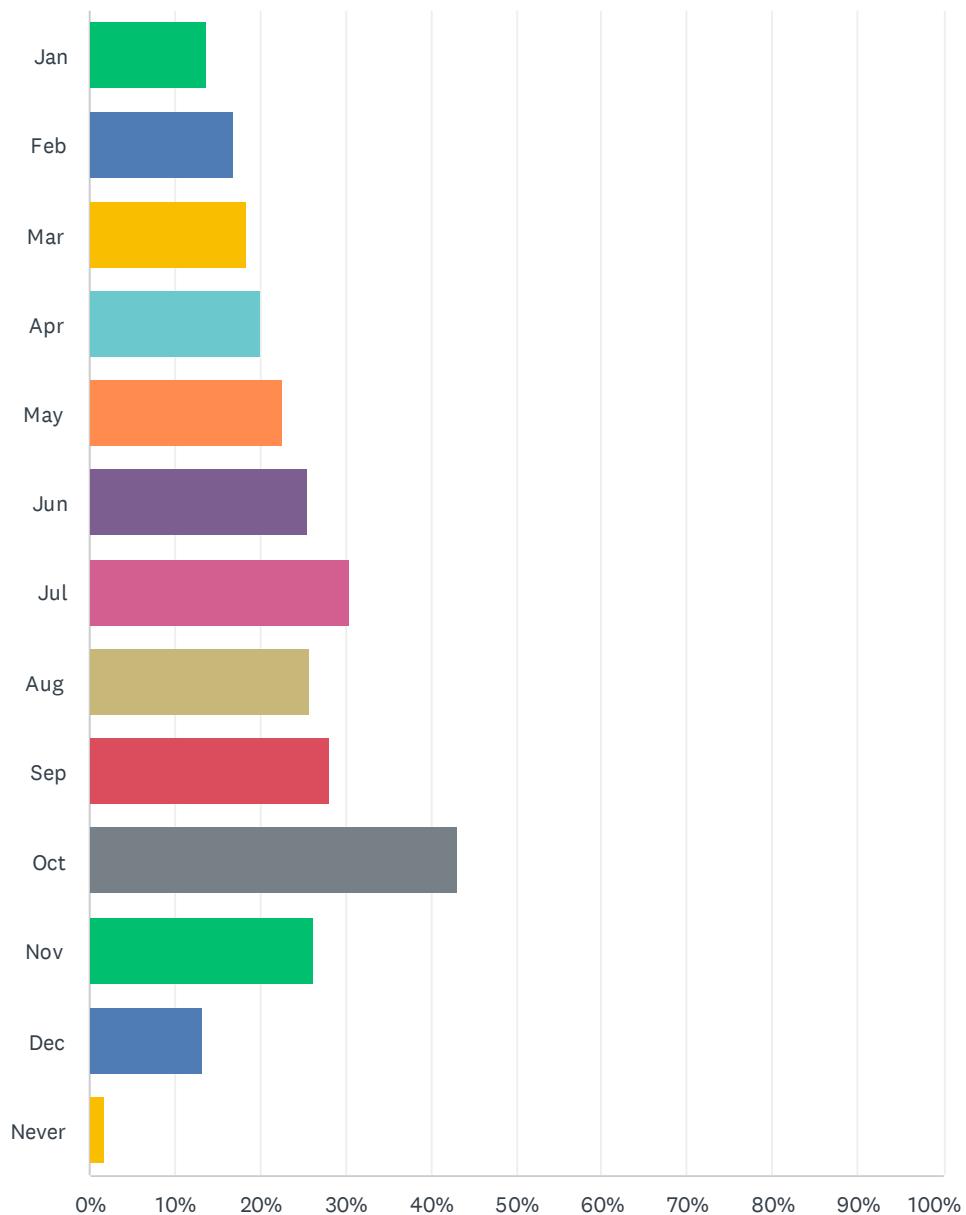


Q1 When did you visit the area? (multiple responses ok)

Answered: 394 Skipped: 8

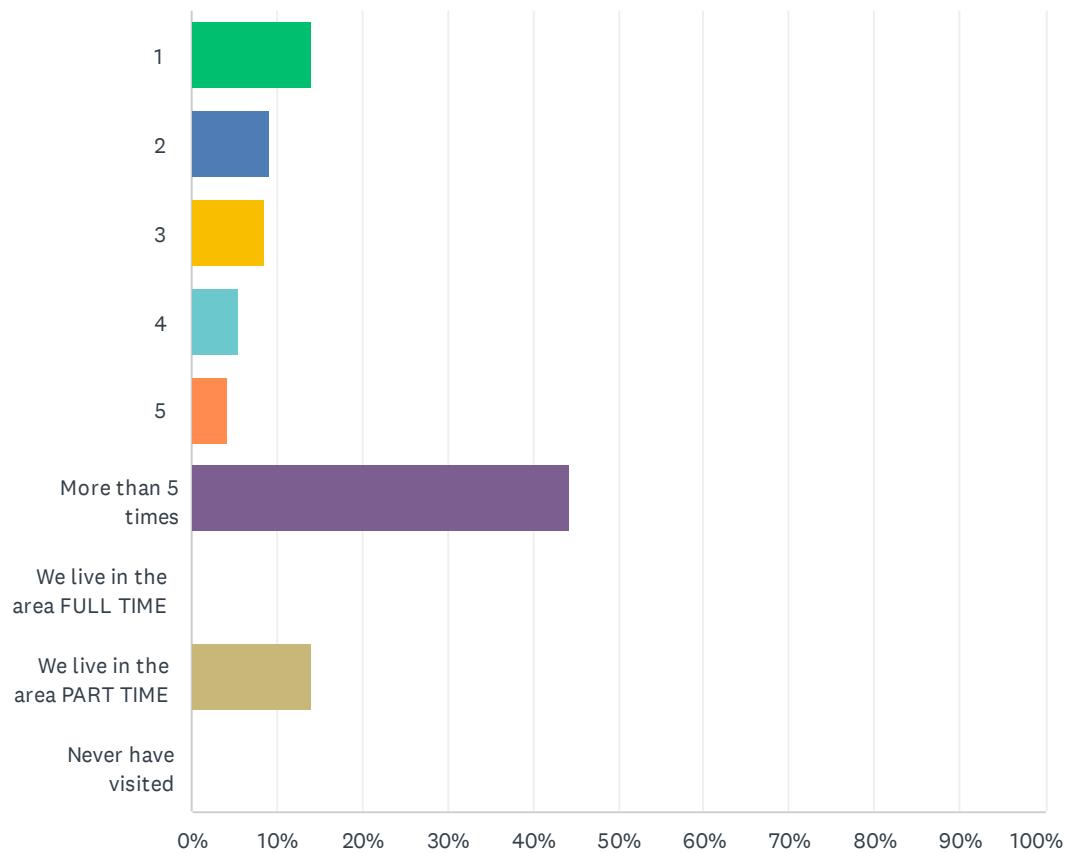


Blue Ridge Visitor Survey 2022

ANSWER CHOICES	RESPONSES
Jan	13.71% 54
Feb	16.75% 66
Mar	18.27% 72
Apr	20.05% 79
May	22.59% 89
Jun	25.63% 101
Jul	30.46% 120
Aug	25.89% 102
Sep	28.17% 111
Oct	43.15% 170
Nov	26.14% 103
Dec	13.20% 52
Never	1.78% 7
Total Respondents: 394	

Q2 How many times have you visited the Blue Ridge area?

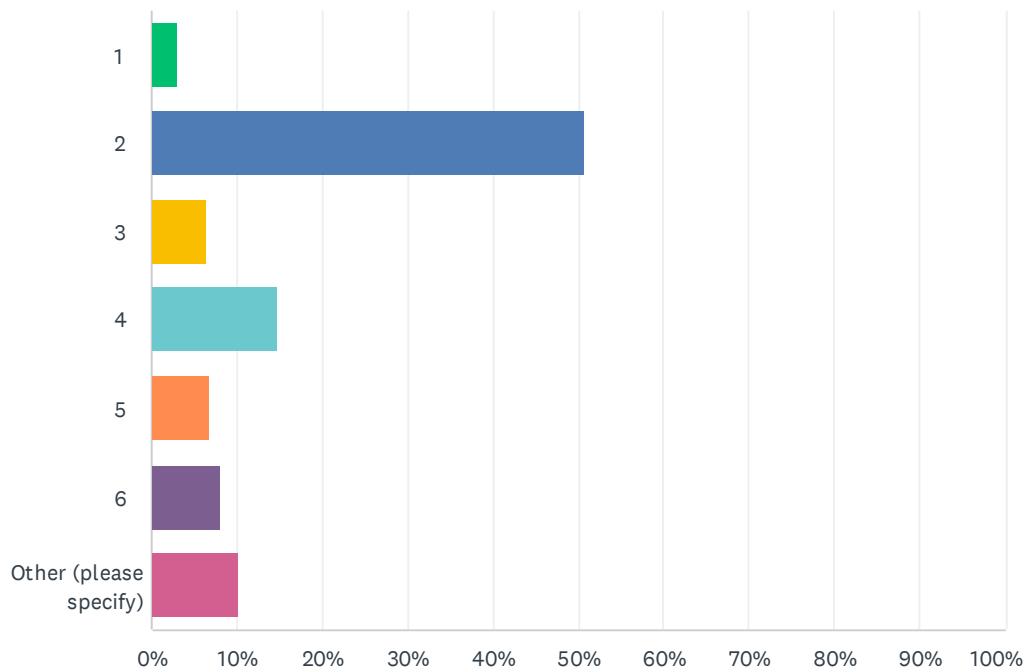
Answered: 402 Skipped: 0



ANSWER CHOICES	RESPONSES
1	14.18%
2	9.20%
3	8.46%
4	5.47%
5	4.23%
More than 5 times	44.28%
We live in the area FULL TIME	0.00%
We live in the area PART TIME	14.18%
Never have visited	0.00%
TOTAL	402

Q3 How many people were in your travel party

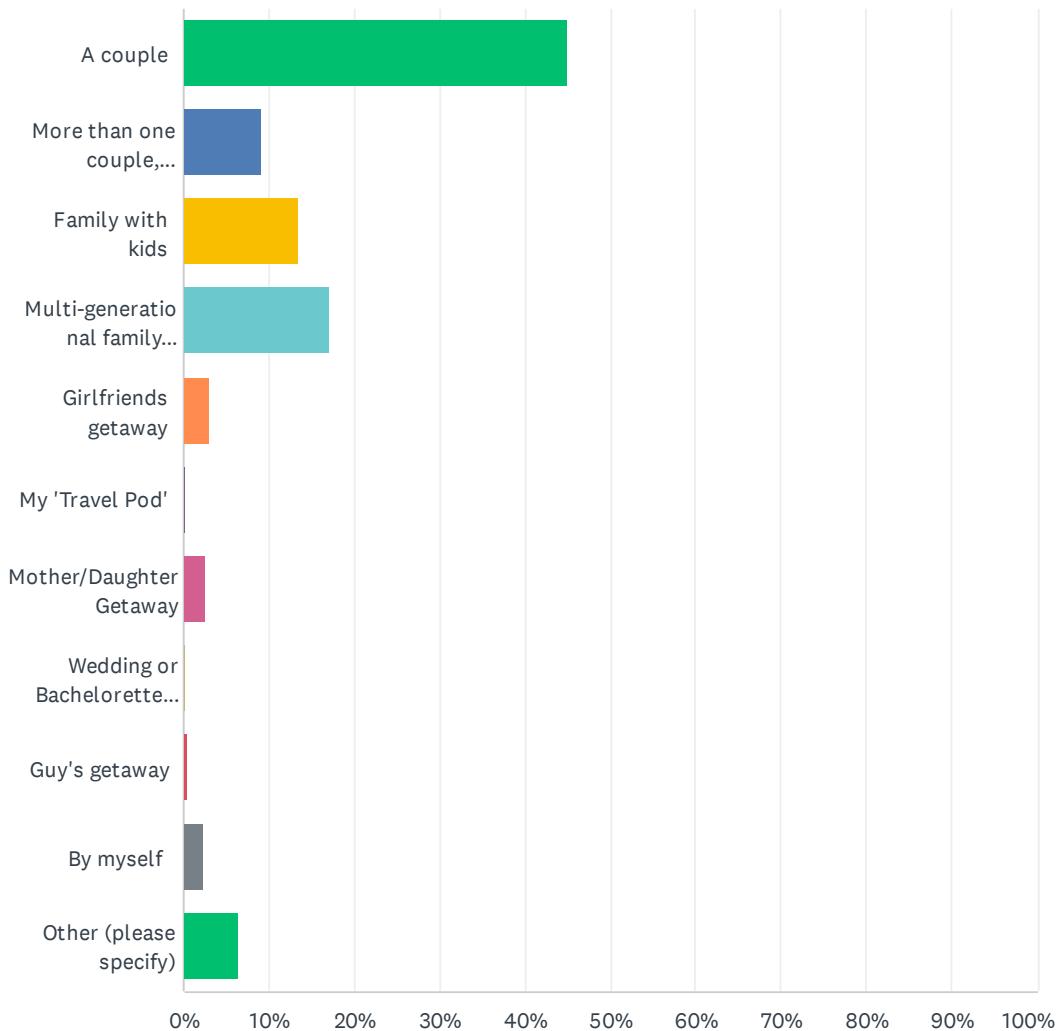
Answered: 380 Skipped: 22



ANSWER CHOICES	RESPONSES	
1	2.89%	11
2	50.79%	193
3	6.32%	24
4	14.74%	56
5	6.84%	26
6	8.16%	31
Other (please specify)	10.26%	39
TOTAL		380

Q4 Which of the following best describes your travel party

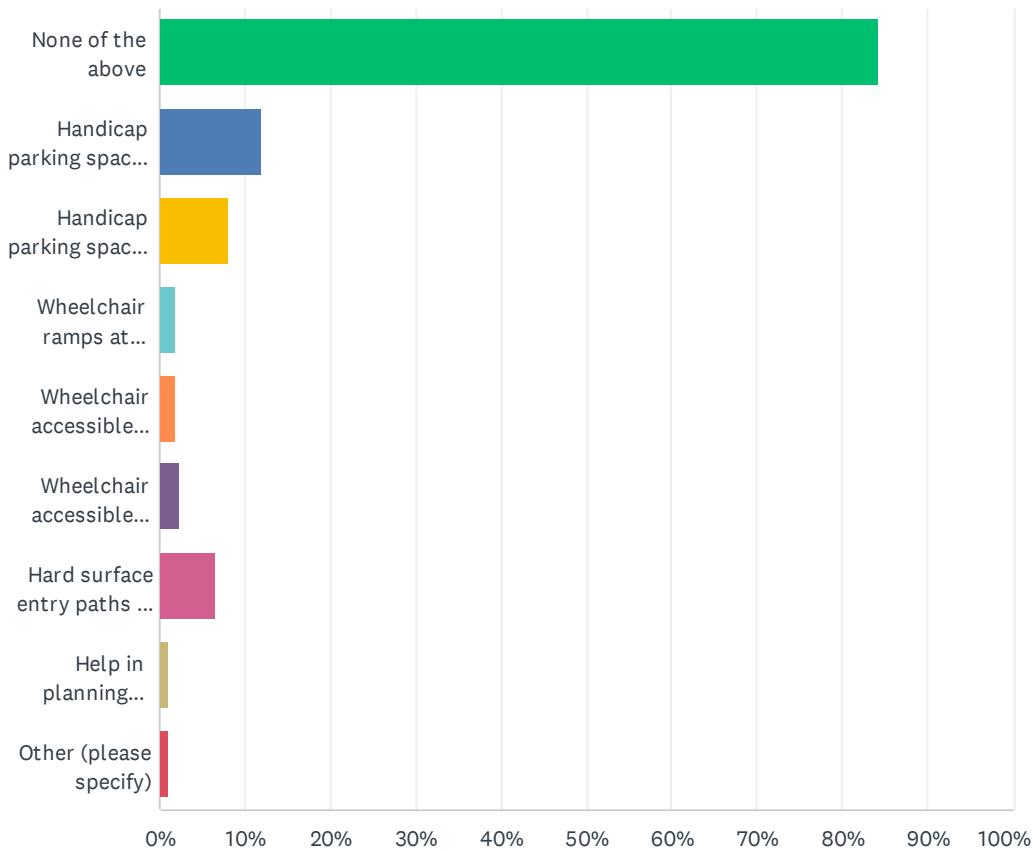
Answered: 380 Skipped: 22



ANSWER CHOICES	RESPONSES
A couple	45.00% 171
More than one couple, together	9.21% 35
Family with kids	13.42% 51
Multi-generational family (couple, kids, grandparents)	17.11% 65
Girlfriends getaway	2.89% 11
My 'Travel Pod'	0.26% 1
Mother/Daughter Getaway	2.63% 10
Wedding or Bachelorette party	0.26% 1
Guy's getaway	0.53% 2
By myself	2.37% 9
Other (please specify)	6.32% 24
TOTAL	380

Q5 Did anybody in your travel party require special accommodations for a disability? If so please let us know what (multiple choices ok):

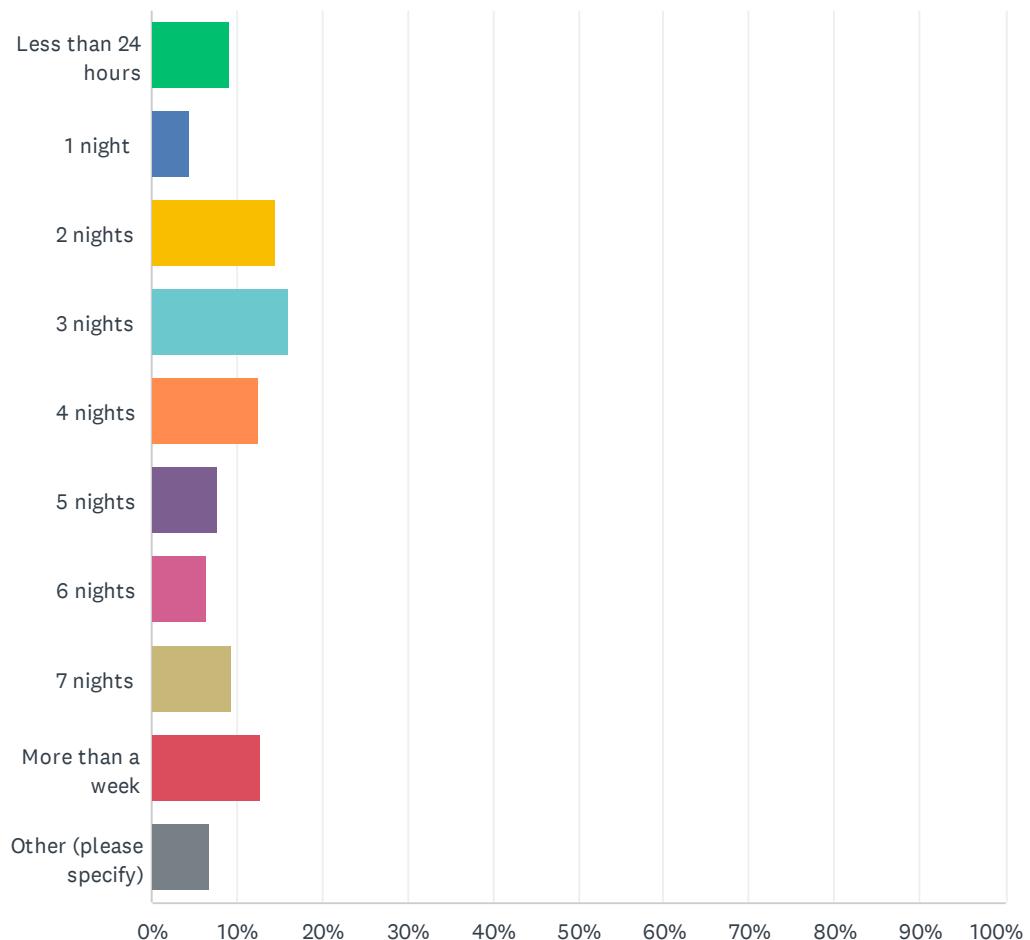
Answered: 350 Skipped: 52



ANSWER CHOICES	RESPONSES	
None of the above	84.29%	295
Handicap parking spaces in downtown.	12.00%	42
Handicap parking spaces in other shopping centers or areas.	8.00%	28
Wheelchair ramps at lodging.	2.00%	7
Wheelchair accessible bathrooms in restaurants.	2.00%	7
Wheelchair accessible sidewalks and ramps.	2.29%	8
Hard surface entry paths to restaurants, lodging or shops	6.57%	23
Help in planning handicap access from lodging provider or Welcome Centers.	1.14%	4
Other (please specify)	1.14%	4
Total Respondents: 350		

Q6 How many nights did you stay?

Answered: 380 Skipped: 22

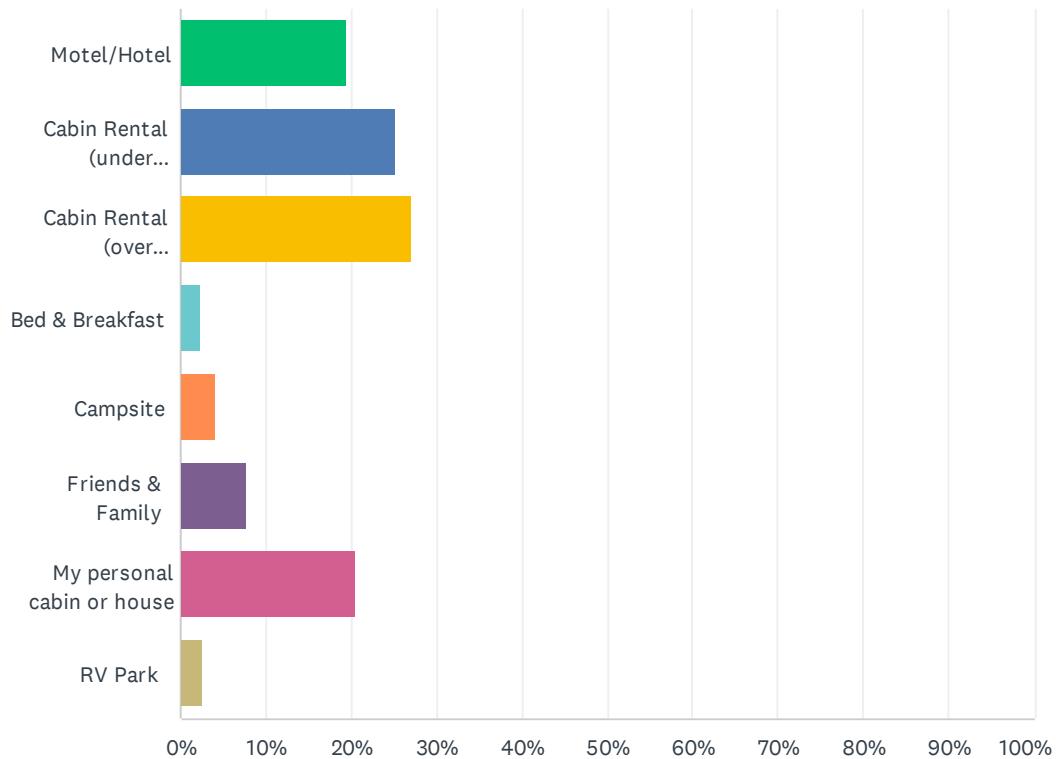


Blue Ridge Visitor Survey 2022

ANSWER CHOICES	RESPONSES	
Less than 24 hours	9.21%	35
1 night	4.47%	17
2 nights	14.47%	55
3 nights	16.05%	61
4 nights	12.63%	48
5 nights	7.63%	29
6 nights	6.32%	24
7 nights	9.47%	36
More than a week	12.89%	49
Other (please specify)	6.84%	26
TOTAL		380

Q7 Where did you stay? (check one and please list name of property)

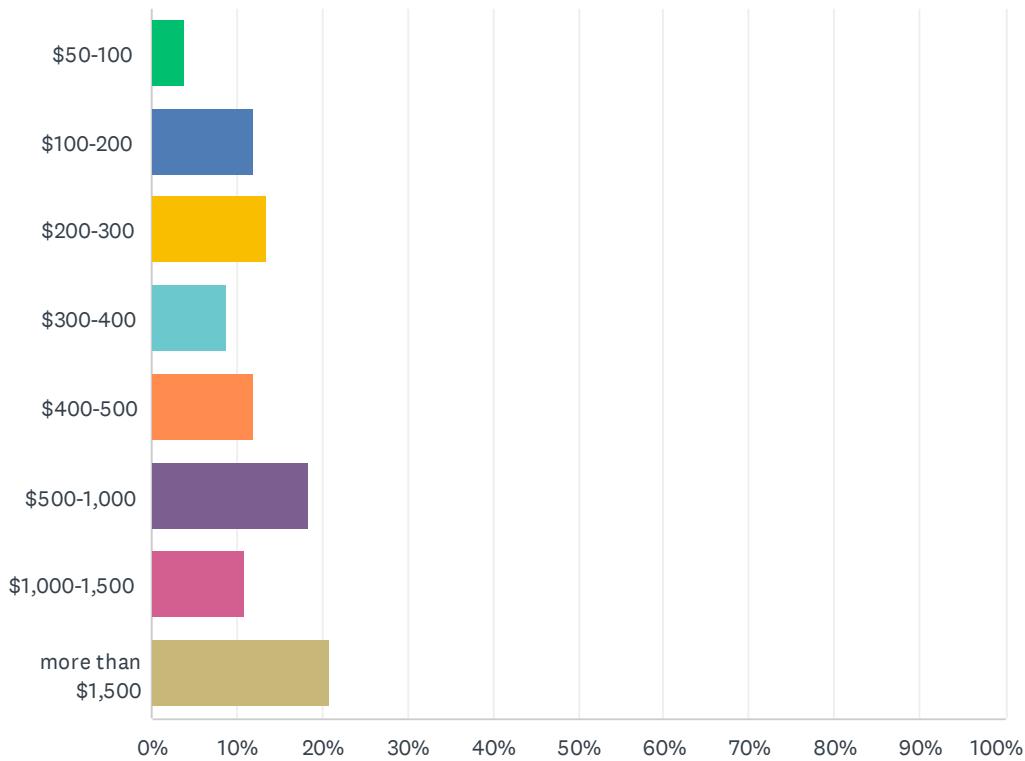
Answered: 350 Skipped: 52



ANSWER CHOICES	RESPONSES
Motel/Hotel	19.43% 68
Cabin Rental (under \$200/night)	25.14% 88
Cabin Rental (over \$200/night)	27.14% 95
Bed & Breakfast	2.29% 8
Campsite	4.00% 14
Friends & Family	7.71% 27
My personal cabin or house	20.57% 72
RV Park	2.57% 9
Total Respondents: 350	

Q8 Approximately how much did you spend during your visit?

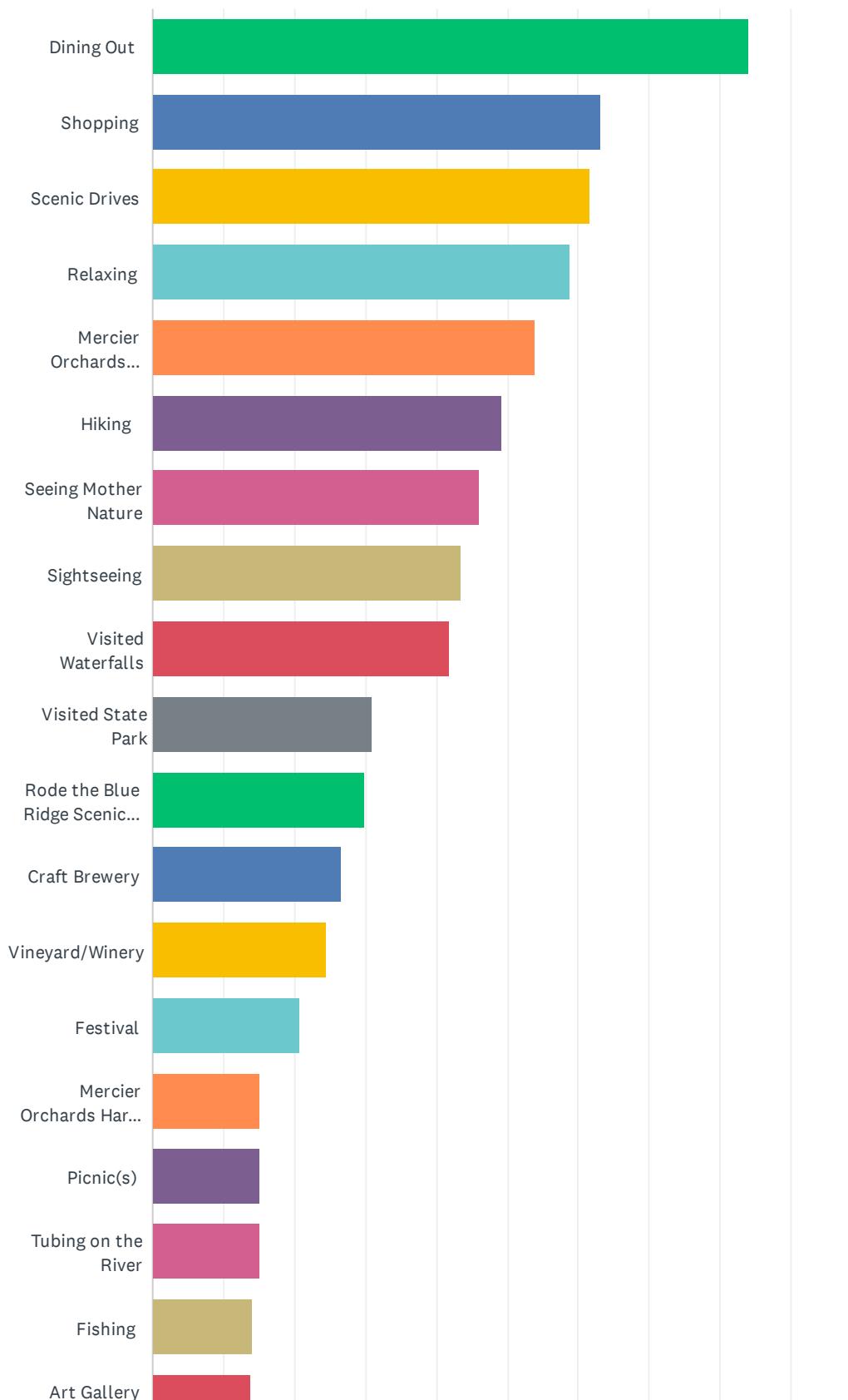
Answered: 367 Skipped: 35



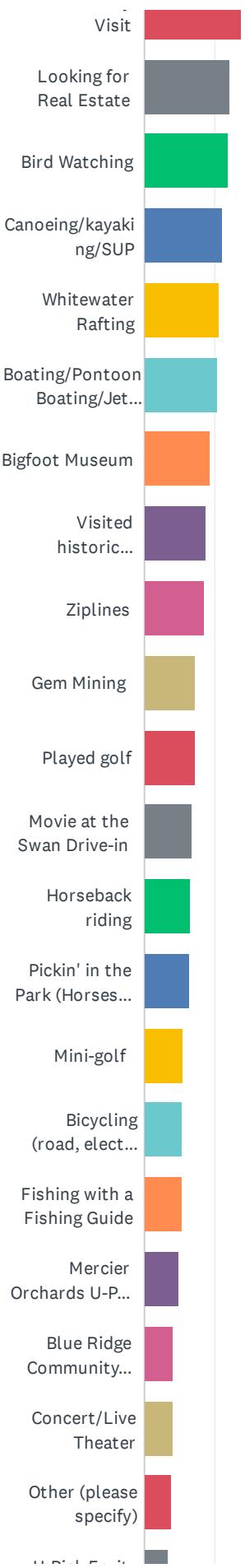
ANSWER CHOICES	RESPONSES	
\$50-100	3.81%	14
\$100-200	11.99%	44
\$200-300	13.35%	49
\$300-400	8.72%	32
\$400-500	11.99%	44
\$500-1,000	18.26%	67
\$1,000-1,500	10.90%	40
more than \$1,500	20.98%	77
TOTAL		367

Q9 These are the things I did during my visit (check all that apply)

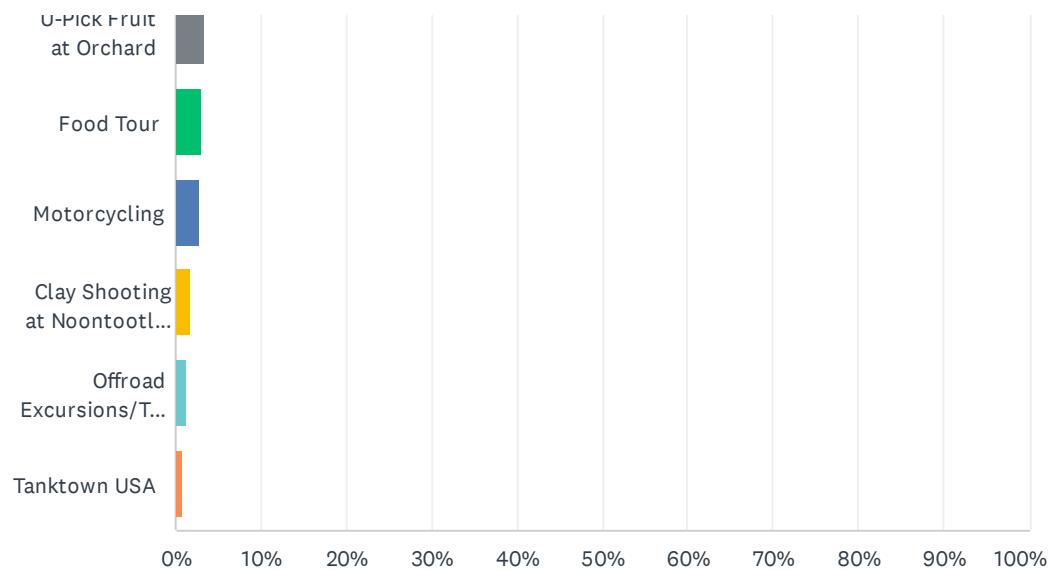
Answered: 363 Skipped: 39



Blue Ridge Visitor Survey 2022



Blue Ridge Visitor Survey 2022



Blue Ridge Visitor Survey 2022

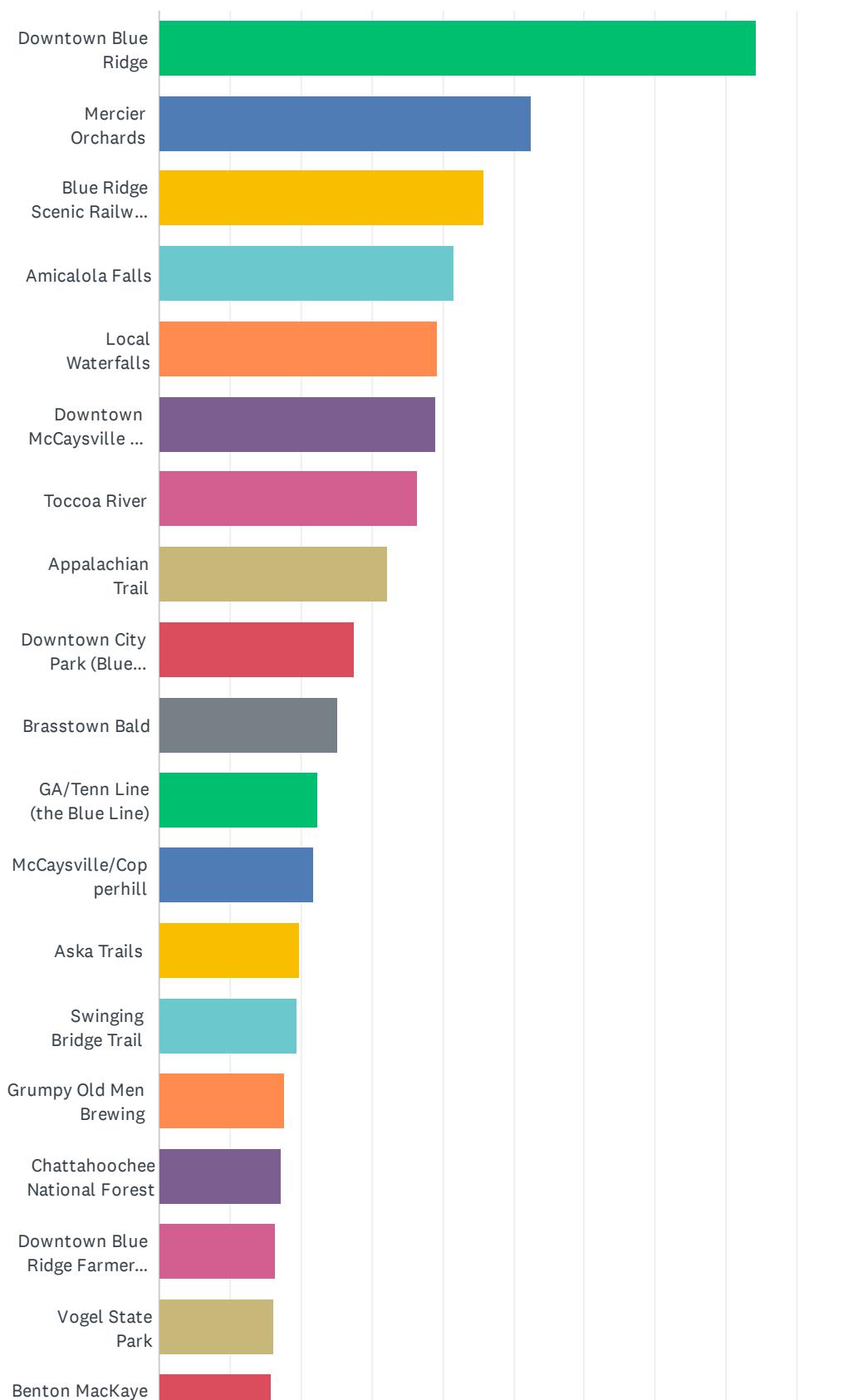
ANSWER CHOICES	RESPONSES
Dining Out	84.02% 305
Shopping	63.09% 229
Scenic Drives	61.71% 224
Relaxing	58.95% 214
Mercier Orchards Shopping & Dining	53.99% 196
Hiking	49.31% 179
Seeing Mother Nature	46.01% 167
Sightseeing	43.53% 158
Visited Waterfalls	41.87% 152
Visited State Park	30.85% 112
Rode the Blue Ridge Scenic Railway	29.75% 108
Craft Brewery	26.72% 97
Vineyard/Winery	24.52% 89
Festival	20.66% 75
Mercier Orchards Hard Cider Tasting	15.15% 55
Picnic(s)	15.15% 55
Tubing on the River	15.15% 55
Fishing	14.05% 51
Art Gallery Visit	13.77% 50
Looking for Real Estate	12.12% 44
Bird Watching	11.85% 43
Canoeing/kayaking/SUP	11.02% 40
Whitewater Rafting	10.74% 39
Boating/Pontoon Boating/Jet Skiing	10.47% 38
Bigfoot Museum	9.37% 34
Visited historic site/museum	8.82% 32
Ziplines	8.54% 31
Gem Mining	7.16% 26
Played golf	7.16% 26
Movie at the Swan Drive-in	6.89% 25
Horseback riding	6.61% 24
Pickin' in the Park (Horseshoe Bend Park)	6.34% 23

Blue Ridge Visitor Survey 2022

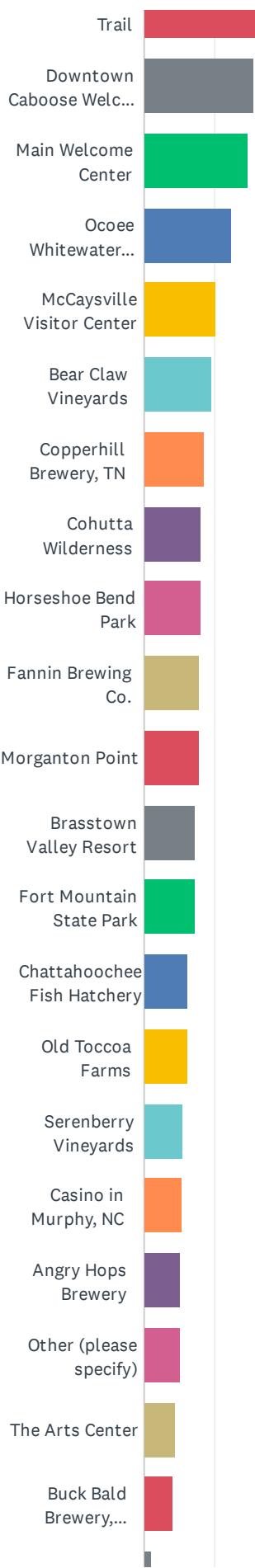
Mini-golf	5.51%	20
Bicycling (road, electric or mountain biking)	5.23%	19
Fishing with a Fishing Guide	5.23%	19
Mercier Orchards U-Pick or Tractor Tour	4.96%	18
Blue Ridge Community Theater	4.13%	15
Concert/Live Theater	4.13%	15
Other (please specify)	3.86%	14
U-Pick Fruit at Orchard	3.31%	12
Food Tour	3.03%	11
Motorcycling	2.75%	10
Clay Shooting at Noontootla Creek Farms	1.65%	6
Offroad Excursions/Tank Town	1.38%	5
Tanktown USA	0.83%	3
Total Respondents: 363		

Q10 These are the places I visited during my visit (check all that apply)

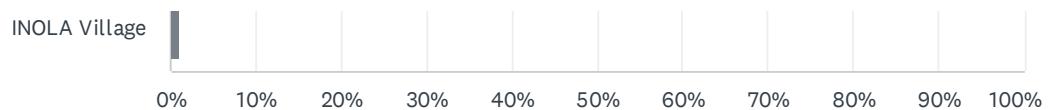
Answered: 354 Skipped: 48



Blue Ridge Visitor Survey 2022



Blue Ridge Visitor Survey 2022



Blue Ridge Visitor Survey 2022

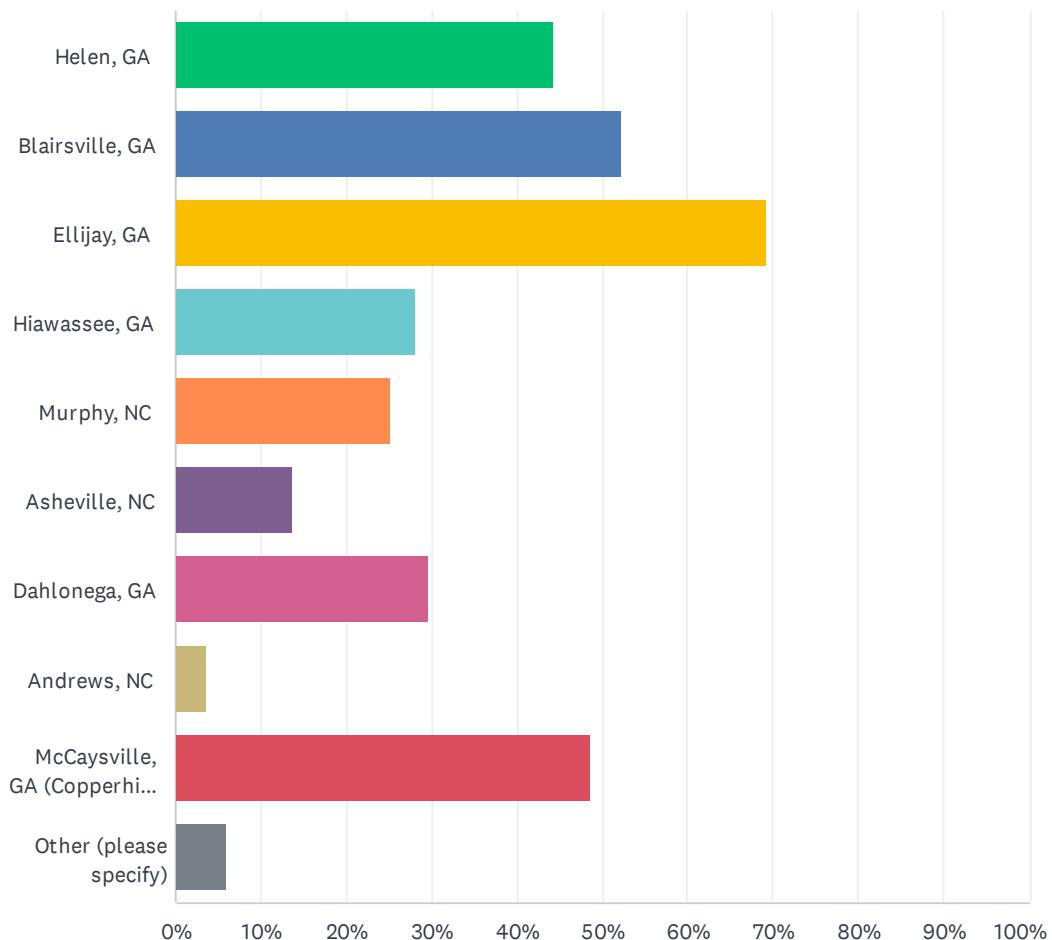
ANSWER CHOICES	RESPONSES
Downtown Blue Ridge	84.18% 298
Mercier Orchards	52.54% 186
Blue Ridge Scenic Railway Depot	45.76% 162
Amicalola Falls	41.53% 147
Local Waterfalls	39.27% 139
Downtown McCaysville / Copperhill, TN	38.98% 138
Toccoa River	36.44% 129
Appalachian Trail	32.20% 114
Downtown City Park (Blue Ridge)	27.40% 97
Brasstown Bald	25.14% 89
GA/Tenn Line (the Blue Line)	22.32% 79
McCaysville/Copperhill	21.75% 77
Aska Trails	19.77% 70
Swinging Bridge Trail	19.49% 69
Grumpy Old Men Brewing	17.80% 63
Chattahoochee National Forest	17.23% 61
Downtown Blue Ridge Farmers Market	16.38% 58
Vogel State Park	16.10% 57
Benton MacKaye Trail	15.82% 56
Downtown Caboose Welcome Center	15.54% 55
Main Welcome Center	14.69% 52
Ocoee Whitewater Center	12.43% 44
McCaysville Visitor Center	10.17% 36
Bear Claw Vineyards	9.60% 34
Copperhill Brewery, TN	8.47% 30
Cohutta Wilderness	8.19% 29
Horseshoe Bend Park	8.19% 29
Fannin Brewing Co.	7.91% 28
Morganton Point	7.91% 28
Brasstown Valley Resort	7.34% 26
Fort Mountain State Park	7.34% 26
Chattahoochee Fish Hatchery	6.21% 22

Blue Ridge Visitor Survey 2022

Old Toccoa Farms	6.21%	22
Serenberry Vineyards	5.65%	20
Casino in Murphy, NC	5.37%	19
Angry Hops Brewery	5.08%	18
Other (please specify)	5.08%	18
The Arts Center	4.52%	16
Buck Bald Brewery, Copperhill, TN	3.95%	14
INOLA Village	1.13%	4
Total Respondents: 354		

Q11 These are the nearby towns I visited during my stay

Answered: 323 Skipped: 79

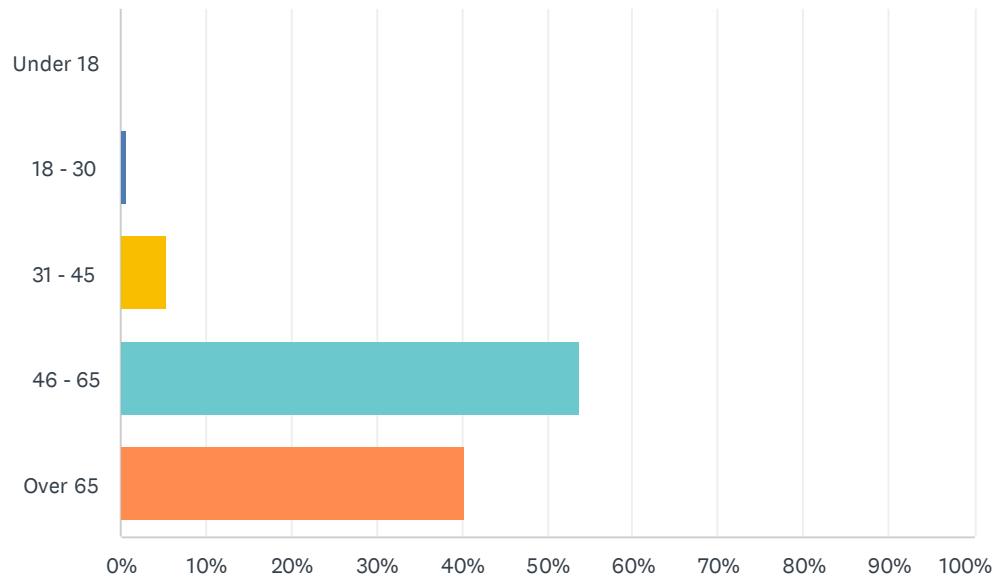


Blue Ridge Visitor Survey 2022

ANSWER CHOICES	RESPONSES
Helen, GA	44.27% 143
Blairsville, GA	52.32% 169
Ellijay, GA	69.35% 224
Hiawassee, GA	28.17% 91
Murphy, NC	25.08% 81
Asheville, NC	13.62% 44
Dahlonega, GA	29.72% 96
Andrews, NC	3.72% 12
McCaysville, GA (Copperhill, TN)	48.61% 157
Other (please specify)	5.88% 19
Total Respondents: 323	

Q12 Approximate age of person completing this form

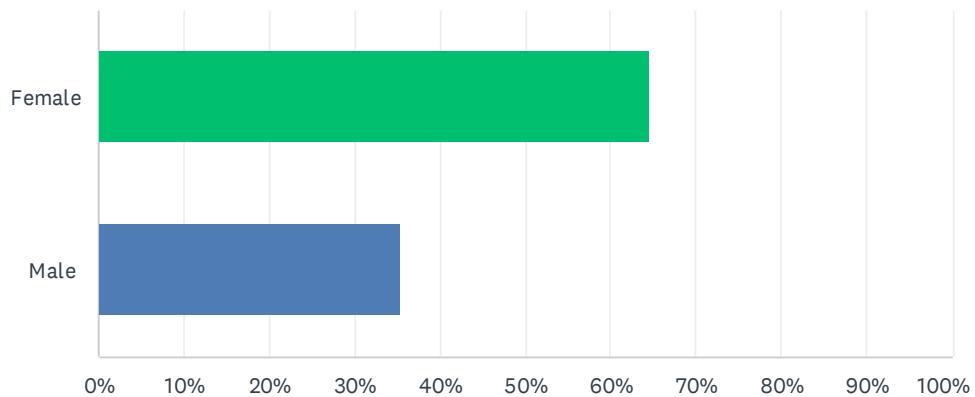
Answered: 354 Skipped: 48



ANSWER CHOICES	RESPONSES
Under 18	0.00%
18 - 30	0.56%
31 - 45	5.37%
46 - 65	53.67%
Over 65	40.40%
TOTAL	354

Q13 Your Gender

Answered: 347 Skipped: 55



ANSWER CHOICES	RESPONSES	
Female	64.55%	224
Male	35.45%	123
TOTAL		347

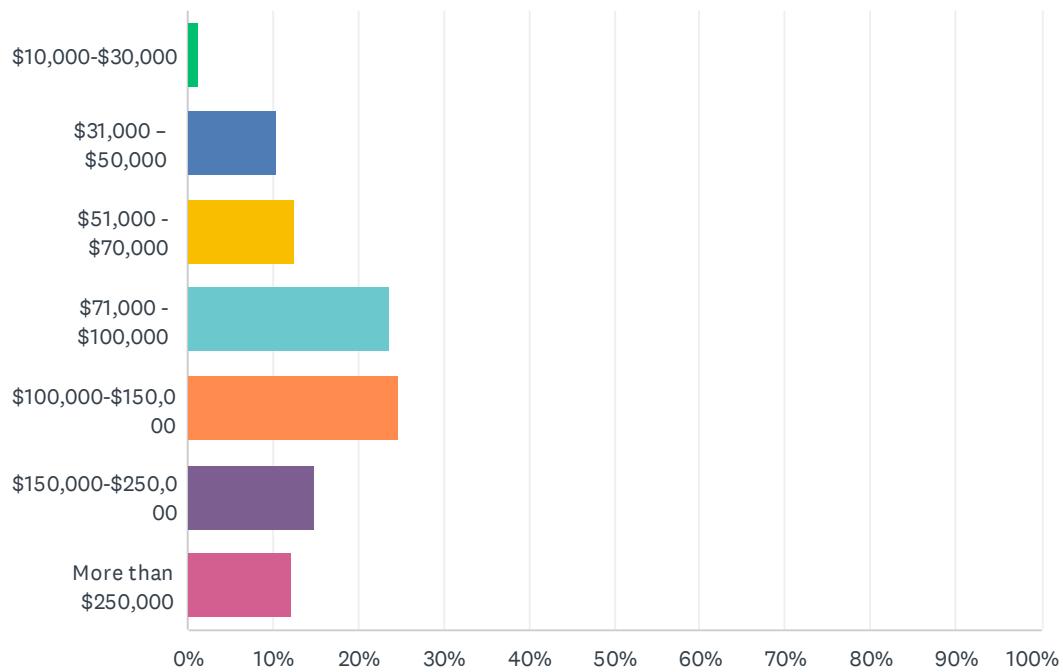
Q14 What City and State do you live in?

Answered: 338 Skipped: 64

ANSWER CHOICES	RESPONSES	
City	97.93%	331
State	99.41%	336
Zipcode	97.04%	328

Q15 Approximate household income

Answered: 295 Skipped: 107



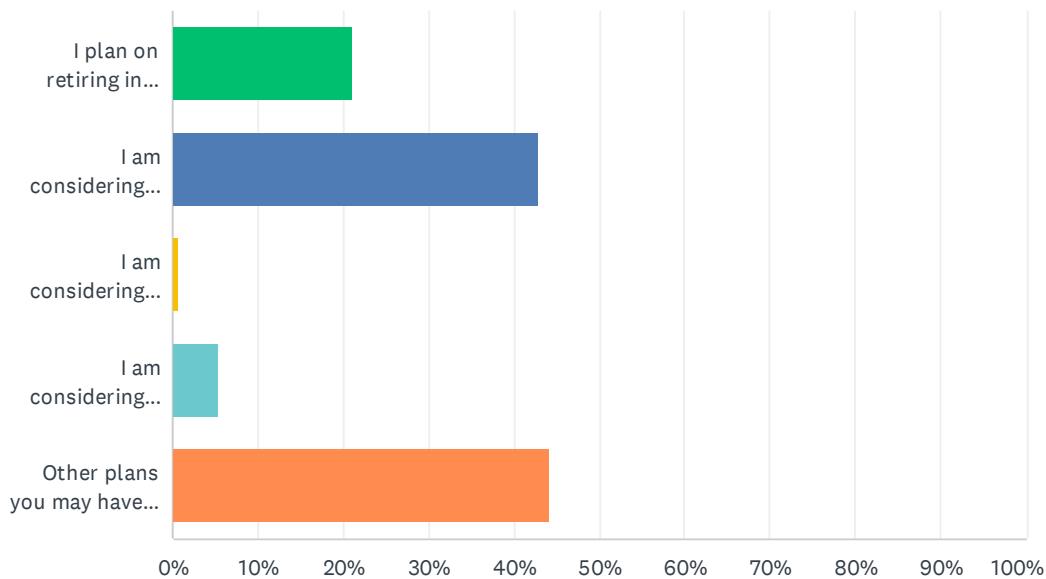
ANSWER CHOICES	RESPONSES	
\$10,000-\$30,000	1.36%	4
\$31,000 – \$50,000	10.51%	31
\$51,000 - \$70,000	12.54%	37
\$71,000 - \$100,000	23.73%	70
\$100,000-\$150,000	24.75%	73
\$150,000-\$250,000	14.92%	44
More than \$250,000	12.20%	36
TOTAL		295

Q16 Please describe Blue Ridge in THREE WORDS

Answered: 302 Skipped: 100

Q17 If you have considered moving to Blue Ridge GA, please tell us more:

Answered: 152 Skipped: 250



ANSWER CHOICES	RESPONSES
I plan on retiring in Blue Ridge, GA	21.05% 32
I am considering moving to Blue Ridge (full or part time)	42.76% 65
I am considering moving a business to Blue Ridge. GA	0.66% 1
I am considering starting a business in Blue Ridge	5.26% 8
Other plans you may have in Blue Ridge, GA	44.08% 67
Total Respondents: 152	

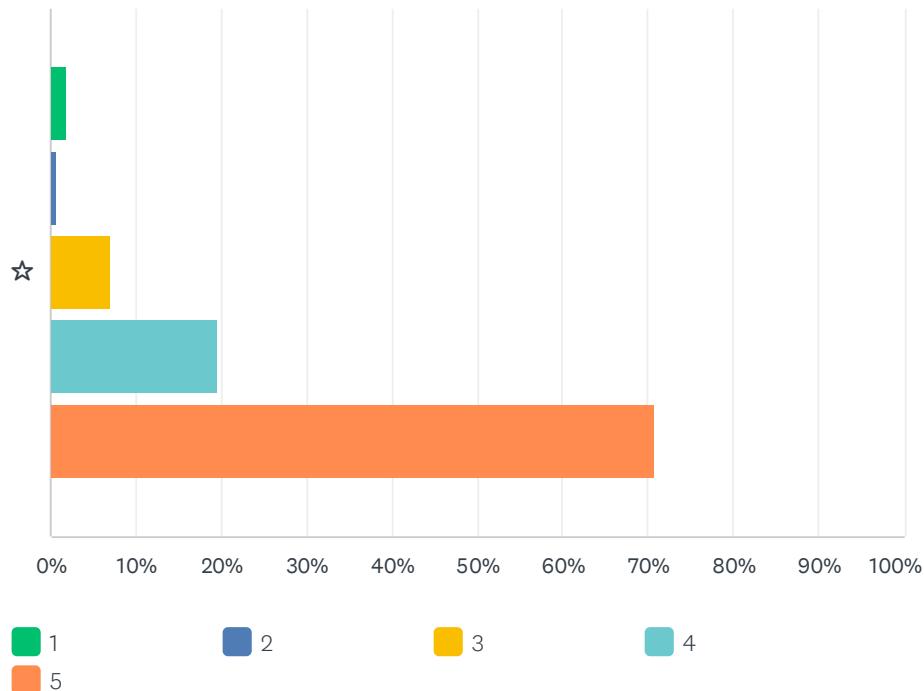
Q18 (optional) If you would like us to send you more information on moving to Blue Ridge, GA please provide your information below:

Answered: 42 Skipped: 360

ANSWER CHOICES	RESPONSES	
Name	100.00%	42
Company	9.52%	4
Address	97.62%	41
Address 2	11.90%	5
City/Town	97.62%	41
State/Province	97.62%	41
ZIP/Postal Code	97.62%	41
Country	88.10%	37
Email Address	100.00%	42
Phone Number	73.81%	31

Q19 Please rate your lodging experience in Blue Ridge

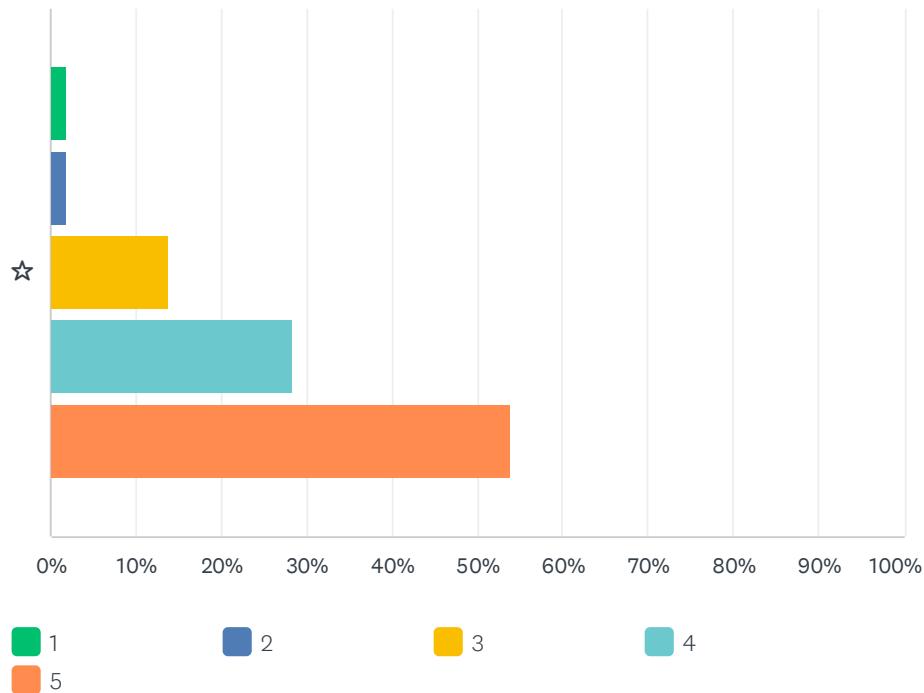
Answered: 270 Skipped: 132



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	1.85%	0.74%	7.04%	19.63%	70.74%	270	4.57

Q20 Please rate your dining experience in Blue Ridge

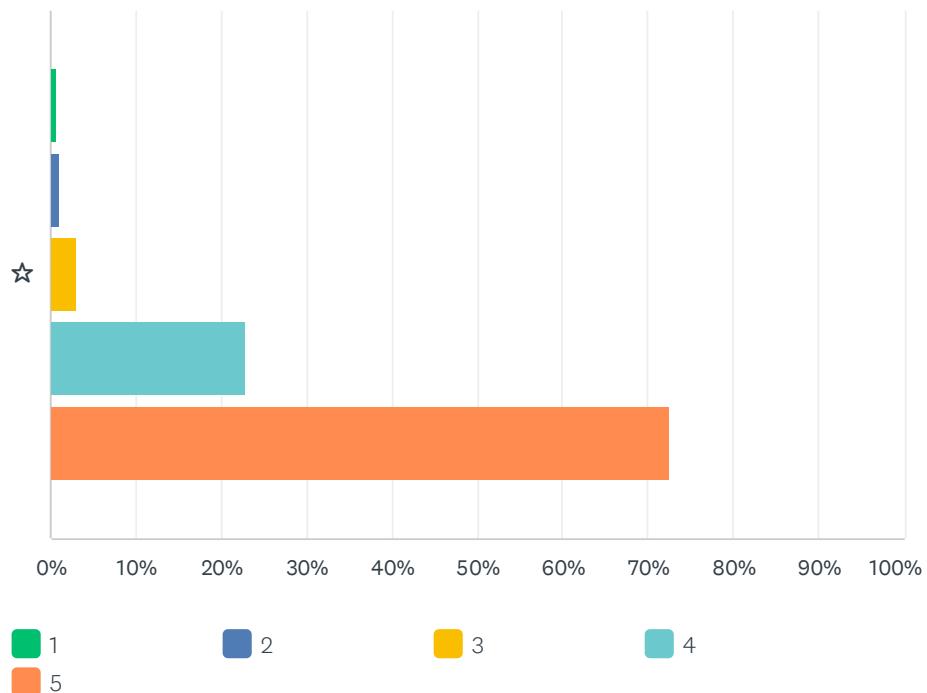
Answered: 311 Skipped: 91



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
★	1.93% 6	1.93% 6	13.83% 43	28.30% 88	54.02% 168	311	4.31

Q21 Please rate your outdoor activities experience in the Blue Ridge area

Answered: 299 Skipped: 103



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	0.67% 2	1.00% 3	3.01% 9	22.74% 68	72.58% 217	299	4.66

Q22 Is there anything that we missed that you'd like to tell us? (Good or bad)

Answered: 69 Skipped: 333