

Combined
N=4,713

***2006 Survey of Visitors
to the Blue Ridge National Heritage Area***

A project conducted by:

Dr. Michael Evans
Professor and Director
Hospitality and Tourism Management

Dr. Dinesh Davé
Professor of Operations Management
and Computer Information Systems

Dr. James Stoddard
Associate Professor of Marketing

The John A. Walker College of Business
Appalachian State University
Boone, NC 28608

Spring 2007



This research effort was sponsored by the Blue Ridge National Heritage Area
with support from the Cherokee Preservation Foundation.

The views and conclusions contained in this document are those of the authors and should not be interpreted as representing the opinions or policies of the U.S. Government. Mention of trade names or commercial products does not constitute their endorsement by the U.S. Government.

Combined
N =4,713

Acknowledgments

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. In alphabetical order they include:

Asheville Area Chamber of Commerce
Asheville Convention and Visitors Bureau
Biltmore Estate
Chimney Rock Park
Eastern Band of Cherokee Indians
Grandfather Mountain
Great Smoky Mountains Railroad
High Country Host
North Carolina Arboretum
North Carolina Department of Tourism, Film and Sports Development:
 I-26 East Welcome Center
 I-26 West Welcome Center
 I-40 Welcome Center
 I-77 North Welcome Center
Shelton Vineyards
Smoky Mountain Host
Wheels Through Time Museum

Combined
N=4,713

Table of Contents

Executive Summary.....	5
Introduction.....	8
Visitor Demographic Characteristics.....	9
Venues of Data Collection.....	9
Types of Visitors.....	10
Gender of Respondents.....	11
Age of Respondents.....	12
Education Level of Respondents.....	13
Income Level of Respondents.....	14
Geographical Distribution of Respondents.....	15
Travel Party Statistics.....	18
Number of People in the Travel Party.....	18
Number of People in the Travel Party Under 18.....	19
Number of Nights Overnight Visitors Stayed in the N.C. Mountains.....	20
Travel Party Expenditures.....	21
Visitor Psychographics.....	25
Awareness of the Blue Ridge National Heritage Area.....	25
Primary Motivation for Visiting the Blue Ridge National Heritage Area.....	26
Primary Activities During the Trip.....	27
Other Primary Activities.....	28
Additional Activities During the Trip.....	29
Summary of Respondent Visitor Activities.....	57
A Comparison of the Combined Sample, Overnight Visitor, Day Tripper & Passing Through Additional Activities.....	64
A Comparison of Welcome Center and Attraction Data.....	69
Combined Sample Differences.....	69
Overnight Visitor Differences.....	71
Day Tripper Differences.....	73
Just Passing Through Differences.....	75
Blue Ridge National Heritage Area Tables.....	77
Appendix 1: Survey Instrument.....	115

Combined
N =4,713

Table of Tables

Table 1: Type of Visitor.....	78
Table 2: Place of Data Collection.....	79
Table 3A: Awareness of the Blue Ridge National Heritage Area.....	80
Table 3B: Overall Awareness of the Blue Ridge National Heritage Area.....	80
Table 4: Primary Motivation for Visiting the BRNHA.....	81
Table 5: Primary Activities During the Trip.....	82
Table 6: Other Activities: Historic Sites.....	83
Table 7: Other Activities: Music.....	86
Table 8: Other Activities: Cherokee.....	89
Table 9: Other Activities: Agriculture.....	92
Table 10: Other Activities: Crafts.....	95
Table 11: Other Activities: Outdoor Recreation.....	98
Table 12: Other Activities: Scenic Drive/Parkway.....	101
Table 13: Other Activities: Write-Ins.....	104
Table 14A: Number of People in the Travel Party.....	107
Table 14B: Number of People in the Travel Party Under 18.....	107
Table 15: Number of Nights Overnight Visitors Stayed in the N.C. Mountains.....	107
Table 16A: Travel Party Expenditures.....	108
Table 16B: Frequency of Respondents Indicating Expenditures in the BRNHA....	109
Table 17A: Just Passing Through Expenditures.....	110
Table 17B: Overnight Visitor Expenditures.....	110
Table 17C: Day Tripper Expenditures.....	111
Table 17D: Combined Sample Expenditures.....	111
Table 18: Respondent Gender.....	112
Table 19: Respondent Age.....	112
Table 20: Respondent Education.....	113
Table 21: Respondent Income.....	113
Table 22: International Visitors.....	114

Combined
N=4,713

2006 Survey of Visitors to the Blue Ridge National Heritage Area

EXECUTIVE SUMMARY

The Blue Ridge National Heritage Area was designated by the United States Congress and the President in November, 2003 in recognition of the unique character, culture, and natural beauty of western North Carolina and their significance to the history of America. The twenty-fourth National Heritage Area to be designated, the Blue Ridge National Heritage Area encompasses the 25 westernmost counties in North Carolina and is bordered by the states of Virginia, Tennessee, Georgia, and South Carolina. The 10,514 square mile region is home to a population of over 1,148,000 people.

For over a century, western North Carolina has drawn tourists in search of cooler summer temperatures, pristine mountain scenery, outdoor experiences, and historic attractions. Today, the region offers visitors abundant opportunities for natural and cultural experiences unique in the United States. The landscape itself is full of superlatives—the highest mountain (Mount Mitchell), deepest gorge (Linville Gorge), and highest waterfall (Whitewater Falls) in the eastern United States; the oldest river in North America (the New River); and the two most visited National Park lands in the country (the Blue Ridge Parkway and the Great Smoky Mountains National Park).

The region also offers visitors a variety of cultural experiences, ranging from Cherokee heritage sites to craft schools and studios, traditional bluegrass and old-time music, and heritage farms and gardens. A sample of the region's nationally-known travel attractions include the Blue Ridge Parkway, the Great Smoky Mountains National Park, the Biltmore Estate, Chimney Rock Park, Grandfather Mountain, the town of Cherokee on the Qualla Boundary (home of the Eastern Band of the Cherokee Indians), Penland School of Crafts, the John C. Campbell Folk School, and the Grove Park Inn Resort and Spa.

In 2005, the non-profit management entity for the Blue Ridge National Heritage Area began a multi-year research program to measure the vitality and economic impact of the local tourism industry and to develop a profile of visitors to the region. One of the main goals of the research program was to assess visitor preferences to help guide the development of new heritage products and to strengthen future marketing efforts. In 2006, research teams from Appalachian State University and Western Carolina University jointly published two research reports: (1) the results of a regional visitor survey conducted in 2005 and, (2) a tourism economic impact study for 2004.

This report is a follow-up to the first regional visitor survey and focuses more specifically on the heritage product interests of visitors to the Blue Ridge National Heritage Area. The research was sponsored in part by the Cherokee Preservation Foundation.

The data for the current study was collected during the late summer and fall of 2006 from 15 data collection sites, 8 of which were classified as welcome centers and 7 were heritage attractions. A total of 4,713 usable surveys were collected – a very robust sample size for a regional visitor survey.

Combined
N=4,713

Key Findings

- **Type of Visitor:** Across the sample, 19% of the respondents identified themselves as day trippers, 72% as overnight visitors, and 9% as “just passing through.”
- **Gender:** 62.6% of the respondents were female; 37.4% were male.
- **Age:** Across the sample, the average age of respondents was 51 years. The average age of overnight visitors (52.5 years) was higher than the average age of day trippers (46.7 years).
- **Education:** Across the sample, 24% of respondents reported that their highest level of education was a graduate degree, 29% a bachelor’s degree, 31% some college, and 16% a high school education. Overnight visitors reported slightly higher education than day trippers and day trippers reported a higher level of education than those passing through.
- **Household Income:** Across the sample, the average household income of respondents was \$67,111. Average household income was highest for overnight visitors (\$69,770), followed by day trippers (\$60,955) and then visitors just passing through (\$57,391). Overall, the most frequently reported income range was \$50,000 - \$74,999 (28%) followed by \$25,000 - \$49,999 (27%). For day trippers and visitors just passing through, the most frequently reported income range was \$25,000 - \$49,999; for overnight visitors the most frequently reported income range was \$50,000 - \$74,999.
- **Travel Party Size:** The average travel party size was 2.85 people. By visitor type, the number of people in the travel party averaged 2.99 for day trippers, 2.82 for overnight visitors, and 2.77 for those passing through. Day trippers on average had a larger number of people under 18 years of age than overnight visitors.
- **Spending (Per Trip):** Travel parties spent an average of \$701.49 while in the region. By visitor type, the average total per-trip expenditures were \$169.12 for day trippers, \$893.38 for overnight visitors, and \$149.16 for those passing through.
- **Spending (Per Person Per Day):** Across the sample, average per person per day expenditures were \$95.94. By visitor type, average per person per day expenditures were \$61.09 for day trippers, \$107.59 for overnight visitors, and \$58.64 for those passing through.
- **Length of Stay:** On average, overnight visitors reported staying 3.75 nights in the North Carolina mountains. The highest frequency was 2 nights, followed by 3 nights, 1 night, and 4 nights.
- **Primary Motivation for Visit:** Across the sample, the largest proportion of visitors indicated that their primary motivation to visit the region was for relaxation/escape (48%), followed by spending time with family and/or friends (27.5%) then outdoor adventure (9.87%). The pattern was the same for day trippers: relaxation/escape (40.82%), spending time with the family (33.13%) and outdoor adventure (12.41%). The pattern also held for overnight visitors: relaxation/escape (51.82%), spending time with the family (25.45%), and outdoor adventure (9.4%). But the pattern was different for those passing through: spending time with the family (32.8%), relaxation/escape (30.91%), and other (21.24%).
- **Primary Activity During Visit:** Across the sample, the most frequently reported primary activity was scenic drive/Parkway (32.16%) followed by outdoor recreation (24.69%), other activities (17.27%), and historic sites (16.77%). The four other primary activity choices (music, craft, Cherokee, and agricultural activities) ranked much lower. A greater percentage of overnight visitors (19%) indicated that visiting historic sites was their primary activity than day trippers (12%).
- **Other Activities During Visit:** Respondents were asked to report other activities they had done or intended to do while on their trip.

Combined
N =4,713

- ❖ Of the respondents who indicated that *scenic drive/Parkway* was their primary activity, the top four other reported activities were: scenic attractions, historic downtowns, Biltmore House, and gorges/falls.
 - ❖ Of the respondents who indicated that *outdoor recreation* was their primary activity, the top five other reported activities were: scenic drive/Parkway, scenic attractions, hiking/camping, historic downtowns, and gorges/falls.
 - ❖ Of the respondents who indicated that visiting *historic sites* was their primary activity, the top five other reported activities were: Biltmore House, scenic drive/Parkway, historic downtowns, scenic attractions, and winery tour.
- **Differences Between Responses at Welcome Centers and Attractions:**
 - ❖ *Overall sample:* Respondents surveyed at area attractions reported a larger travel party size, a shorter stay (number of nights), and greater spending on food and on tours and admissions than respondents surveyed at welcome centers. On average, respondents surveyed at attractions were younger and had higher levels of education and household income. Although the majority of survey respondents were female at attractions and at welcome centers, the proportion of males was greater for data collected at attractions than at welcome centers.
 - ❖ *Overnight visitors:* Respondents surveyed at area attractions reported more people in the travel party, a greater expenditure on food, a greater expenditure on tours and admissions, and were younger than the respondents surveyed at welcome centers. A higher proportion of area attraction respondents reported higher education and income levels than welcome center respondents.
 - ❖ *Day trippers:* Respondents surveyed at area attractions reported a larger travel party, more spending on food, tours and admissions, and outdoor activities, and less spending on arts and crafts than respondents surveyed at welcome centers. Attractions respondents also reported being younger than respondents surveyed at welcome centers.

INTRODUCTION

The Blue Ridge National Heritage Area (BRNHA) asked The John A. Walker College of Business at Appalachian State University to submit a proposal for a research program to measure the vitality of the local tourism industry. The current report is a follow-up to a report titled *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*.

The present report is similar to the previous report in that it assesses visitor demographics, psychographics, spending, and brand awareness. However it differs from the previous report by examining visitor motivation to visit the area, the visitors' primary activity during the trip, and their subsequent behavior (activities) while visiting the area. One of the main objectives of the study was to relate visitor primary activities to follow-up activities to gain a better understanding of points-of-interest of visitors to the Blue Ridge National Heritage Area.

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

- The places where the data were collected.
- The distribution of day trippers, overnight visitors and those just passing through.
- Respondent gender.
- Respondent age.
- Respondent education level.
- Respondent income.
- Respondent home zip code.

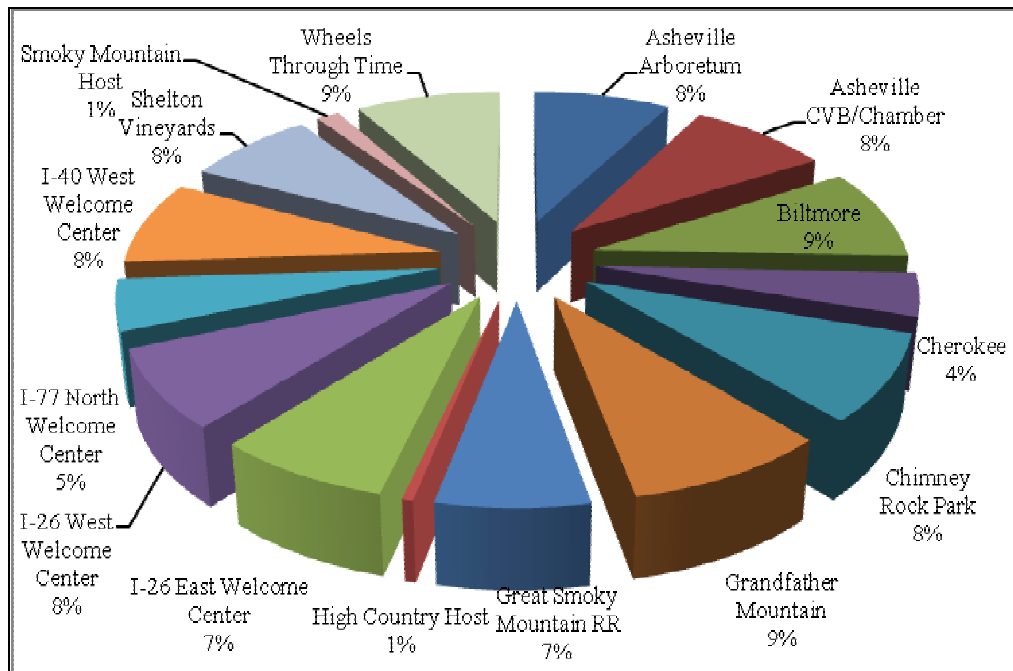
Combined
N=4,713

VISITOR DEMOGRAPHICS

Venues of Data Collection

The data used in the study were collected from 15 tourism partners in the Blue Ridge National Heritage Area (please see Table 2 in the appendix). In all, 4,713 surveys were collected (see Figure 1).

Figure 1

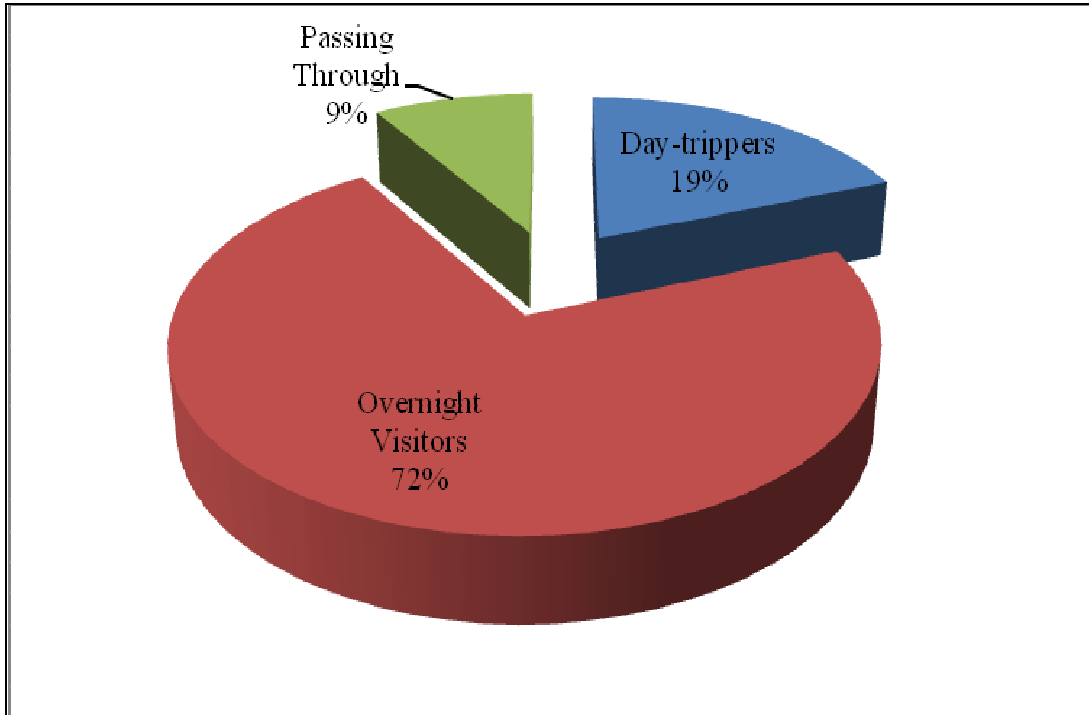


Combined
N =4,713

Types of Visitors

Of the 4,713 respondents, 850 (19.04%) identified themselves as *day trippers*, 3,462 (71.98%) were *overnight visitors* and 401 (8.98%) said that they were just passing through (see Table 1). Figure 2 presents the distribution of type of visitor surveyed.

Figure 2

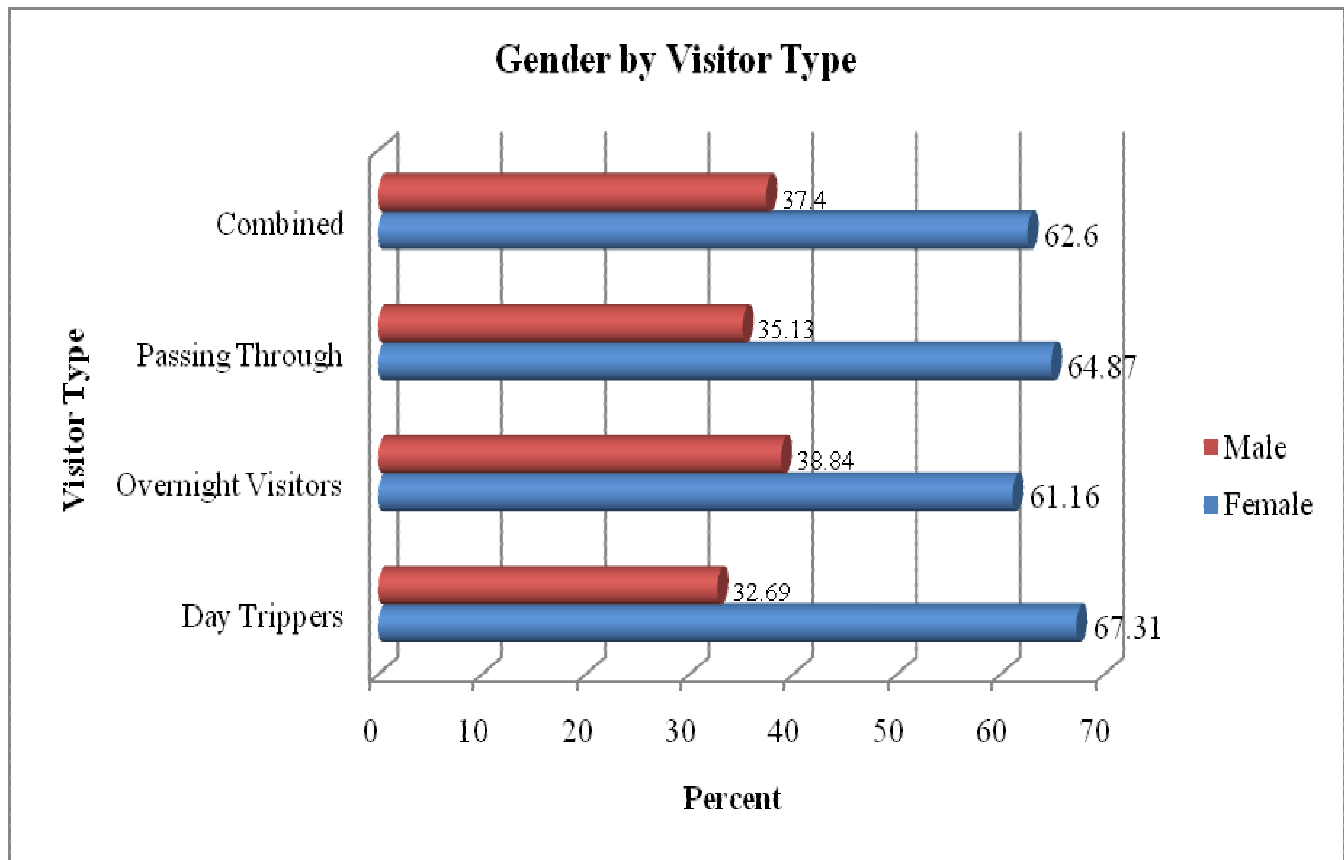


Combined
N=4,713

Gender of Visitors

The distribution of respondents' gender by visitor type is shown in Figure 3 (Table 18).

Figure 3



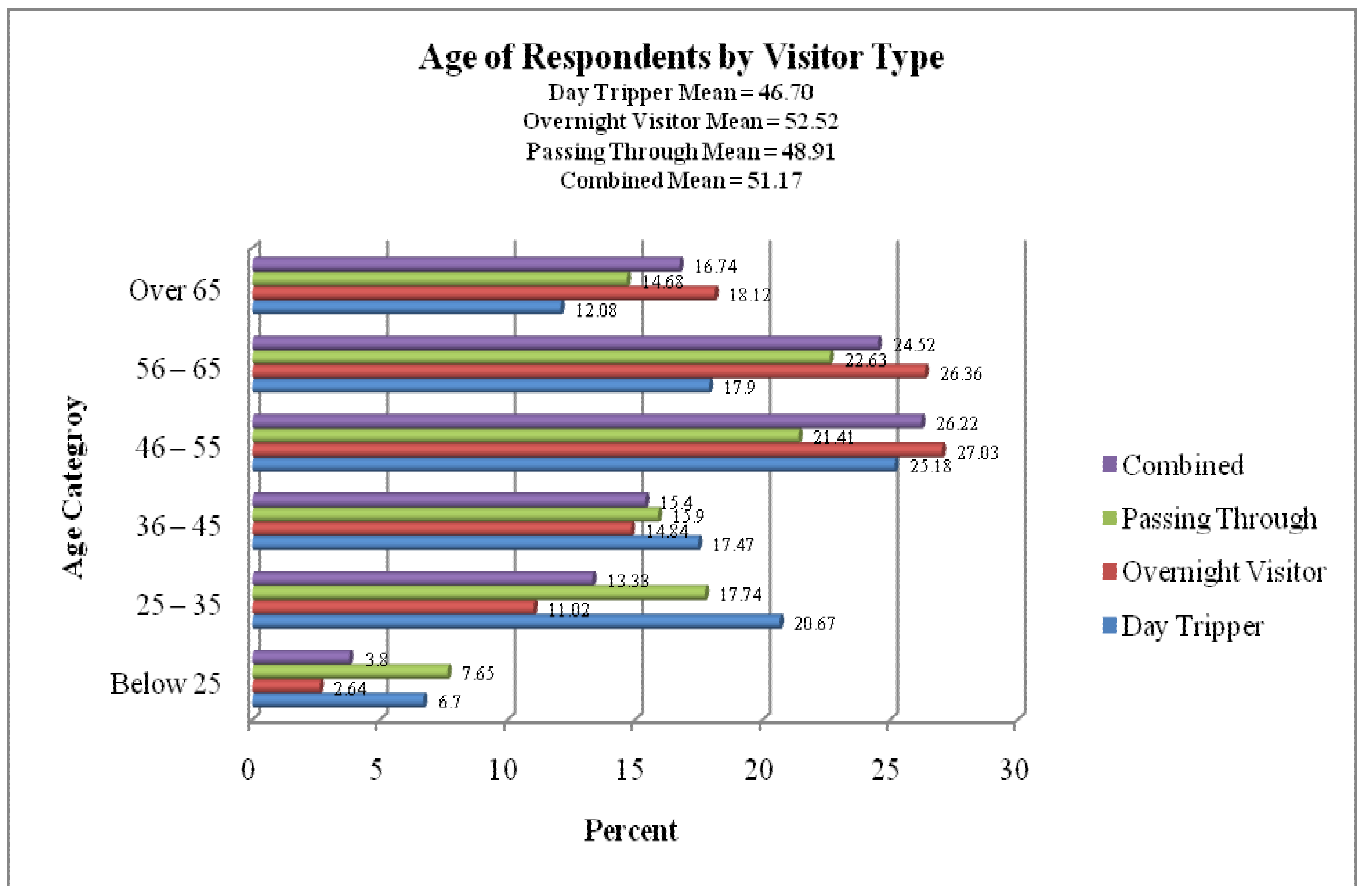
Combined
N=4,713

Age of Visitors

The average age of day tripper respondents was 46.70 years, the average age of the overnight visitors was 52.52 years, and the average age of those just passing through was 48.91. Overall, the sample average age was 51.17 years. The respondents' age distribution is shown in Figure 4 (Table 19).

As Figure 4 shows, the most frequently reported respondent age was between 46 and 55 for day trippers and for overnight visitors, while it was 56 to 65 for those passing through.

Figure 4

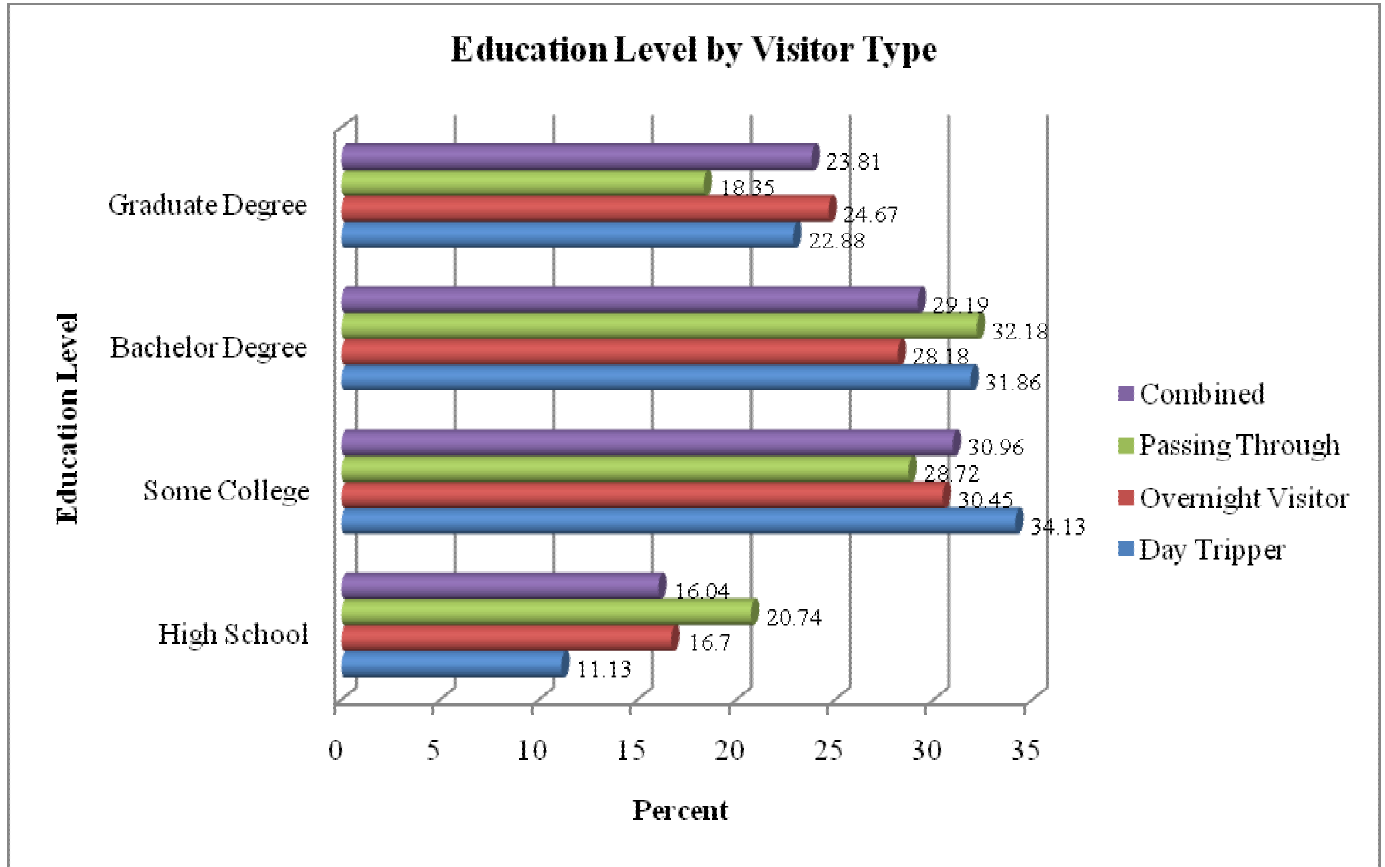


Combined
N=4,713

Education Level of Visitors

Figure 5 shows respondent education level by visitor type. Overnight visitors reported slightly higher education than day trippers and day trippers reported a higher level of education than those passing through.

Figure 5

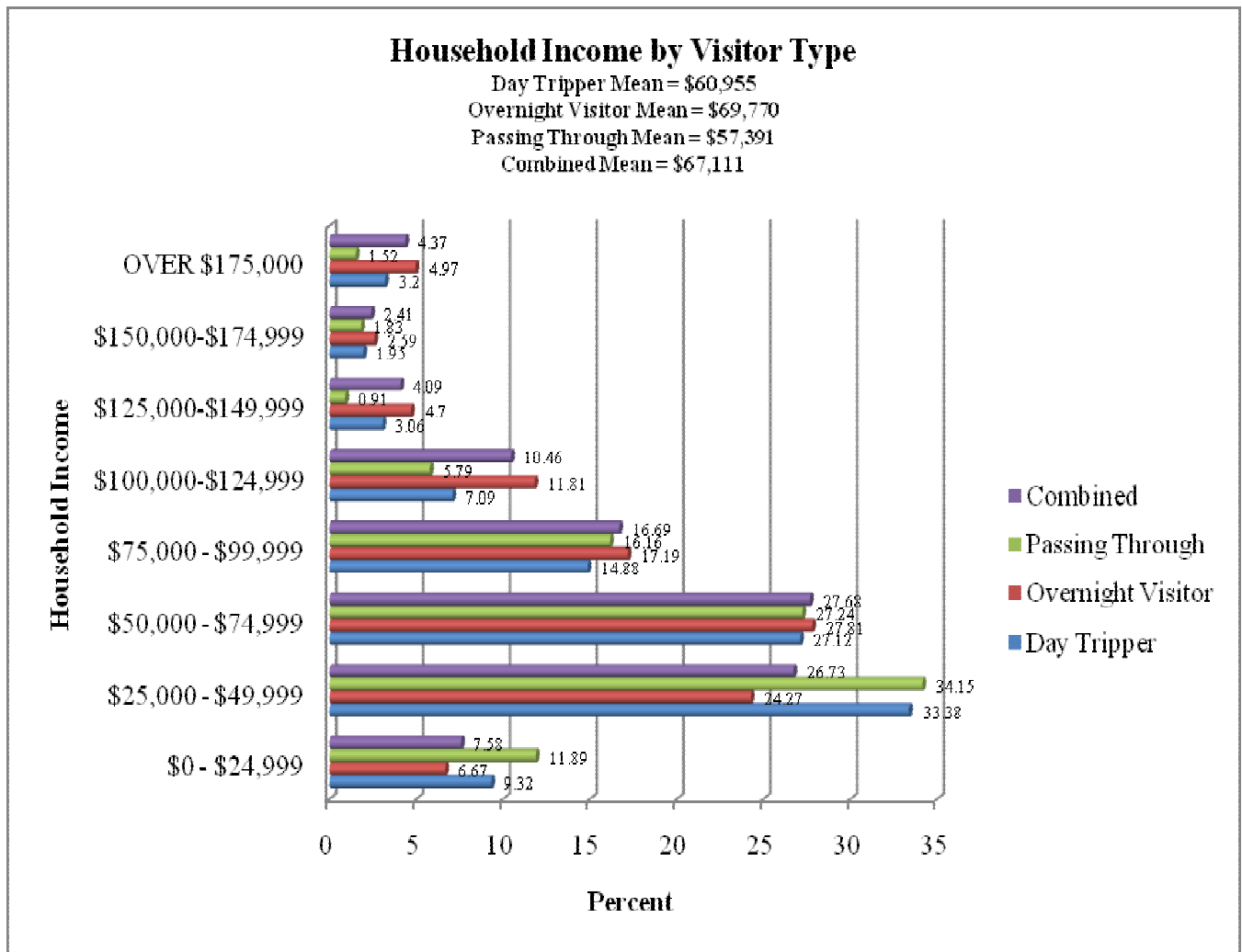


Combined
N=4,713

Income of Visitors

Figure 6 shows the distribution of respondents' income by visitor type. Overall, the most frequently reported income was \$50,000 - \$74,999 followed by \$25,000 - \$49,999. As the chart shows, the most frequently reported income level was \$25,000 - \$49,999 for day trippers and for those passing through, and \$50,000 - \$74,999 for overnight visitors.

Figure 6



Combined
N=4,713

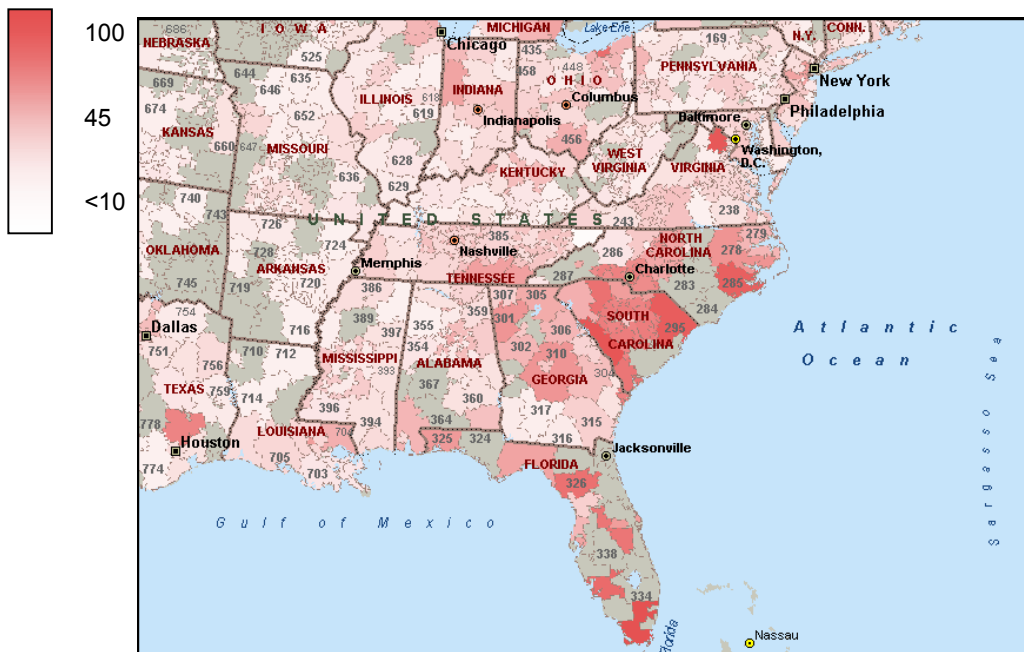
Geographical Distribution of Visitors

Figure 7 through Figure 9 show the geographical dispersion of respondents from the Eastern U.S. based on 3 digit zip codes. Table 22 shows the origin of international visitors.

Figure 7
Distribution of Overnight Visitors from the Northeast and Southeast U.S.



Number of Respondents by 3 Digit ZIP Code



Combined
N=4,713

Figure 8
Distribution of Day Trippers from the Northeast and Southeast U.S.



Number of Respondents by 3 Digit ZIP Code



Combined
N=4,713

Figure 9
Distribution of Those Just Passing Through from the Northeast and Southeast



Number of Respondents by 3 Digit ZIP Code



Combined
N=4,713

TRAVEL PARTY STATISTICS

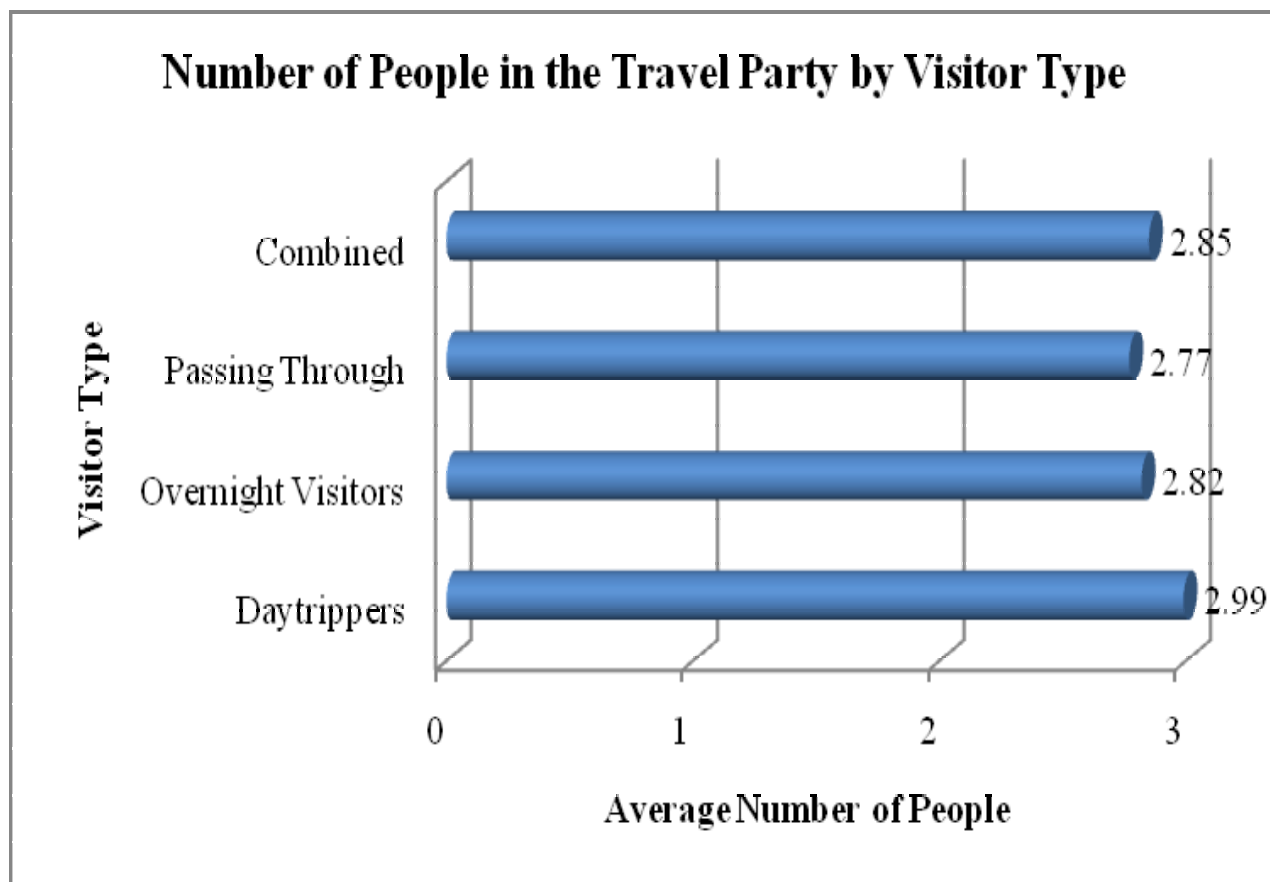
The respondents were asked a number of questions regarding their travel party including:

- The number of people in the travel party.
- The number of people under 18 years of age in the travel party.
- The number of nights the travel party was staying in the North Carolina Mountains (overnight visitors only).
- Travel party expenditures

Number of People in the Travel Party

Figure 10 (and Table 14A) presents the average travel party size by visitor type (i.e., Day Tripper, Overnight Visitor or Passing Through). As the following figure shows, the largest travel party size was for day trippers, followed by overnight visitors and those just passing through.

Figure 10

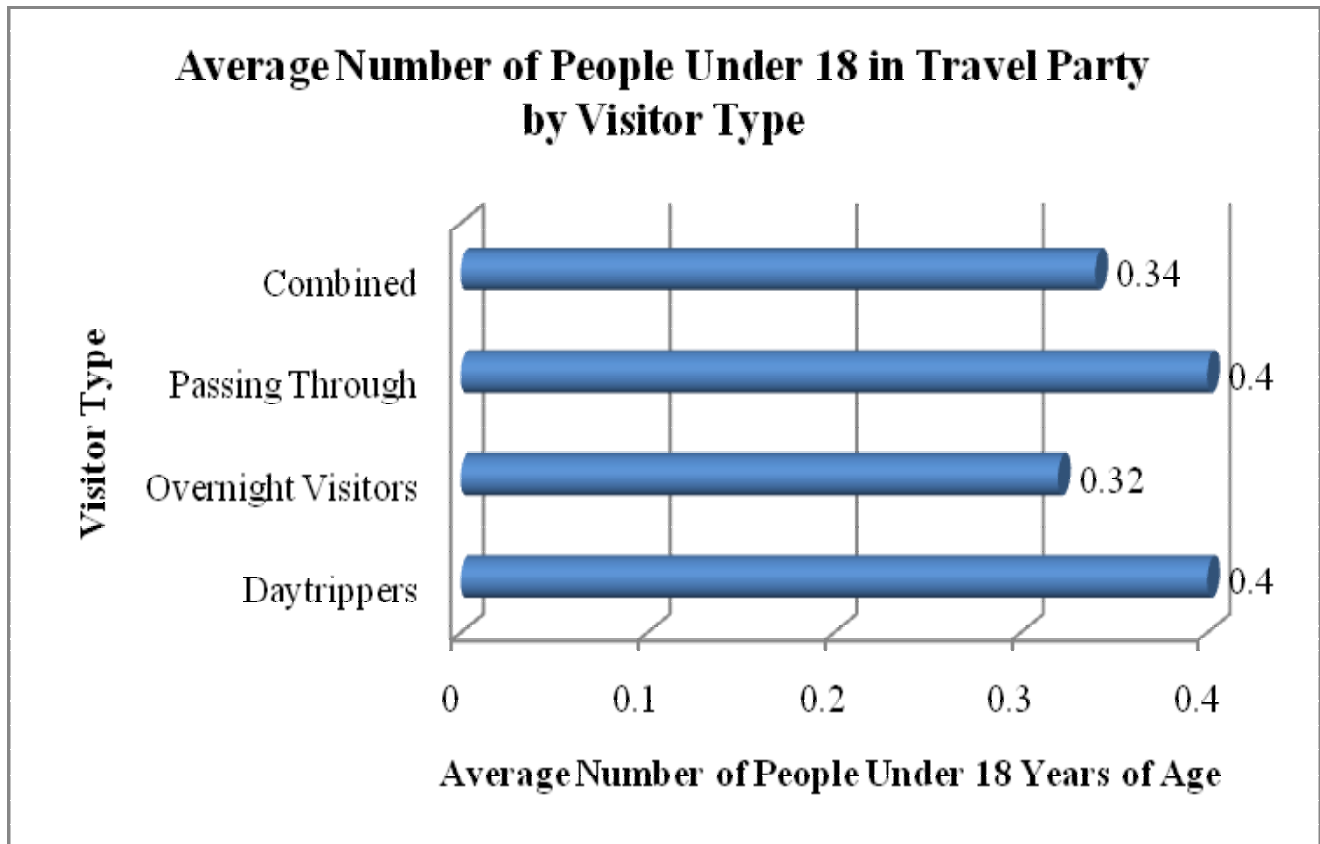


Combined
N=4,713

Number of People in the Travel Party Under 18 Years of Age

On average, day trippers and those passing through had more people under the age of 18 than did overnight visitors (Figure 11, Table 14B).

Figure 11

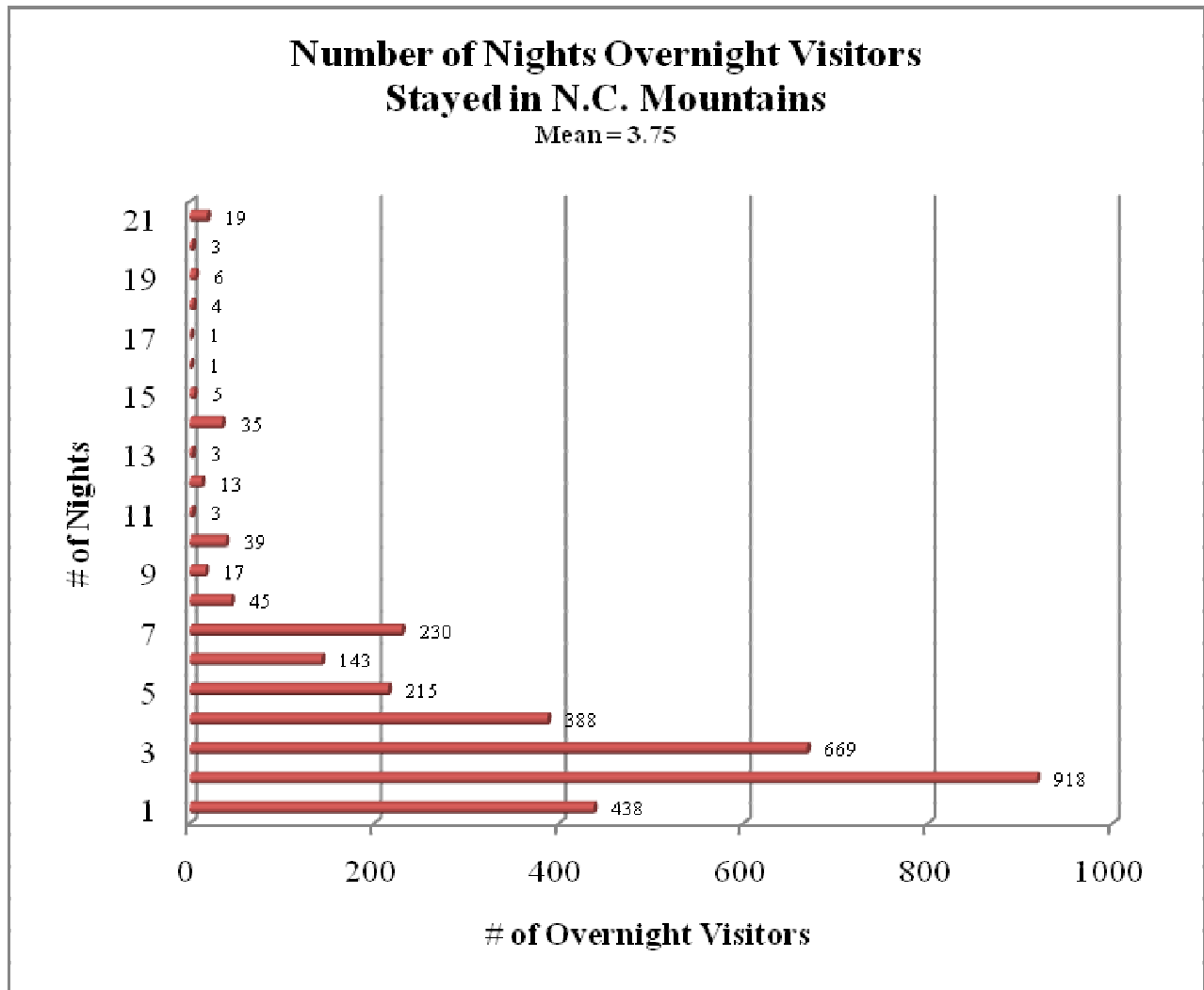


Combined
N =4,713

The Number of Nights That Overnight Visitors Stayed in N.C. Mountains

Table 15 shows the mean and Figure 12 shows the distribution of nights that overnight visitors reported staying in the Blue Ridge National Heritage Area.

Figure 12



**Combined
N=4,713**

Travel Party Expenditures

Tables 17A – 17 D and Figures 13a – 13d present the pattern of spending by visitors to the Blue Ridge National Heritage Area.

Figure 13a

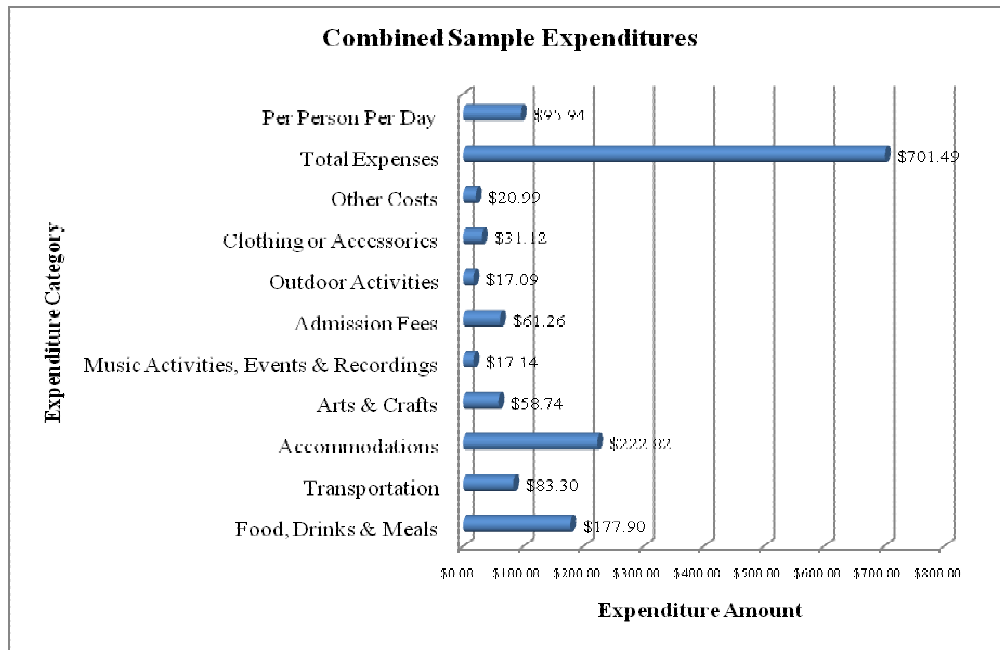
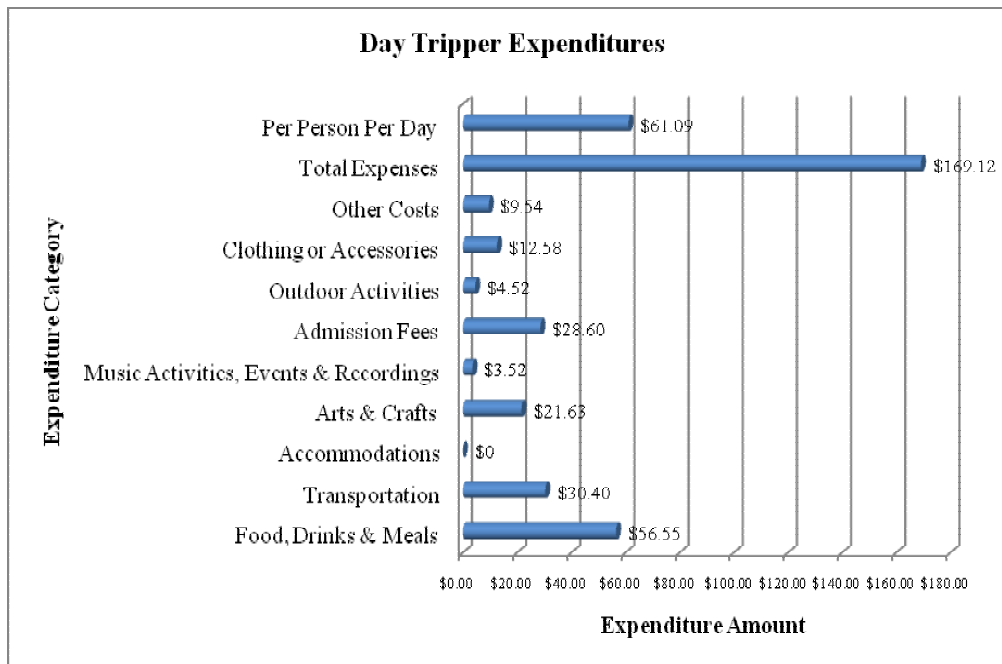


Figure 13b



Combined
N=4,713

Figure 13c

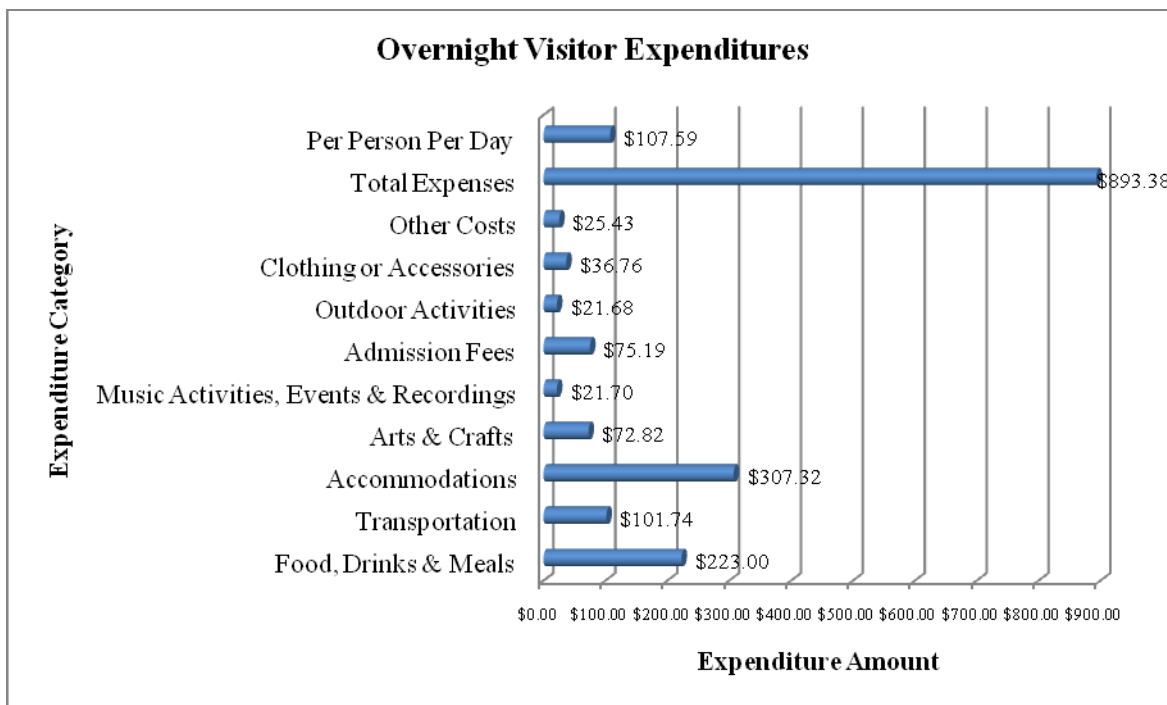
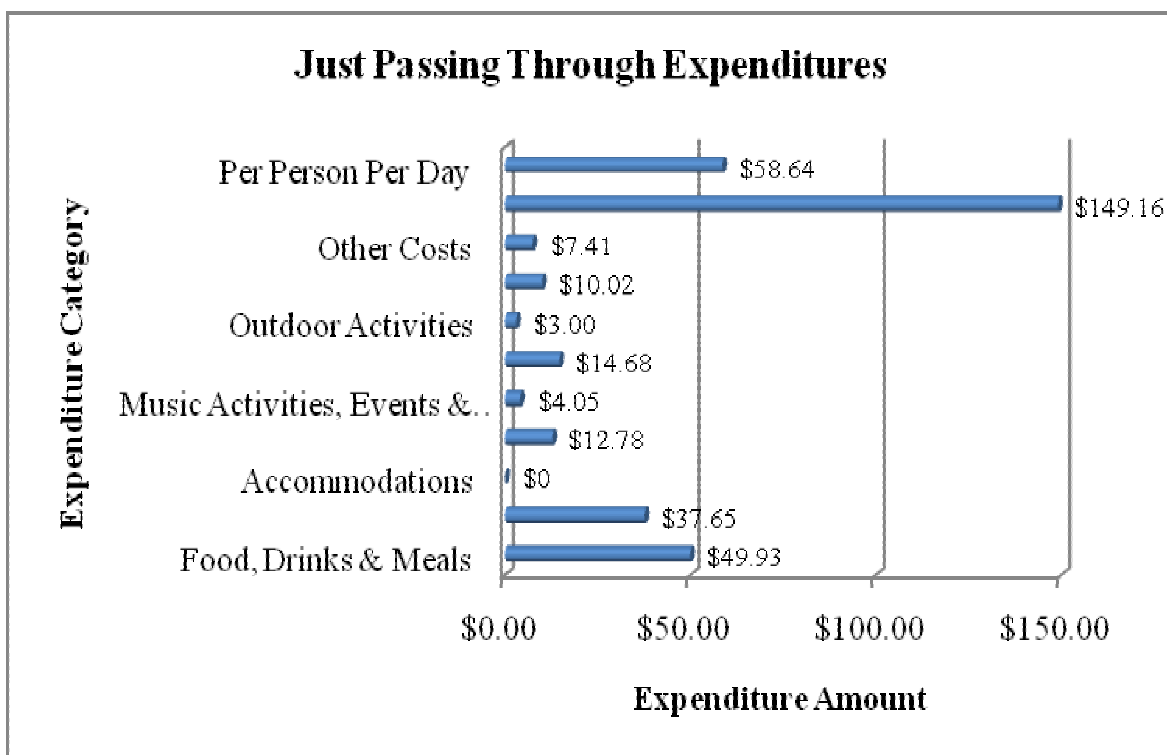


Figure 13d



Combined
N=4,713

As Figures 13b – 13d show, overnight visitor expenditures were highest across all categories, followed by day tripper expenditures (except for transportation costs and music activities, events and recordings).

Figures 14a – 14d show the expenditures for each group of respondents and the corresponding confidence interval. The confidence interval means that there is a 95% chance that the expenditures in each category will fall within the range of the upper and lower bounds.

Figure 14a

Combined Sample Expenditures: Mean and 95% Confidence Interval			
<i>Expenditure</i>	<i>Mean</i>	<i>Lower Bound</i>	<i>Upper Bound</i>
Food, Drinks & Meals	\$177.90	\$169.57	\$184.62
Transportation	\$83.30	\$79.59	\$87.01
Accommodations	\$222.82	\$211.22	\$237.43
Arts & Crafts	\$58.74	\$54.14	\$63.33
Music Activities, Events & Recordings	\$17.14	\$15.49	\$18.79
Admission Fees	\$61.26	\$58.56	\$63.97
Outdoor Activities	\$17.09	\$15.03	\$19.16
Clothing or Accessories	\$31.12	\$28.38	\$33.86
Other Costs	\$20.99	\$15.27	\$26.71
Total Expenses	\$701.49	\$675.78	\$727.21
Per Person Per Day	\$95.94	\$93.47	\$98.40

Figure 14b

Day Tripper Expenditures: Mean and 95% Confidence Interval			
<i>Expenditure</i>	<i>Mean</i>	<i>Lower Bound</i>	<i>Upper Bound</i>
Food, Drinks & Meals	\$56.55	\$49.48	\$63.61
Transportation	\$30.40	\$26.21	\$34.60
Accommodations	\$0	\$0	\$0
Arts & Crafts	\$21.63	\$17.74	\$25.53
Music Activities, Events & Recordings	\$3.52	\$2.30	\$4.73
Admission Fees	\$28.60	\$25.04	\$32.15
Outdoor Activities	\$4.52	\$3.16	\$5.88
Clothing or Accessories	\$12.58	\$9.11	\$16.04
Other Costs	\$9.54	\$6.38	\$12.70
Total Expenses	\$169.12	\$154.22	\$184.02
Per Person Per Day	\$61.09	\$55.96	\$66.21

Combined
N =4,713

Figure 14c

Overnight Visitor Expenditures: Mean and 95% Confidence Interval			
<i>Expenditure</i>	<i>Mean</i>	<i>Lower Bound</i>	<i>Upper Bound</i>
Food, Drinks & Meals	\$223.00	\$213.39	\$232.61
Transportation	\$101.74	\$96.99	\$106.49
Accommodations	\$307.32	\$292.34	\$322.30
Arts & Crafts	\$72.82	\$66.69	\$78.95
Music Activities, Events & Recordings	\$21.70	\$19.54	\$23.87
Admission Fees	\$75.19	\$71.71	\$78.67
Outdoor Activities	\$21.68	\$18.88	\$24.49
Clothing or Accessories	\$36.76	\$33.50	\$40.01
Other Costs	\$25.43	\$17.52	\$33.34
Total Expenses	\$893.38	\$861.29	\$925.46
Per Person Per Day	\$107.59	\$104.79	\$110.38

Figure 14d

Just Passing Through Expenditures: Mean and 95% Confidence Interval			
<i>Expenditure</i>	<i>Mean</i>	<i>Lower Bound</i>	<i>Upper Bound</i>
Food, Drinks & Meals	\$49.93	\$33.75	\$66.11
Transportation	\$37.65	\$31.82	\$43.47
Accommodations	\$0	\$0	\$0
Arts & Crafts	\$12.78	\$6.49	\$19.07
Music Activities, Events & Recordings	\$4.05	\$1.83	\$6.26
Admission Fees	\$14.68	\$10.33	\$19.04
Outdoor Activities	\$3.00	\$1.30	\$4.70
Clothing or Accessories	\$10.02	\$5.31	\$14.72
Other Costs	\$7.41	\$3.02	\$11.81
Total Expenses	\$149.16	\$123.04	\$175.28
Per Person Per Day	\$58.64	\$49.09	\$68.19

Combined
N=4,713

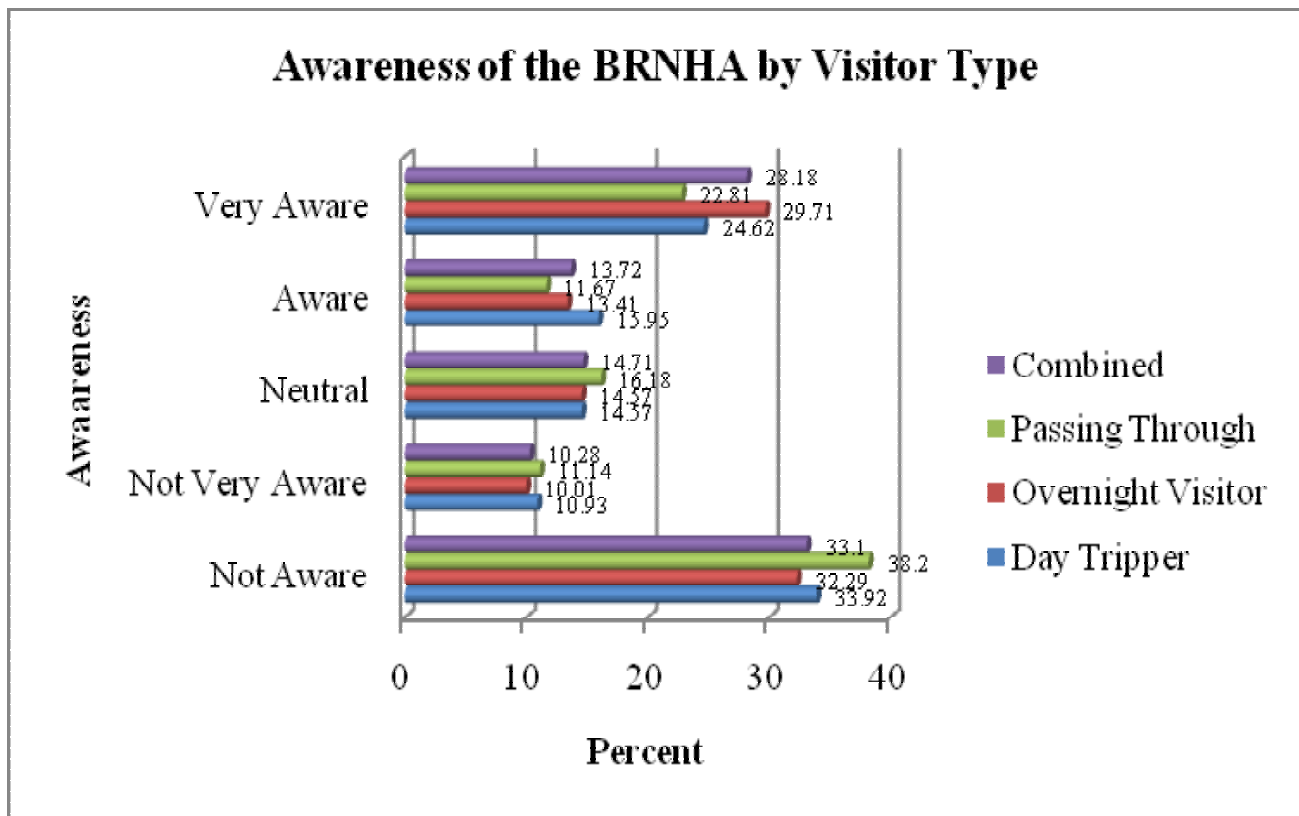
VISITOR PSYCHOGRAPHICS

Visitors were asked a number of questions including their awareness of the Blue Ridge National Heritage Area, their primary motivation for visiting the Blue Ridge National Heritage Area, as well as their planned primary and secondary activities when visiting the area.

Awareness of the BRNHA

Table 3a presents the distribution and Table 3b shows the mean responses for BRNHA awareness by visitor type. Figure 15 show the distribution of awareness by visitor type. As the Figure shows, the distribution appears to be binomial, suggesting that some respondents may have misunderstood the question to be asking about the Blue Ridge Parkway.

Figure 15

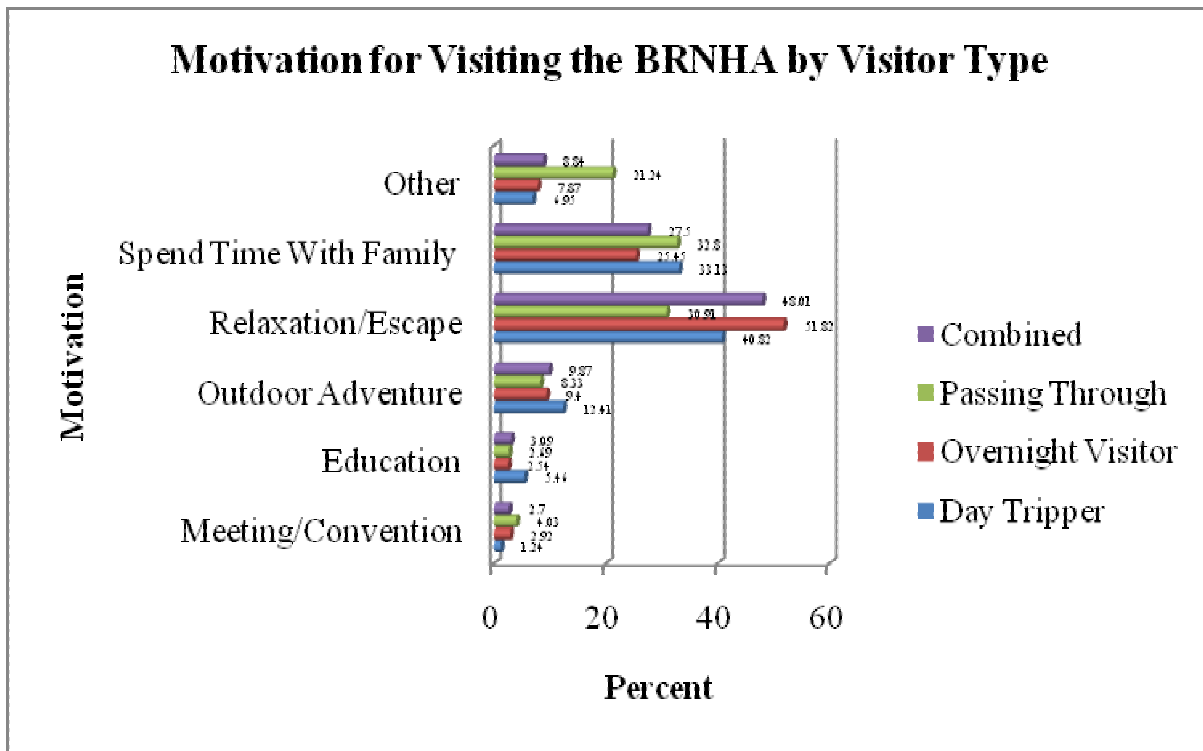


Combined
N=4,713

Primary Motivation to Visit the BRNHA

Visitors were asked to indicate their primary motivation for visiting the BRNHA. Categories included meeting/convention, education, outdoor adventure, relaxation/escape, spending time with family/friends, and other. Table 4 and Figure 16 show the results from the analysis.

Figure 16



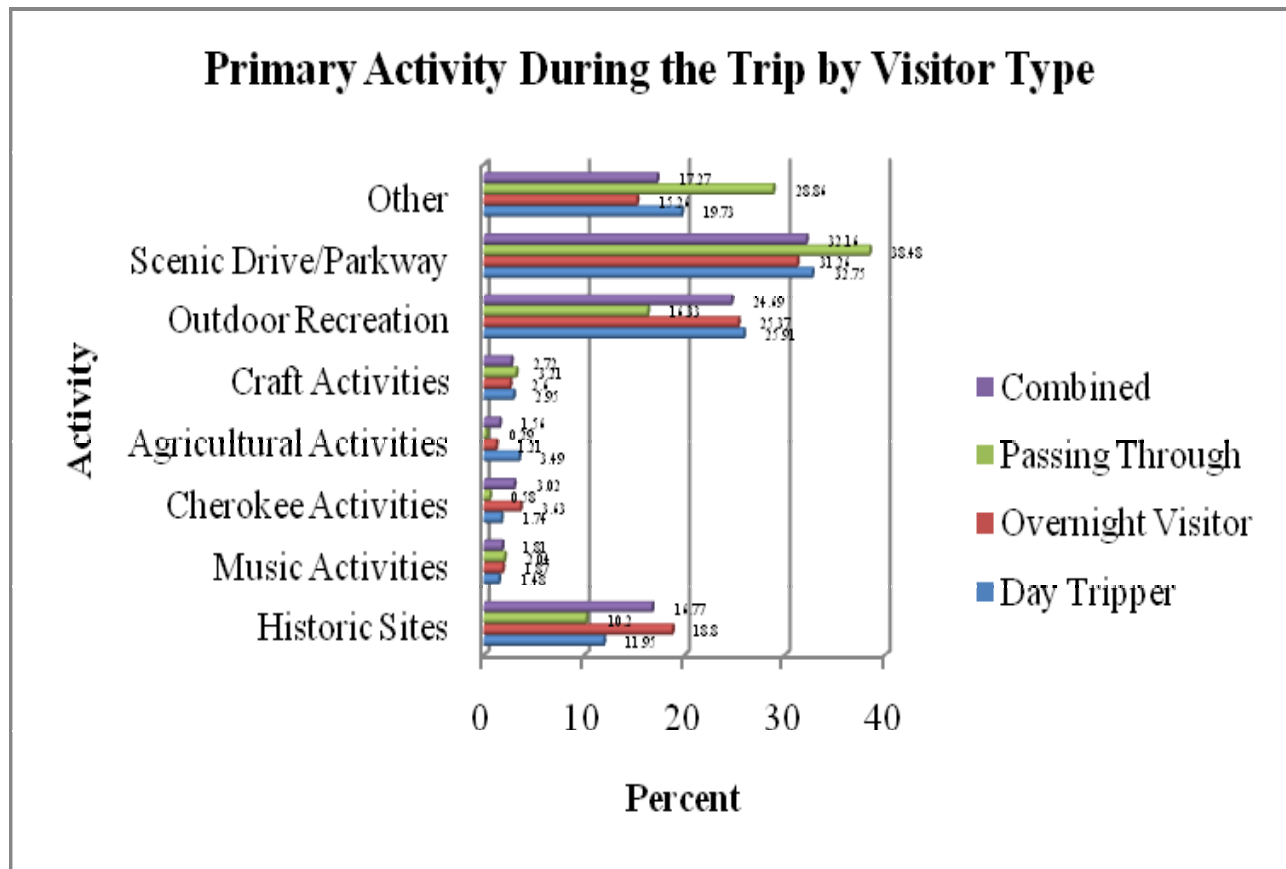
As Figure 15 shows, day trippers most frequently reported relaxation/escape as their primary motivation to visit the BRNHA. This was followed by spending time with friends/family and outdoor adventure. Overnight visitors reported the same pattern of responses. Those just passing through reported spending time with friends/family as their primary motivation, followed by relaxation/escape.

Combined
N=4,713

Primary Activity During the Trip

Respondents were asked their primary activity during the trip (*please check only one*). Categories included visiting historic sites, music activities, Cherokee activities, agricultural activities, craft activities, outdoor recreation, scenic drive/parkway, and other. Table 5 and Figure 17 show the results from the analysis.

Figure 17



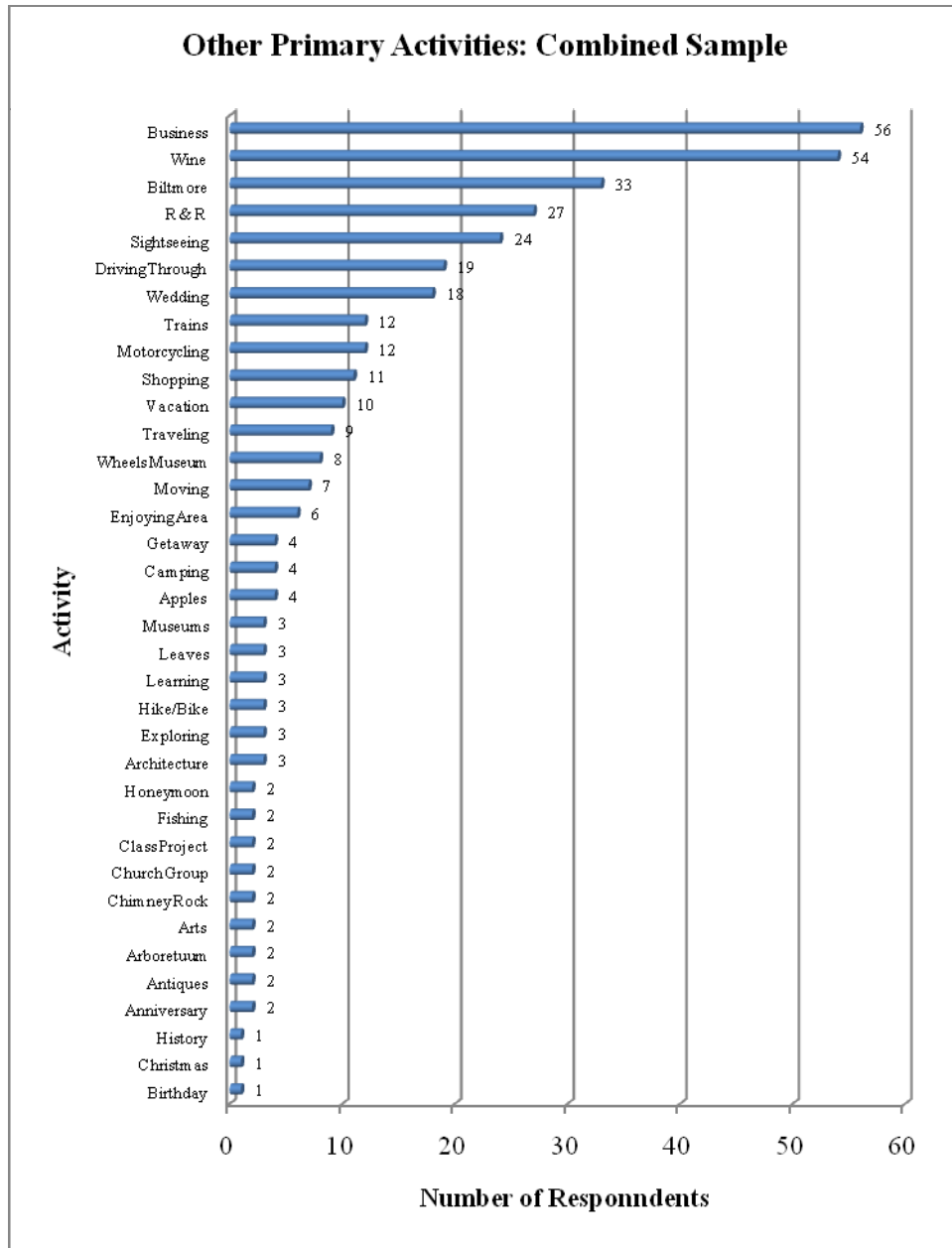
The data shows that the primary activity of day trippers was a scenic drive/parkway, followed by outdoor recreation and other activities. Overnight visitors also reported that a scenic drive/parkway was their primary activity, followed by outdoor recreation and historic sites. Those just passing through reported their primary activity as a scenic drive/parkway followed by other activities and outdoor recreation.

**Combined
N=4,713**

Other Primary Activities

In addition to the primary activities listed on the survey from which respondents could choose was the category other where visitors could specify an activity not listed. A content analysis was conducted on the free responses. Figure 18 shows the results of this analysis.

Figure 18

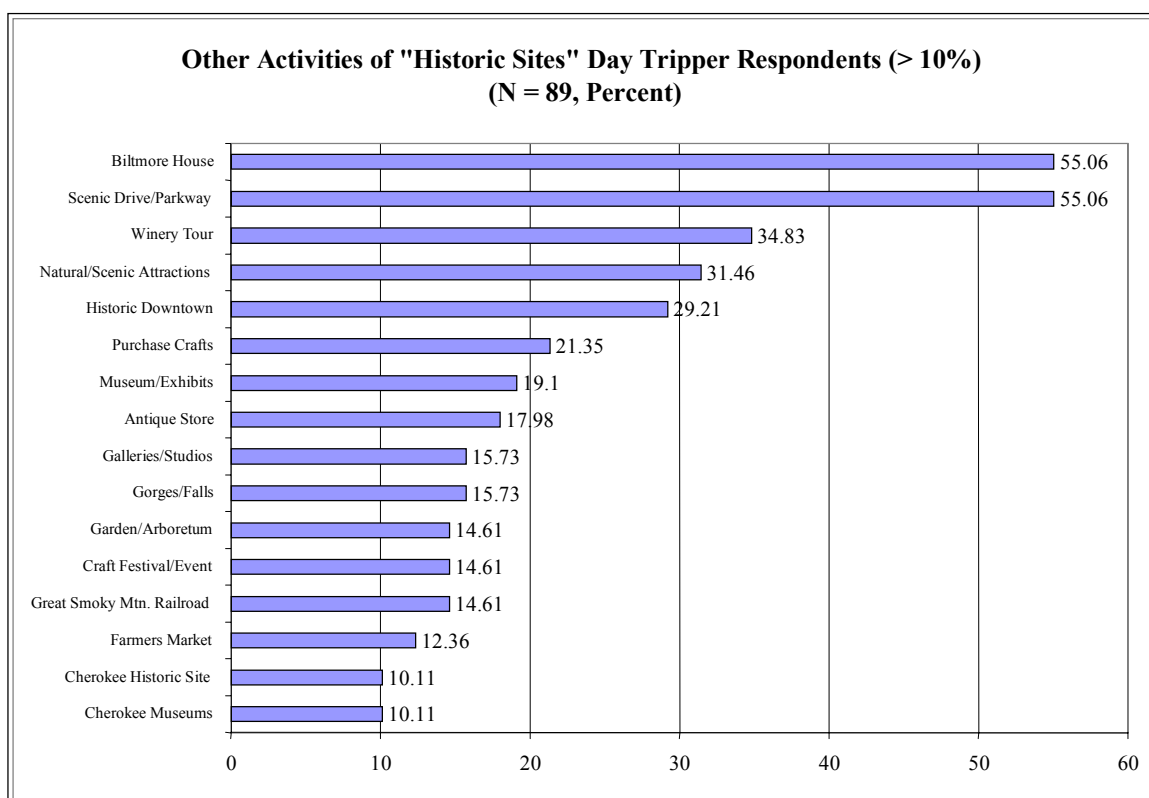


Combined
N =4,713

Additional Activities

In addition to their primary activity while visiting the BRNHA, respondents were asked to indicate other activities (*Check all that apply*). The information that was provided was then categorized by primary activity. For example, Table 6 and Figure 19 show the frequency of choice of “Other Activities” for those *Day Trippers* that chose “Historic Sites” as their primary activity.

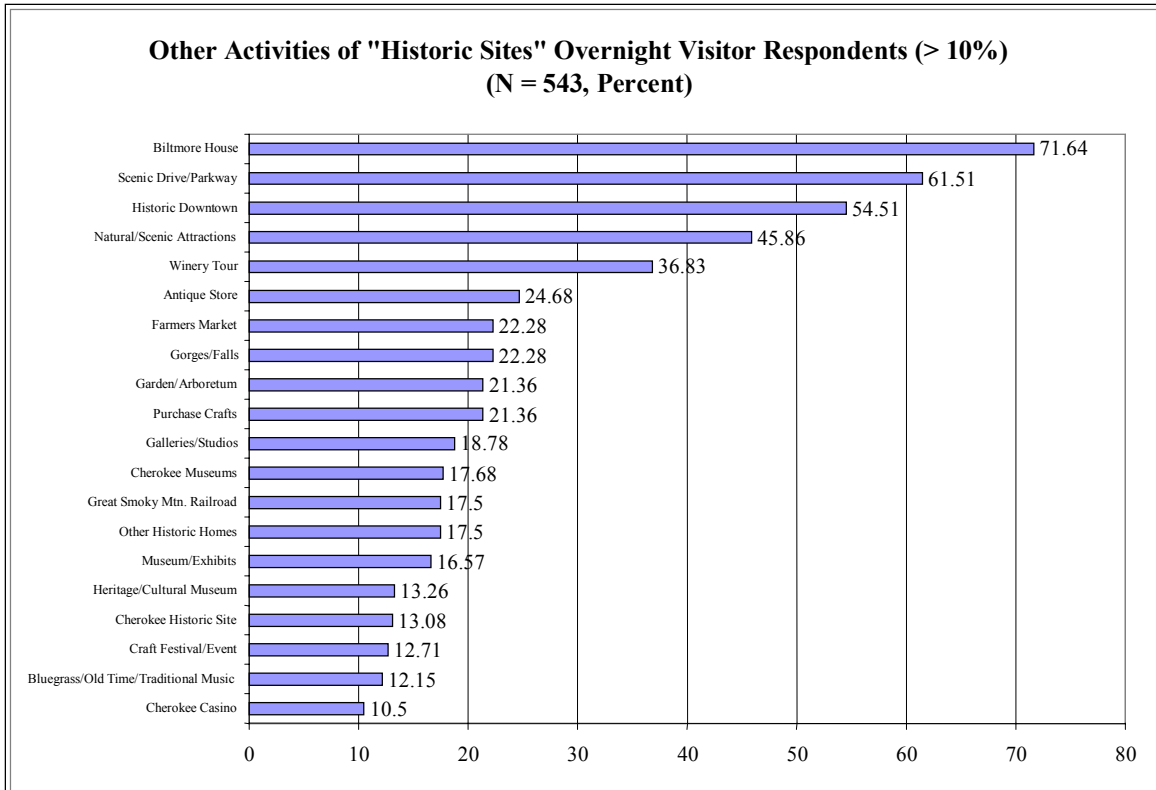
Figure 19



Combined
N =4,713

Table 6 and Figure 20 show the frequency of choice of “Other Activities” for those *Overnight Visitors* that chose “Historic Sites” as their primary activity.

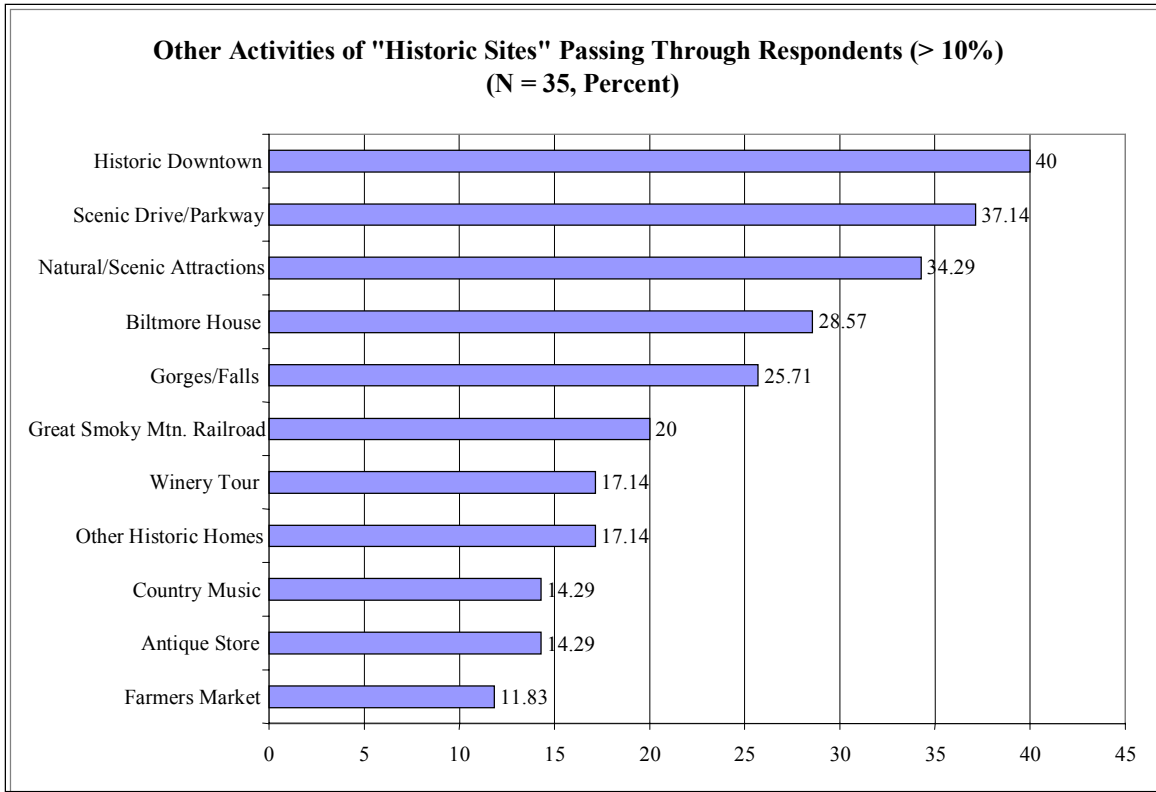
Figure 20



Combined
N=4,713

Table 6 and Figure 21 show the frequency of choice of “Other Activities” for those *Passing Through Visitors* that chose “Historic Sites” as their primary activity.

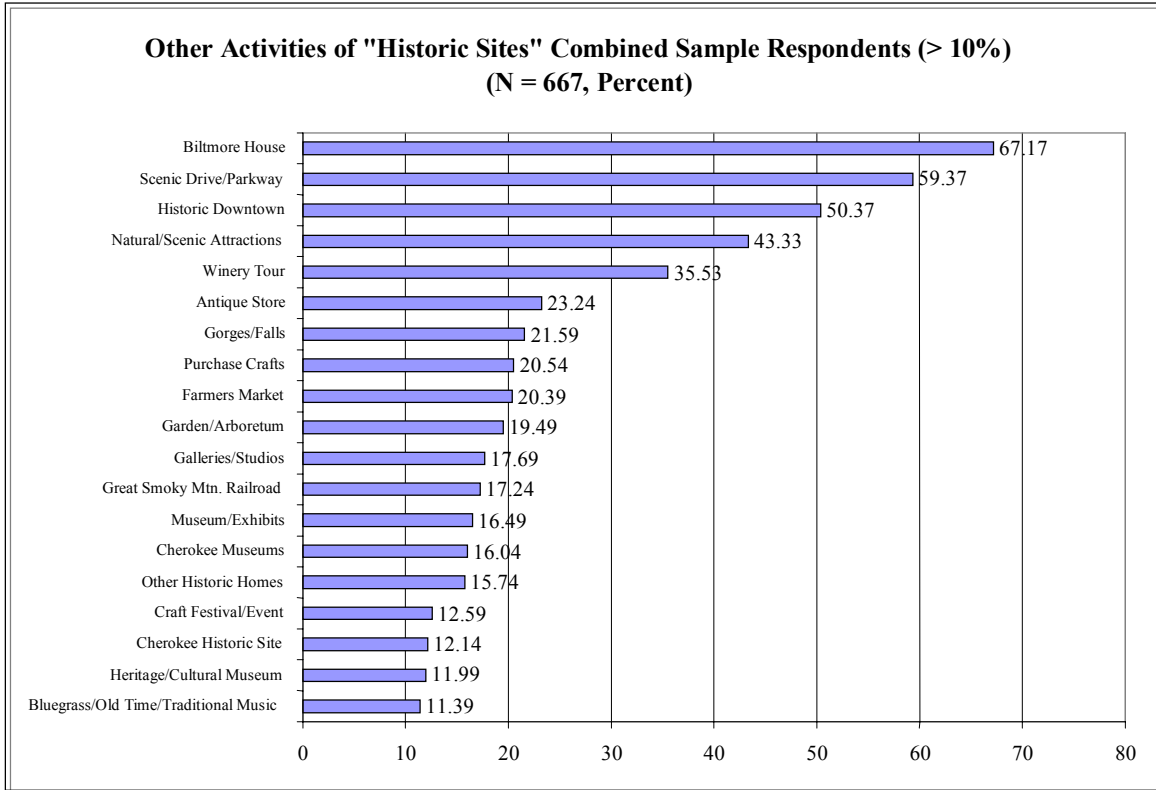
Figure 21



Combined
N=4,713

Table 6 and Figure 22 show the frequency of choice of “Other Activities” for the *Combined Sample* of Visitors that chose “Historic Sites” as their primary activity.

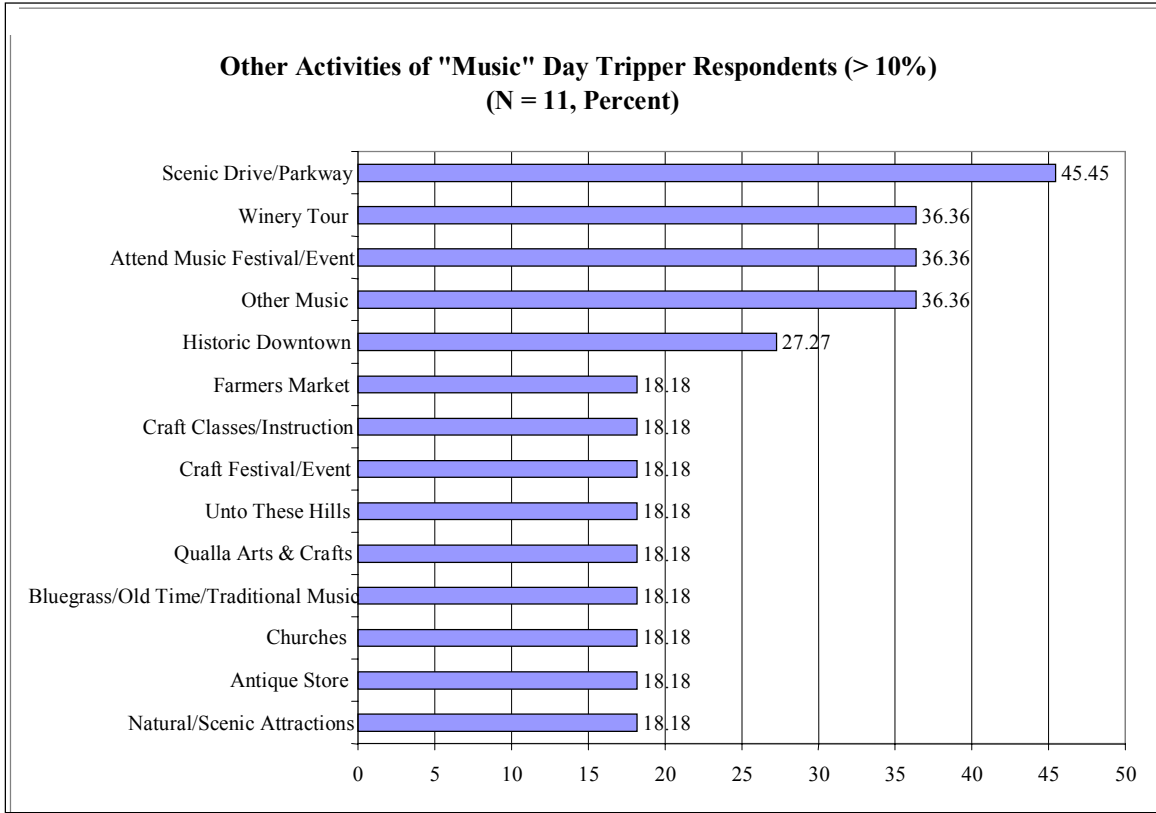
Figure 22



Combined
N =4,713

Table 7 and Figure 23 show the frequency of choice of “Other Activities” for the *Day Trippers* that chose “Music” as their primary activity.

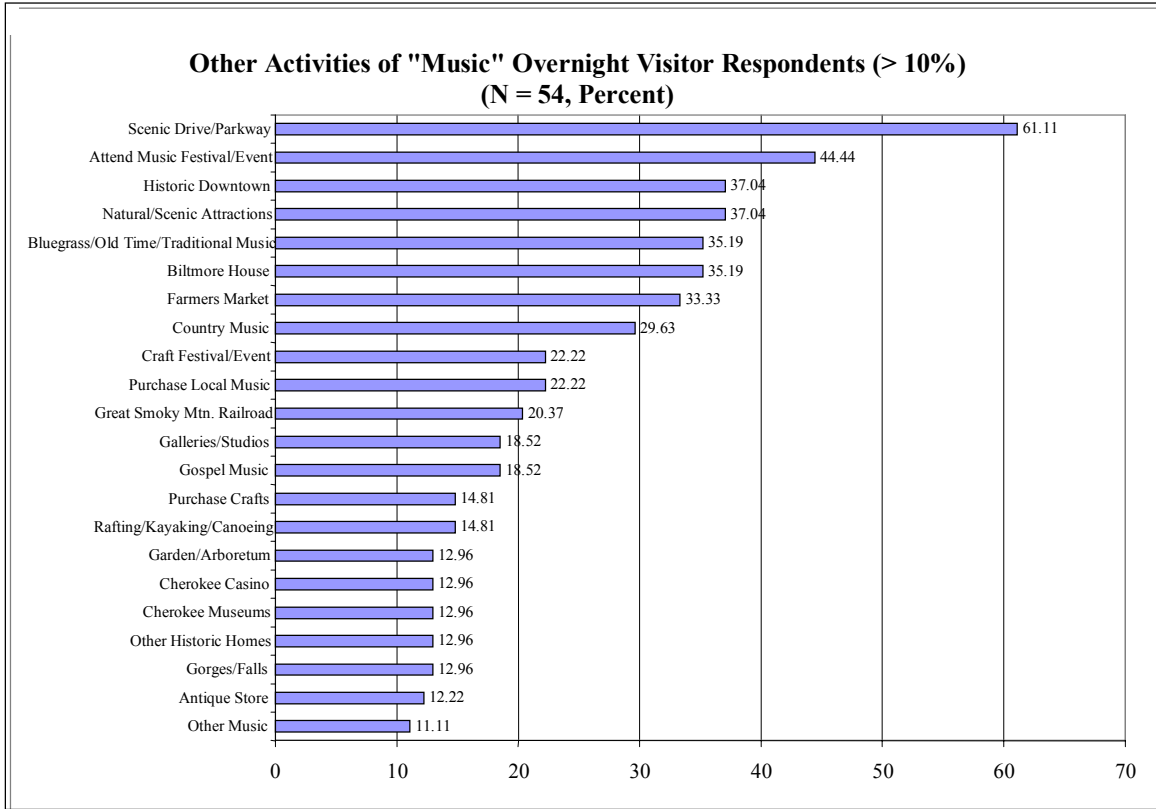
Figure 23



Combined
N =4,713

Table 7 and Figure 24 show the frequency of choice of “Other Activities” for the *Overnight Visitors* that chose “Music” as their primary activity.

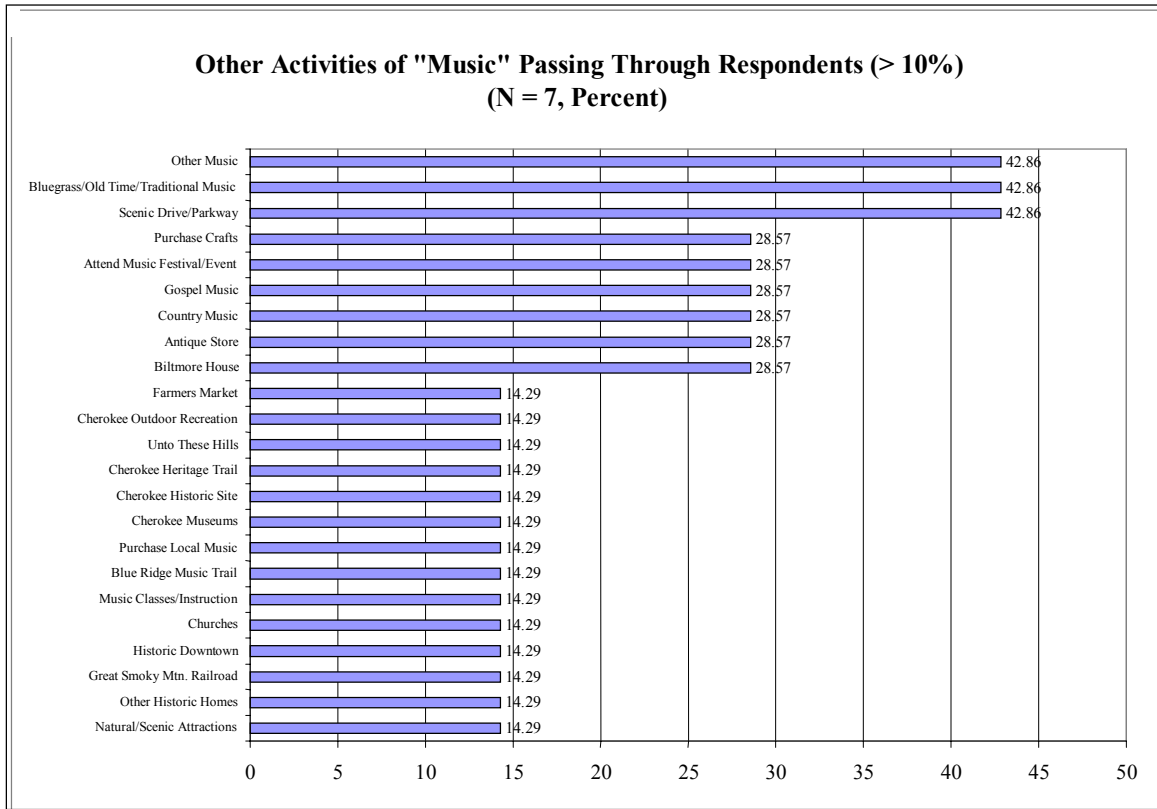
Figure 24



Combined
N =4,713

Table 7 and Figure 25 show the frequency of choice of “Other Activities” for the *Passing Through Visitors* that chose “Music” as their primary activity.

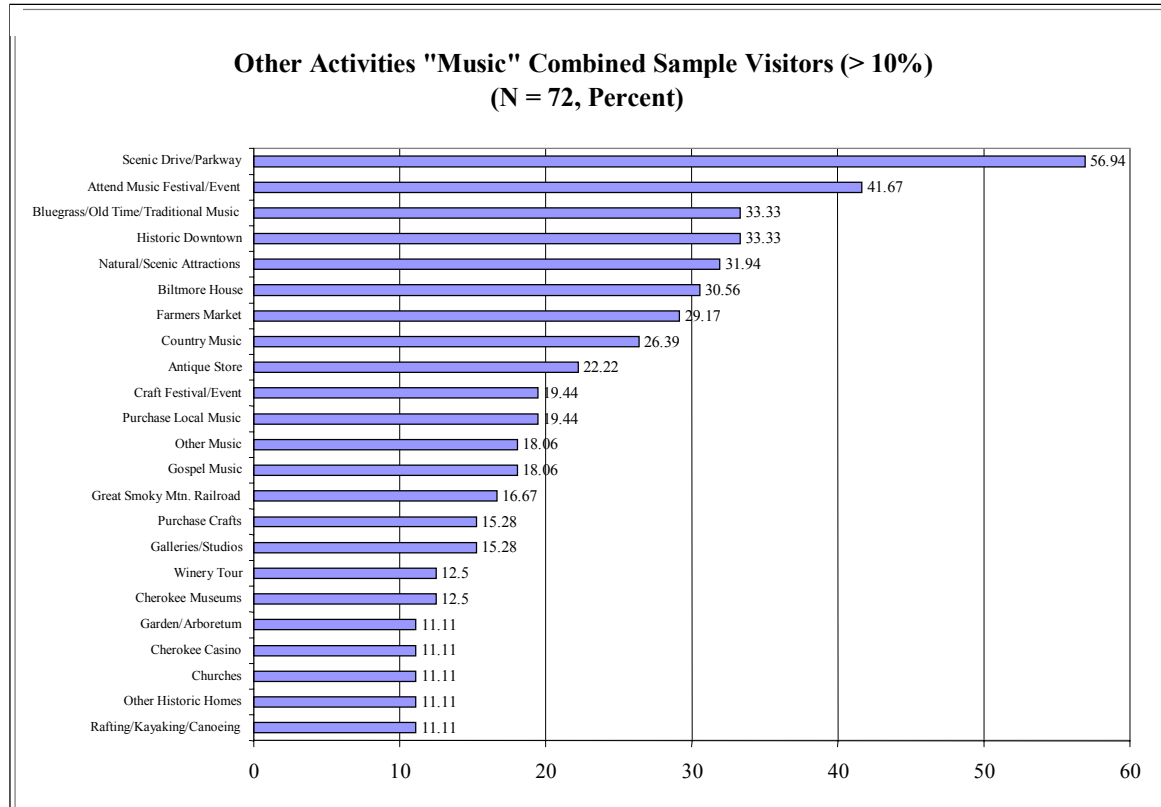
Figure 25



Combined
N =4,713

Table 7 and Figure 26 show the frequency of choice of “Other Activities” for the *Combined Sample* of Visitors that chose “Music” as their primary activity.

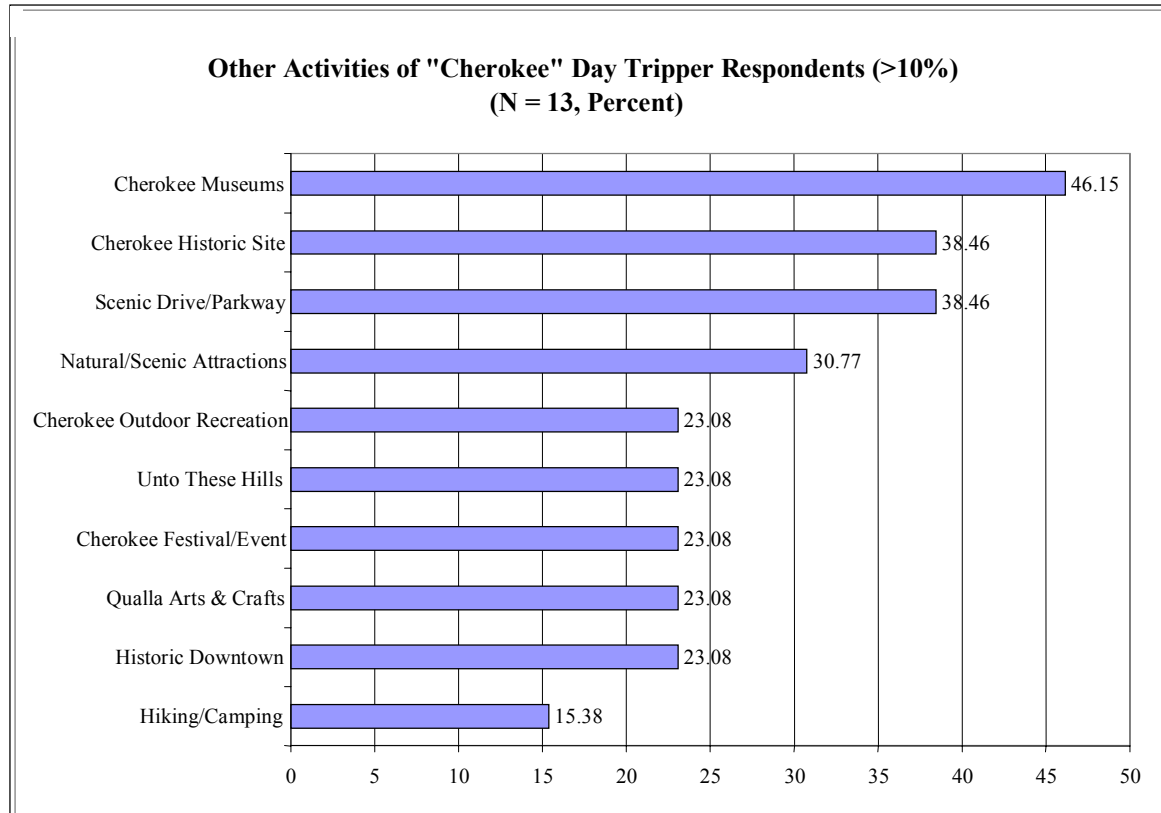
Figure 26



Combined
N=4,713

Table 8 and Figure 27 show the frequency of choice of “Other Activities” for *Day Tripper* Visitors that chose “Cherokee” as their primary activity.

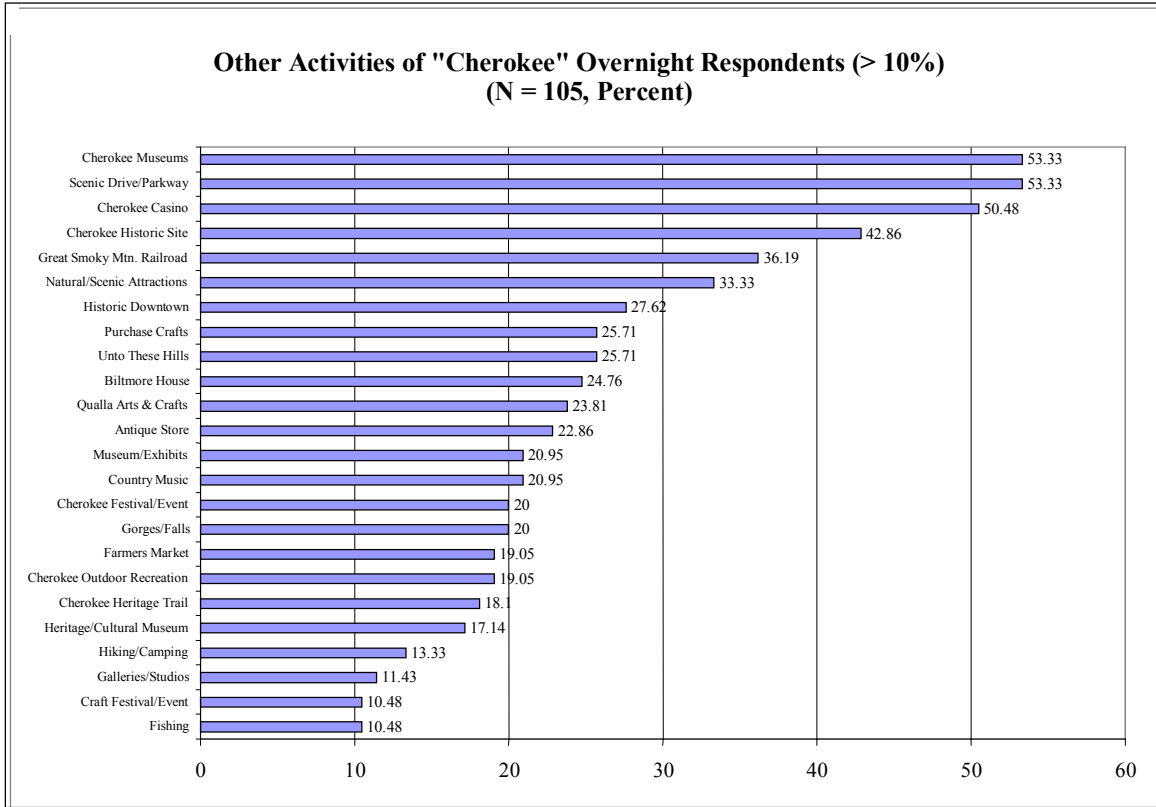
Figure 27



Combined
N =4,713

Table 8 and Figure 28 show the frequency of choice of “Other Activities” for *Overnight Visitors* that chose “Cherokee” as their primary activity.

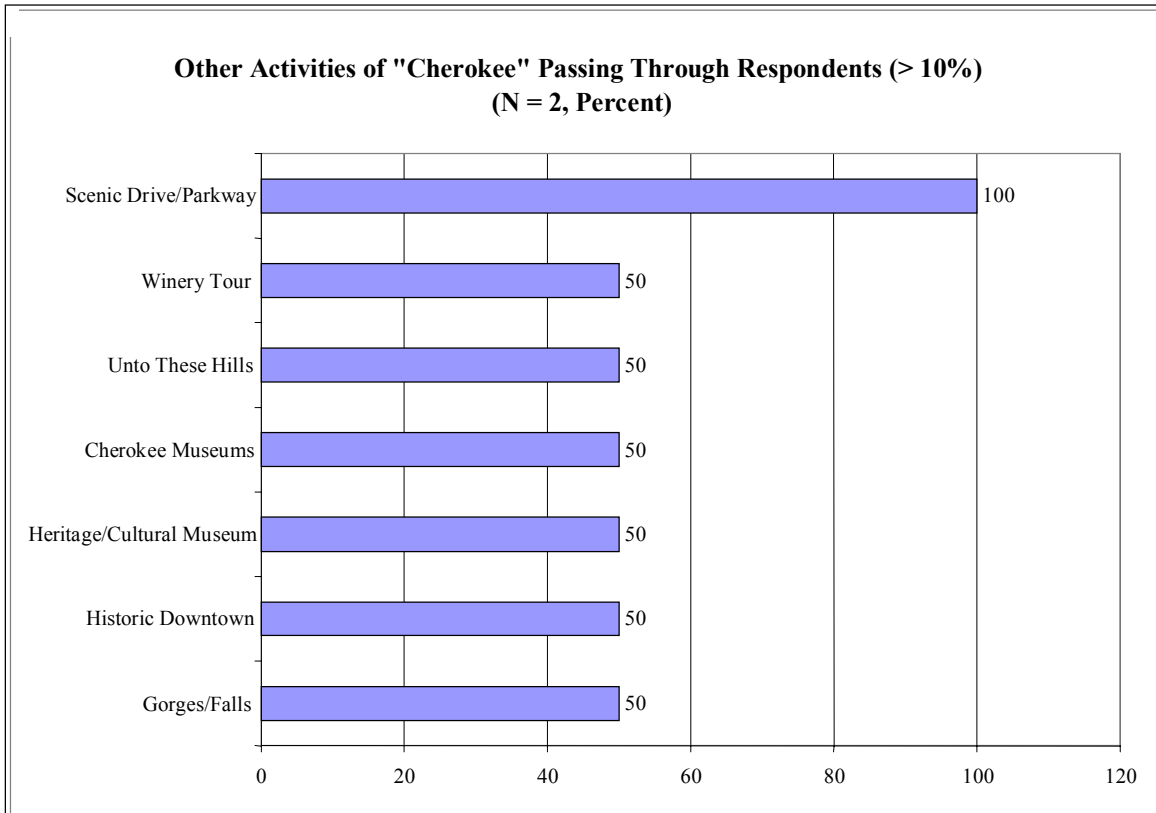
Figure 28



Combined
N =4,713

Table 8 and Figure 29 show the frequency of choice of “Other Activities” for *Passing Through Visitors* that chose “Cherokee” as their primary activity.

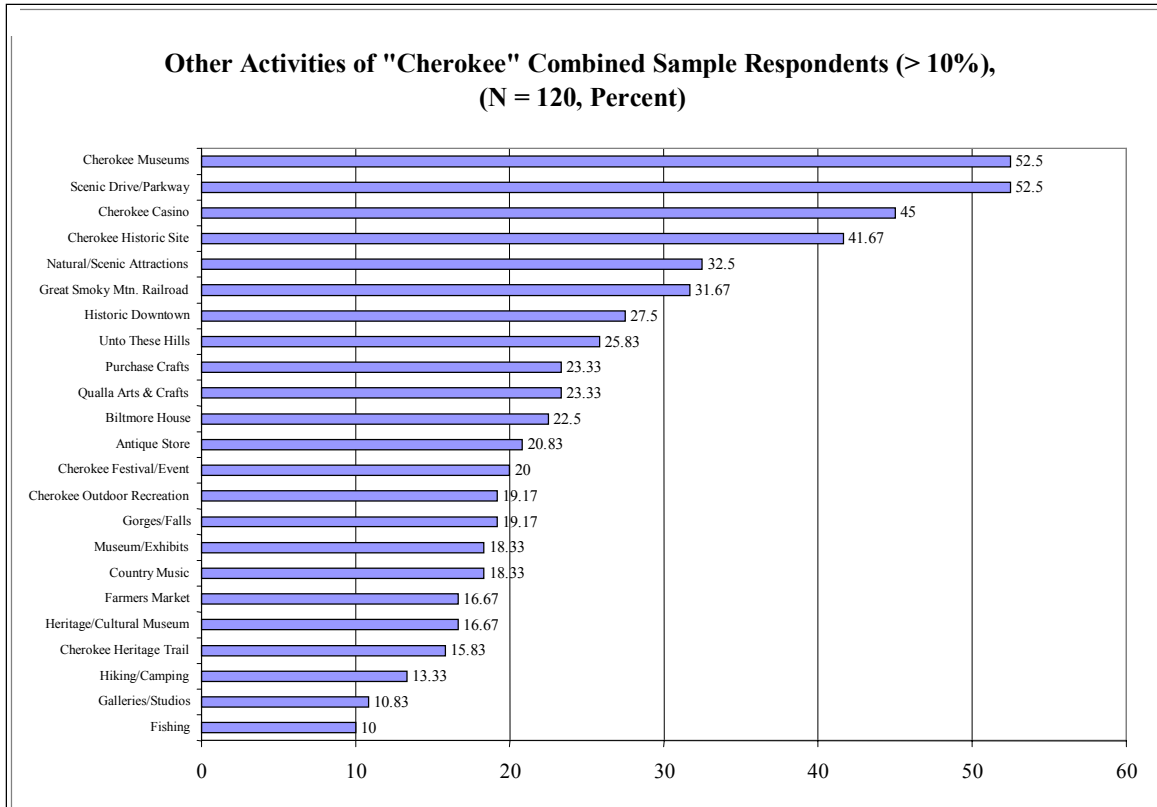
Figure 29



Combined
N=4,713

Table 8 and Figure 30 show the frequency of choice of “Other Activities” for the *Combined Sample* of Visitors that chose “Cherokee” as their primary activity.

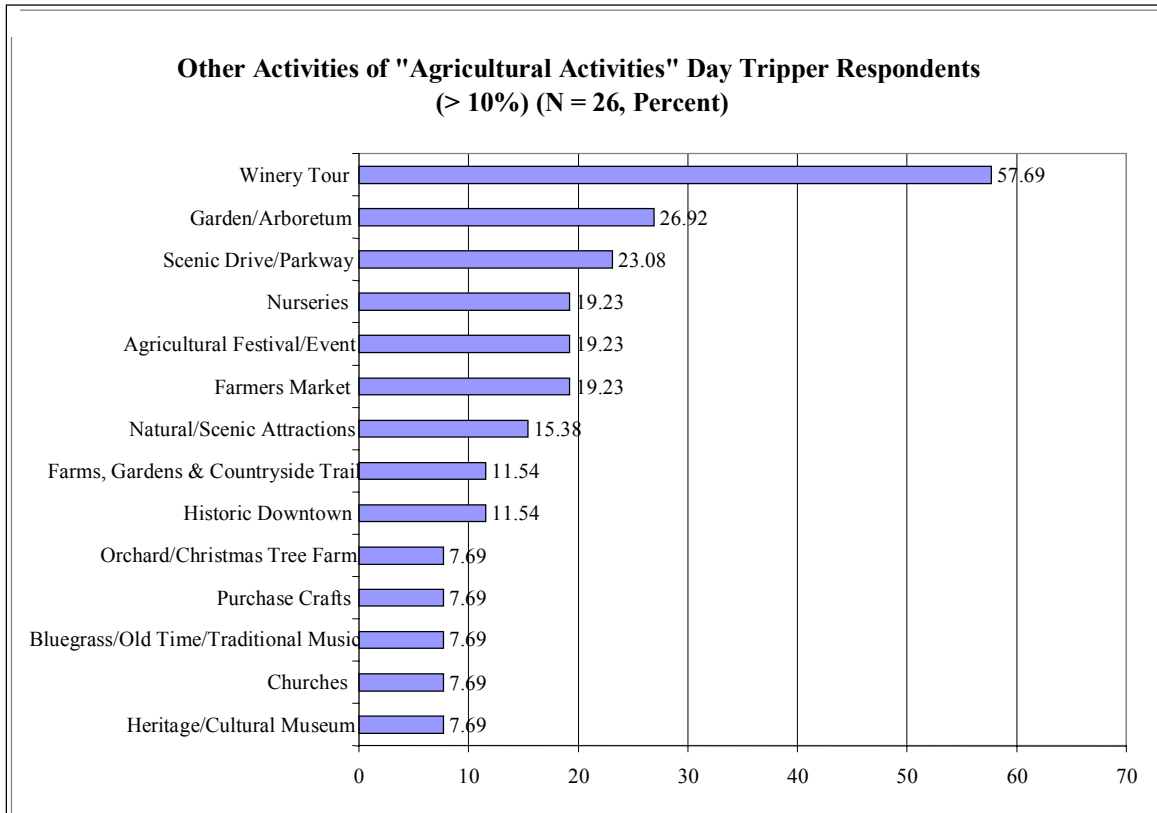
Figure 30



Combined
N=4,713

Table 9 and Figure 31 show the frequency of choice of “Other Activities” for *Day Tripper* Visitors that chose “Agriculture” as their primary activity.

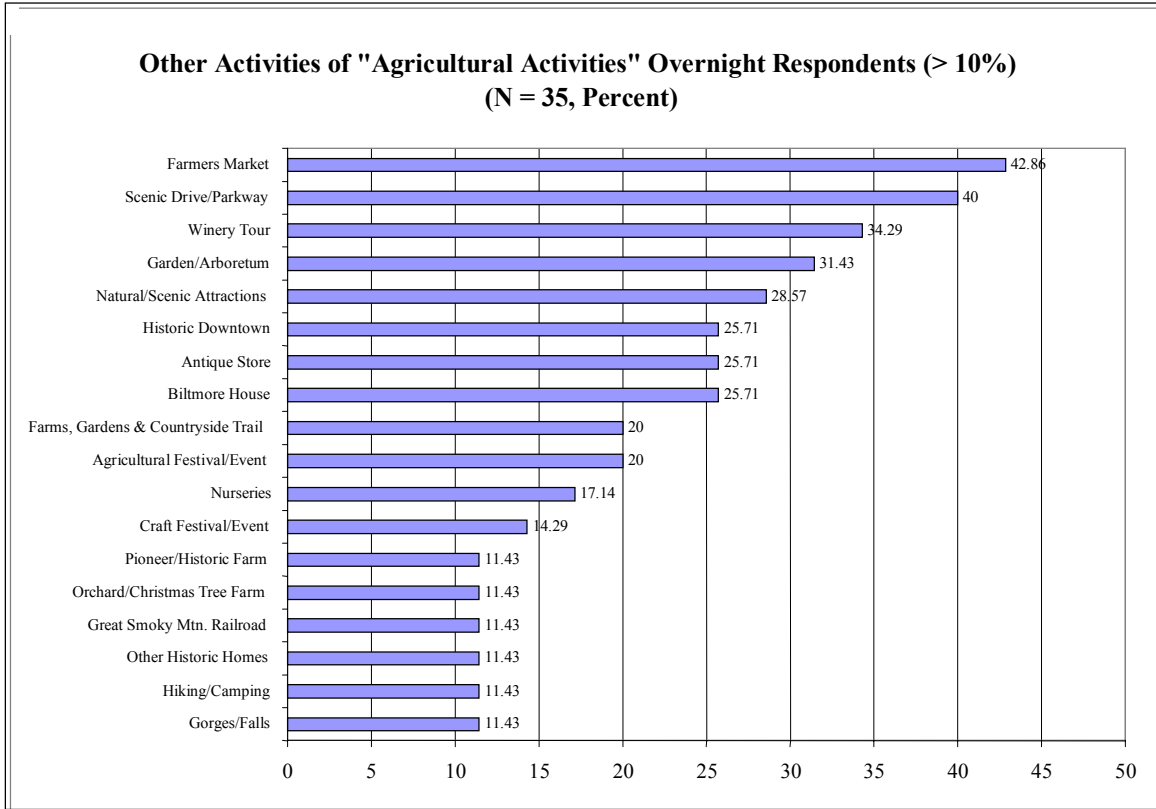
Figure 31



Combined
N=4,713

Table 9 and Figure 32 show the frequency of choice of “Other Activities” for *Overnight Visitors* that chose “Agriculture” as their primary activity.

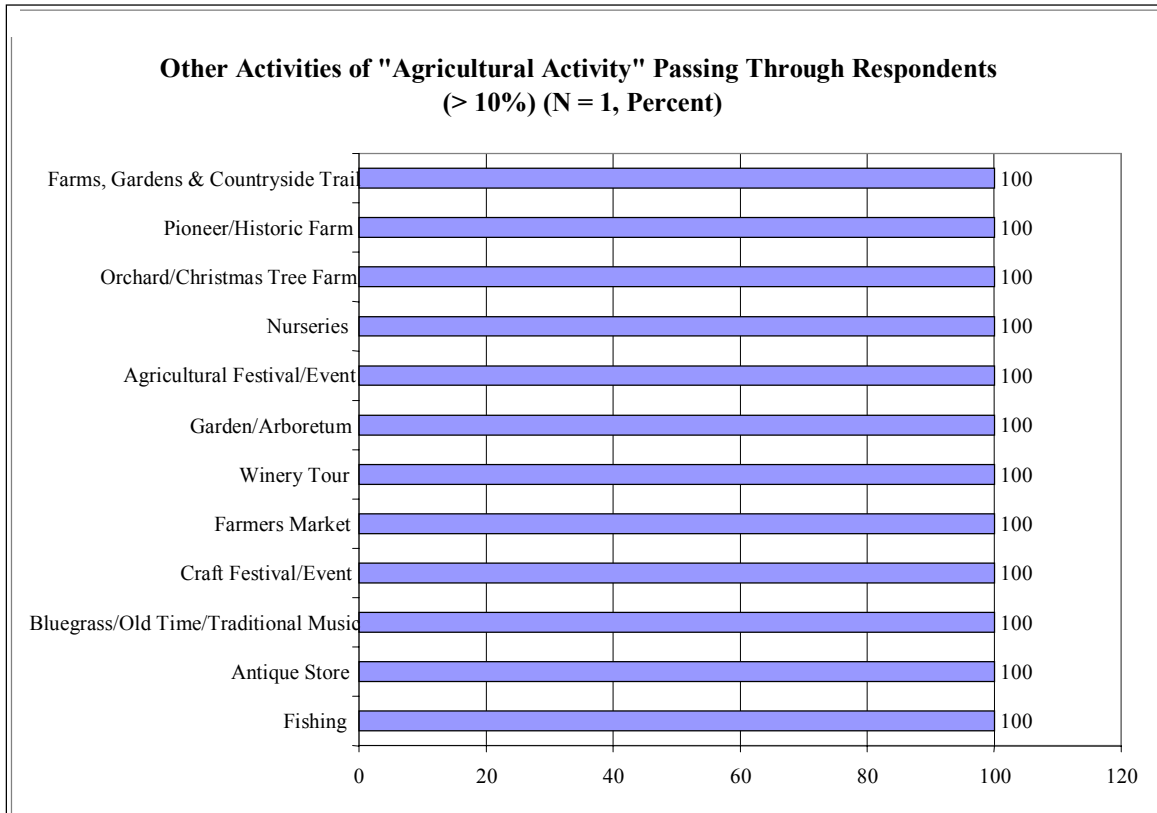
Figure 32



Combined
N =4,713

Table 9 and Figure 33 show the frequency of choice of “Other Activities” for *Passing Through Visitors* that chose “Agriculture” as their primary activity.

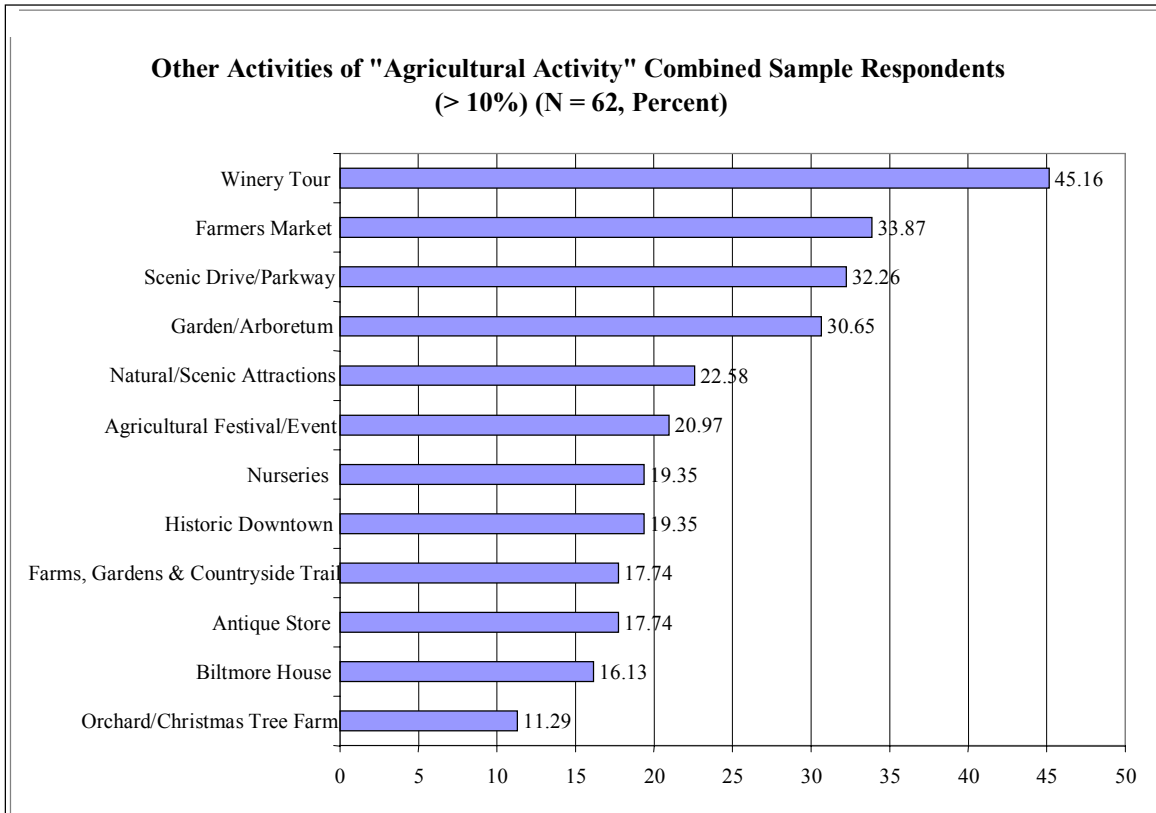
Figure 33



Combined
N =4,713

Table 9 and Figure 34 show the frequency of choice of “Other Activities” for the *Combined Sample* of Visitors that chose “Agriculture” as their primary activity.

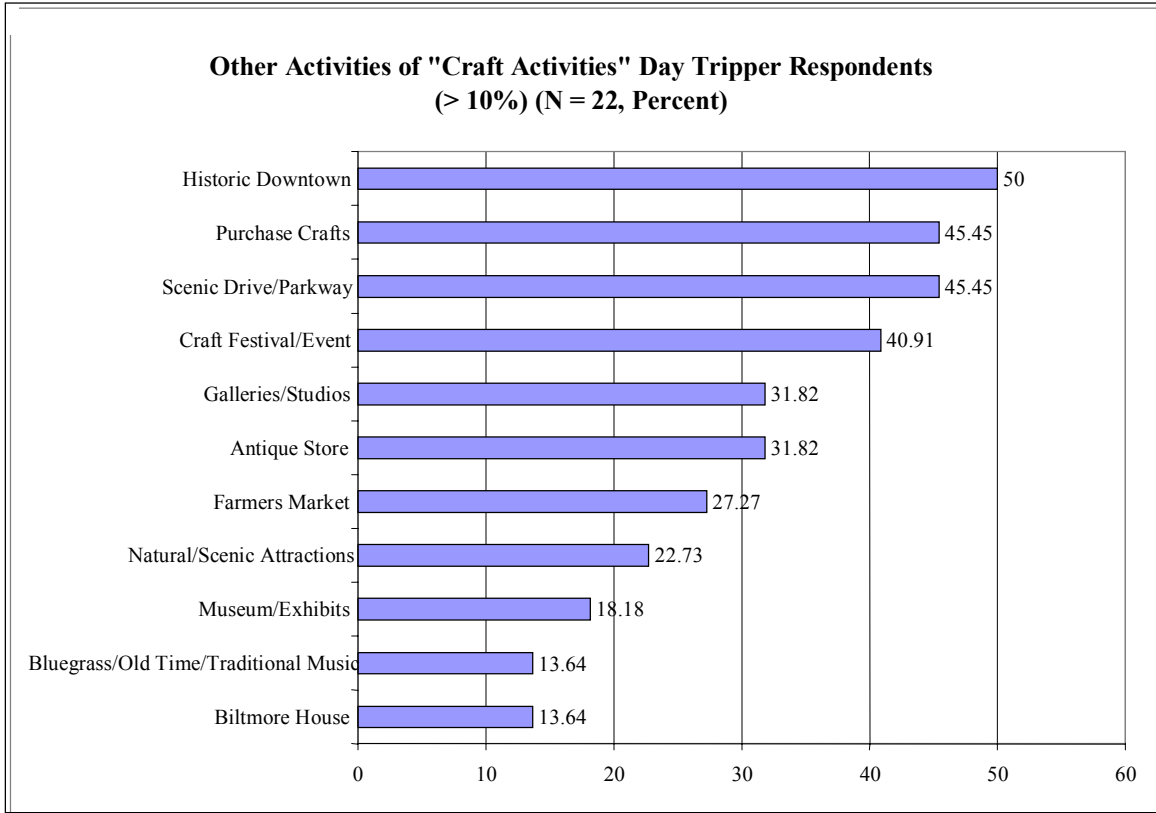
Figure 34



Combined
N=4,713

Table 10 and Figure 35 show the frequency of choice of “Other Activities” for *Day Tripper* Visitors that chose “Craft Activities” as their primary activity.

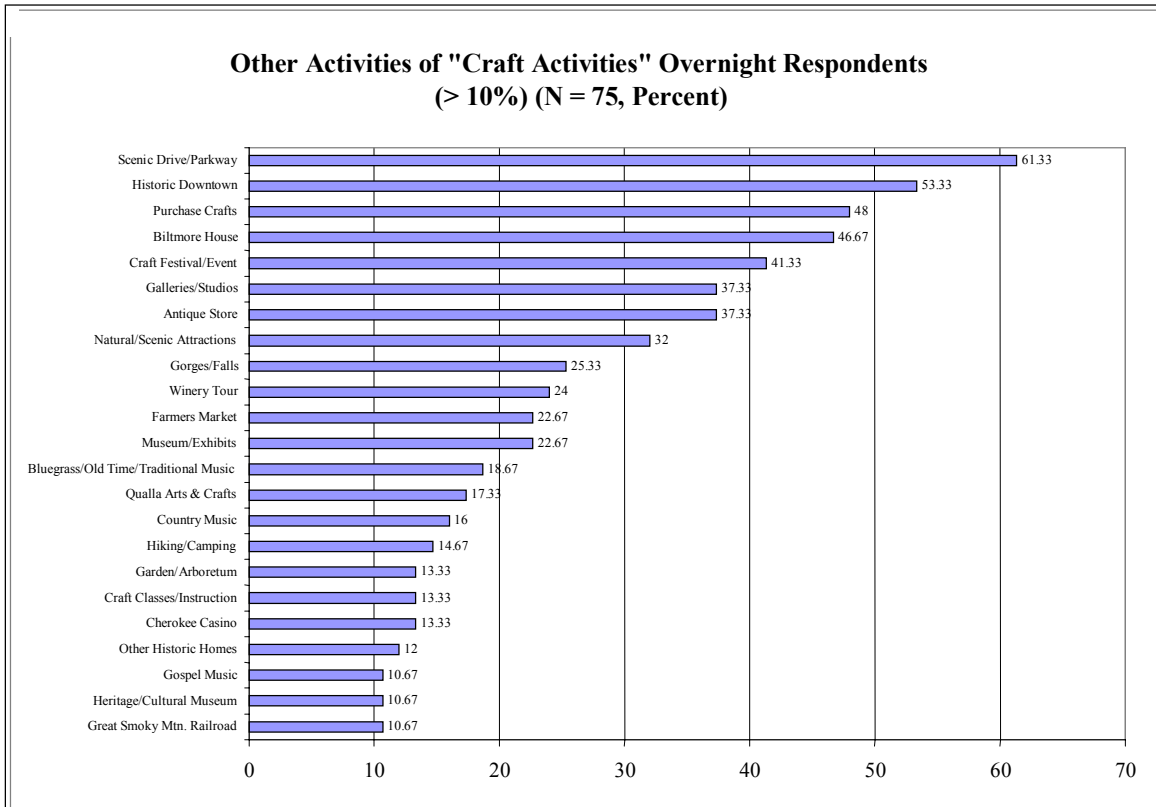
Figure 35



Combined
N=4,713

Table 10 and Figure 36 show the frequency of choice of “Other Activities” for *Overnight Visitors* that chose “Craft Activities” as their primary activity.

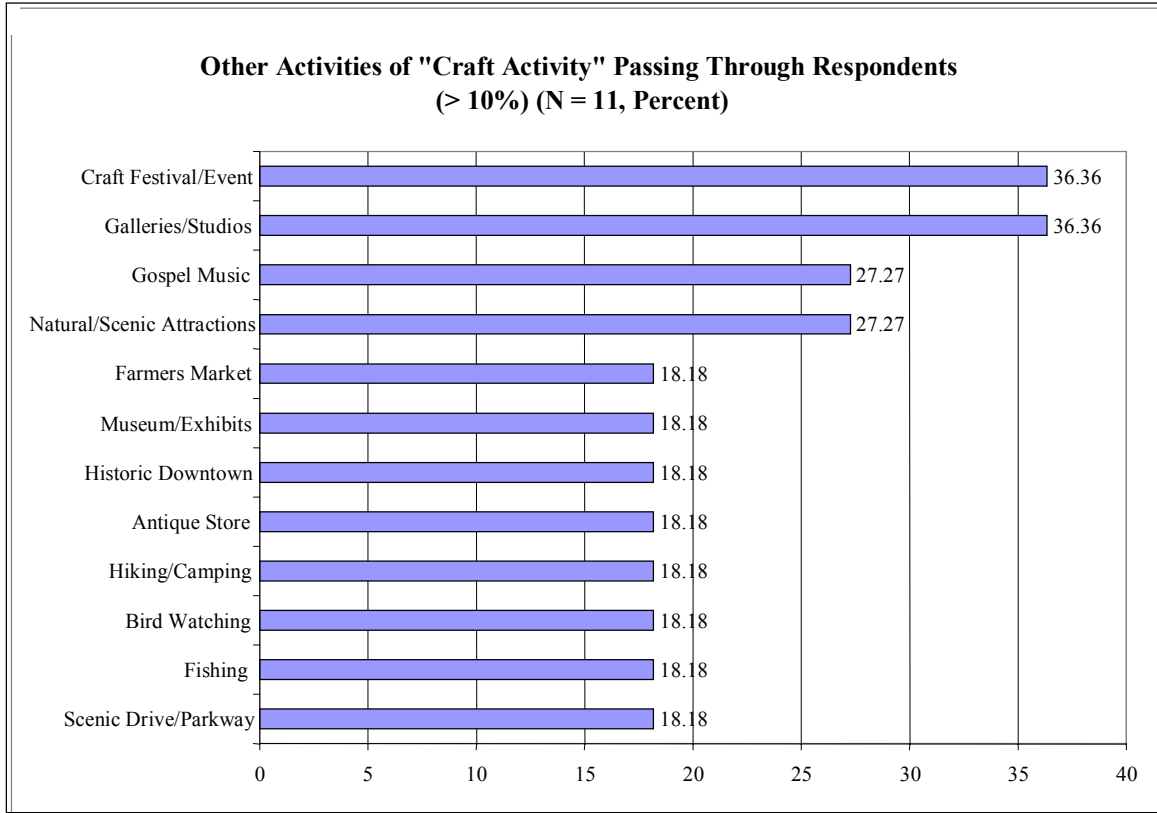
Figure 36



Combined
N =4,713

Table 10 and Figure 37 show the frequency of choice of “Other Activities” for *Passing Through Visitors* that chose “Craft Activities” as their primary activity.

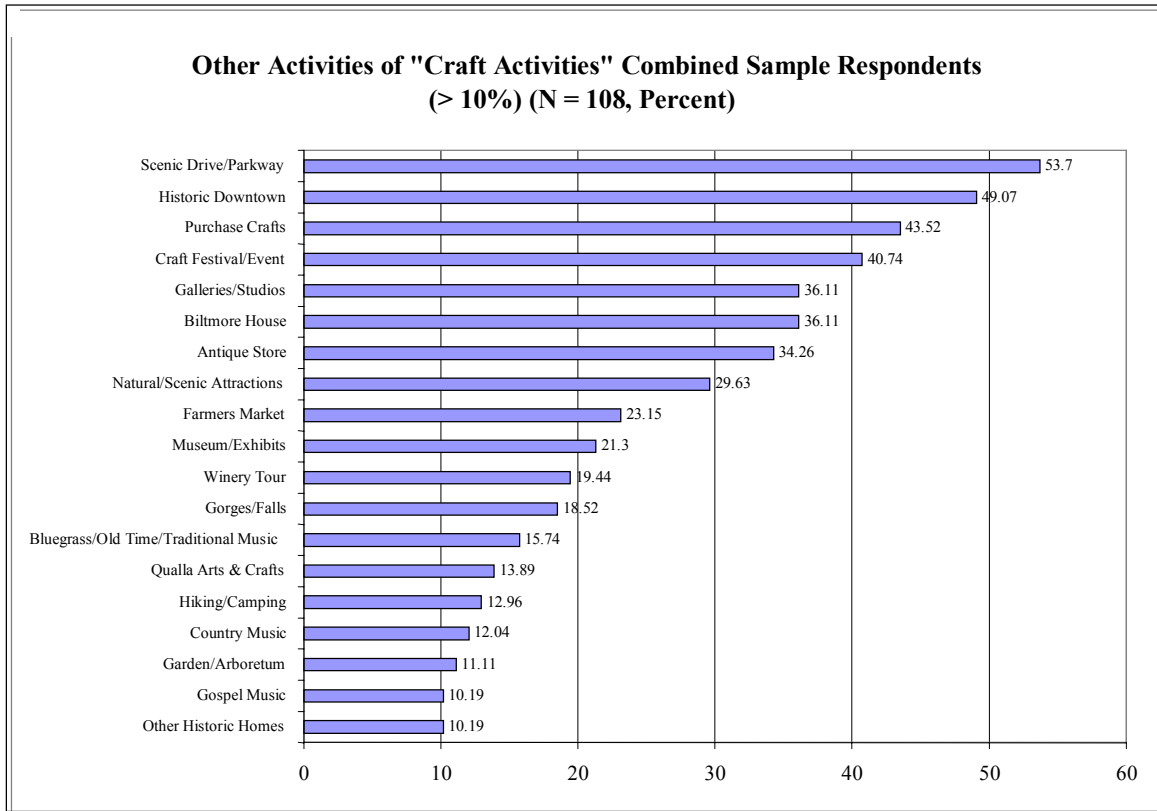
Figure 37



Combined
N =4,713

Table 10 and Figure 38 show the frequency of choice of “Other Activities” for the *Combined Sample* of Visitors that chose “Craft Activities” as their primary activity.

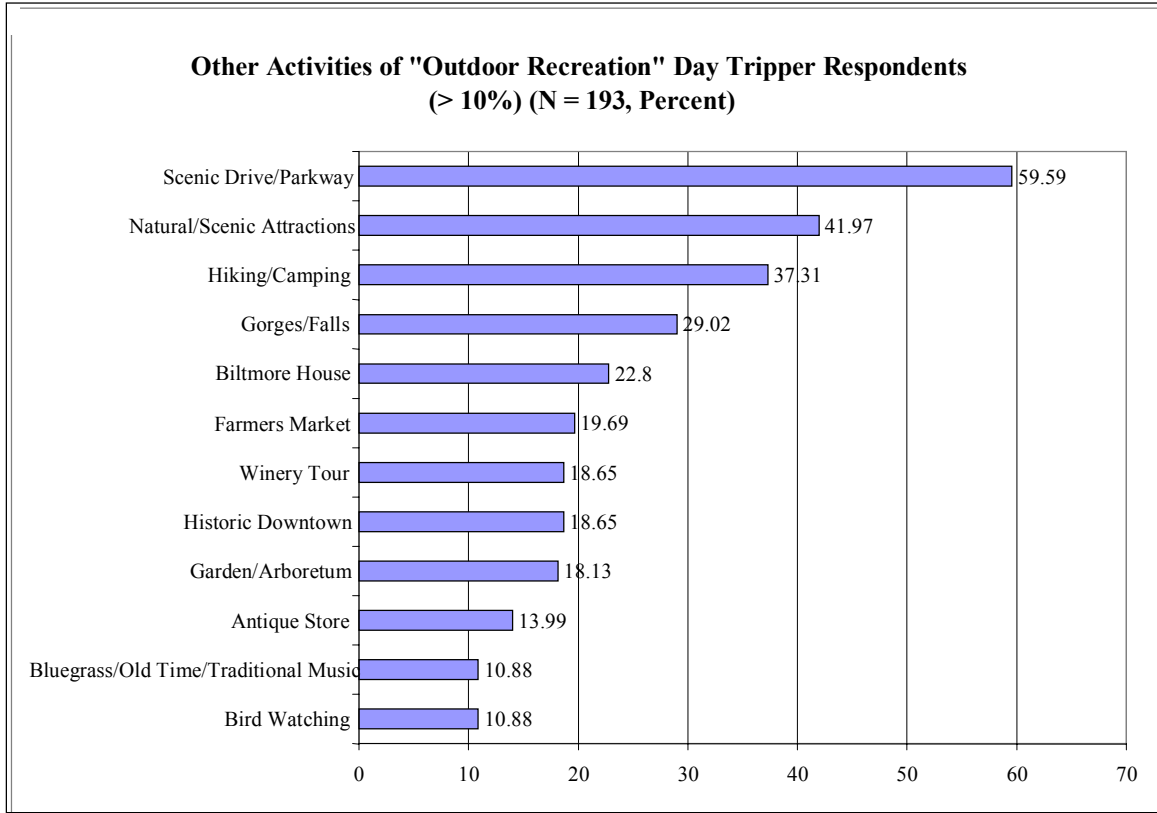
Figure 38



Combined
N=4,713

Table 11 and Figure 39 show the frequency of choice of “Other Activities” for the *Day Tripper* Sample of Visitors that chose “Outdoor Recreation” as their primary activity.

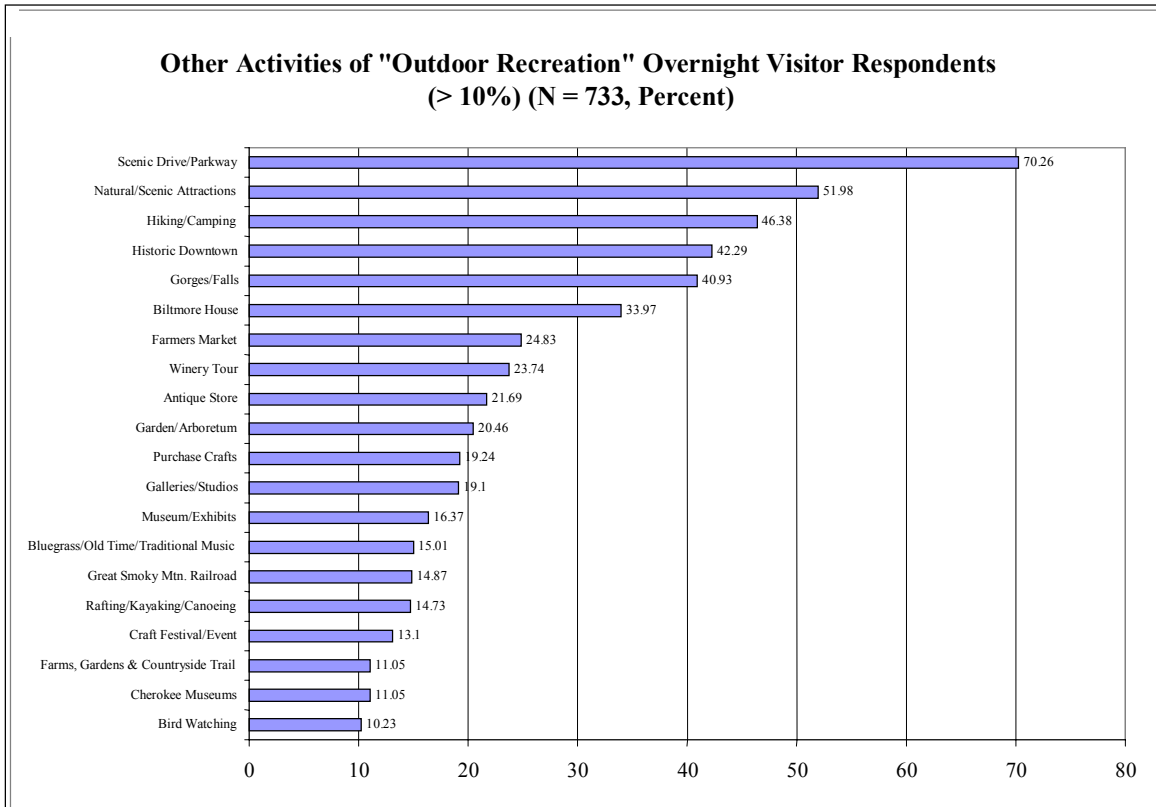
Figure 39



Combined
N =4,713

Table 11 and Figure 40 show the frequency of choice of “Other Activities” for the *Overnight Visitor* Sample of Visitors that chose “Outdoor Recreation” as their primary activity.

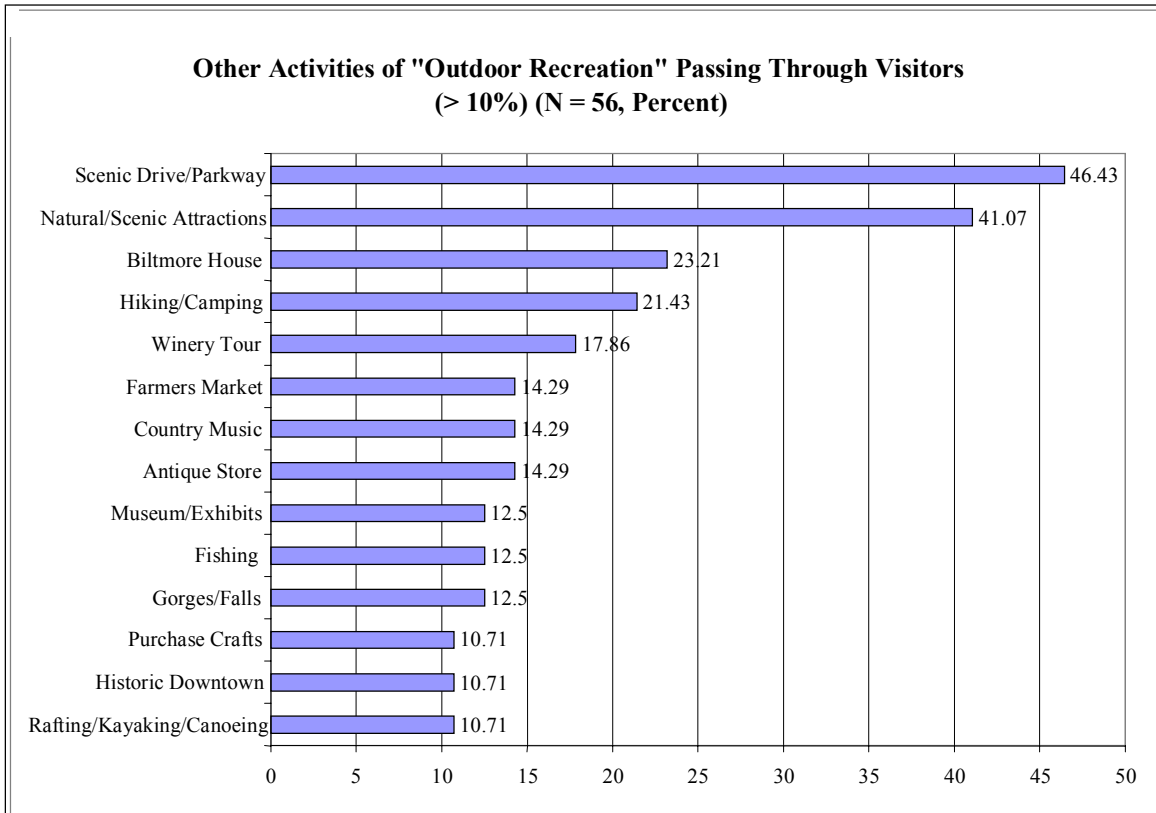
Figure 40



Combined
N=4,713

Table 11 and Figure 41 show the frequency of choice of “Other Activities” for the *Passing Through Sample* of Visitors that chose “Outdoor Recreation” as their primary activity.

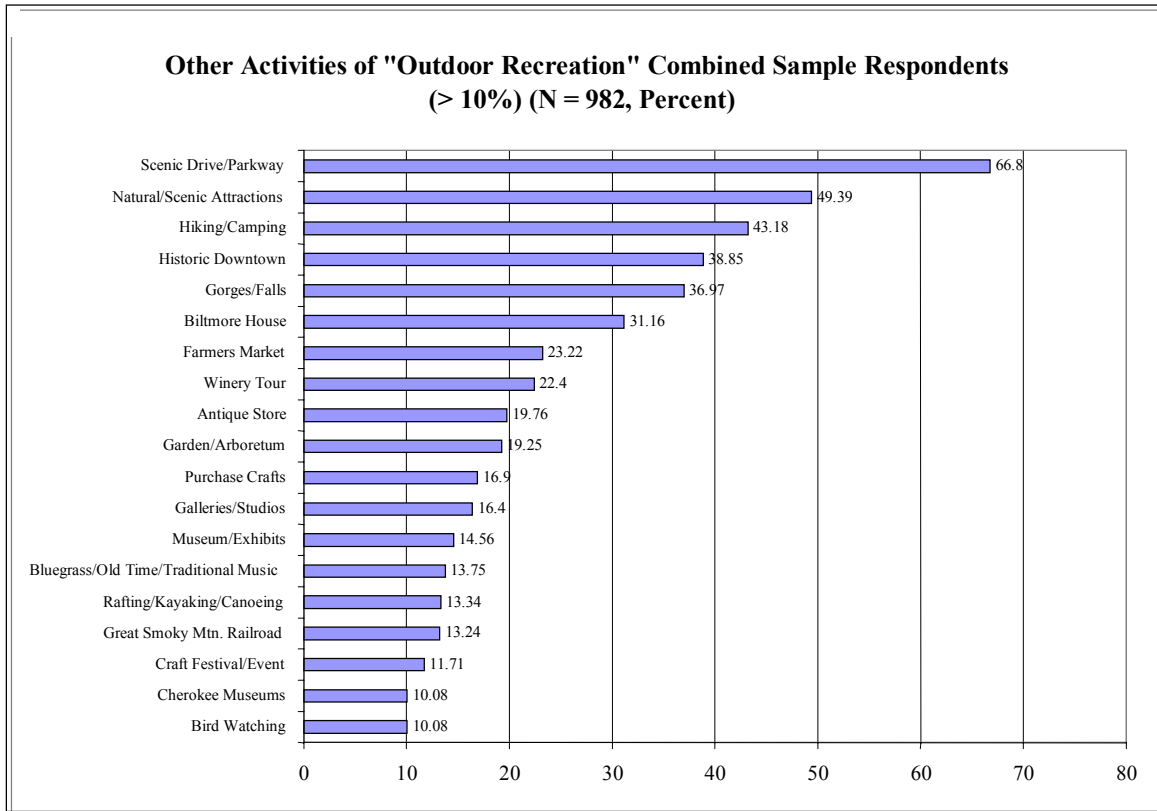
Figure 41



Combined
N =4,713

Table 11 and Figure 42 show the frequency of choice of “Other Activities” for the *Combined Sample* of Visitors that chose “Outdoor Recreation” as their primary activity.

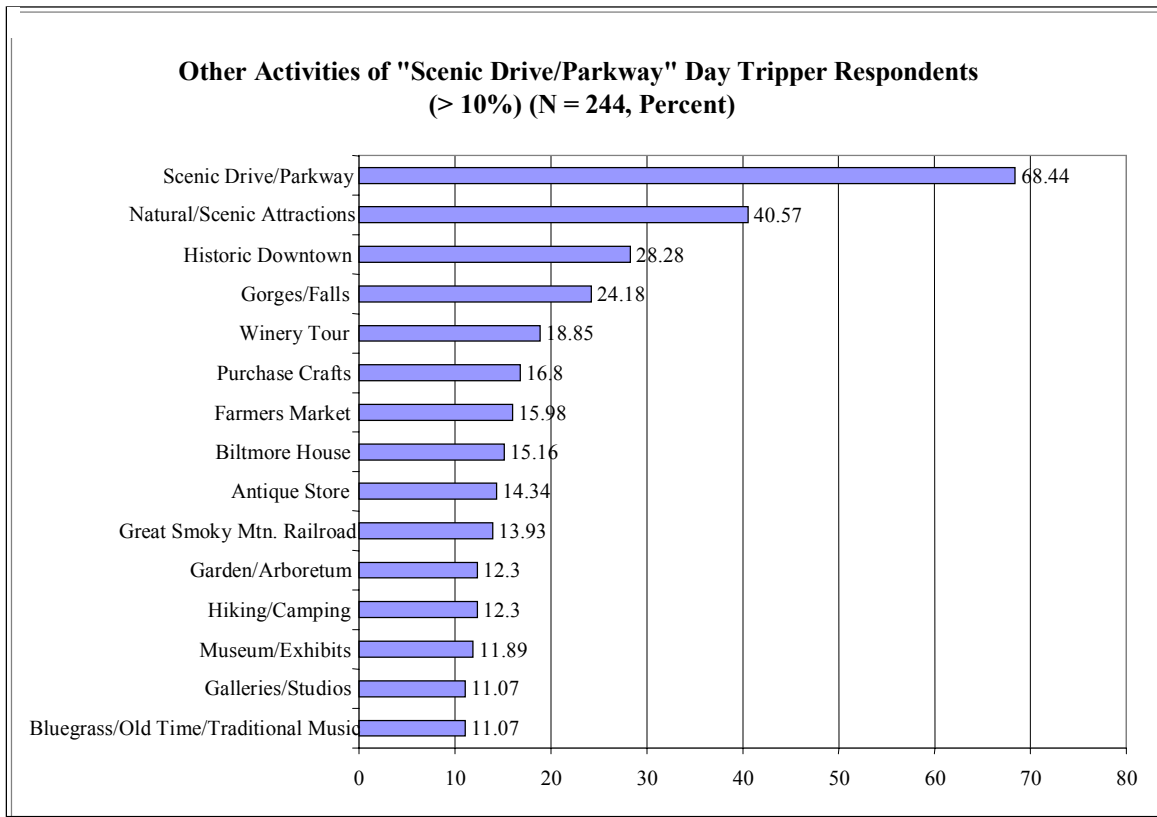
Figure 42



Combined
N=4,713

Table 12 and Figure 43 show the frequency of choice of “Other Activities” for the *Day Tripper* Sample of Visitors that chose “Scenic Drive/Parkway” as their primary activity.

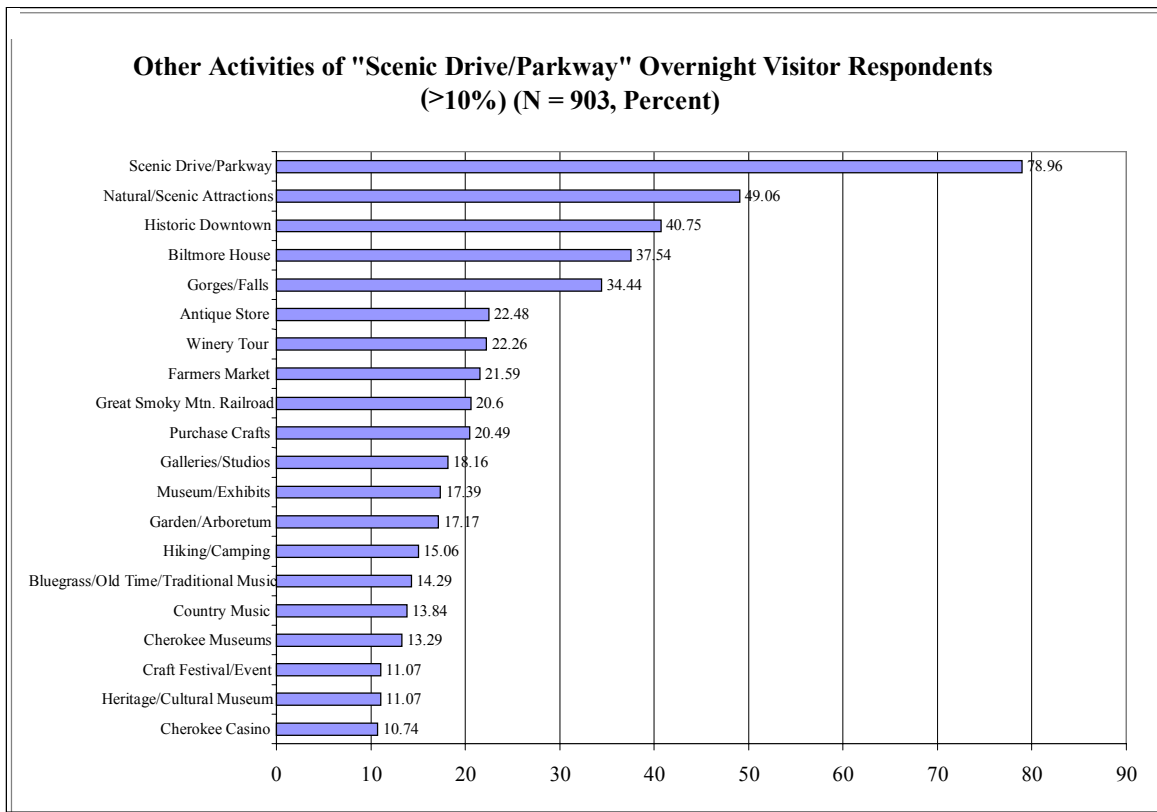
Figure 43



Combined
N=4,713

Table 12 and Figure 44 show the frequency of choice of “Other Activities” for the *Overnight Visitor* Sample of Visitors that chose “Scenic Drive/Parkway” as their primary activity.

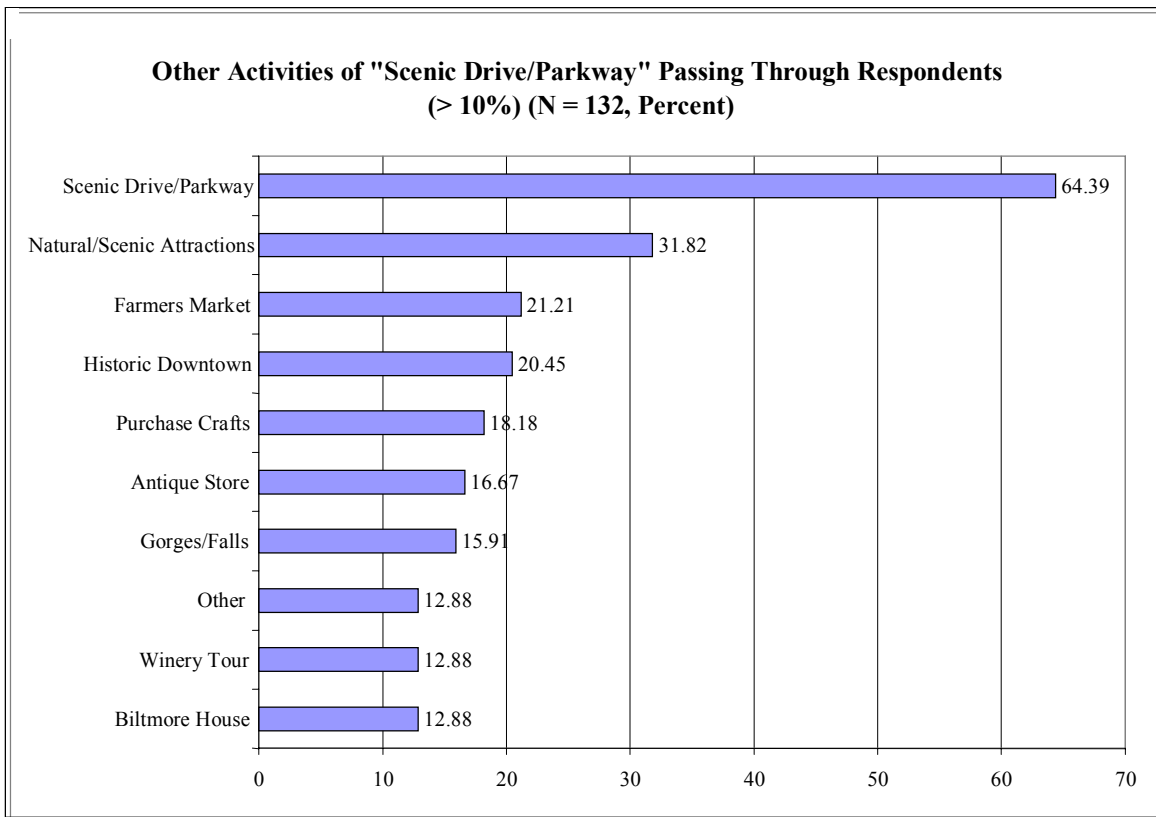
Figure 44



Combined
N=4,713

Table 12 and Figure 45 show the frequency of choice of “Other Activities” for the *Passing Through Sample* of Visitors that chose “Scenic Drive/Parkway” as their primary activity.

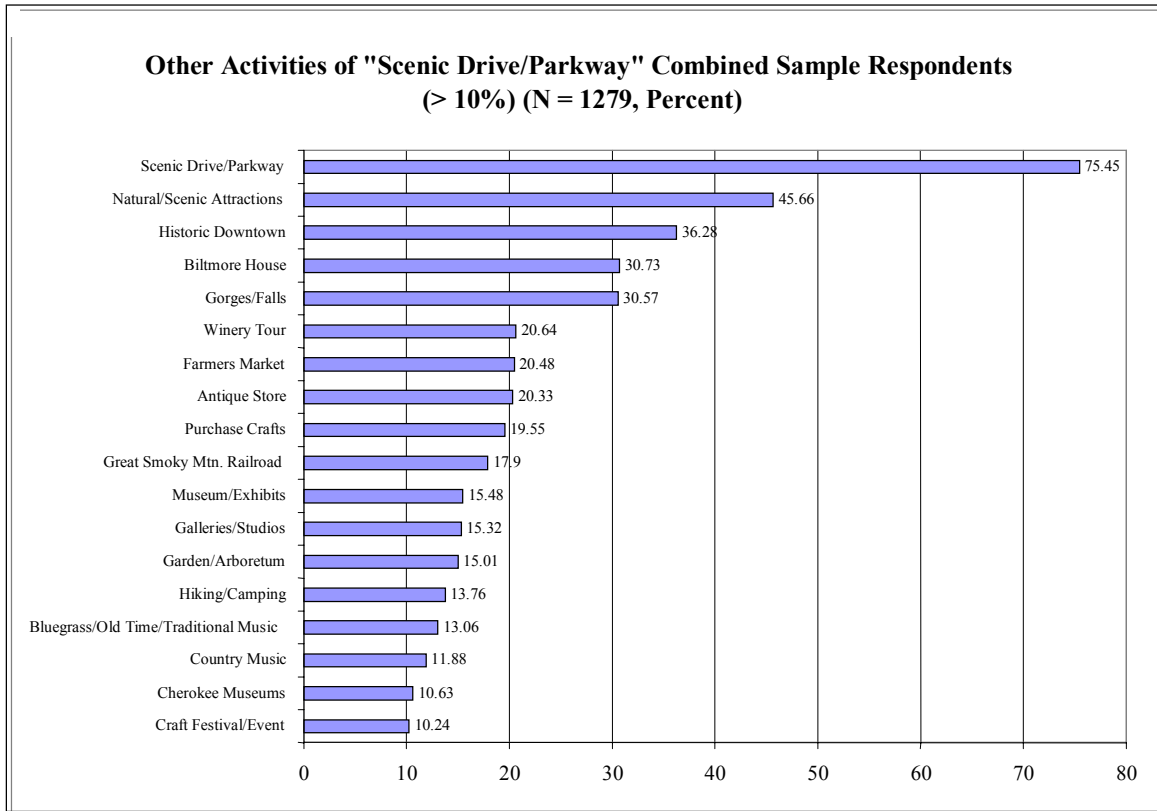
Figure 45



Combined
N =4,713

Table 12 and Figure 46 show the frequency of choice of “Other Activities” for the *Combined Sample* of Visitors that chose “Scenic Drive/Parkway” as their primary activity.

Figure 46



Combined
N=4,713

Summary of Visitor Activities

Combined Sample. Figure 47 shows the distribution of responses for the combined sample of visitor primary and additional activities. For the combined sample, the most frequently reported primary activity was a scenic drive/parkway (32.16%) followed by outdoor recreation (24.69%), other activities (17.27%), and historic sites (16.77%). These four categories of activities accounted for over 90% of all activity choices.

Those combined sample visitors that chose a scenic drive/parkway also reported that they would visit scenic attractions, historic downtowns, the Biltmore house, and gorges and falls.

The second most frequently reported primary activity for the combined sample was outdoor recreation. People choosing outdoor recreation also reported that they would take a scenic drive or visit the parkway, visit scenic attractions, go hiking and/or camping, and visit gorges and falls.

The third most frequently reported primary activity for the combined sample was other activities, including golf, shopping, visiting Grandfather Mountain, Wheels Through Time, or were just passing through.

The forth most frequently reported primary activity for the combined sample was visiting historic sites. These people also reported that they would visit the Biltmore House, go on a scenic drive or visit the parkway, visit an historic downtown, visit a scenic attraction, or go on a winery tour.

Overnight Visitors. Figure 48 shows the distribution of responses for the overnight visitor sample of primary and additional activities. For the overnight visitors, the most frequently reported primary activity was a scenic drive/parkway (34%) followed by outdoor

Combined
N =4,713

recreation (27.7%), and historic sites (20.5%). These three categories of activities accounted for over 82% of all activity choices.

Those overnight visitors that reported a scenic drive and/or parkway as their primary activity also reported that they would visit scenic attractions, historic downtowns, the Biltmore House, and gorges and falls.

Overnight visitors indicating that their primary activity was outdoor recreation reported that they would also go on a scenic drive or parkway, visit scenic attractions, go hiking or camping, visit historic downtowns, and gorges and trails.

Finally, overnight visitors indicating that historic sites was their primary activity also indicated that they would visit the Biltmore House, a scenic drive or the parkway, visit historic downtowns, visit scenic attractions, or go on a winery tour.

Day Trippers. Figure 49 shows the distribution of responses for the day tripper sample of primary and additional activities. For the day trippers, the most frequently reported primary activity was a scenic drive/parkway (42.5%) followed by outdoor recreation (33.6%), and other activities (9.9%). These three categories of activities accounted for 86% of all activity choices.

Those day trippers that chose a scenic drive or parkway as their primary activity also chose scenic attractions, historic downtowns, gorges and falls and winery tours as their additional activities.

Day trippers who chose outdoor recreation as their primary activity also chose a scenic drive/parkway, scenic attractions, hiking/camping, gorges and falls and the Biltmore House as their additional activities.

Day trippers who chose other activities as their primary activity included Grandfather Mountain, shopping, golf, the Mast General Store, and Chimney Rock Park as their additional activities.

Combined
N=4,713

Just Passing Through. Figure 50 shows the distribution of responses for the just passing through sample of primary and additional activities. For those passing through, the most frequently reported primary activity was a scenic drive/parkway (45.8%) followed by outdoor recreation (19.4%), and other activities (15.3%). These three categories of activities accounted for 80.5% of all activity choices.

Those visitors passing through who chose a scenic drive/parkway as their primary activity indicated that they also would visit scenic attractions, farmers' markets, historic downtowns, and would purchase crafts.

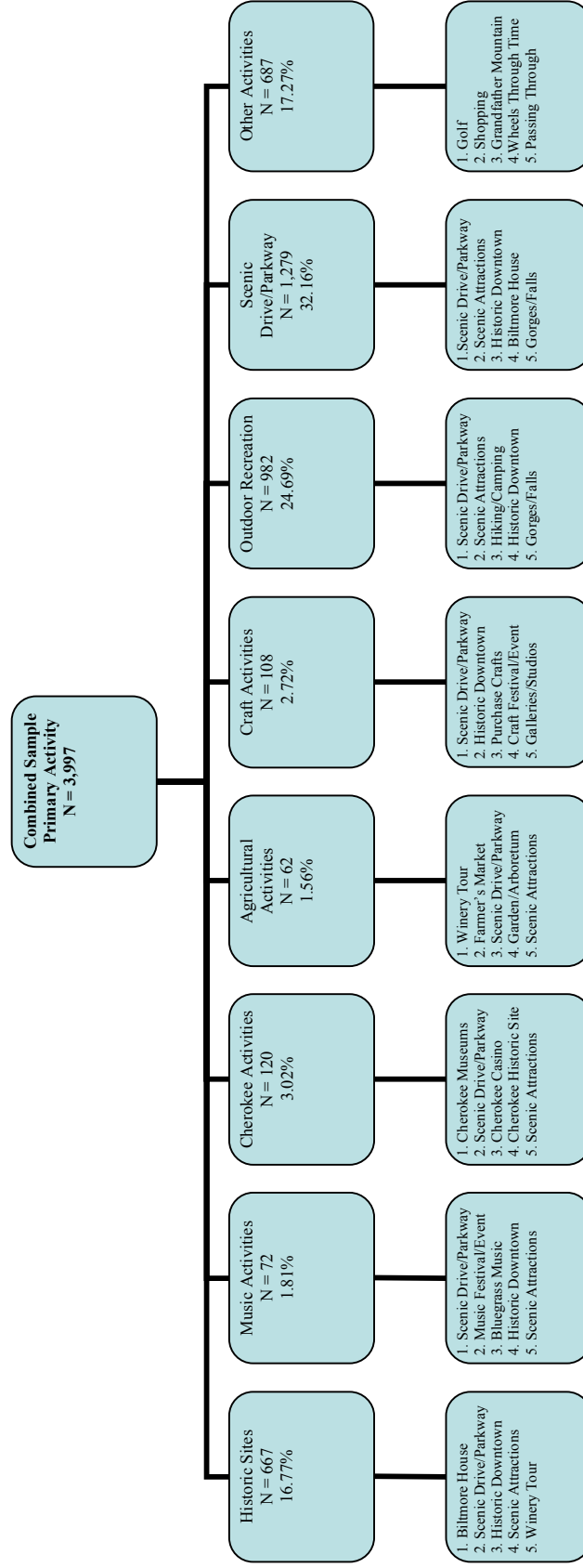
Visitors passing through who chose outdoor recreation as their primary activity indicated that they would also take a scenic drive/parkway, visit scenic attractions, visit the Biltmore House, go hiking/camping, or take a winery tour.

Visitors passing through who chose other activities as their primary activity said that they would also go outlet shopping or to Black Mountain.

Combined
N = 4,713

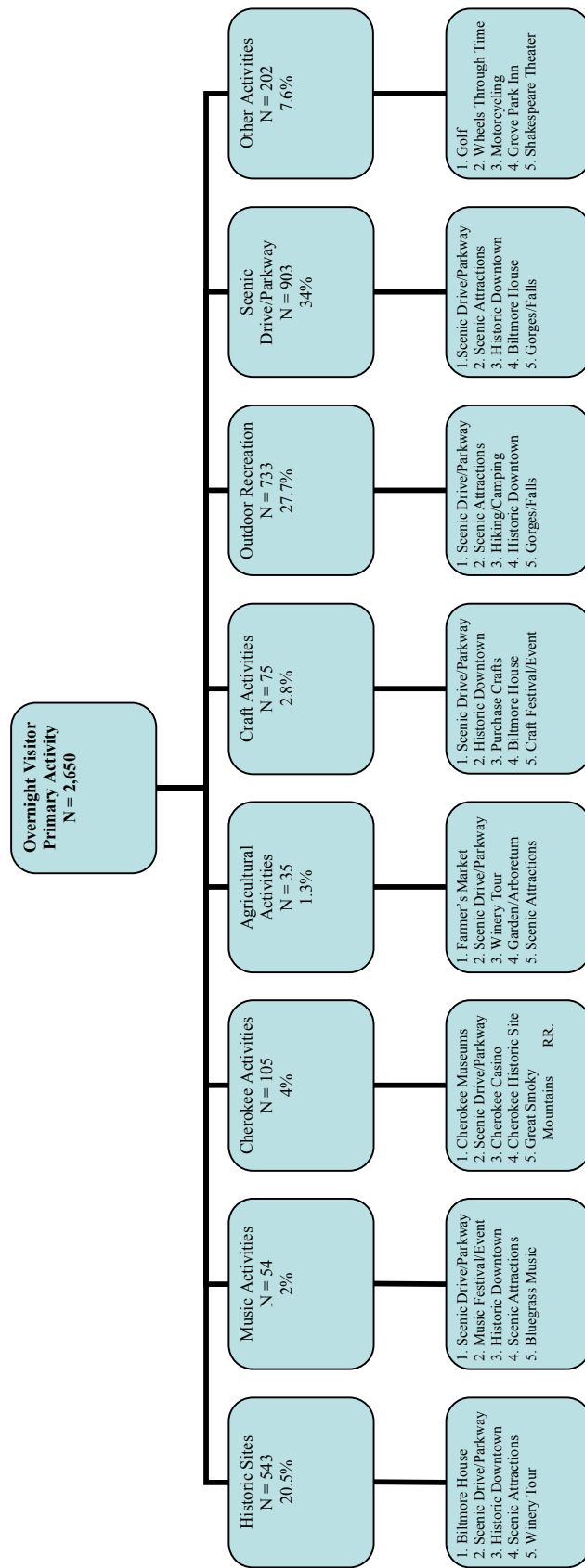
Figure 47

Primary and Additional Activities of the Combined Sample



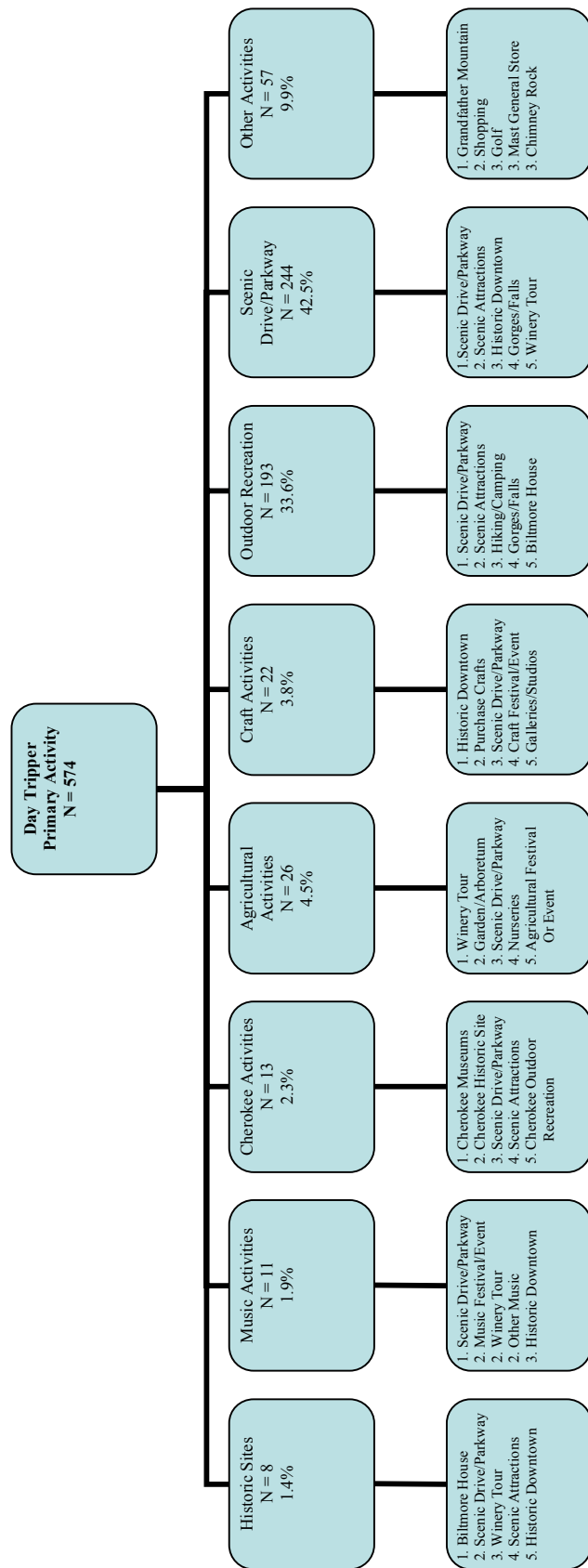
Combined
N = 4,713

Figure 48
Primary and Additional Activities of Overnight Visitors



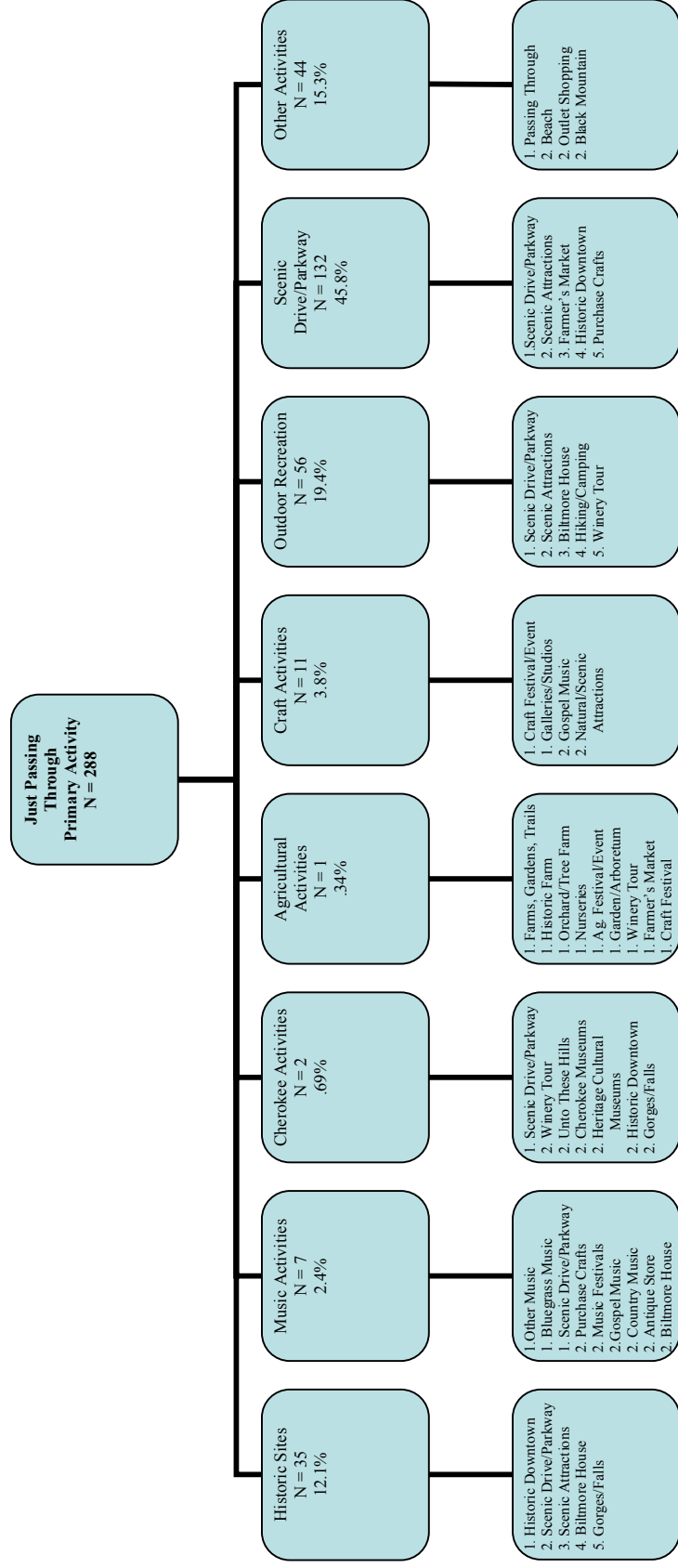
Combined
N = 4,713

Figure 49
Primary and Additional Activities of Day Trippers



Combined
N = 4,713

Figure 50
Primary and Additional Activities of the Those Passing Through



Combined
N=4,713

**A COMPARISON OF THE ADDITIONAL ACTIVITIES OF OVERNIGHT VISITORS,
DAY TRIPPERS, AND THOSE PASSING THROUGH**

A frequency analysis was conducted in order to explore the similarities and/or differences of the additional activities between the combined sample, overnight visitors, the day trippers, and those just passing through (see Figures 52, 53, 54 & 55). The following figure (Figure 51) illustrates these similarities and differences for the top ten reported additional activities.

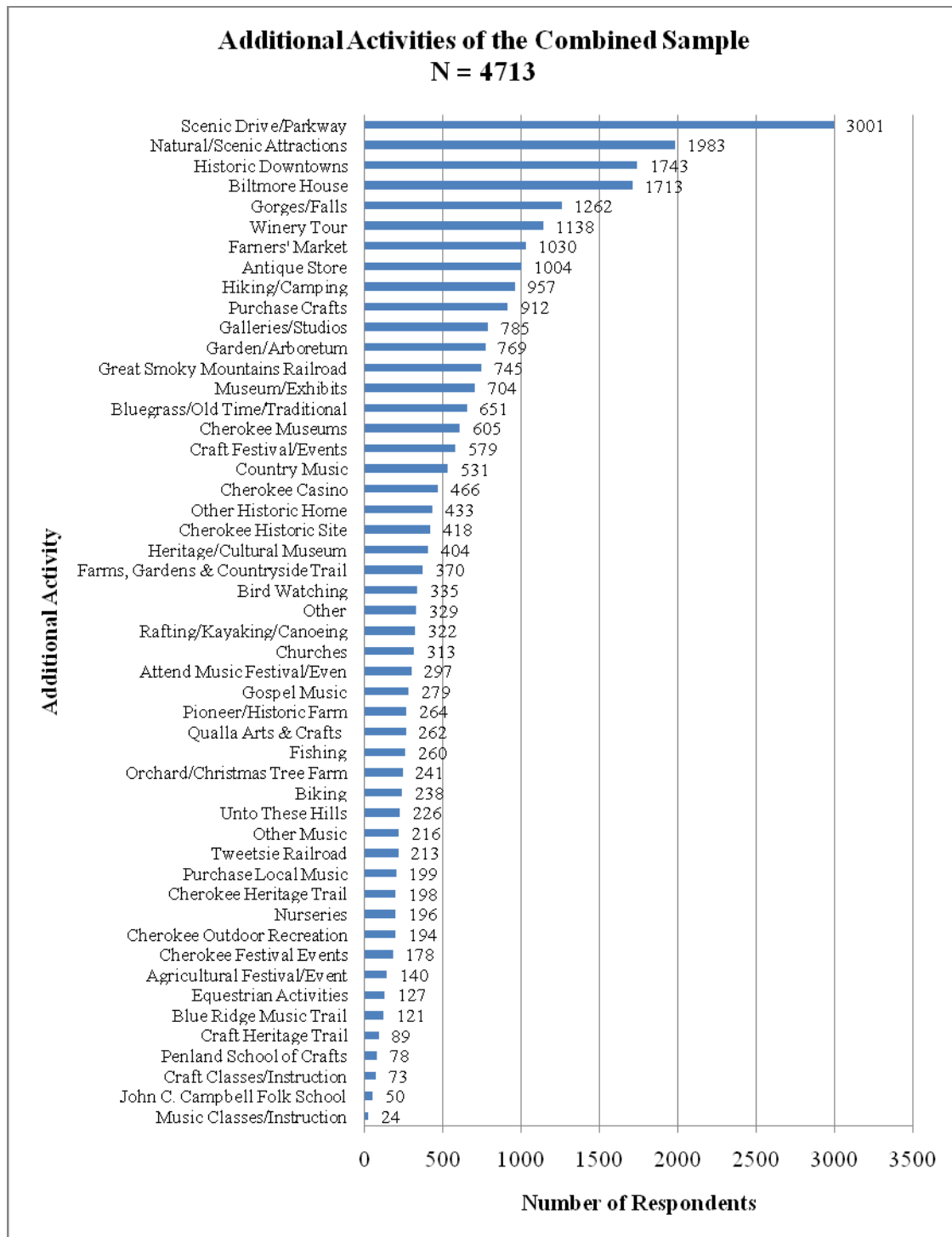
Figure 51
Additional Activities of the Combined Sample, Overnight Visitors, Day Trippers & Those
Passing Through

Rank Order	Overnight Visitors	Day Trippers	Passing Through	Combined Sample
1.	Scenic Drive/Parkway	Scenic Drive/Parkway	Scenic Drive/Parkway	Scenic Drive/Parkway
2.	Natural/Scenic Attractions	Natural/Scenic Attractions	Natural/Scenic Attractions	Natural/Scenic Attractions
3.	Biltmore House	Historic Downtowns	Historic Downtowns	Historic Downtowns
4.	Historic Downtowns	Winery Tour	Farmers' Market	Biltmore House
5.	Gorges/Falls	Biltmore House	Gorges Falls	Gorges/Falls
6.	Winery Tour	Gorges/Falls	Antique Store	Winery Tour
7.	Antique Store	Farmers' Market	Winery Tour	Farmers' Market
8.	Farmers' Market	Hiking/Camping	Biltmore House	Antique Store
9.	Hiking/Camping	Antique Store	Purchase Crafts	Hiking/Camping
10.	Purchase Crafts	Purchase Crafts	Country Music	Purchase Crafts

These results suggest a high degree of similarity in the additional activities of the combined sample, overnight visitors, day trippers, and those just passing through.

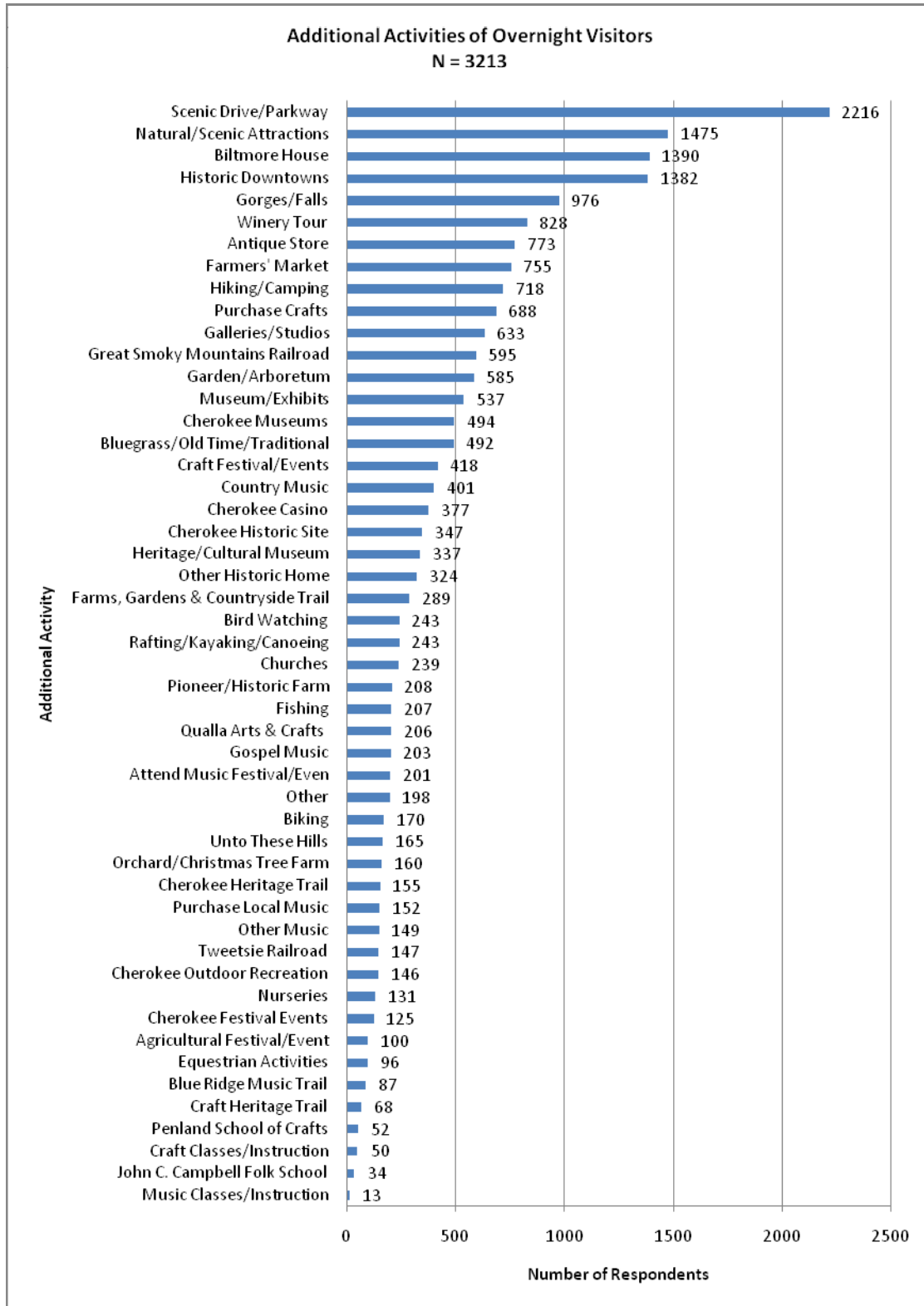
Combined
N=4,713

Figure 52



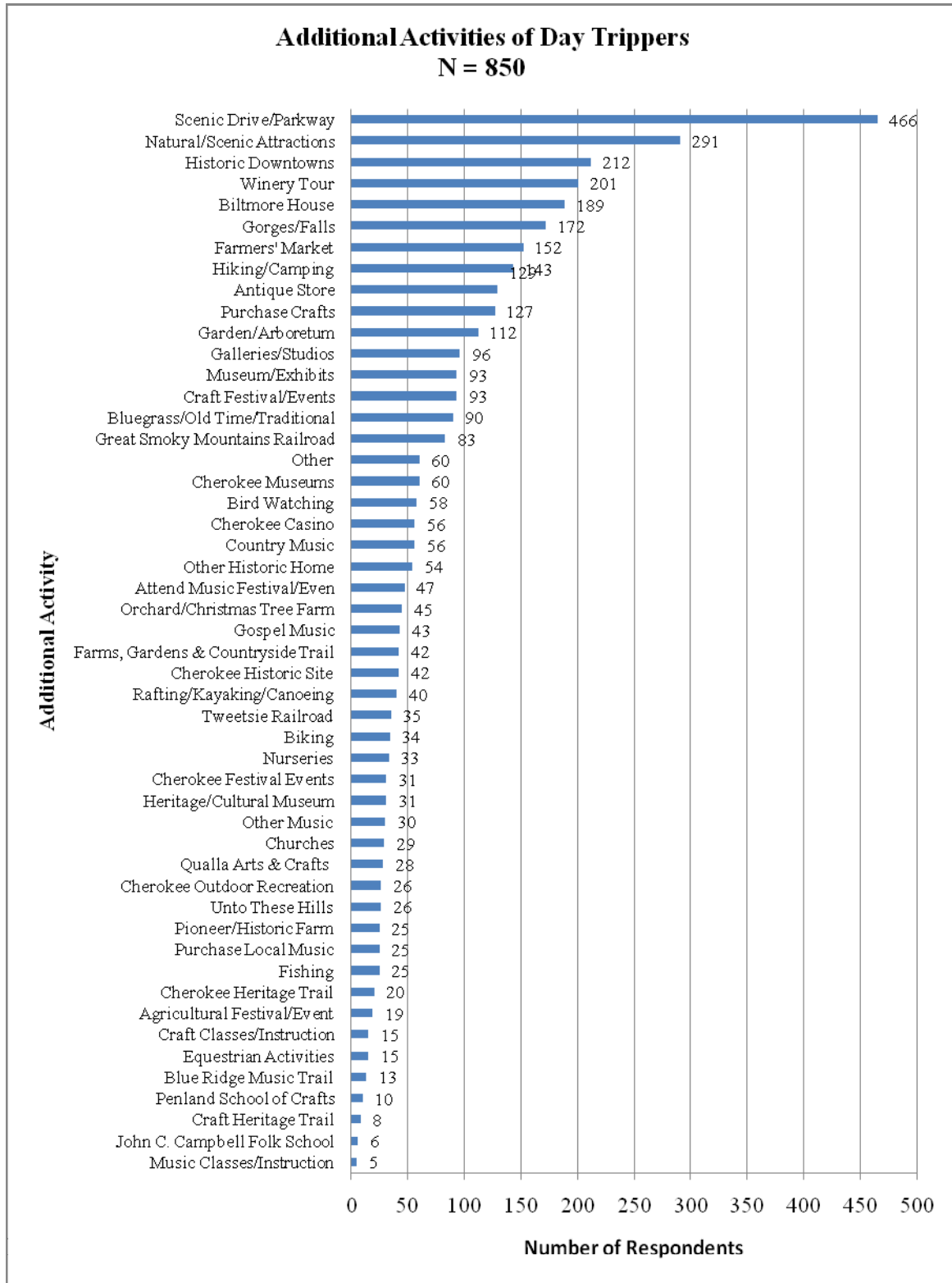
Combined
N=4,713

Figure 53



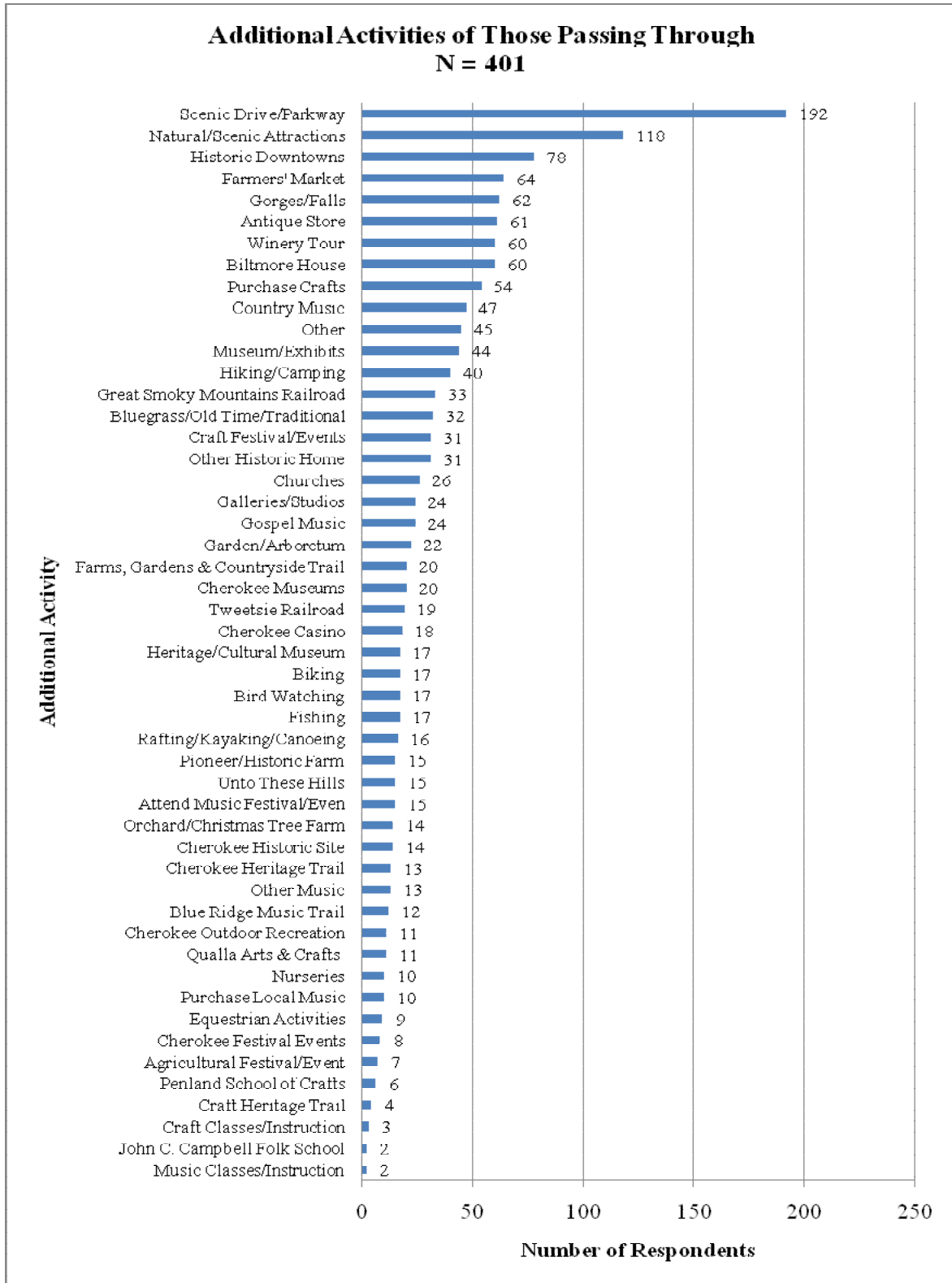
**Combined
N=4,713**

Figure 54



**Combined
N=4,713**

Figure 55



A COMPARISON OF WELCOME CENTER AND AREA ATTRACTION DATA

Questions are often raised about whether data collected from visitors to welcome centers are representative of visitors going to attractions. In light of possible questions concerning the representativeness of the data collected at welcome centers in the present study, a statistical analysis was conducted to test for differences between means for most of the variables measured on the survey. Figure 56a presents the results from this analysis for interval or ratio scaled data and Figure 56b presents the analysis for categorical data.

Combined Sample Differences

As Figures 56a and 56b show, of the seventeen variables tested, eight show significant differences (# of people in the travel party, # of nights in the mountains, \$ spent on food, \$ spent on tours and admissions, age, gender, education, and income). The results are interpreted as being statistically different if the level of significance falls below .05.

As figure 56a shows, the average travel party size was larger for visitors to attractions than visitors to welcome centers. Those surveyed at welcome centers reported staying more nights than those surveyed at attractions. Attraction visitors reported spending more on food and music activities than welcome center respondents. Attraction visitors were younger than those surveyed at welcome centers. Finally, as Figure 56b shows, a larger proportion of females (and a corresponding smaller proportion of males) were surveyed at welcome centers than at attractions, and attraction visitors reported higher levels of both education and income.

To control for visitor type, within visitor-type analyses were also conducted. Figures 57a and 57b present the analyses for overnight visitors.

**Combined
N=4,713**

Figure 56a

Overall Tests For Mean Differences Between Welcome Center and Attraction Respondents Interval or Ratio Scaled Variables						
	Venue	N	Mean	Std. Deviation	t	Sig. (2 -Tailed)
Awareness of BRNHA	WC	1667	2.8902	1.6242	1.46	.1444
	NWC	2683	2.9646	1.6486		
# People in Travel Party	WC	1795	2.6345	1.3142	8.24	.0001
	NWC	2714	2.9908	1.5699		
# People < 18 in Travel Party	WC	1695	.3493	.7885	.16	.8714
	NWC	2581	.3534	.8366		
# Nights in Mountains	WC	1225	3.9527	3.7805	2.63	.0085
	NWC	1970	3.6168	3.1539		
\$ Spent on Food	WC	1448	153.69	174.27	5.23	.0001
	NWC	2457	190.88	270.12		
\$ Spent on Transportation	WC	1448	84.41	114.3	.46	.6482
	NWC	2457	82.645	120.73		
\$ Spent on Accommodation	WC	1448	217.17	325.14	.77	.4417
	NWC	2457	226.15	394.01		
\$ Spent on Arts and Crafts	WC	1448	60.218	119.81	.52	.6014
	NWC	2457	57.861	160.14		
\$ Spent on Music Activities	WC	1448	18.785	52.871	1.50	.1345
	NWC	2457	16.171	52.442		
\$ Spent on Tours and Admissions	WC	1448	48.977	69.205	7.42	.0001
	NWC	2457	68.505	94.226		
\$ Spent on Outdoor Activities	WC	1447	17.628	80.228	.36	.7224
	NWC	2457	16.779	55.777		
\$ Spent on Clothes	WC	1448	29.885	72.564	.73	.4681
	NWC	2457	31.846	94.925		
\$ Other	WC	1448	15.587	77.466	1.75	.0809
	NWC	2457	24.174	221.93		
Age	WC	1452	53.7	14.233	8.56	.0001
	NWC	2366	49.611	14.489		

Figure 56b

Overall Goodness-of-Fit Tests for Differences Between Welcome Center and Attraction Respondents For Categorical Variables			
	χ^2	df	Significance
Gender	12.8598	1	.0003
Education	13.8049	3	.0032
Income	31.3990	7	.0001

Overnight Visitors

Figure 57a shows the results of a statistical test for the difference between the means for overnight visitors surveyed at welcome centers versus those surveyed at area attractions.

Again, the results are interpreted as being statistically different if the level of significance falls below .05. Therefore, for overnight visitors, differences between respondents surveyed at welcome centers and area attractions were found for # of people in the travel party, # of nights in the N.C. mountains, \$ spent on tours and admissions, age, gender and income. Specifically, overnight visitors surveyed at attractions reported more people in their travel party, staying fewer nights in the N.C. Mountains, and spending more on food and admissions and tours.

In addition, there was a higher proportion of females (and a corresponding lower proportion of males) surveyed at welcome centers than at attractions (Figure 57b). Finally, attraction respondents reported higher education and income levels than welcome center respondents.

**Combined
N=4,713**

Figure 57a

Overnight Visitor Tests For Mean Differences Between Welcome Center and Attraction Respondents Interval or Ratio Scaled Variables						
	Venue	N	Mean	Std. Deviation	t	Sig. (2 -Tailed)
Awareness of BRNHA	WC	1118	2.9794	1.6197	.37	.7077
	NWC	1834	3.0027	1.6662		
# People in Travel Party	WC	1214	2.659	1.3242	6.17	.0001
	NWC	1876	2.959	1.5588		
# People < 18 in Travel Party	WC	1148	.3345	.7876	.17	.8667
	NWC	1773	.3294	.8276		
# Nights in Mountains	WC	1225	3.9527	3.7085	2.63	.0085
	NWC	1970	3.6168	3.1539		
\$ Spent on Food	WC	1051	194.43	185.97	5.05	.0001
	NWC	1747	240.19	293.29		
\$ Spent on Transportation	WC	1051	101.67	123.82	.02	.9804
	NWC	1747	101.79	130.79		
\$ Spent on Accommodation	WC	1051	296.13	349.05	1.20	.2308
	NWC	1747	314.06	433.98		
\$ Spent on Arts and Crafts	WC	1051	75.07	133.93	.60	.5480
	NWC	1747	71.466	181.80		
\$ Spent on Music Activities	WC	1051	24.348	58.973	1.85	.0642
	NWC	1747	20.11	58.074		
\$ Spent on Tours and Admissions	WC	1051	62.746	74.198	5.92	.0001
	NWC	1747	82.677	103.11		
\$ Spent on Outdoor Activities	WC	1050	23.582	93.324	.94	.3497
	NWC	1747	20.543	62.685		
\$ Spent on Clothes	WC	1051	35.283	77.717	.72	.4715
	NWC	1747	37.643	93.414		
\$ Other	WC	1051	18.166	85.385	1.71	.0869
	NWC	1747	29.799	261.72		
Age	WC	1001	55.158	13.46	7.93	.0001
	NWC	1622	50.824	13.808		

Figure 57b

Overnight Visitor Goodness-of-Fit Tests for Differences Between Welcome Center and Attraction Respondents For Categorical Variables			
	χ^2	df	Significance
Gender	7.4617	1	.0063
Education	7.5550	3	.0562
Income	26.0047	7	.0005

Combined
N =4,713

Day Trippers

Figure 58a shows the results of a statistical test for the difference between the means for day trippers surveyed at welcome centers versus those surveyed at area attractions. Again, the results are interpreted as being statistically different if the level of significance falls below .05. Therefore, for day trippers, differences between respondents surveyed at welcome centers and area attractions were found for # people in the travel party, \$ spent on food, \$ spent on arts and crafts, \$ spent on outdoor activities, age, and gender. Specifically, day trippers surveyed at attractions reported a larger travel party, more spending on food and tours and admissions and outdoor activities, and less spending on arts and crafts. Attraction visitors also reported being younger than those at surveyed at welcome centers.

Figure 58b shows that respondent gender also varied as a result of where they were surveyed. Specifically, a welcome centers had a higher proportion of females (and a lower proportion of males) than attraction respondents.

Combined
N=4,713

Figure 58a

Day Tripper Tests For Mean Differences Between Welcome Center and Attraction Respondents Interval or Ratio Scaled Variables						
	Venue	N	Mean	Std. Deviation	t	Sig. (2 -Tailed)
Awareness of BRNHA	WC	216	2.889	1.633	.26	.7948
	NWC	580	2.8552	1.6041		
# People in Travel Party	WC	231	2.5281	1.1374	6.21	.0001
	NWC	571	3.1576	1.6361		
# People < 18 in Travel Party	WC	217	.3272	.7257	1.70	.0893
	NWC	551	.4319	.7647		
# Nights in Mountains	WC	N/A	N/A	N/A	N/A	N/A
	NWC	N/A	N/A	N/A		
\$ Spent on Food	WC	173	47.191	38.865	2.25	.0246
	NWC	514	59.695	106.56		
\$ Spent on Transportation	WC	173	30.168	25.781	.09	.9272
	NWC	514	30.479	63.017		
\$ Spent on Accommodation	WC	N/A	N/A	N/A	N/A	N/A
	NWC	N/A	N/A	N/A		
\$ Spent on Arts and Crafts	WC	173	29.636	58.348	2.16	.0313
	NWC	514	18.938	49.415		
\$ Spent on Music Activities	WC	173	2.7746	13.011	.80	.4269
	NWC	514	3.7646	17.128		
\$ Spent on Tours and Admissions	WC	173	17.595	31.06	4.50	.0001
	NWC	514	32.298	51.274		
\$ Spent on Outdoor Activities	WC	173	1.7861	7.0789	3.46	.0006
	NWC	514	5.4377	20.549		
\$ Spent on Clothes	WC	173	17.688	52.895	1.53	.1269
	NWC	514	10.856	43.751		
\$ Other	WC	173	11.04	56.71	.44	.6624
	NWC	514	9.0311	36.078		
Age	WC	173	49.058	14.741	2.40	.0167
	NWC	514	45.907	15.004		

Figure 58b

Day Tripper Goodness-of-Fit Tests for Differences Between Welcome Center and Attraction Respondents For Categorical Variables			
	χ^2	df	Significance
Gender	6.1207	1	.0134
Education	5.8933	3	.1169
Income	5.6678	7	.5790

Combined
N=4,713

Just Passing Through

Figure 59a shows the results of a statistical test for the difference between the means for those just passing through surveyed at welcome centers versus those surveyed at area attractions. Again, the results are interpreted as being statistically different if the level of significance falls below .05. Therefore, for those just passing through, differences between respondents surveyed at welcome centers and area attractions were found for \$ spent on tours and admissions and age. Specifically, area attraction respondents reported spending more on tours and admissions and were also younger than those surveyed at welcome centers.

Figure 59b also shows that gender varied with survey location. As with the overall sample and the other sub-samples, a larger proportion of females (and a corresponding smaller proportion of males) were surveyed at welcome centers than at attractions.

**Combined
N=4,713**

Figure 59a

Passing Through Tests For Mean Differences Between Welcome Center and Attraction Respondents Interval or Ratio Scaled Variables						
	Venue	N	Mean	Std. Deviation	t	Sig. (2 -Tailed)
Awareness of BRNHA	WC	255	2.6471	1.6171	.89	.3753
	NWC	122	2.8033	1.5884		
# People in Travel Party	WC	269	2.684	1.3661	1.36	.1746
	NWC	121	2.9174	1.6461		
# People < 18 in Travel Party	WC	258	.4225	.8298	.82	.4154
	NWC	118	.3559	.6859		
# Nights in Mountains	WC	N/A	N/A	N/A	N/A	N/A
	NWC	N/A	N/A	N/A		
\$ Spent on Food	WC	169	35.888	46.577	1.78	.0791
	NWC	89	76.596	213.63		
\$ Spent on Transportation	WC	169	39.503	50.677	.92	.3575
	NWC	89	34.124	40.936		
\$ Spent on Accommodation	WC	N/A	N/A	N/A	N/A	N/A
	NWC	N/A	N/A	N/A		
\$ Spent on Arts and Crafts	WC	169	9.213	32.907	1.25	.2152
	NWC	89	19.551	74.486		
\$ Spent on Music Activities	WC	169	3.2544	15.219	.86	.3895
	NWC	89	5.5506	22.526		
\$ Spent on Tours and Admissions	WC	169	7.2485	30.657	4.46	.0001
	NWC	89	28.798	39.814		
\$ Spent on Outdoor Activities	WC	169	1.8047	11.067	1.66	.0991
	NWC	89	5.2697	17.959		
\$ Spent on Clothes	WC	169	9.0888	30.857	.46	.6429
	NWC	89	11.775	49.723		
\$ Other	WC	169	3.9231	20.396	1.71	.0898
	NWC	89	14.045	53.749		
Age	WC	219	50.626	15.832	2.75	.0065
	NWC	108	45.417	16.256		

Figure 59b

Passing Through Goodness-of-Fit Tests for Differences Between Welcome Center and Attraction Respondents For Categorical Variables			
	χ^2	df	Significance
Gender	7.7188	1	.0055
Education	7.0849	3	.0692
Income	9.1122	7	.2447

Combined
N=4,713

2006 Survey of Visitors to the Blue Ridge National Heritage Area

January 2007

Combined
N=4,713

TABLE 1
DAY-TRIPPER OR OVERNIGHT

Respondent	Frequency	Percent
Day-trippers	850	19.04
Overnight Visitors	3,462	71.98
Passing Through	401	8.98
TOTALS	4,713	100.00

Combined
N =4,713

TABLE 2
PLACE OF DATA COLLECTION

Venue	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Asheville Arboretum	99	11.65	282	8.15	7	1.75	388	8.23
Asheville CVB/Chamber	53	6.24	329	9.50	14	3.50	396	8.40
Biltmore	45	5.29	374	10.80	4	1.00	423	8.98
Cherokee	23	2.71	168	4.85	7	1.75	198	4.20
Chimney Rock Park	76	8.94	315	9.10	4	1.00	395	8.38
Grandfather Mountain	139	16.36	230	6.64	42	10.47	411	8.72
Great Smoky Mountain RR	48	5.64	251	7.25	4	1.00	306	6.49
High Country Host	2	0.24	20	0.58	3	0.75	22	0.47
I-26 East Welcome Center	52	6.12	251	7.25	49	12.22	352	7.47
I-26 West Welcome Center	60	7.06	250	7.22	51	12.72	361	7.66
I-77 North Welcome Center	24	2.82	152	4.39	60	14.96	236	5.01
I-40 West Welcome Center	36	4.24	263	7.60	87	21.70	386	8.19
Shelton Vineyards	156	18.35	164	4.74	43	10.72	363	7.70
Smoky Mountain Host	5	0.59	51	1.47	9	2.24	65	1.38
Wheels Through Time	32	3.76	362	10.46	17	4.24	411	8.72
TOTAL	850	100	3462	100	401	100	4713	100

Combined
N =4,713

TABLE 3A
AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not Aware	270	33.92	1,026	32.29	144	38.20	1,440	33.10
Not Very Aware	87	10.93	318	10.01	42	11.14	447	10.28
Neutral	116	14.57	463	14.57	61	16.18	640	14.71
Aware	127	15.95	426	13.41	44	11.67	597	13.72
Very Aware	196	24.62	944	29.71	86	22.81	1,226	28.18

TABLE 3B
OVERALL AWARENESS OF THE BLUE RIDGE
NATIONAL HERITAGE AREA

Respondent	Frequency	Mean	Std. Dev.	Minimum	Maximum
Daytrippers	796	2.864	1.611	1.000	5.000
Overnight Visitors	3,177	2.982	1.648	1.000	5.000
Passing Through	377	2.698	1.607	1.000	5.000
TOTAL	4,350	2.936	1.639	1.000	5.000

Combined
N =4,713

TABLE 4
PRIMARY MOTIVATION FOR VISITING AREA
DURING THIS TRIP

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Meeting/Convention	10	1.24	93	2.92	15	4.03	118	2.70
Education	44	5.46	81	2.54	10	2.69	135	3.09
Outdoor Adventure	100	12.41	300	9.40	31	8.33	431	9.87
Relaxation/Escape	329	40.82	1,653	51.82	115	30.91	2,097	48.01
Spend Time With Family	267	33.13	812	25.45	122	32.80	1,201	27.50
Other	56	6.95	251	7.87	79	21.24	386	8.84

Combined
N =4,713

TABLE 5
PRIMARY ACTIVITIES DURING THIS TRIP

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Historic Sites	89	11.95	543	18.80	35	10.20	667	16.77
Music Activities	11	1.48	54	1.87	7	2.04	72	1.81
Cherokee Activities	13	1.74	105	3.63	2	0.58	120	3.02
Agricultural Activities	26	3.49	35	1.21	1	0.29	62	1.56
Craft Activities	22	2.95	75	2.60	11	3.21	108	2.72
Outdoor Recreation	193	25.91	733	25.37	56	16.33	982	24.69
Scenic Drive/Parkway	244	32.75	903	31.26	132	38.48	1,279	32.16
Other	147	19.73	441	15.26	99	28.86	687	17.27

Combined
N = 4,713

TABLE 6
PRIMARY ACTIVITY: HISTORIC SITES

Activity	Day Trippers N = 89		Overnight Visitors N = 543		Passing Through N = 35		Combined N = 667	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Scenic Drive/Parkway	49	55.06	334	61.51	13	37.14	396	59.37
Natural/Scenic Attractions	28	31.46	249	45.86	12	34.29	289	43.33
Gorges/Falls	14	15.73	121	22.28	9	25.71	144	21.59
Fishing	5	5.62	13	2.39	0	0.00	18	2.70
Rafting/Kayaking/Canoeing	4	4.49	29	5.34	2	5.71	35	5.25
Bird Watching	4	4.49	31	5.71	1	2.86	36	5.40
Hiking/Camping	6	6.74	53	9.76	2	5.71	61	9.15
Biking	4	4.49	15	2.76	0	0.00	19	2.85
Equestrian Activities	5	5.62	14	2.58	1	2.86	20	3.00
Biltmore House	49	55.06	389	71.64	10	28.57	448	67.17
Other Historic Homes	4	4.49	95	17.50	6	17.14	105	15.74
Great Smoky Mtn. Railroad	13	14.61	95	17.50	7	20.00	115	17.24
Antique Store	16	17.98	134	24.68	5	14.29	155	23.24
Historic Downtown	26	29.21	296	54.51	14	40.00	336	50.37
Heritage/Cultural Museum	7	7.87	72	13.26	1	2.86	80	11.99
Tweetsie Railroad	5	5.62	32	5.89	2	5.71	39	5.85
Churches	2	2.25	46	8.47	3	8.57	51	7.65
Bluegrass/Old Time/Traditional Music	8	8.99	66	12.15	2	5.71	76	11.39
Country Music	8	8.99	52	9.58	5	14.29	65	9.75
Gospel Music	3	3.37	22	4.05	2	5.71	27	4.05
Other Music	1	1.12	23	4.24	1	2.86	25	3.75
Attend Music Festival/Event	6	6.74	26	4.79	2	5.71	34	5.10
Music Classes/Instruction	1	1.12	0	0.00	0	0.00	1	0.15

Combined
N =4,713

TABLE 6
PRIMARY ACTIVITY: HISTORIC SITES (cont.)

Activity	Day Trippers N = 89		Overnight Visitors N = 543		Passing Through N = 35		Combined N = 667	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Blue Ridge Music Trail	2	2.25	21	3.87	0	0.00	23	3.45
Purchase Local Music	0	0.00	18	3.31	2	5.71	20	3.00
Cherokee Museums	9	10.11	96	17.68	2	5.71	107	16.04
Cherokee Casino	7	7.87	57	10.50	2	5.71	66	9.90
Qualla Arts & Crafts	4	4.49	35	6.45	1	2.86	40	6.00
Cherokee Festival/Event	4	4.49	18	3.31	1	2.86	23	3.45
Cherokee Historic Site	9	10.11	71	13.08	1	2.86	81	12.14
Cherokee Heritage Trail	3	3.37	20	3.68	1	2.86	24	3.60
Unto These Hills	6	6.74	28	5.16	1	2.86	35	5.25
Cherokee Outdoor Recreation	1	1.12	17	3.13	0	0.00	18	2.70
Galleries/Studios	14	15.73	102	18.78	2	5.71	118	17.69
Craft Festival/Event	13	14.61	69	12.71	2	5.71	84	12.59
Museum/Exhibits	17	19.10	90	16.57	3	8.57	110	16.49
Purchase Crafts	19	21.35	116	21.36	2	5.71	137	20.54
Craft Classes/Instruction	1	1.12	5	0.92	0	0.00	6	0.90
Craft Heritage Trail	1	1.12	8	1.47	0	0.00	9	1.35
Penland School of Crafts	1	1.12	8	1.47	0	0.00	9	1.35
John C. Campbell Folk School	1	1.12	5	0.92	0	0.00	6	0.90
Farmers Market	11	12.36	121	22.28	4	11.83	136	20.39
Winery Tour	31	34.83	200	36.83	6	17.14	237	35.53
Garden/Arboretum	13	14.61	116	21.36	1	2.86	130	19.49
Agricultural Festival/Event	0	0.00	15	2.76	1	2.86	16	2.40
Nurseries	3	3.37	23	4.24	1	2.86	27	4.05

Combined
N =4,713

TABLE 6
PRIMARY ACTIVITY: HISTORIC SITES (cont.)

Activity	Day Trippers N = 89		Overnight Visitors N = 543		Passing Through N = 35		Combined N = 667	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Orchard/Christmas Tree Farm	4	4.49	20	3.68	1	2.86	25	3.75
Pioneer/Historic Farm	4	4.49	41	7.55	2	5.71	47	7.05
Farms, Gardens & Countryside Trail	7	7.87	38	7.00	2	5.71	47	7.05
Other	1	1.12	26	4.79	0	0.00	27	4.05

Combined
N = 4,713

TABLE 7
PRIMARY ACTIVITY: MUSIC

Activity	Day Trippers N = 11		Overnight Visitors N = 54		Passing Through N = 7		Combined N = 72	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Scenic Drive/Parkway	5	45.45	33	61.11	3	42.86	41	56.94
Natural/Scenic Attractions	2	18.18	20	37.04	1	14.29	23	31.94
Gorges/Falls	0	0.00	7	12.96	0	0.00	7	9.72
Fishing	1	9.09	2	3.70	0	0.00	3	4.17
Rafting/Kayaking/Canoeing	0	0.00	8	14.81	0	0.00	8	11.11
Bird Watching	0	0.00	3	5.56	0	0.00	3	4.17
Hiking/Camping	0	0.00	3	5.56	0	0.00	3	4.17
Biking	1	9.09	1	1.85	0	0.00	2	2.78
Equestrian Activities	1	9.09	1	1.85	0	0.00	2	2.78
Biltmore House	1	9.09	19	35.19	2	28.57	22	30.56
Other Historic Homes	0	0.00	7	12.96	1	14.29	8	11.11
Great Smoky Mtn. Railroad	0	0.00	11	20.37	1	14.29	12	16.67
Antique Store	2	18.18	12	12.22	2	28.57	16	22.22
Historic Downtown	3	27.27	20	37.04	1	14.29	24	33.33
Heritage/Cultural Museum	0	0.00	5	9.26	0	0.00	5	6.94
Tweetsie Railroad	0	0.00	3	5.56	0	0.00	3	4.17
Churches	2	18.18	5	9.26	1	14.29	8	11.11
Bluegrass/Old Time/Traditional Music	2	18.18	19	35.19	3	42.86	24	33.33
Country Music	1	9.09	16	29.63	2	28.57	19	26.39
Gospel Music	1	9.09	10	18.52	2	28.57	13	18.06
Other Music	4	36.36	6	11.11	3	42.86	13	18.06
Attend Music Festival/Event	4	36.36	24	44.44	2	28.57	30	41.67
Music Classes/Instruction	0	0.00	2	3.70	1	14.29	3	4.17

TABLE 7
PRIMARY ACTIVITY: MUSIC (cont.)

Activity	Day Trippers N = 11		Overnight Visitors N = 54		Passing Through N = 7		Combined N = 72	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Blue Ridge Music Trail	0	0.00	3	5.56	1	14.29	4	5.56
Purchase Local Music	1	9.09	12	22.22	1	14.29	14	19.44
Cherokee Museums	1	9.09	7	12.96	1	14.29	9	12.50
Cherokee Casino	1	9.09	7	12.96	0	0.00	8	11.11
Qualla Arts & Crafts	2	18.18	2	3.70	0	0.00	4	5.56
Cherokee Festival/Event	0	0.00	3	5.56	0	0.00	3	4.17
Cherokee Historic Site	0	0.00	4	7.41	1	14.29	5	6.94
Cherokee Heritage Trail	0	0.00	0	0.00	1	14.29	1	1.39
Unto These Hills	2	18.18	0	0.00	1	14.29	3	4.17
Cherokee Outdoor Recreation	0	0.00	2	3.70	1	14.29	3	4.17
Galleries/Studios	1	9.09	10	18.52	0	0.00	11	15.28
Craft Festival/Event	2	18.18	12	22.22	0	0.00	14	19.44
Museum/Exhibits	1	9.09	5	9.26	0	0.00	6	8.33
Purchase Crafts	1	9.09	8	14.81	2	28.57	11	15.28
Craft Classes/Instruction	2	18.18	1	1.85	0	0.00	3	4.17
Craft Heritage Trail	0	0.00	0	0.00	0	0.00	0	0.00
Penland School of Crafts	0	0.00	1	1.85	0	0.00	1	1.39
John C. Campbell Folk School	0	0.00	0	0.00	0	0.00	0	0.00
Farmers Market	2	18.18	18	33.33	1	14.29	21	29.17
Winery Tour	4	36.36	5	9.26	0	0.00	9	12.50
Garden/Arboretum	1	9.09	7	12.96	0	0.00	8	11.11
Agricultural Festival/Event	0	0.00	2	3.70	0	0.00	2	2.78
Nurseries	1	9.09	2	3.70	0	0.00	3	4.17

Combined
N = 4,713

TABLE 7
PRIMARY ACTIVITY: MUSIC (cont.)

Activity	Day Trippers N = 11		Overnight Visitors N = 54		Passing Through N = 7		Combined N = 72	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Orchard/Christmas Tree Farm	0	0.00	4	7.41	0	0.00	4	5.56
Pioneer/Historic Farm	1	9.09	4	7.41	0	0.00	5	6.94
Farms, Gardens & Countryside Trail	0	0.00	3	5.56	0	0.00	3	4.17
Other	0	0.00	2	3.70	0	0.00	2	2.78

Combined
N = 4,713

TABLE 8
PRIMARY ACTIVITY: CHEROKEE

Activity	Day Trippers N = 13		Overnight Visitors N = 105		Passing Through N = 2		Combined N = 120	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Scenic Drive/Parkway	5	38.46	56	53.33	2	100.00	63	52.50
Natural/Scenic Attractions	4	30.77	35	33.33	0	0.00	39	32.50
Gorges/Falls	1	7.69	21	20.00	1	50.00	23	19.17
Fishing	1	7.69	11	10.48	0	0.00	12	10.00
Rafting/Kayaking/Canoeing	0	0.00	8	7.62	0	0.00	8	6.67
Bird Watching	0	0.00	7	6.67	0	0.00	7	5.83
Hiking/Camping	2	15.38	14	13.33	0	0.00	16	13.33
Biking	0	0.00	3	2.86	0	0.00	3	2.50
Equestrian Activities	0	0.00	1	0.95	0	0.00	1	0.83
Biltmore House	1	7.69	26	24.76	0	0.00	27	22.50
Other Historic Homes	0	0.00	3	2.86	0	0.00	3	2.50
Great Smoky Mtn. Railroad	0	0.00	38	36.19	0	0.00	38	31.67
Antique Store	1	7.69	24	22.86	0	0.00	25	20.83
Historic Downtown	3	23.08	29	27.62	1	50.00	33	27.50
Heritage/Cultural Museum	1	7.69	18	17.14	1	50.00	20	16.67
Tweetsie Railroad	0	0.00	7	6.67	0	0.00	7	5.83
Churches	0	0.00	5	4.76	0	0.00	5	4.17
Bluegrass/Old Time/Traditional Music	1	7.69	9	8.57	0	0.00	10	8.33
Country Music	0	0.00	22	20.95	0	0.00	22	18.33
Gospel Music	1	7.69	8	7.62	0	0.00	9	7.50
Other Music	0	0.00	3	2.86	0	0.00	3	2.50
Attend Music Festival/Event	1	7.69	7	6.67	0	0.00	8	6.67
Music Classes/Instruction	0	0.00	1	0.95	0	0.00	1	0.83

TABLE 8
PRIMARY ACTIVITY: CHEROKEE (cont.)

Activity	Day Trippers N = 13		Overnight Visitors N = 105		Passing Through N = 2		Combined N = 120	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Blue Ridge Music Trail	0	0.00	4	3.81	0	0.00	4	3.33
Purchase Local Music	0	0.00	2	1.90	0	0.00	2	1.67
Cherokee Museums	6	46.15	56	53.33	1	50.00	63	52.50
Cherokee Casino	1	7.69	53	50.48	0	0.00	54	45.00
Qualla Arts & Crafts	3	23.08	25	23.81	0	0.00	28	23.33
Cherokee Festival/Event	3	23.08	21	20.00	0	0.00	24	20.00
Cherokee Historic Site	5	38.46	45	42.86	0	0.00	50	41.67
Cherokee Heritage Trail	0	0.00	19	18.10	0	0.00	19	15.83
Unto These Hills	3	23.08	27	25.71	1	50.00	31	25.83
Cherokee Outdoor Recreation	3	23.08	20	19.05	0	0.00	23	19.17
Galleries/Studios	1	7.69	12	11.43	0	0.00	13	10.83
Craft Festival/Event	0	0.00	11	10.48	0	0.00	11	9.17
Museum/Exhibits	0	0.00	22	20.95	0	0.00	22	18.33
Purchase Crafts	1	7.69	27	25.71	0	0.00	28	23.33
Craft Classes/Instruction	0	0.00	3	2.86	0	0.00	3	2.50
Craft Heritage Trail	0	0.00	3	2.86	0	0.00	3	2.50
Penland School of Crafts	0	0.00	1	0.95	0	0.00	1	0.83
John C. Campbell Folk School	0	0.00	0	0.00	0	0.00	0	0.00
Farmers Market	0	0.00	20	19.05	0	0.00	20	16.67
Winery Tour	0	0.00	6	5.71	1	50.00	7	5.83
Garden/Arboretum	0	0.00	7	6.67	0	0.00	7	5.83
Agricultural Festival/Event	0	0.00	1	0.95	0	0.00	1	0.83
Nurseries	0	0.00	5	4.76	0	0.00	5	4.17

Combined
N =4,713

TABLE 8
PRIMARY ACTIVITY: CHEROKEE (cont.)

Activity	Day Trippers N = 13		Overnight Visitors N = 105		Passing Through N = 2		Combined N = 120	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Orchard/Christmas Tree Farm	0	0.00	2	1.90	0	0.00	2	1.67
Pioneer/Historic Farm	0	0.00	9	8.57	0	0.00	9	7.50
Farms, Gardens & Countryside Trail	0	0.00	4	3.81	0	0.00	4	3.33
Other	0	0.00	2	1.90	0	0.00	2	1.67

Combined
N = 4,713

TABLE 9
PRIMARY ACTIVITY: AGRICULTURAL ACTIVITIES

Activity	Day Trippers N = 26		Overnight Visitors N = 35		Passing Through N = 1		Combined N = 62	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Scenic Drive/Parkway	6	23.08	14	40.00	0	0.00	20	32.26
Natural/Scenic Attractions	4	15.38	10	28.57	0	0.00	14	22.58
Gorges/Falls	1	3.85	4	11.43	0	0.00	5	8.06
Fishing	0	0.00	3	8.57	1	100.00	4	6.45
Rafting/Kayaking/Canoeing	1	3.85	2	5.71	0	0.00	3	4.84
Bird Watching	0	0.00	1	2.86	0	0.00	1	1.61
Hiking/Camping	1	3.85	4	11.43	0	0.00	5	8.06
Biking	0	0.00	0	0.00	0	0.00	0	0.00
Equestrian Activities	0	0.00	2	5.71	0	0.00	2	3.23
Biltmore House	1	3.85	9	25.71	0	0.00	10	16.13
Other Historic Homes	1	3.85	4	11.43	0	0.00	5	8.06
Great Smoky Mtn. Railroad	0	0.00	4	11.43	0	0.00	4	6.45
Antique Store	1	3.85	9	25.71	1	100.00	11	17.74
Historic Downtown	3	11.54	9	25.71	0	0.00	12	19.35
Heritage/Cultural Museum	2	7.69	1	2.86	0	0.00	3	4.84
Tweetsie Railroad	0	0.00	0	0.00	0	0.00	0	0.00
Churches	2	7.69	0	0.00	0	0.00	2	3.23
Bluegrass/Old Time/Traditional Music	2	7.69	0	0.00	1	100.00	3	4.84
Country Music	1	3.85	3	8.57	0	0.00	4	6.45
Gospel Music	0	0.00	0	0.00	0	0.00	0	0.00
Other Music	0	0.00	2	5.71	0	0.00	2	3.23
Attend Music Festival/Event	0	0.00	3	8.57	0	0.00	3	4.84
Music Classes/Instruction	0	0.00	0	0.00	0	0.00	0	0.00

Combined
N =4,713

TABLE 9
PRIMARY ACTIVITY: AGRICULTURAL ACTIVITIES (cont.)

Activity	Day Trippers N = 26		Overnight Visitors N = 35		Passing Through N = 1		Combined N = 62	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Blue Ridge Music Trail	0	0.00	1	2.86	0	0.00	1	1.61
Purchase Local Music	1	3.85	1	2.86	0	0.00	2	3.23
Cherokee Museums	0	0.00	2	5.71	0	0.00	2	3.23
Cherokee Casino	1	3.85	1	2.86	0	0.00	2	3.23
Qualla Arts & Crafts	0	0.00	1	2.86	0	0.00	1	1.61
Cherokee Festival/Event	0	0.00	2	5.71	0	0.00	2	3.23
Cherokee Historic Site	0	0.00	0	0.00	0	0.00	0	0.00
Cherokee Heritage Trail	0	0.00	0	0.00	0	0.00	0	0.00
Unto These Hills	0	0.00	1	2.86	0	0.00	1	1.61
Cherokee Outdoor Recreation	0	0.00	1	2.86	0	0.00	1	1.61
Galleries/Studios	1	3.85	3	8.57	0	0.00	4	6.45
Craft Festival/Event	0	0.00	5	14.29	1	100.00	6	9.68
Museum/Exhibits	0	0.00	1	2.86	0	0.00	1	1.61
Purchase Crafts	2	7.69	2	5.71	0	0.00	4	6.45
Craft Classes/Instruction	0	0.00	2	5.71	0	0.00	2	3.23
Craft Heritage Trail	0	0.00	0	0.00	0	0.00	0	0.00
Penland School of Crafts	0	0.00	1	2.86	0	0.00	1	1.61
John C. Campbell Folk School	0	0.00	0	0.00	0	0.00	0	0.00
Farmers Market	5	19.23	15	42.86	1	100.00	21	33.87
Winery Tour	15	57.69	12	34.29	1	100.00	28	45.16
Garden/Arboretum	7	26.92	11	31.43	1	100.00	19	30.65
Agricultural Festival/Event	5	19.23	7	20.00	1	100.00	13	20.97
Nurseries	5	19.23	6	17.14	1	100.00	12	19.35

Combined
N = 4,713

TABLE 9
PRIMARY ACTIVITY: AGRICULTURAL ACTIVITIES (cont.)

Activity	Day Trippers N = 26		Overnight Visitors N = 35		Passing Through N = 1		Combined N = 62	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Orchard/Christmas Tree Farm	2	7.69	4	11.43	1	100.00	7	11.29
Pioneer/Historic Farm	1	3.85	4	11.43	1	100.00	6	9.68
Farms, Gardens & Countryside Trail	3	11.54	7	20.00	1	100.00	11	17.74
Other	0	0.00	3	8.57	0	0.00	3	4.84

Combined
N = 4,713

TABLE 10
PRIMARY ACTIVITY: CRAFT ACTIVITIES

Activity	Day Trippers N = 22		Overnight Visitors N = 75		Passing Through N = 11		Combined N = 108	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Scenic Drive/Parkway	10	45.45	46	61.33	2	18.18	58	53.70
Natural/Scenic Attractions	5	22.73	24	32.00	3	27.27	32	29.63
Gorges/Falls	0	0.00	19	25.33	1	9.09	20	18.52
Fishing	0	0.00	4	5.33	2	18.18	6	5.56
Rafting/Kayaking/Canoeing	0	0.00	3	4.00	1	9.09	4	3.70
Bird Watching	2	9.09	2	2.67	2	18.18	6	5.56
Hiking/Camping	1	4.55	11	14.67	2	18.18	14	12.96
Biking	2	9.09	2	2.67	1	9.09	5	4.63
Equestrian Activities	0	0.00	1	1.33	0	0.00	1	0.93
Biltmore House	3	13.64	35	46.67	1	9.09	39	36.11
Other Historic Homes	2	9.09	9	12.00	0	0.00	11	10.19
Great Smoky Mtn. Railroad	2	9.09	8	10.67	0	0.00	10	9.26
Antique Store	7	31.82	28	37.33	2	18.18	37	34.26
Historic Downtown	11	50.00	40	53.33	2	18.18	53	49.07
Heritage/Cultural Museum	0	0.00	8	10.67	0	0.00	8	7.41
Tweetsie Railroad	0	0.00	3	4.00	0	0.00	3	2.78
Churches	0	0.00	3	4.00	1	9.09	4	3.70
Bluegrass/Old Time/Traditional Music	3	13.64	14	18.67	0	0.00	17	15.74
Country Music	1	4.55	12	16.00	0	0.00	13	12.04
Gospel Music	0	0.00	8	10.67	3	27.27	11	10.19
Other Music	1	4.55	5	6.67	1	9.09	7	6.48
Attend Music Festival/Event	2	9.09	7	9.33	1	9.09	10	9.26
Music Classes/Instruction	0	0.00	0	0.00	0	0.00	0	0.00

Combined
N = 4,713

TABLE 10
PRIMARY ACTIVITY: CRAFT ACTIVITIES (cont.)

Activity	Day Trippers N = 22		Overnight Visitors N = 75		Passing Through N = 11		Combined N = 108	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Blue Ridge Music Trail	0	0.00	4	5.33	0	0.00	4	3.70
Purchase Local Music	0	0.00	3	4.00	0	0.00	3	2.78
Cherokee Museums	2	9.09	7	9.33	0	0.00	9	8.33
Cherokee Casino	0	0.00	10	13.33	0	0.00	10	9.26
Qualla Arts & Crafts	1	4.55	13	17.33	1	9.09	15	13.89
Cherokee Festival/Event	0	0.00	5	6.67	0	0.00	5	4.63
Cherokee Historic Site	1	4.55	5	6.67	1	9.09	7	6.48
Cherokee Heritage Trail	0	0.00	4	5.33	0	0.00	4	3.70
Unto These Hills	0	0.00	3	4.00	1	9.09	4	3.70
Cherokee Outdoor Recreation	0	0.00	2	2.67	1	9.09	3	2.78
Galleries/Studios	7	31.82	28	37.33	4	36.36	39	36.11
Craft Festival/Event	9	40.91	31	41.33	4	36.36	44	40.74
Museum/Exhibits	4	18.18	17	22.67	2	18.18	23	21.30
Purchase Crafts	10	45.45	36	48.00	1	9.09	47	43.52
Craft Classes/Instruction	0	0.00	10	13.33	0	0.00	10	9.26
Craft Heritage Trail	0	0.00	3	4.00	1	9.09	4	3.70
Penland School of Crafts	0	0.00	5	6.67	0	0.00	5	4.63
John C. Campbell Folk School	1	4.55	4	5.33	0	0.00	5	4.63
Farmers Market	6	27.27	17	22.67	2	18.18	25	23.15
Winery Tour	2	9.09	18	24.00	1	9.09	21	19.44
Garden/Arboretum	2	9.09	10	13.33	0	0.00	12	11.11
Agricultural Festival/Event	0	0.00	2	2.67	0	0.00	2	1.85
Nurseries	0	0.00	2	2.67	0	0.00	2	1.85

Combined
N = 4,713

TABLE 10
PRIMARY ACTIVITY: CRAFT ACTIVITIES (cont.)

Activity	Day Trippers N = 2		Overnight Visitors N = 75		Passing Through N = 11		Combined N = 108	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Orchard/Christmas Tree Farm	2	9.09	3	4.00	0	0	5	4.63
Pioneer/Historic Farm	1	4.55	1	1.33	0	0	2	1.85
Farms, Gardens & Countryside Trail	0	0.00	6	8.00	1	9.09	7	6.48
Other	1	4.55	4	5.33	1	9.09	6	5.56

Combined
N = 4,713

TABLE 11
PRIMARY ACTIVITY: OUTDOOR RECREATION

Activity	Day Trippers N = 193		Overnight Visitors N = 733		Passing Through N = 56		Combined N = 982	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Scenic Drive/Parkway	115	59.59	515	70.26	26	46.43	656	66.80
Natural/Scenic Attractions	81	41.97	381	51.98	23	41.07	485	49.39
Gorges/Falls	56	29.02	300	40.93	7	12.50	363	36.97
Fishing	7	3.63	72	9.82	7	12.50	86	8.76
Rafting/Kayaking/Canoeing	17	8.81	108	14.73	6	10.71	131	13.34
Bird Watching	21	10.88	75	10.23	3	5.36	99	10.08
Hiking/Camping	72	37.31	340	46.38	12	21.43	424	43.18
Biking	12	6.22	56	7.64	4	7.14	72	7.33
Equestrian Activities	4	2.07	35	4.77	4	7.14	43	4.38
Biltmore House	44	22.80	249	33.97	13	23.21	306	31.16
Other Historic Homes	12	6.22	44	6.00	4	7.14	60	6.11
Great Smoky Mtn. Railroad	16	8.29	109	14.87	5	8.93	130	13.24
Antique Store	27	13.99	159	21.69	8	14.29	194	19.76
Historic Downtown	36	18.65	310	42.29	6	10.71	352	38.85
Heritage/Cultural Museum	6	3.11	56	7.64	2	3.57	64	6.52
Tweetsie Railroad	7	3.63	22	3.00	2	3.57	31	3.16
Churches	5	2.59	52	7.09	4	7.14	61	6.21
Bluegrass/Old Time/Traditional Music	21	10.88	110	15.01	4	7.14	135	13.75
Country Music	13	6.74	72	9.82	8	14.29	93	9.47
Gospel Music	8	4.15	29	3.96	2	3.57	39	3.97
Other Music	3	1.55	47	6.41	1	1.79	51	5.19
Attend Music Festival/Event	9	4.66	47	6.41	2	3.57	58	5.91
Music Classes/Instruction	2	1.04	4	0.55	1	1.79	7	0.71

Combined
N = 4,713

TABLE 11
PRIMARY ACTIVITY: OUTDOOR RECREATION (cont.)

Activity	Day Trippers N = 193		Overnight Visitors N = 733		Passing Through N = 56		Combined N = 982	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Blue Ridge Music Trail	4	2.07	16	2.18	3	5.36	23	2.34
Purchase Local Music	10	5.18	39	5.32	0	0.00	49	4.99
Cherokee Museums	13	6.74	81	11.05	5	8.93	99	10.08
Cherokee Casino	14	7.25	50	6.82	2	3.57	66	6.72
Qualla Arts & Crafts	6	3.11	37	5.05	2	3.57	45	4.58
Cherokee Festival/Event	7	3.63	18	2.46	5	8.93	30	3.05
Cherokee Historic Site	3	1.55	51	6.96	3	5.36	57	5.80
Cherokee Heritage Trail	3	1.55	33	4.50	4	7.14	40	4.07
Unto These Hills	4	2.07	22	3.00	3	5.36	29	2.95
Cherokee Outdoor Recreation	8	4.15	46	6.28	4	7.14	58	5.91
Galleries/Studios	19	9.84	140	19.10	2	3.57	161	16.40
Craft Festival/Event	15	7.77	96	13.10	4	7.14	115	11.71
Museum/Exhibits	16	8.29	120	16.37	7	12.50	143	14.56
Purchase Crafts	19	9.84	141	19.24	6	10.71	166	16.90
Craft Classes/Instruction	6	3.11	12	1.64	1	1.79	19	1.93
Craft Heritage Trail	2	1.04	15	2.05	1	1.79	18	1.83
Penland School of Crafts	2	1.04	12	1.64	1	1.79	15	1.53
John C. Campbell Folk School	0	0.00	5	0.68	0	0.00	5	0.51
Farmers Market	38	19.69	182	24.83	8	14.29	228	23.22
Winery Tour	36	18.65	174	23.74	10	17.86	220	22.40
Garden/Arboretum	35	18.13	150	20.46	4	7.14	189	19.25
Agricultural Festival/Event	6	3.11	29	3.96	0	0.00	35	3.56
Nurseries	6	3.11	40	5.46	2	3.57	48	4.89

Combined
N = 4,713

TABLE 11
PRIMARY ACTIVITY: OUTDOOR RECREATION (cont.)

Activity	Day Trippers N = 193		Overnight Visitors N = 733		Passing Through N = 56		Combined N = 982	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Orchard/Christmas Tree Farm	6	3.11	47	6.41	0	0.00	53	5.40
Pioneer/Historic Farm	3	1.55	45	6.14	3	5.36	51	5.19
Farms, Gardens & Countryside Trail	8	4.15	81	11.05	4	7.14	93	9.47
Other	12	6.22	49	6.68	5	8.93	66	6.72

Combined
N = 4,713

TABLE 12
PRIMARY ACTIVITY: SCENIC DRIVE/PARKWAY

Activity	Day Trippers N = 244		Overnight Visitors N = 903		Passing Through N = 132		Combined N = 1,279	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Scenic Drive/Parkway	167	68.44	713	78.96	85	64.39	965	75.45
Natural/Scenic Attractions	99	40.57	443	49.06	42	31.82	584	45.66
Gorges/Falls	59	24.18	311	34.44	21	15.91	391	30.57
Fishing	4	1.64	47	5.20	3	2.27	54	4.22
Rafting/Kayaking/Canoeing	4	1.64	37	4.10	1	0.76	42	3.28
Bird Watching	18	7.38	59	6.53	5	3.79	82	6.41
Hiking/Camping	30	12.30	136	15.06	10	7.58	176	13.76
Biking	7	2.87	49	5.43	6	4.55	62	4.85
Equestrian Activities	2	0.82	18	1.99	0	0.00	20	1.56
Biltmore House	37	15.16	339	37.54	17	12.88	393	30.73
Other Historic Homes	14	5.74	81	8.97	7	5.30	102	7.97
Great Smoky Mtn. Railroad	34	13.93	186	20.60	9	6.82	229	17.90
Antique Store	35	14.34	203	22.48	22	16.67	260	20.33
Historic Downtown	69	28.28	368	40.75	27	20.45	464	36.28
Heritage/Cultural Museum	7	2.87	100	11.07	5	3.79	112	8.76
Tweetsie Railroad	11	4.51	40	4.43	6	4.55	57	4.46
Churches	8	3.28	59	6.53	7	5.30	74	5.79
Bluegrass/Old Time/Traditional Music	27	11.07	129	14.29	11	8.33	167	13.06
Country Music	16	6.56	125	13.84	11	8.33	152	11.88
Gospel Music	16	6.56	57	6.31	8	6.06	81	6.33
Other Music	10	4.10	42	4.65	1	0.76	53	4.14
Attend Music Festival/Event	9	3.69	47	5.20	2	1.52	58	4.53
Music Classes/Instruction	1	0.41	1	0.11	0	0.00	2	0.16

Combined
N = 4,713

TABLE 12
PRIMARY ACTIVITY: SCENIC DRIVE/PARKWAY (cont.)

Activity	Day Trippers N = 244		Overnight Visitors N = 903		Passing Through N = 132		Combined N = 1,279	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Blue Ridge Music Trail	1	0.41	22	2.44	5	3.79	28	2.19
Purchase Local Music	9	3.69	32	3.54	5	3.79	46	3.60
Cherokee Museums	11	4.51	120	13.29	5	3.79	136	10.63
Cherokee Casino	16	6.56	97	10.74	9	6.82	122	9.54
Qualla Arts & Crafts	5	2.05	42	4.65	3	2.27	50	3.91
Cherokee Festival/Event	5	2.05	15	1.66	2	1.52	22	1.72
Cherokee Historic Site	10	4.10	76	8.42	4	3.03	90	7.04
Cherokee Heritage Trail	4	1.64	39	4.32	3	2.27	46	3.60
Unto These Hills	3	1.23	43	4.76	6	4.55	52	4.07
Cherokee Outdoor Recreation	2	0.82	27	2.99	2	1.52	31	2.42
Galleries/Studios	27	11.07	164	18.16	5	3.79	196	15.32
Craft Festival/Event	22	9.02	100	11.07	9	6.82	131	10.24
Museum/Exhibits	29	11.89	157	17.39	12	9.09	198	15.48
Purchase Crafts	41	16.80	185	20.49	24	18.18	250	19.55
Craft Classes/Instruction	3	1.23	5	0.55	0	0.00	8	0.63
Craft Heritage Trail	3	1.23	15	1.66	2	1.52	20	1.56
Penland School of Crafts	3	1.23	13	1.44	0	0.00	16	1.25
John C. Campbell Folk School	2	0.82	7	0.78	0	0.00	9	0.70
Farmers Market	39	15.98	195	21.59	28	21.21	262	20.48
Winery Tour	46	18.85	201	22.26	17	12.88	264	20.64
Garden/Arboretum	30	12.30	155	17.17	7	5.30	192	15.01
Agricultural Festival/Event	2	0.82	21	2.33	1	0.76	24	1.88
Nurseries	9	3.69	30	3.32	4	3.03	43	3.36

Combined
N = 4,713

TABLE 12
PRIMARY ACTIVITY: SCENIC DRIVE/PARKWAY (cont.)

Activity	Day Trippers N = 244		Overnight Visitors N = 903		Passing Through N = 132		Combined N = 1,279	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Orchard/Christmas Tree Farm	13	5.33	47	5.20	7	5.30	67	5.24
Pioneer/Historic Farm	12	4.92	56	6.20	3	2.27	71	5.55
Farms, Gardens & Countryside Trail	15	6.15	61	6.76	7	5.30	83	6.49
Other	15	6.15	53	5.87	17	12.88	85	6.65

Combined
N = 4,713

TABLE 13
PRIMARY ACTIVITY: OTHER

Activity	Day Trippers N = 147		Overnight Visitors N = 441		Passing Through N = 99		Combined N = 687	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Scenic Drive/Parkway	44	29.93	230	52.15	30	30.30	304	44.25
Natural/Scenic Attractions	26	17.69	149	33.79	17	17.17	192	27.95
Gorges/Falls	14	9.52	72	16.33	9	9.09	95	13.83
Fishing	4	2.72	19	4.31	1	1.01	24	3.49
Rafting/Kayaking/Canoeing	6	4.08	19	4.31	5	5.05	30	4.37
Bird Watching	7	4.76	28	6.35	3	3.03	38	5.53
Hiking/Camping	12	8.16	67	15.19	6	6.06	85	12.37
Biking	5	3.40	16	3.63	2	2.02	23	3.35
Equestrian Activities	1	0.68	9	2.04	3	3.03	13	1.89
Biltmore House	23	15.65	137	31.07	3	3.03	163	23.73
Other Historic Homes	6	4.08	33	7.48	3	3.03	42	6.11
Great Smoky Mtn. Railroad	5	3.40	43	9.75	1	1.01	49	7.13
Antique Store	21	14.29	93	21.09	9	9.09	123	17.90
Historic Downtown	27	18.37	156	35.37	15	15.15	198	28.82
Heritage/Cultural Museum	5	3.40	23	5.22	2	2.02	30	4.37
Tweetsie Railroad	6	4.08	15	3.40	1	1.01	22	3.20
Churches	2	1.36	33	7.48	6	6.06	41	5.97
Bluegrass/Old Time/Traditional Music	10	6.80	51	11.56	5	5.05	66	9.61
Country Music	6	4.08	30	6.80	7	7.07	43	6.26
Gospel Music	3	2.04	18	4.08	1	1.01	22	3.20
Other Music	6	4.08	17	3.85	4	4.04	27	3.93
Attend Music Festival/Event	9	6.12	20	4.54	2	2.02	31	4.51
Music Classes/Instruction	0	0.00	2	0.45	0	0.00	2	0.29

TABLE 13
PRIMARY ACTIVITY: OTHER (cont.)

Activity	Day Trippers N = 147		Overnight Visitors N = 441		Passing Through N = 99		Combined N = 687	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Blue Ridge Music Trail	4	2.72	7	1.59	0	0.00	11	1.60
Purchase Local Music	1	0.68	22	4.99	1	1.01	24	3.49
Cherokee Museums	9	6.12	42	9.52	1	1.01	52	7.57
Cherokee Casino	10	6.80	42	9.52	2	2.02	54	7.86
Qualla Arts & Crafts	2	1.36	21	4.76	2	2.02	25	3.64
Cherokee Festival/Event	5	3.40	14	3.17	0	0.00	19	2.77
Cherokee Historic Site	7	4.76	28	6.35	0	0.00	35	5.09
Cherokee Heritage Trail	3	2.04	13	2.95	0	0.00	16	2.33
Unto These Hills	4	2.72	18	4.08	0	0.00	22	3.20
Cherokee Outdoor Recreation	6	4.08	9	2.04	0	0.00	15	2.18
Galleries/Studios	16	10.88	88	19.95	5	5.05	109	15.87
Craft Festival/Event	15	10.20	33	7.48	3	3.03	51	7.42
Museum/Exhibits	12	8.16	50	11.34	8	8.08	70	10.19
Purchase Crafts	18	12.24	88	19.95	7	7.07	113	16.45
Craft Classes/Instruction	2	1.36	3	0.68	0	0.00	5	0.73
Craft Heritage Trail	1	0.68	6	1.36	0	0.00	7	1.02
Penland School of Crafts	2	1.36	7	1.59	2	2.02	11	1.60
John C. Campbell Folk School	1	0.68	5	1.13	1	1.01	7	1.02
Farmers Market	24	16.33	93	21.09	8	8.08	125	18.20
Winery Tour	40	27.21	104	23.58	15	15.15	159	23.14
Garden/Arboretum	13	8.84	71	16.10	5	5.05	89	12.95
Agricultural Festival/Event	1	0.68	9	2.04	0	0.00	10	1.46
Nurseries	6	4.08	14	3.17	1	1.01	21	3.06

Combined
N = 4,713

TABLE 13
PRIMARY ACTIVITY: OTHER (cont.)

Activity	Day Trippers N = 147		Overnight Visitors N = 441		Passing Through N = 99		Combined N = 687	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Orchard/Christmas Tree Farm	7	4.76	17	3.85	1	1.01	25	3.64
Pioneer/Historic Farm	1	0.68	14	3.17	1	1.01	16	2.33
Farms, Gardens & Countryside Trail	6	4.08	24	5.44	3	3.03	33	4.80
Other	24	16.33	53	12.02	18	18.18	95	13.83

Combined
N =4,713

TABLE 14A
NUMBER OF PEOPLE IN TRAVEL PARTY

Respondent	Frequency	Mean	Std. Dev.	Minimum	Maximum
Daytrippers	802	2.98	1.54	1.00	10.00
Overnight Visitors	3,317	2.83	1.47	1.00	8.00
Passing Through	390	2.76	1.46	1.00	10.00
COMBINED	4,509	2.85	1.48	1.00	10.00

TABLE 14B
NUMBER OF PEOPLE UNDER 18 IN TRAVEL PARTY

Respondent	Frequency	Mean	Std. Dev.	Minimum	Maximum
Daytrippers	768	0.40	0.83	0.00	6.00
Overnight Visitors	3,132	0.33	0.82	0.00	8.00
Passing Through	376	0.40	0.79	0.00	3.00
COMBINED	4,276	0.35	0.82	0.00	8.00

TABLE 15
NUMBER OF NIGHTS STAYING IN MOUNTAINS OF NORTH CAROLINA
(OVERNIGHT VISITORS ONLY)

Frequency	Mean	Std. Dev.	Minimum	Maximum
3,195	3.75	3.38	1.00	30.00

TABLE 16A
EXPENDITURES IN AREA

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Food, Drinks & Meals								
No Expense	56	7.63	107	3.53	47	14.55	210	5.13
Yes Expense	678	92.37	2,928	96.47	276	85.45	3,882	94.87
Transportation Costs								
No Expense	182	24.80	319	10.51	87	26.93	588	14.37
Yes Expense	552	75.20	2,716	89.49	236	73.07	3,504	85.63
Overnight Accommodations								
No Expense	687	93.60	608	20.03	258	79.88	1,553	37.95
Yes Expense	47	6.40	2,427	79.97	65	20.12	2,539	62.05
Arts & Crafts								
No Expense	493	67.17	1,420	46.79	258	79.88	2,171	53.05
Yes Expense	241	32.83	1,615	53.21	65	20.12	1,921	46.95
Music Activities, Events & Recordings								
No Expense	676	92.10	2,323	76.54	295	91.33	3,294	80.50
Yes Expense	58	7.90	712	23.46	28	8.67	798	19.50
Admissions								
No Expense	357	48.64	856	28.20	234	72.45	1,447	35.36
Yes Expense	377	51.36	2,179	71.80	89	27.55	2,645	64.64
Outdoor Activities								
No Expense	656	89.37	2,303	75.88	297	91.95	3,256	79.57
Yes Expense	78	10.63	732	24.12	26	8.05	836	20.43
Clothing or Accessories								
No Expense	617	84.06	2,051	67.58	276	85.45	2,944	71.95
Yes Expense	117	15.94	984	32.42	47	14.55	1,148	28.05
Other								
No Expense	653	88.96	2,633	86.75	294	91.02	3,580	87.49
Yes Expense	81	11.04	402	13.25	29	8.98	512	12.51

Combined
N =4,713

TABLE 16B
YES - EXPENDITURES IN AREA

Respondent	Frequency
Daytrippers	731
Overnight Visitors	3,021
Passing Through	308
TOTAL	4,060

Combined
N = 4,713

TABLE 17A
EXPENDITURES FOR PASSING THROUGH VISITORS

Area Expenditures	N	Mean	Std. Dev.	Median
Food, Drinks & Meals	258	\$49.93	\$131.99	\$25.00
Transportation costs	258	\$37.65	\$47.53	\$30.00
Accommodations	258	\$0.00	\$0.00	\$0.00
Arts & crafts	258	\$12.78	\$51.30	\$0.00
Music Activities, Events & Recordings	258	\$4.05	\$18.07	\$0.00
Admission Fees	258	\$14.68	\$35.53	\$0.00
Outdoor Activities	258	\$3.00	\$13.90	\$0.00
Clothing or Accessories	258	\$10.02	\$38.35	\$0.00
Other Costs*	258	\$7.41	\$35.84	\$0.00
TOTAL EXPENSE	245	\$149.16	\$207.56	\$90.00
Per Day	310	\$209.32	\$297.22	\$125.00
Per Day Per Person	245	\$58.64	\$75.90	\$35.00

*Other expenses included gifts, wine, business supplies, dining, orchard, spa massage, tolls.

TABLE 17B
EXPENDITURES FOR OVERNIGHT VISITORS

Area Expenditures	N	Mean	Std. Dev.	Median
Food, Drinks & Meals	2,798	\$223.00	\$259.17	\$200.00
Transportation costs	2,798	\$101.74	\$128.19	\$60.00
Accommodations	2,798	\$307.32	\$404.21	\$200.00
Arts & crafts	2,798	\$72.82	\$165.44	\$25.00
Music Activities, Events & Recordings	2,798	\$21.70	\$58.44	\$0.00
Admission Fees	2,798	\$75.19	\$93.79	\$50.00
Outdoor Activities	2,798	\$21.68	\$75.75	\$0.00
Clothing or Accessories	2,798	\$36.76	\$87.84	\$0.00
Other Costs*	2,798	\$25.43	\$213.37	\$0.00
TOTAL EXPENSE	2,860	\$893.38	\$875.08	\$650.00
Per Day	2,932	\$294.54	\$321.14	\$235.54
Per Day Per Person	2,860	\$107.59	\$76.11	\$93.75

*Other expenses included gifts, golf, wine, food, antiques, casino, souvenirs, books, fabric, furniture, jewelry, spa, produce, flowers, tours, business supplies, speedway, car rental, air travel, bonsai trees, art galleries, registration fees, gem mining, music shopping, tools, toys, cameras, speeding ticket, college supplies, etc.

Combined
N=4,713

TABLE 17C
EXPENDITURES FOR DAYTRIPPER VISITORS

Area Expenditures	N	Mean	Std. Dev.	Median
Food, Drinks & Meals	687	\$56.55	\$94.34	\$40.00
Transportation costs	687	\$30.40	\$56.00	\$20.00
Accommodations	687	\$0.00	\$0.00	\$0.00
Arts & crafts	687	\$21.63	\$51.97	\$0.00
Music Activities, Events & Recordings	687	\$3.52	\$16.19	\$0.00
Admission Fees	687	\$28.60	\$47.42	\$6.00
Outdoor Activities	687	\$4.52	\$18.19	\$0.00
Clothing or Accessories	687	\$12.58	\$46.28	\$0.00
Other Costs*	687	\$9.54	\$42.20	\$0.00
TOTAL EXPENSE	696	\$169.12	\$200.20	\$115.00
Per Day	743	\$193.82	\$301.65	\$120.00
Per Day Per Person	694	\$61.09	\$68.76	\$38.17

*Other expenses included wine, antiques, produce, food, bingo, gifts, annual passes, film, fishing, souvenirs, railroad

TABLE 17D
EXPENDITURES FOR ALL VISITORS COMBINED

Area Expenditures	N	Mean	Std. Dev.	Median
Food, Drinks & Meals	3,905	\$177.09	\$239.76	\$100.00
Transportation costs	3,905	\$83.30	\$118.38	\$50.00
Accommodations	3,905	\$222.82	\$369.95	\$100.00
Arts & crafts	3,905	\$58.74	\$146.47	\$0.00
Music Activities, Events & Recordings	3,905	\$17.14	\$52.61	\$0.00
Admission Fees	3,905	\$61.26	\$86.31	\$37.00
Outdoor Activities	3,904	\$17.09	\$65.90	\$0.00
Clothing or Accessories	3,905	\$31.12	\$87.30	\$0.00
Other Costs*	3,905	\$20.99	\$182.28	\$0.00
TOTAL EXPENSE	3,955	\$701.49	\$824.85	\$482.00
Per Day	3,985	\$269.13	\$318.56	\$208.33
Per Day Per Person	3,799	\$95.94	\$77.51	\$78.57

*Other expenses included gifts, golf, wine, antiques, casino, souvenirs, books, fabric, furniture, jewelry, spa, produce, flowers, tours, business supplies, speedway, Car rental, air travel, bonsai trees, art galleries, registration fees, gem mining, music shopping, tools, toys, cameras, etc.

Combined
N =4,713

TABLE 18
GENDER OF RESPONDENT

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Female	558	67.31	2,036	61.16	253	64.87	2,847	62.60
Male	271	32.69	1,293	38.84	137	35.13	1,701	37.40

TABLE 19
AGE OF RESPONDENT

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Below 25	46	6.70	74	2.64	25	7.65	145	3.80
25 – 35	142	20.67	309	11.02	58	17.74	509	13.33
36 – 45	120	17.47	416	14.84	52	15.90	588	15.40
46 – 55	173	25.18	758	27.03	70	21.41	1,001	26.22
56 – 65	123	17.90	739	26.36	74	22.63	936	24.52
Over 65	83	12.08	508	18.12	48	14.68	639	16.74
Mean	46.70		52.52		48.91		51.17	
Median	48.00		54.00		50.00		52.00	

Combined
N =4,713

TABLE 20
EDUCATIONAL LEVEL OF RESPONDENT

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
High School	88	11.13	538	16.70	78	20.74	704	16.04
Some College	270	34.13	981	30.45	108	28.72	1,359	30.96
Bachelor Degree	252	31.86	908	28.18	121	32.18	1,281	29.19
Graduate Degree	181	22.88	795	24.67	69	18.35	1,045	23.81

TABLE 21
INCOME OF RESPONDENT

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
\$0 - \$24,999	67	9.32	196	6.67	39	11.89	302	7.58
\$25,000 - \$49,999	240	33.38	713	24.27	112	34.15	1,065	26.73
\$50,000 - \$74,999	195	27.12	817	27.81	91	27.24	1,103	27.68
\$75,000 - \$99,999	107	14.88	505	17.19	53	16.16	665	16.69
\$100,000-\$124,999	51	7.09	347	11.81	19	5.79	417	10.46
\$125,000-\$149,999	22	3.06	138	4.70	3	0.91	163	4.09
\$150,000-\$174,999	14	1.95	76	2.59	6	1.83	96	2.41
OVER \$175,000	23	3.20	146	4.97	5	1.52	174	4.37
Mean	\$60,955		\$69,770		\$57,391		\$67,111	
Median	\$55,256		\$64,901		\$52,885		\$62,205	

Combined
N =4,713

Table 22
International Visitors

Response	Day Trippers		Overnight Visitors		Passing Through		Combined	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Australia	0	0	2	.06	0	0	3	.06
Belgium	0	0	1	.03	0	0	1	.02
Bermuda	0	0	1	.03	0	0	1	.02
Canada	4	.47	18	.56	5	1.25	27	.57
Denmark	0	0	1	.03	0	0	1	.02
England	2	.24	11	.34	0	0	13	.28
Germany	1	.12	6	.19	0	0	7	.15
Italy	0	0	0	0	1	.25	2	.04
Netherlands	0	0	1	.03	0	0	1	.02
Poland	0	0	1	.03	0	0	1	.02
Scotland	0	0	2	.06	0	0	2	.04
South Africa	0	0	1	.03	0	0	1	.02
Sweden	0	0	1	.03	0	0	1	.02
Switzerland	0	0	0	0	1	.25	1	.2

Combined
N =4,713

APPENDIX 1
SURVEY QUESTIONS
(Originally on One Legal Sheet)

This short survey is being conducted to assess your satisfaction with the venues in the area. Your opinions are very important to us as we continually strive to make your visitor experience more enjoyable. Please be aware that your responses are strictly confidential.

1. How **aware** are you that you are in a federally designated National Heritage Area - the Blue Ridge National Heritage Area?

Not Aware				Very Aware
①	②	③	④	⑤

2. What is your **primary motivation** for visiting the area during this trip? (**CHECK ONLY ONE**)

<input type="checkbox"/> Meeting/ Convention	<input type="checkbox"/> Education	<input type="checkbox"/> Outdoor Adventure	<input type="checkbox"/> Relaxation/ Escape	<input type="checkbox"/> Spending Time With Family/Friends	<input type="checkbox"/> Other (Specify) _____
---	------------------------------------	---	--	---	--

3. What is your **primary activity** during this trip? (**CHECK ONLY ONE**)

<input type="checkbox"/> Historic Sites	<input type="checkbox"/> Music Activities	<input type="checkbox"/> Cherokee Activities	<input type="checkbox"/> Agricultural Activities	<input type="checkbox"/> Craft Activities	<input type="checkbox"/> Outdoor Recreation	<input type="checkbox"/> Scenic Drive/ Parkway
<input type="checkbox"/> Other (Please Specify) _____						

4. What **else** have you done or do you intend to visit or do while on this trip? (**CHECK ALL THAT APPLY**)

OUTDOOR REC.	HERITAGE	MUSIC	CHEROKEE	CRAFTS	AGRICULTURAL
<input type="checkbox"/> Scenic Drive/ Parkway	<input type="checkbox"/> Biltmore House	<input type="checkbox"/> Bluegrass/ Old Time/Traditional	<input type="checkbox"/> Cherokee Museums	<input type="checkbox"/> Galleries/ Studios	<input type="checkbox"/> Farmer's Market
<input type="checkbox"/> Natural/Scenic Attractions	<input type="checkbox"/> Other Historic Home	<input type="checkbox"/> Country Music	<input type="checkbox"/> Cherokee Casino	<input type="checkbox"/> Craft Festival/Event	<input type="checkbox"/> Winery Tour
<input type="checkbox"/> Gorges/Falls	<input type="checkbox"/> Great Smoky Mtns Railroad	<input type="checkbox"/> Gospel Music	<input type="checkbox"/> Qualla Arts & Crafts	<input type="checkbox"/> Museum/ Exhibits	<input type="checkbox"/> Garden/ Arboretum
<input type="checkbox"/> Fishing	<input type="checkbox"/> Antique Store	<input type="checkbox"/> Other Music	<input type="checkbox"/> Cherokee Festival/Event	<input type="checkbox"/> Purchase Crafts	<input type="checkbox"/> Agricultural Festival/Event
<input type="checkbox"/> Rafting/Kayaking/ Canoeing	<input type="checkbox"/> Historic Downtowns	<input type="checkbox"/> Attend Music Festival/Event	<input type="checkbox"/> Cherokee Historic Site	<input type="checkbox"/> Craft Classes/ Instruction	<input type="checkbox"/> Nurseries
<input type="checkbox"/> Bird Watching	<input type="checkbox"/> Heritage/Cultural Museum	<input type="checkbox"/> Music Classes/ Instruction	<input type="checkbox"/> Cherokee Heritage Trail	<input type="checkbox"/> Craft Heritage Trail	<input type="checkbox"/> Orchard/ Christmas Tree Farm
<input type="checkbox"/> Hiking/Camping	<input type="checkbox"/> Tweetsie Railroad	<input type="checkbox"/> Blue Ridge Music Trail	<input type="checkbox"/> Unto These Hills	<input type="checkbox"/> Penland School of Crafts	<input type="checkbox"/> Pioneer/Historic Farm
<input type="checkbox"/> Biking	<input type="checkbox"/> Churches	<input type="checkbox"/> Purchase Local Music	<input type="checkbox"/> Cherokee Outdoor Recreation	<input type="checkbox"/> John C. Campbell Folk School	<input type="checkbox"/> Farms, Gardens & Countryside Trail
<input type="checkbox"/> Equestrian Activities	<input type="checkbox"/> Other (Please List) _____				

5. Please tell us the **total number of people in your travel party** including yourself.

_____ Total Number of People in Travel Party.

6. Please tell us the **number of people in your travel party that are under 18 years of age.**

_____ Total Number of People Under 18.

7. Please tell us the **number of nights** you plan on staying in the Mountains of North Carolina.

Number of Nights _____ **OR** ☐ Day Tripper **OR** ☐ Just Passing Through

Combined
N =4,713

Visitor Survey (Continued)

8. Please list below the **TOTAL ESTIMATED DOLLAR AMOUNT** that you and your travel party have spent or will spend in the North Carolina mountains specifically in connection with your trip to the area.

- a. Food, drinks, and meals purchased in the area..... \$ _____
- b. Transportation costs in the area (e.g., gas, parking)..... \$ _____
- c. Overnight accommodations in the area..... \$ _____
- d. Spending on arts and crafts in the area..... \$ _____
- e. Spending on music activities, events and recordings in the area..... \$ _____
- f. Admission & tours for attractions, historic sites, and museums in the area..... \$ _____
- g. Costs of outdoor activities (fees/permits, equipment/gear, guides) in the area..... \$ _____
- h. Clothing or accessories in the area..... \$ _____
- i. Other costs in the area (please specify)_____ \$ _____

9. Please tell us a little about you:

Your Gender..... ☐ Female ☐ Male Year of Birth: 1 9 _____ (Not Age)

Your Home

Zip Code..... _____ OR Country if not USA _____

Your Education.. ☐ High School ☐ Some College ☐ Bachelor's Degree ☐ Graduate Degree

Your Income ☐ Less than \$24,999 ☐ \$25,000-49,999 ☐ \$50,000-74,999 ☐ \$75,000-99,999 ☐ \$100,00-124,999 ☐ \$125,000-149,999 ☐ \$150,000-174,999 ☐ \$175,000+

Thank You for Your Help With This Important Survey!