 | 7 | 2 | 5 |
| 36 – 45 | 7 | 5 | 3 | 2 | 6 | 1 | 4 |
| 46 – 55 | 5 | 3 | 6 | 2 | 4 | 1 | 7 |
| 56 – 65 | 2 | 3 | 6 | 5 | 1 | 6 | 4 |
| Over 65 | 1 | 4 | 6 | 5 | 2 | 7 | 3 |
| Education | | | | | | | |
| High School | 7 | 1 | 2 | 6 | 4 | 5 | 3 |
| Some College | 7 | 1 | 2 | 5 | 4 | 6 | 3 |
| Bachelor's Degree | 3 | 7 | 6 | 2 | 5 | 1 | 4 |
| Graduate Degree | 1 | 7 | 6 | 3 | 2 | 4 | 5 |
| Income | | | | | | | |
| \$0 - \$24,999 | 6 | 2 | 1 | 7 | 5 | 4 | 3 |
| \$25,000 - \$49,999 | 2 | 1 | 3 | 6 | 7 | 4 | 5 |
| \$50,000 - \$74,999 | 4 | 1 | 3 | 2 | 6 | 4 | 5 |
| \$75,000 - \$99,999 | 7 | 3 | 1 | 5 | 2 | 4 | 6 |
| \$100,000 - \$124,999 | 4 | 7 | 6 | 3 | 1 | 5 | 2 |
| \$125,000 - \$149,999 | 5 | 6 | 7 | 3 | 1 | 2 | 4 |
| \$150,000 - \$174,999 | 1 | 4 | 7 | 2 | 3 | 6 | 5 |
| Over \$175,000 | 1 | 7 | 6 | 2 | 5 | 4 | 3 |
| Visitor Type | | | | | | | |
| Overnight | 1 | 7 | 6 | 4 | 2 | 3 | 5 |
| Day Tripper | 7 | 2 | 1 | 4 | 6 | 5 | 3 |
| Key | 1 = Highest | 2 = Second | 3 = Third | | | | |