

WHY SURVEY?



increase public understanding



show benefits in quantitative terms



increase awareness with stakeholders



help community plan for future

WHO DID WE SURVEY?



453

visitors



111

businesses

With funding from the Community Foundation of Western North Carolina, Duke Energy, and Ecology Wildlife Foundation Fund

ECONOMIC IMPACT

FRENCH BROAD RIVER

PRESENTED BY THE FRENCH BROAD RIVER PARTNERSHIP



6.9M

RIVER-INFLUENCED VISITORS

\$2.7B

ANNUAL VISITOR SPENDING

\$3.8B

ECONOMIC IMPACT

COMMUNITY CONNECTOR

“We appreciate the river as the defining characteristic of the entire region. It is imminently connected to everything...It is a very visible connector in our community.” -Charlie Jackson, Appalachian Sustainable Agriculture Project

CRITICAL RESOURCE

\$2.4B

EXISTENCE VALUE

\$2.9B

ENVIRONMENTAL VALUE

38,554

JOBS PROVIDED ANNUALLY

“Many jobs in the WNC area relate directly or indirectly from people coming to play and enjoy the river.” -Steven Foy, Director of Outpost Operations, Nantahala Outdoor Center