

## *Mount Mitchell State Park* Summary

Mount Mitchell State Park is located in the West District in Yancey County.

### Mount Mitchell State Park Visitors

In 2004, there were 434,374 visitors to Mount Mitchell State Park. Of those, 7 percent (30,165) were from Yancey County (locals); 52 percent (226,236) were primary purpose, non-local visitors (visitors residing outside of Yancey County that are in the area for the primary purpose of visiting the park); and 41 percent (177,973) were casual use, non-local visitors (visitors residing outside of Yancey County that are in the area for other reasons than visiting the park) (Figure 69).

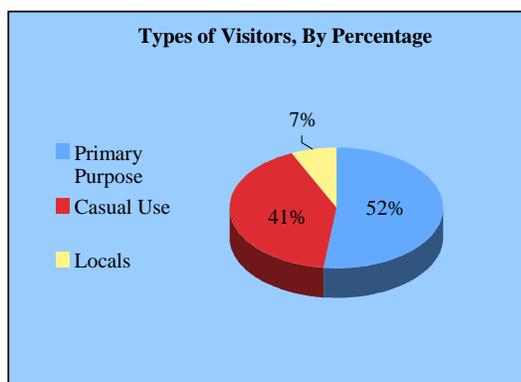


Figure 69. Mount Mitchell - Types of Visitors

Visitors typically enjoyed picnicking, hiking, and educational activities (Figure 70).

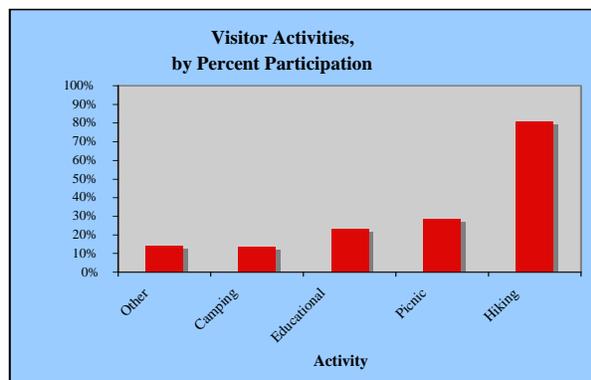


Figure 70. Mount Mitchell - Visitor Activities

### Visitor Expenditures

Those individuals who reside outside of Yancey County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$8,875,126 while visiting the region. A bulk of that amount was spent on lodging, dining out, and auto expenses (Figure 71).



Figure 71. Mount Mitchell - Annual Expenditures of Primary Purpose, Non-Local Visitors

### Economic Impact

Non-local park visitors that are primarily in the area to visit Mount Mitchell are especially important to the local economy. They bring and spend dollars from outside Yancey County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

## Economic Impact of Mount Mitchell State Park

### *Impact on Sales*

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$10,278,106. Most of this impact occurred in the form of spending for lodging, dining out, and auto expenses (Figure 72).



Figure 72. Mount Mitchell - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

### *Impact on Personal Income*

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$4,023,318 (Figure 73). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

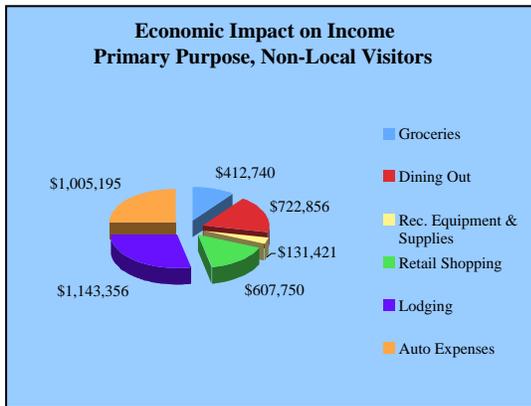


Figure 73. Mount Mitchell - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

### *Impact on Employment*

The impact on employment from the direct expenditures of primary purpose, non-local visitors

totaled an estimated 215.3 full-time equivalent jobs in Yancey County (Figure 74).

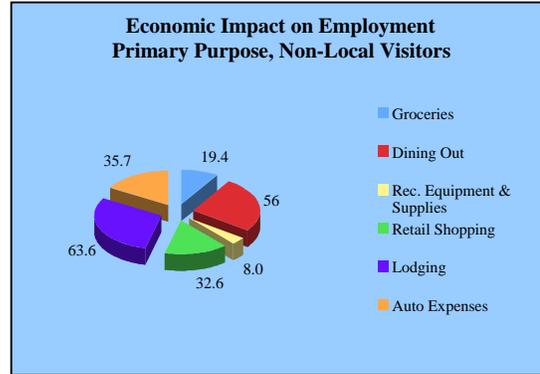


Figure 74. Mount Mitchell - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

### *Overall Impacts*

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$746,951. Table 16 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 16. Mount Mitchell - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$943,853	\$11,221,959
Personal Income	\$679,314	\$4,702,632
Employment	21.5	236.8

### *How the State's Investment Benefits Yancey County*

The state's operating budget for Mount Mitchell State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Mount Mitchell for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Mount Mitchell State Park, that ratio is 1:10.2. Therefore, local residents receive a benefit of \$10.20 for every dollar the state invests.