



Economic Benefits of Blueways



# Economic Benefits of Blueways

- **Impact of Tourism in Virginia**
- **Outdoor Recreation Visitor Profile**
- **Blueway Economic Impact Data**
- **Specific Examples**



# Impact of Tourism in Virginia

- \$18.7 billion in spending by U.S. resident travelers in VA
- 210,000 Virginians were employed directly in the tourism industry
- \$4.3 billion in salaries & payroll
- Tax revenue generated from domestic travelers reached \$2.4 billion

\$1.2 billion in federal taxes  
\$529.2 million in local taxes  
\$731.6 million in state taxes

# Outdoor Recreation Visitor Profile

- **Virginia's travelers that engage in outdoor recreation:**
  - ▶ stay longer than the average visitor (3.3 nights instead of 2.2 nights)
  - ▶ spend more money than the average visitor (37% more)



# Outdoor Recreation Visitor Profile

- ▶ 21% of all household trips to Virginia include some form of outdoor recreation
- ▶ Those that include outdoor recreation in their trip visit Virginia more frequently than the average visitor
- ▶ Not surprisingly, outdoor recreation travelers are much more likely to travel during the summer months (May-August)

# Top 10 Destination Attributes

## What Do Outdoor Recreation Enthusiasts Look For In A Destination?

Is it a good place for outdoor adventure / recreation?

Is it a place where I can relax?

Is it a good value for the money?

Is it a safe place to visit?

Is it a change of scenery from where I live?

Is it a beautiful scenic place?

Is it a great destination for a short getaway?

Is it a great destination for an extended vacation?

Does it have friendly local residents?

Is it a place where unexpected pleasures or adventures may occur?

# Fishing

- ▶ Fishing has remained one of Virginia's top outdoor recreation activities, with an 8.7% growth between 2002 and 2006 (Source: 2007 Virginia Outdoor Plan/Survey)

<b>Statistics</b>	<b>United States</b>	<b>Virginia</b>
Retail Sales	\$31,182,648,546	\$500,663,394
Economic Output	\$87,954,360,057	\$809,227,963
Salaries, Wages and Income	\$26,468,323,702	\$248,392,324
Jobs	709,508	9,213
Federal and State Taxes	\$11,495,751,764	\$105,641,717

Source: VA Department of Game and Inland Fisheries

# Boating

- ▶ Between 2002 and 2006, canoeing and kayaking as an outdoor recreation activity grew by 17.8 percent in Virginia
- ▶ 25 % of Virginia households participate in boating
  - ▶ 10% Canoeing/Kayaking
  - ▶ 2% Rafting

Source: 2007 Virginia Outdoor Plan/Survey



# Economic Benefit Example

## Roanoke River Paddle Trail

**Relatively new trail/promotion that offers visitors a 200 mile blueway experience, with camping platform locations along the river**

- ▶ Total Impact of close to \$400,000
  - ▶ Direct Impact of \$92,000
  - ▶ Induced Impact of \$285,000
  
- ▶ Total of nearly 27 jobs created
  - ▶ 7.2 Direct
  - ▶ 19.7 Indirect

# Economic Benefit Example

## Roanoke River Paddle Trail

- ▶ Average party size of two people
- ▶ Most were on weekend trips
- ▶ 65% planned a return trip
- ▶ Money spent on a variety of expenses

Source: East Carolina University – Roanoke River Partners Paddle Trail Impact & Analysis Study

# Economic Benefit Example

## Roanoke River Paddle Trail

### Money spent by the average two person party:

- ▶ averaged \$126 per trip
- ▶ from five categories
  - ▶ \$28 transportation
  - ▶ \$20 meals
  - ▶ \$26 groceries
  - ▶ \$20 camping supplies
  - ▶ \$32 other (e.g. Lodging 22%, Rental 27 % Local Licenses/Permits 16%)

# Don't Forget Blueway Events

## 2008 James River Adventure Games

Array of sport competitions conducted along the James River

- ▶ Attendance of 10,000 people
- ▶ Over 2000 Participants
- ▶ Almost 8,000 Spectators
- ▶ \$416,000 Economic Impact



Source: Sports Backers, Richmond, VA

# Other Applicable Data

- ▶ Men interested in "guys only" getaways want sports activities (37%), outdoor recreation such as hiking or boating (35%), and food/restaurants (35%).

Source: Beam Global Spirits & Wine



# Resources for Additional Economic Impact Data

- ▶ Local businesses, CVB's, DMO's, Visitors Centers, etc.
- ▶ Local, State, and Federal Agencies (NPS, VTC, DGIF, DCR, etc.)
- ▶ Locally implemented research mechanisms/local study
- ▶ Internet
  - ▶ <http://www.vatc.org/research/researchlinks.asp> (VTC Research Links)
  - ▶ <http://www.srs.fs.usda.gov/trends/vatrail.html> (USDA Southern Research Station Page)
  - ▶ Multiple others through searches

**Randall Rose**

Tourism Development Specialist

**Virginia Tourism Corporation**

276-322-2044

rrose@virginia.org

[www.virginia.org](http://www.virginia.org) (consumer)

[www.vatc.org](http://www.vatc.org) (industry)