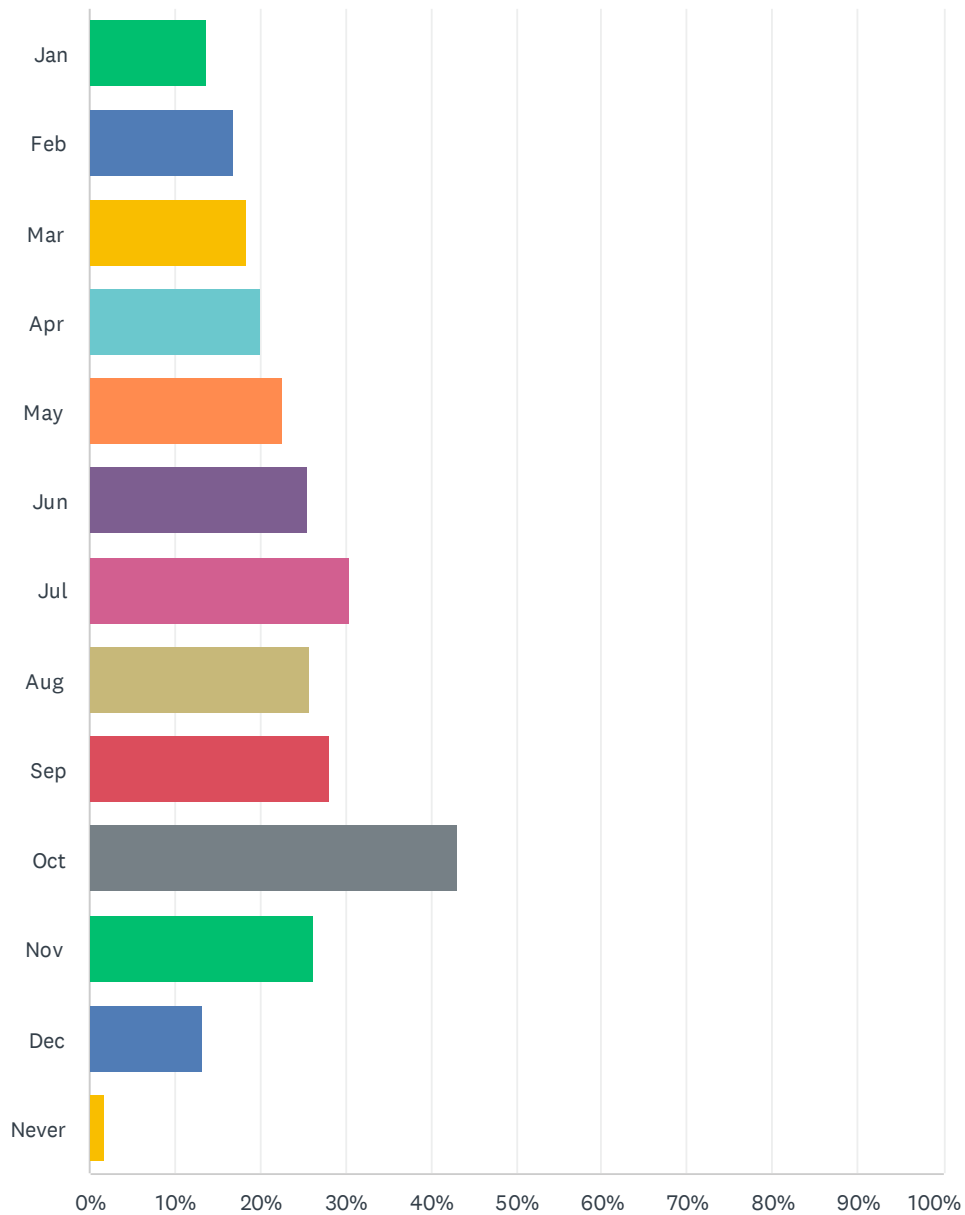


## Q1 When did you visit the area? (multiple responses ok)

Answered: 394 Skipped: 8

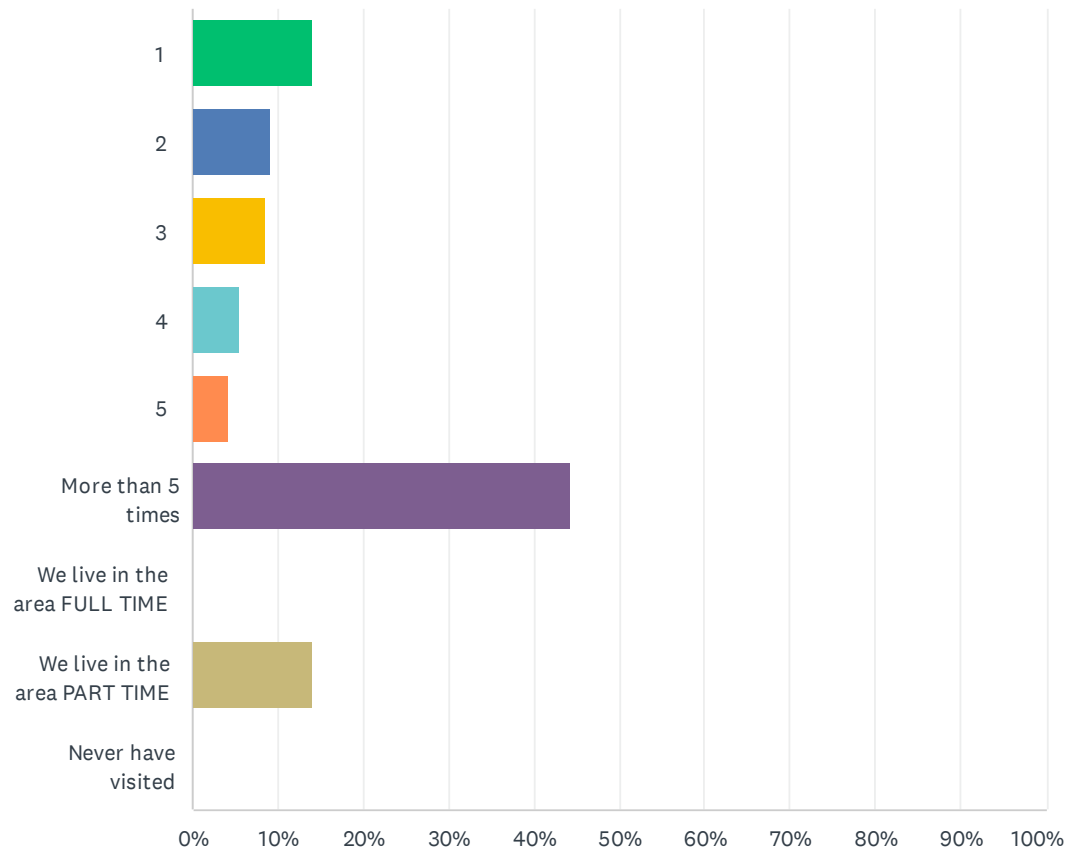


# Blue Ridge Visitor Survey 2022

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?

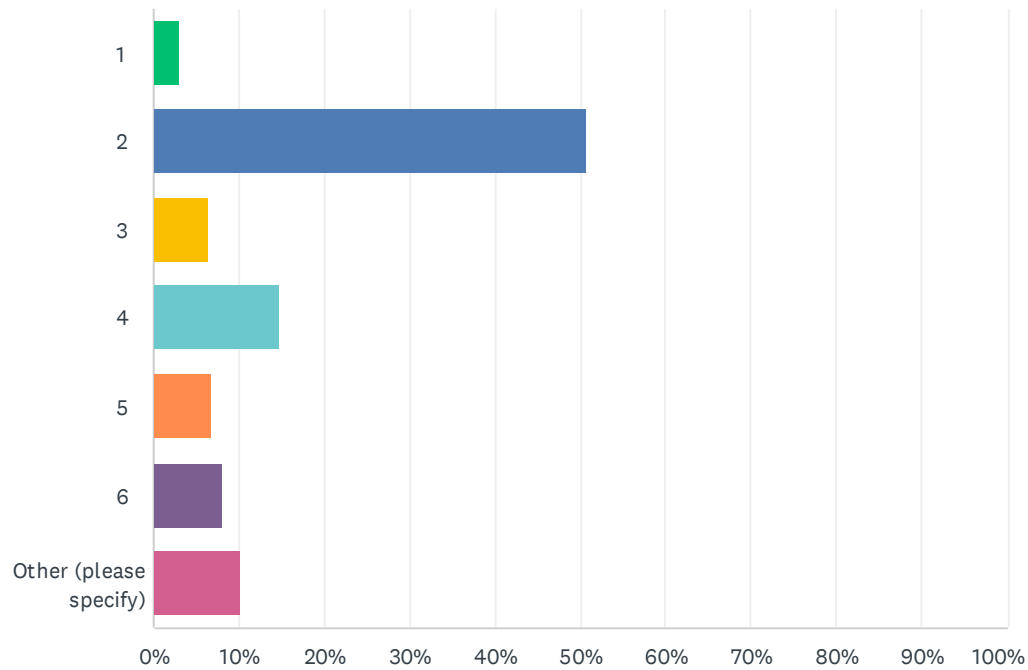
Answered: 402 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	14.18%	57
2	9.20%	37
3	8.46%	34
4	5.47%	22
5	4.23%	17
More than 5 times	44.28%	178
We live in the area FULL TIME	0.00%	0
We live in the area PART TIME	14.18%	57
Never have visited	0.00%	0
<b>TOTAL</b>		<b>402</b>

## Q3 How many people were in your travel party

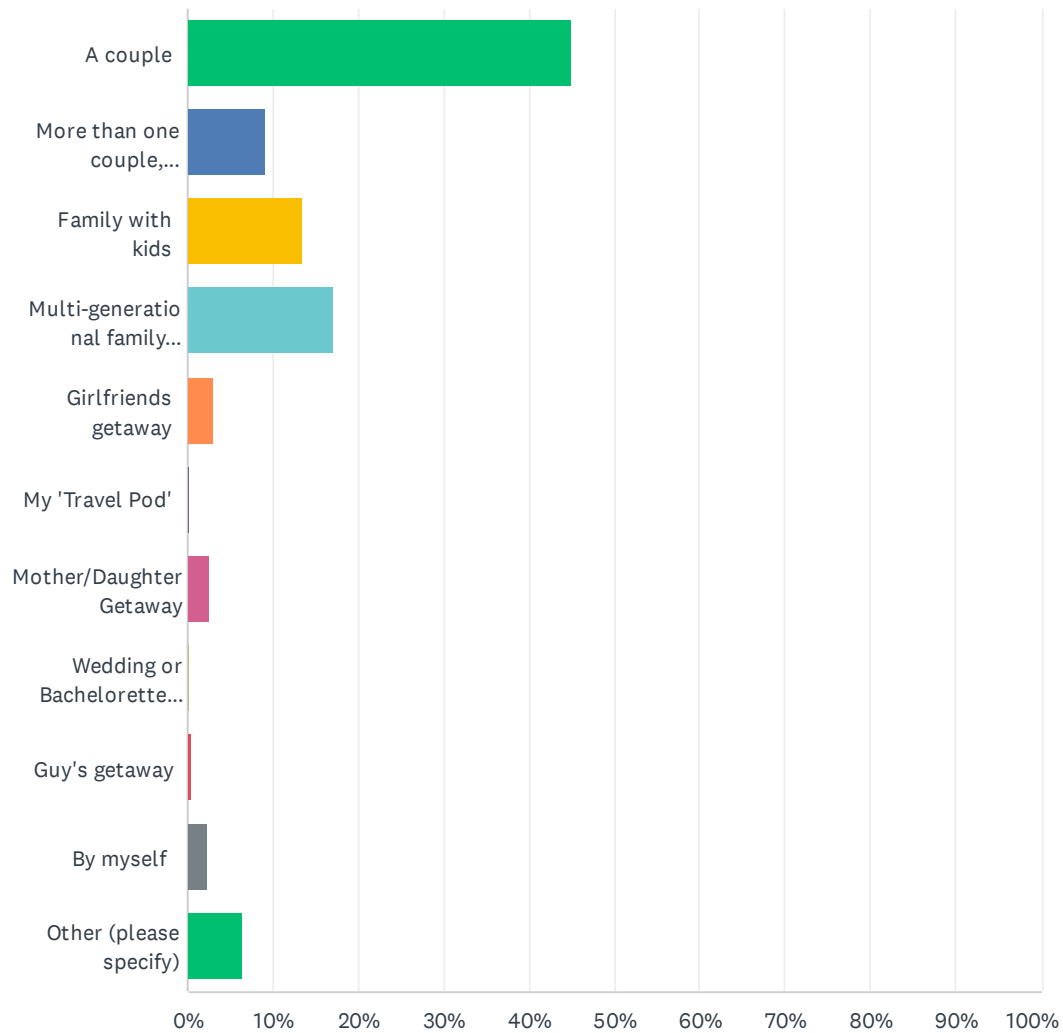
Answered: 380 Skipped: 22



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

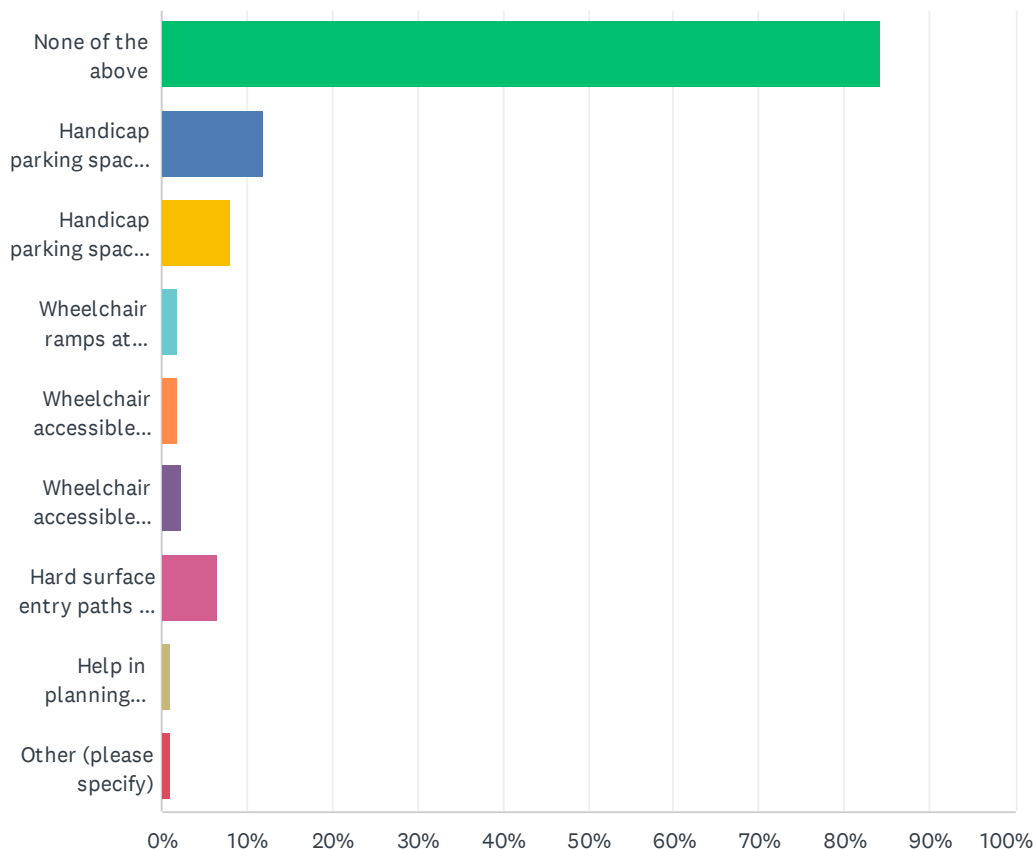


# Blue Ridge Visitor Survey 2022

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):

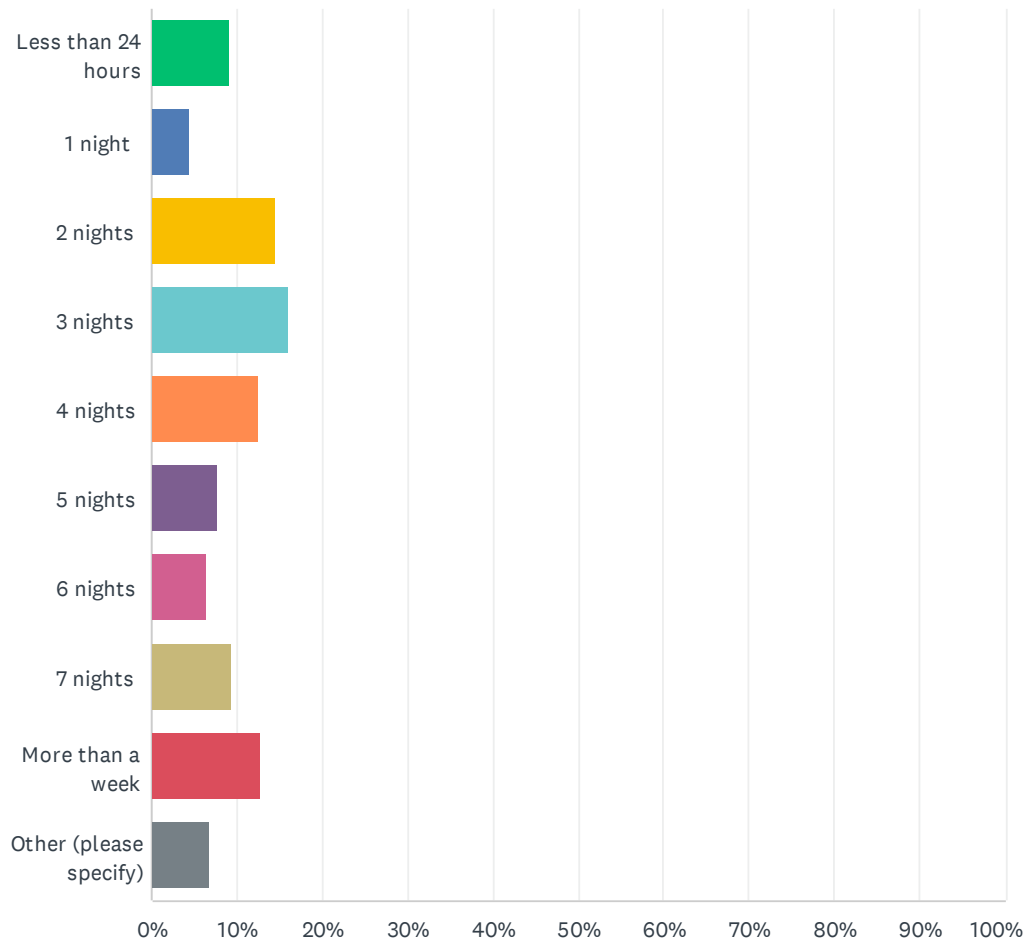
Answered: 350 Skipped: 52



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



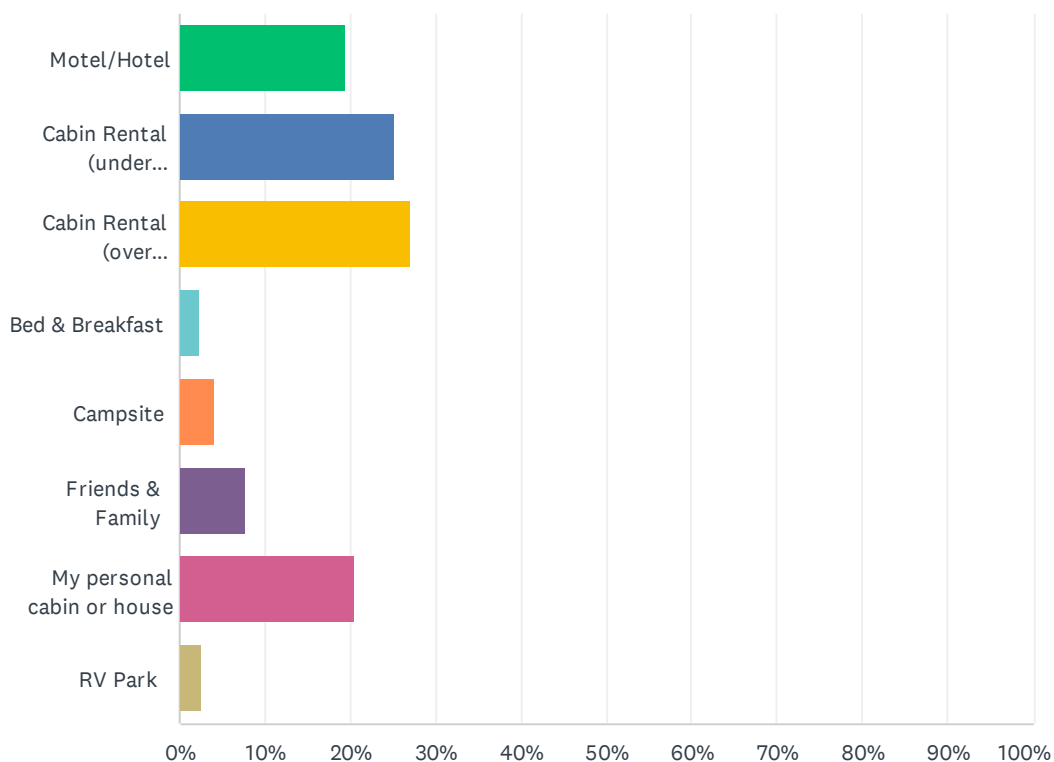


# Blue Ridge Visitor Survey 2022

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)

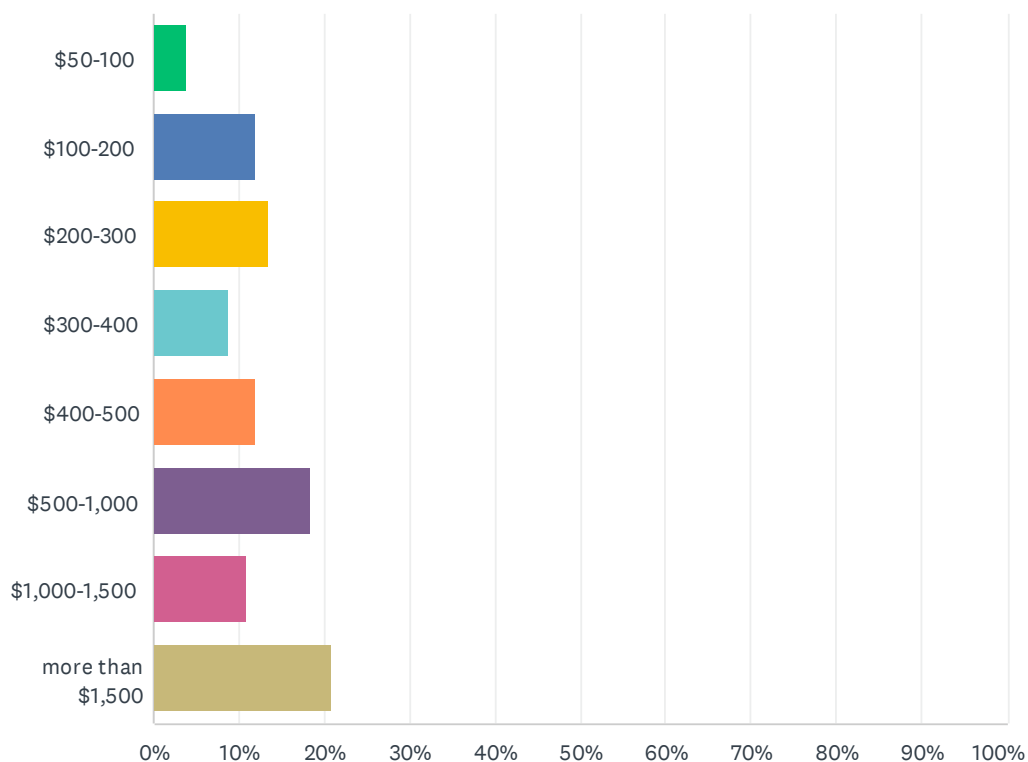
Answered: 350 Skipped: 52



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?

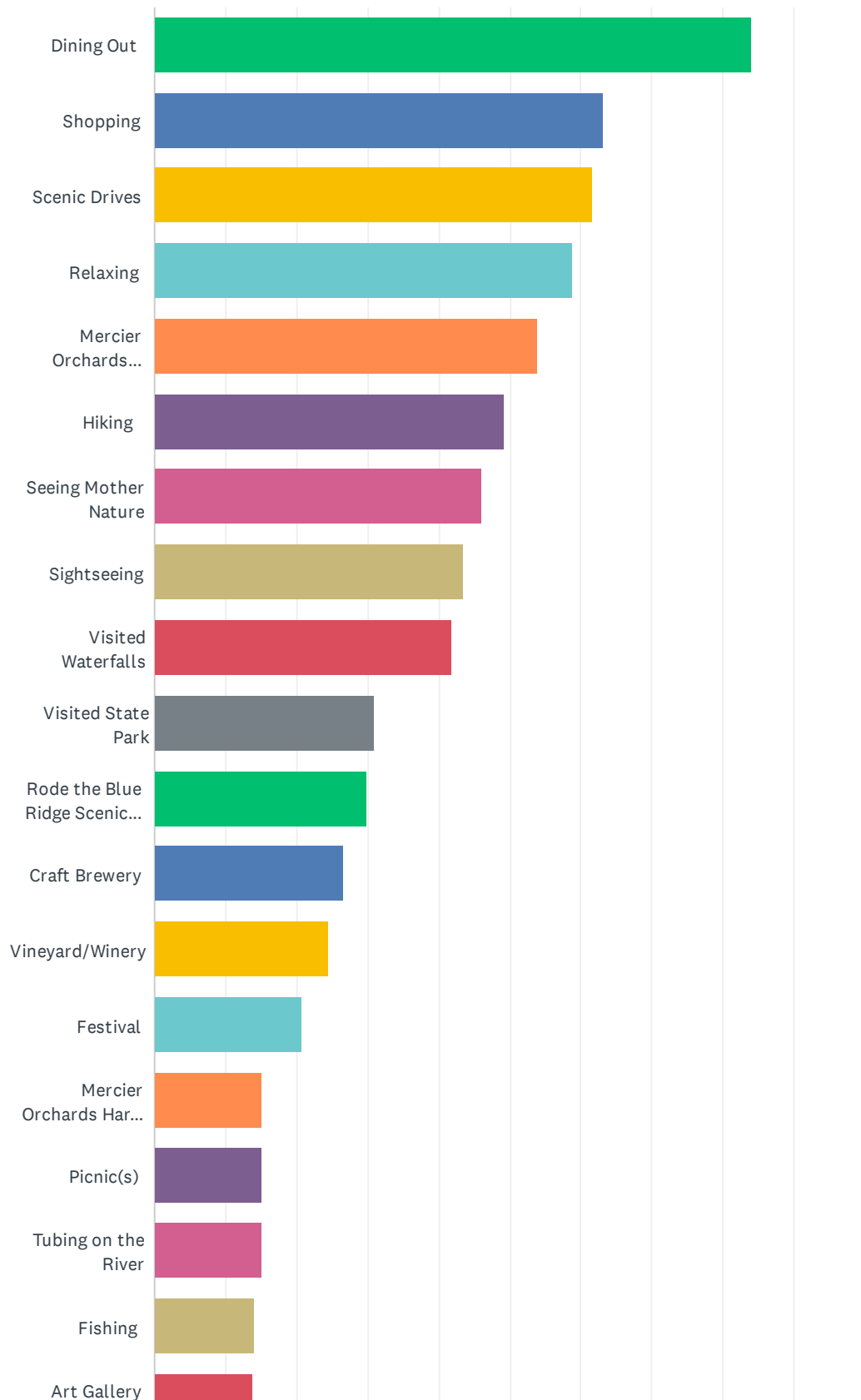
Answered: 367   Skipped: 35



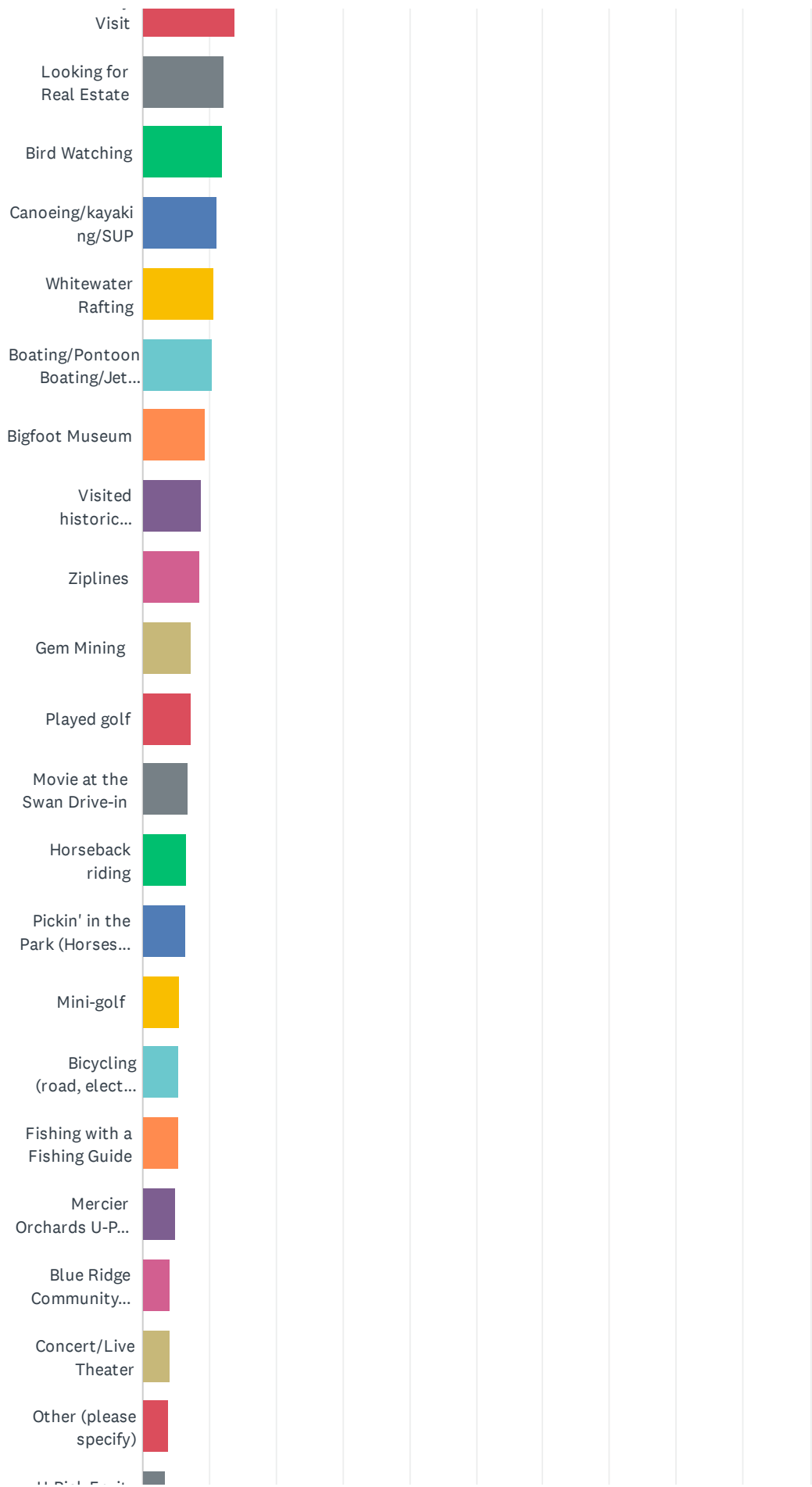
ANSWER CHOICES	RESPONSES	
\$50-100	3.81%	14
\$100-200	11.99%	44
\$200-300	13.35%	49
\$300-400	8.72%	32
\$400-500	11.99%	44
\$500-1,000	18.26%	67
\$1,000-1,500	10.90%	40
more than \$1,500	20.98%	77
TOTAL		367

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

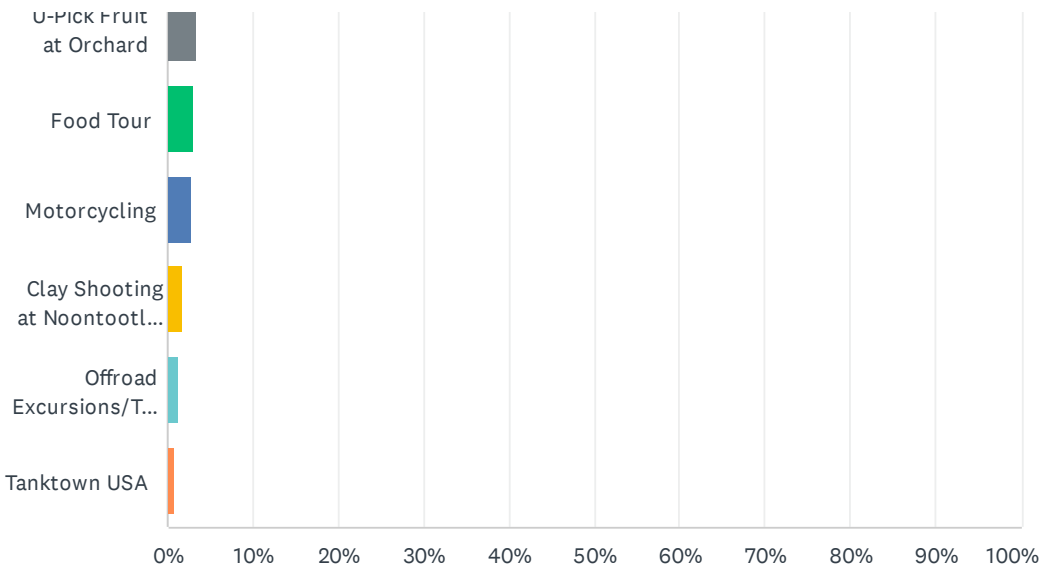
Answered: 363 Skipped: 39



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

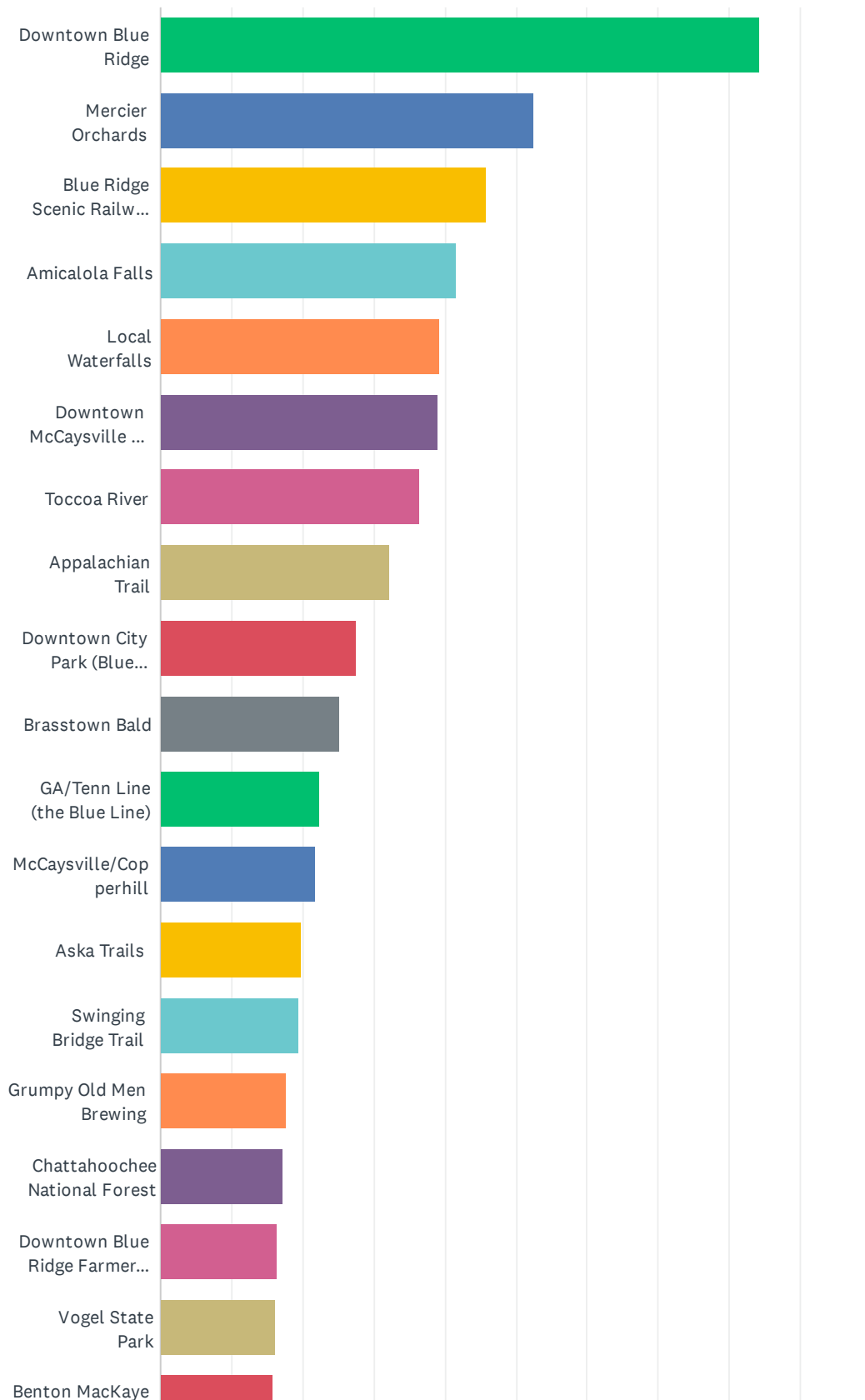
## Blue Ridge Visitor Survey 2022

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		

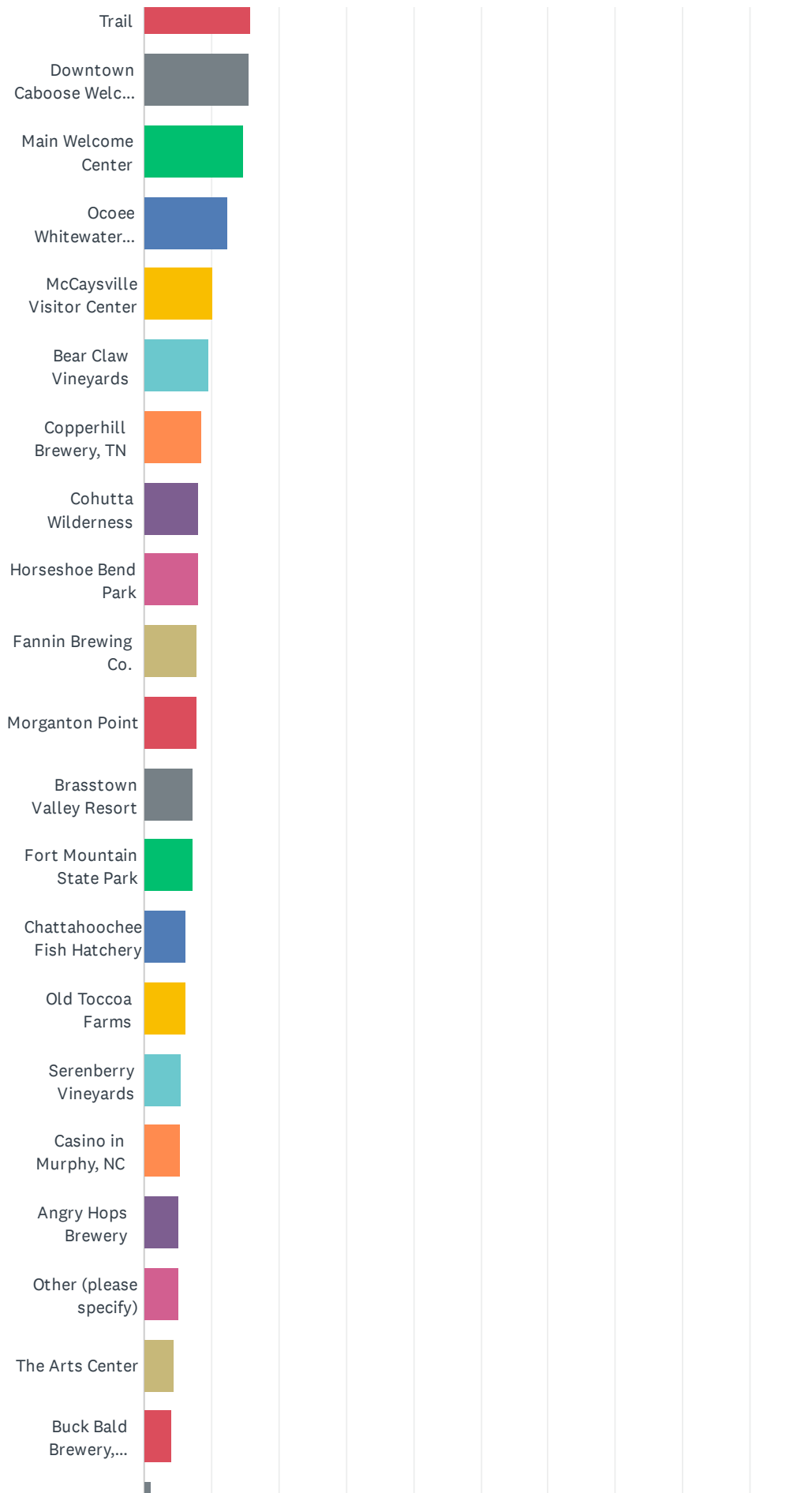


## Q10 These are the places I visited during my visit (check all that apply)

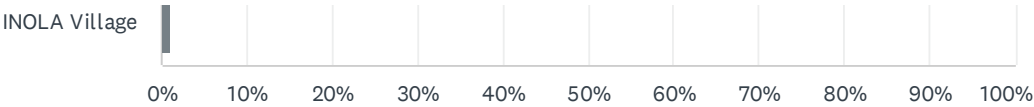
Answered: 354 Skipped: 48



## Blue Ridge Visitor Survey 2022



Blue Ridge Visitor Survey 2022



# Blue Ridge Visitor Survey 2022

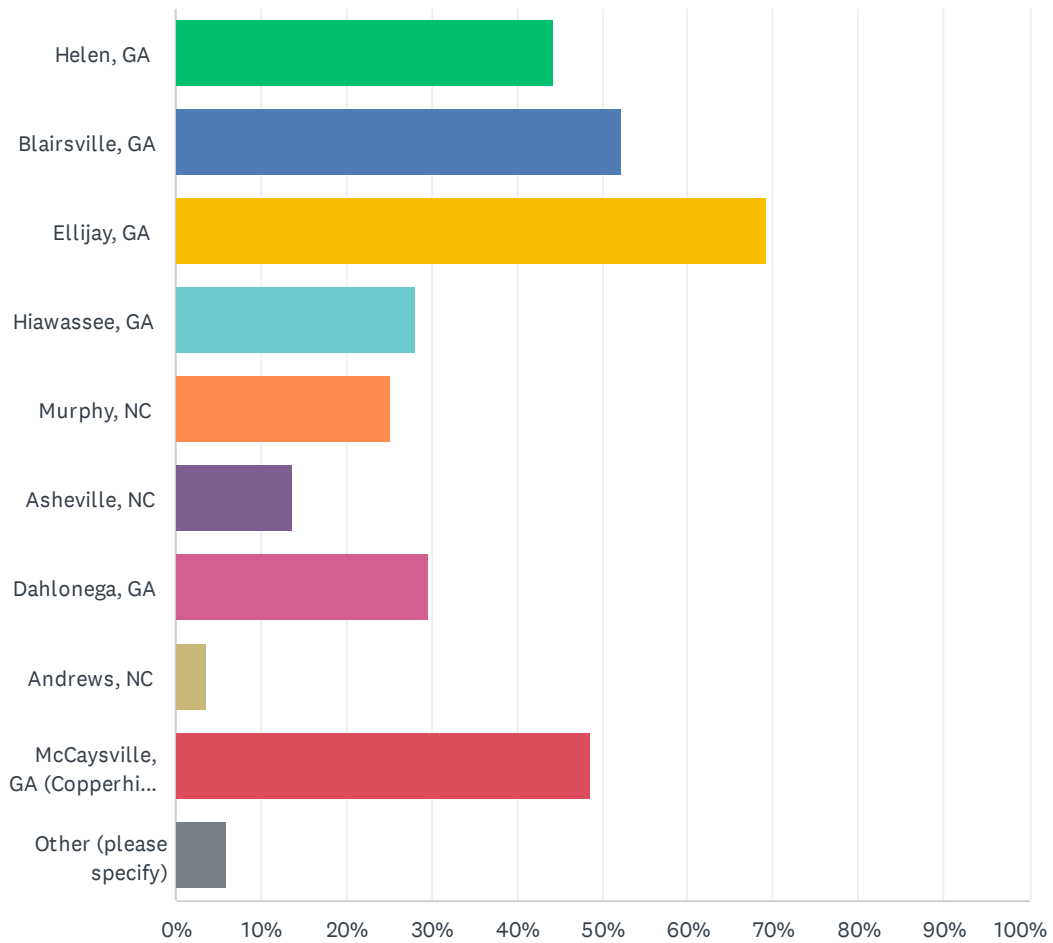
ANSWER CHOICES	RESPONSES	
Downtown Blue Ridge	84.18%	298
Mercier Orchards	52.54%	186
Blue Ridge Scenic Railway Depot	45.76%	162
Amicalola Falls	41.53%	147
Local Waterfalls	39.27%	139
Downtown McCaysville / Copperhill, TN	38.98%	138
Toccoa River	36.44%	129
Appalachian Trail	32.20%	114
Downtown City Park (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

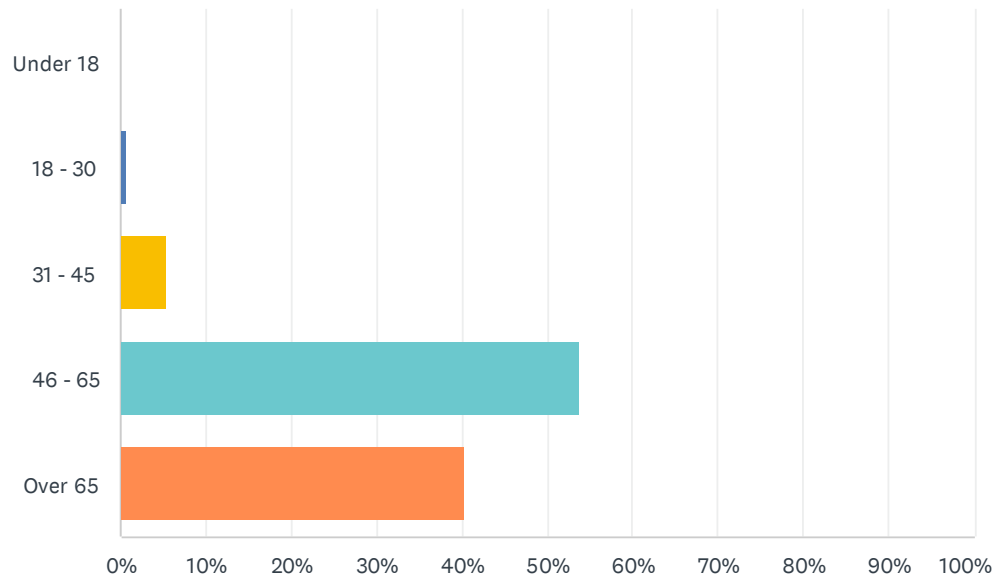


# Blue Ridge Visitor Survey 2022

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

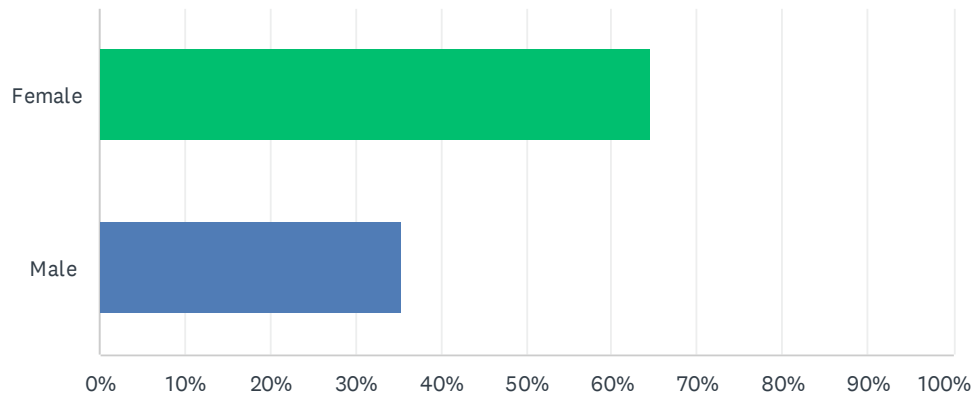


ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18 - 30	0.56%	2
31 - 45	5.37%	19
46 - 65	53.67%	190
Over 65	40.40%	143
TOTAL		354



## Q13 Your Gender

Answered: 347   Skipped: 55



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

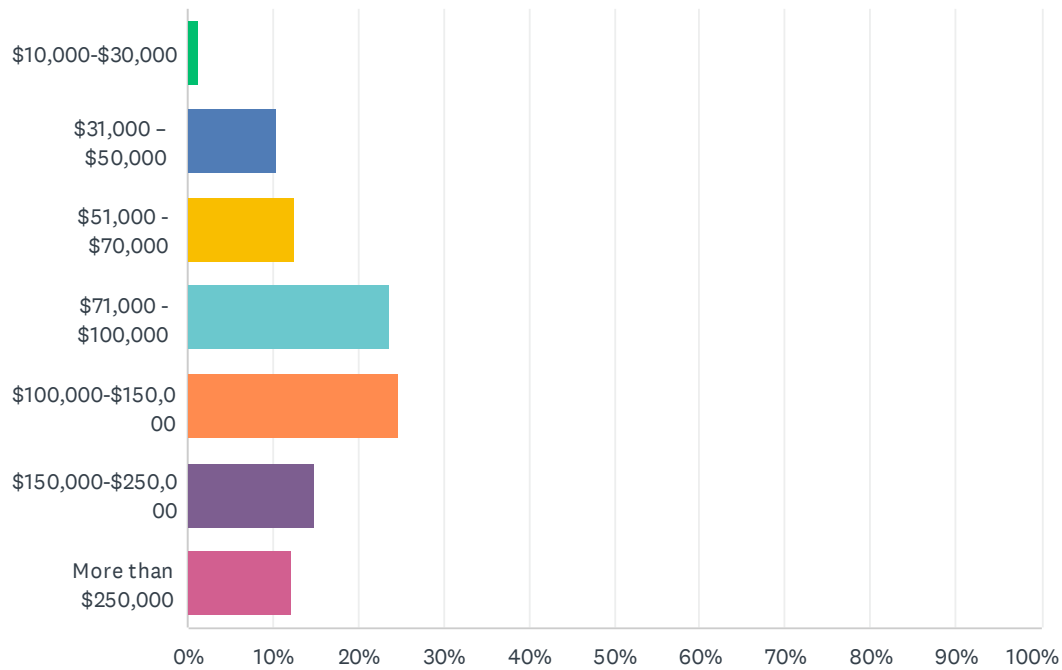
## Q14 What City and State do you live in?

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



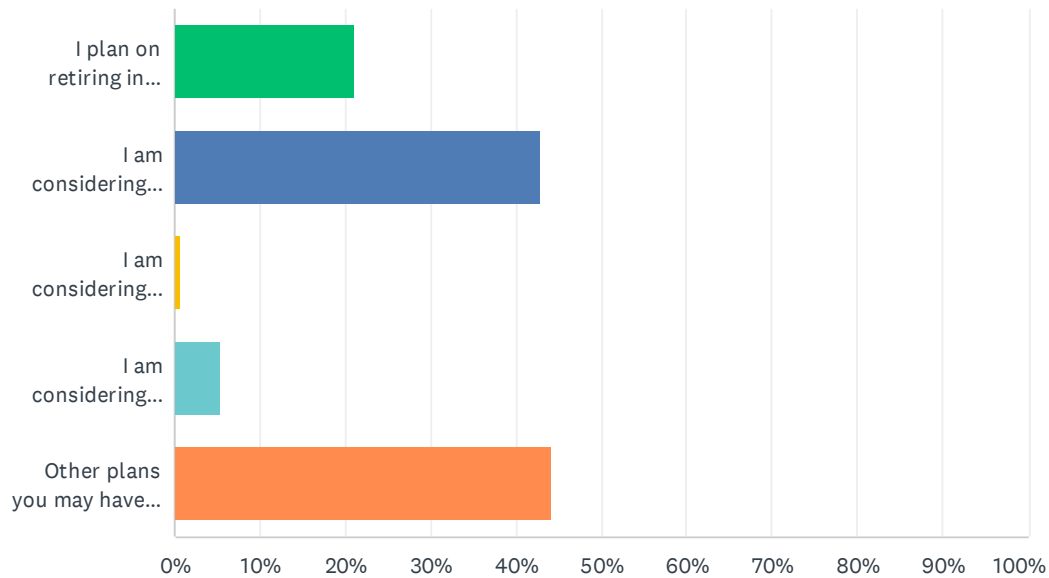
ANSWER CHOICES	RESPONSES	
\$10,000-\$30,000	1.36%	4
\$31,000 – \$50,000	10.51%	31
\$51,000 - \$70,000	12.54%	37
\$71,000 - \$100,000	23.73%	70
\$100,000-\$150,000	24.75%	73
\$150,000-\$250,000	14.92%	44
More than \$250,000	12.20%	36
TOTAL		295

## 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		

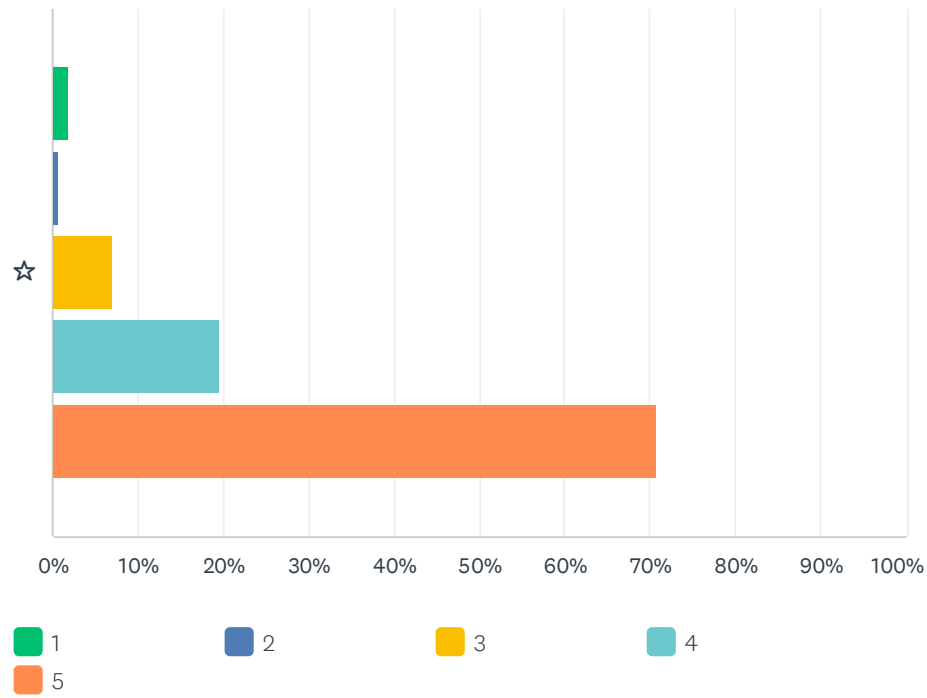
## Q18 (optional) If you would like us to send you more information on moving to Blue Ridge, GA please provide your information below:

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

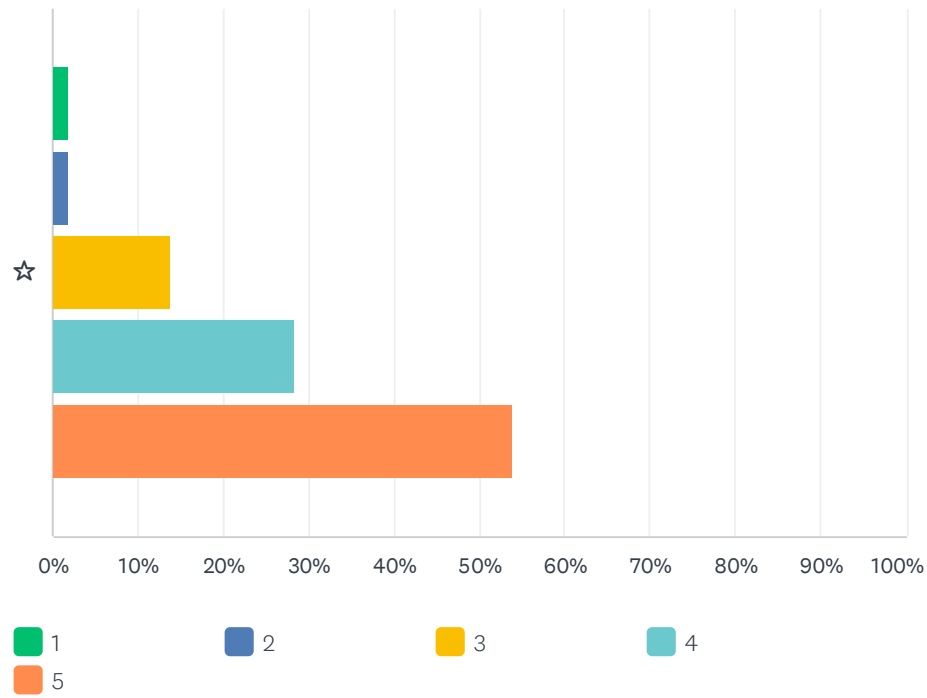
Answered: 270 Skipped: 132



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	1.85% 5	0.74% 2	7.04% 19	19.63% 53	70.74% 191	270	4.57

## Q20 Please rate your dining experience in Blue Ridge

Answered: 311 Skipped: 91

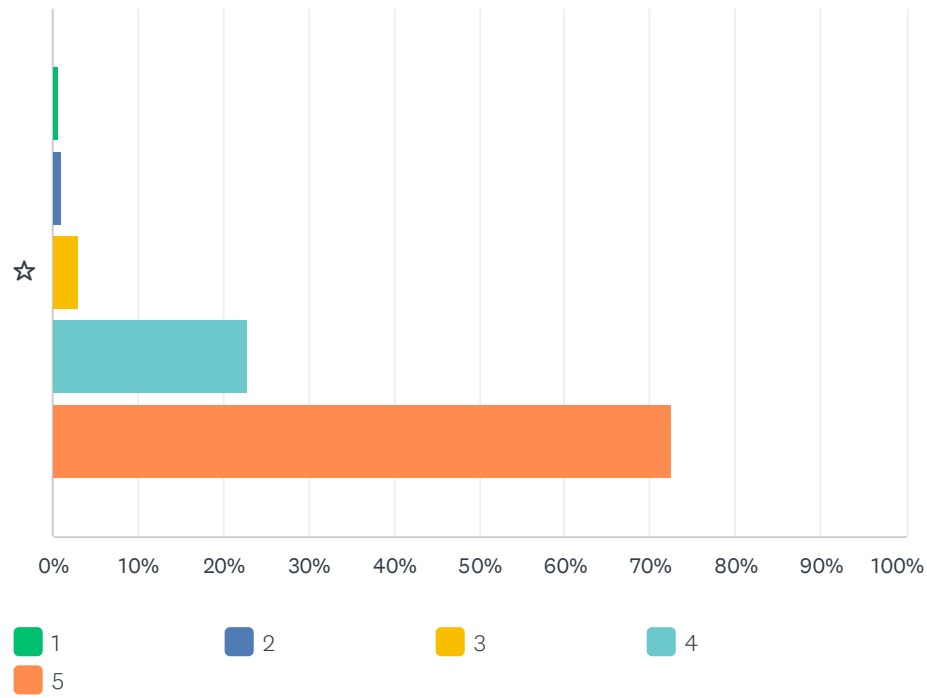


	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	1.93% 6	1.93% 6	13.83% 43	28.30% 88	54.02% 168	311	4.31



## 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%	1.00%	3.01%	22.74%	72.58%	299	4.66
	2	3	9	68	217		

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

Answered: 69   Skipped: 333