



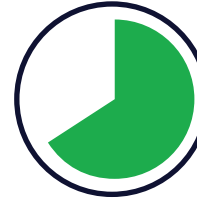
## Average Spending Per Day



**\$160.23** (overnight visitor)

**\$70.52** (non-local day visitor)

**\$13.12** (local day user)



**66%**

of spending from overnight visitors

### BASELINE GROWTH



**135,949**  
annual visits



**\$3,914,000**  
project total annual sales activity



**\$538,000**  
in tax revenues



**63**  
potential full-time equivalent jobs supported

### MODERATE GROWTH



**145,733**  
annual visits



**\$4,196,000**  
project total annual sales activity



**\$576,000**  
in tax revenues



**68**  
potential full-time equivalent jobs supported

### SIGNIFICANT GROWTH



**163,499**  
annual visits



**\$4,707,092**  
project total annual sales activity



**\$646,000**  
in tax revenues



**75.7**  
potential full-time equivalent jobs supported

## TRAIL INVESTMENT

### BASELINE GROWTH

### MODERATE GROWTH

### SIGNIFICANT GROWTH

Trail Promotion



Informational Resources



Regional Coordination



Community Development Projects



Tourism/ Camping/ Lodging Development



## GROWTH ASSUMPTIONS

**10%** increase in local users

**10%** increase in non-local day visitors

**10%** increase in non-local overnight visitors

**15%** increase in local users

**25%** increase in non-local day visitors

**25%** increase in non-local overnight visitors

**25%** increase in local users

**50%** increase in non-local day visitors

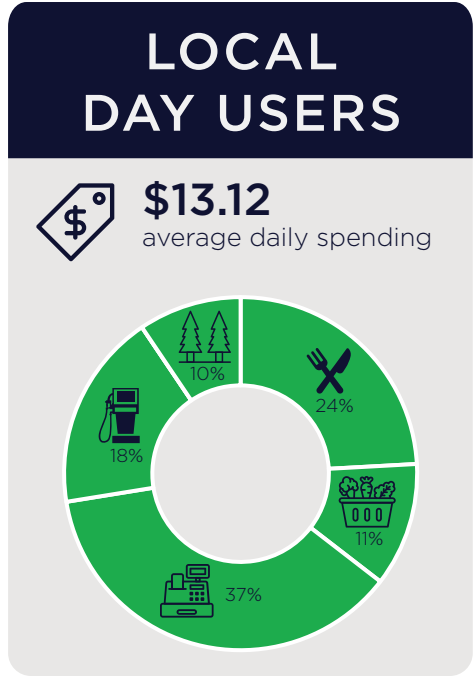
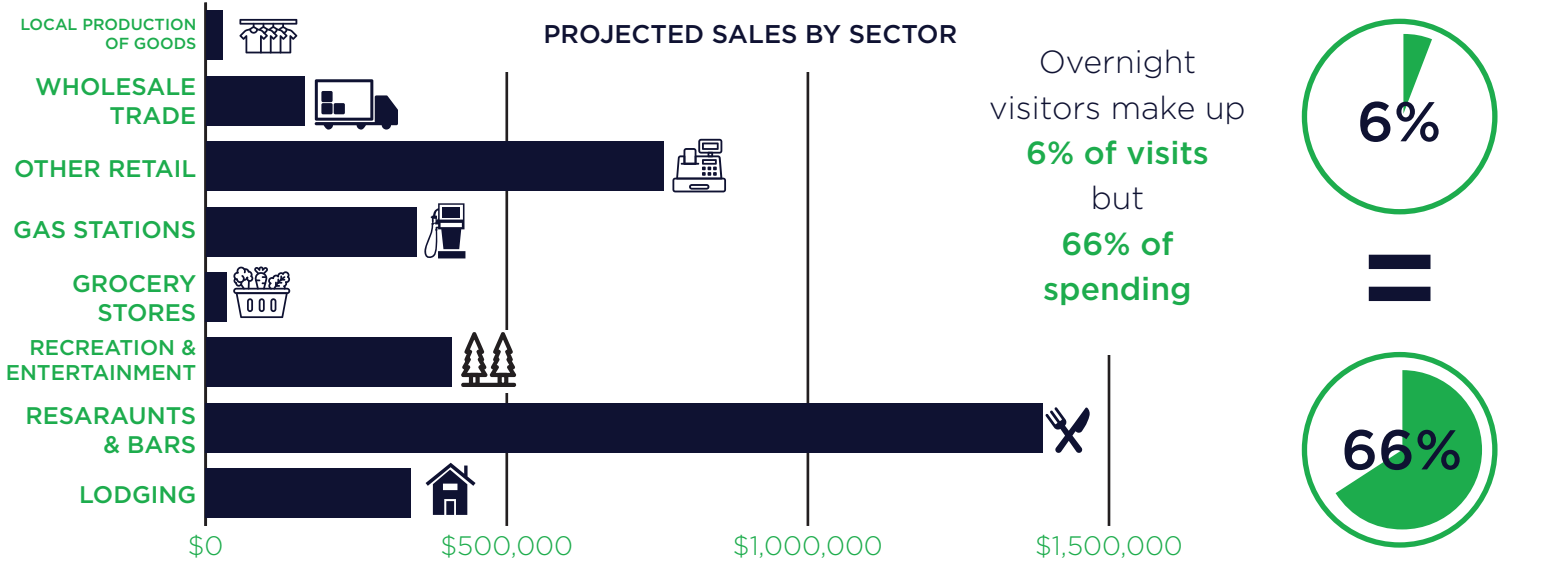
**50%** increase in non-local overnight visitors



# FUTURE ECONOMIC IMPACT POTENTIAL

# CALENDONIA COUNTY

To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.

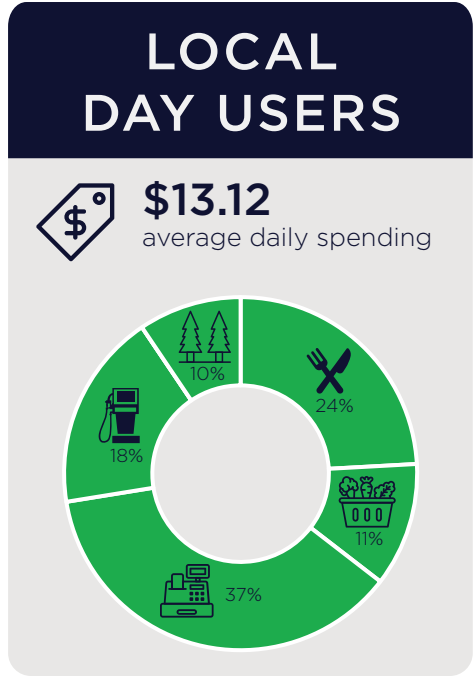
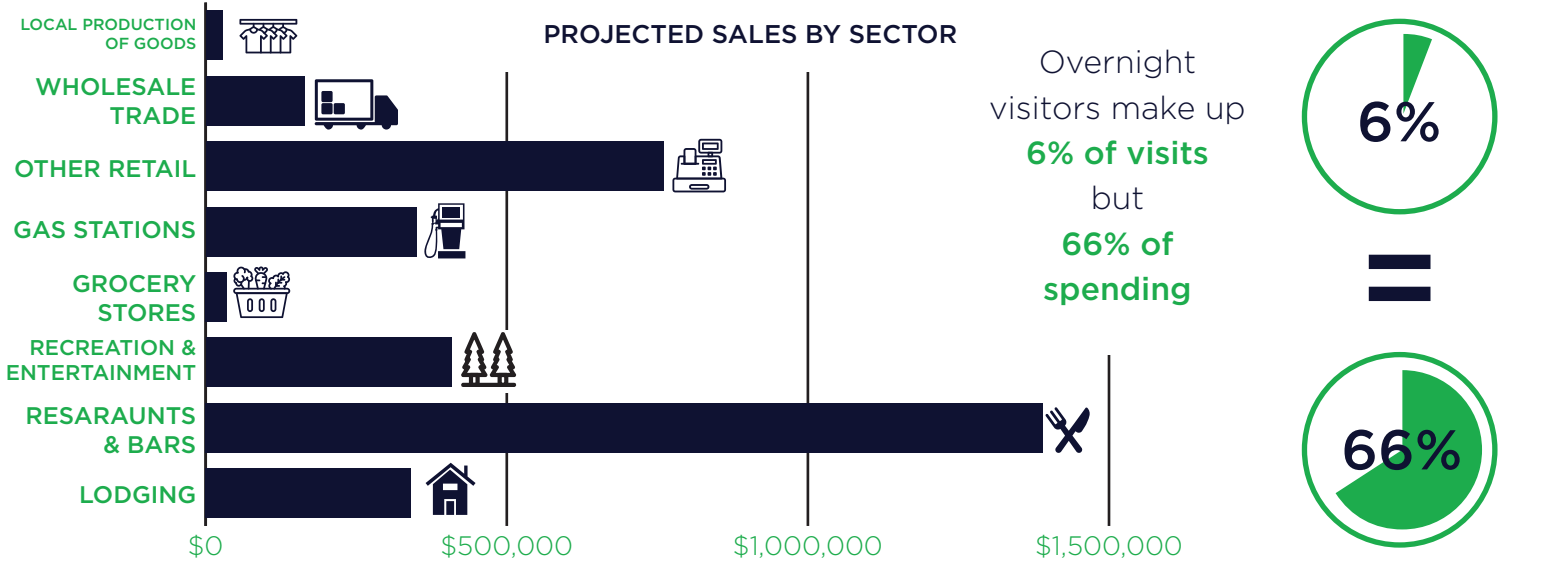




# FUTURE ECONOMIC IMPACT POTENTIAL

# SEGEMENT: ST. JOHNSBURY TO JOE'S POND

To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.

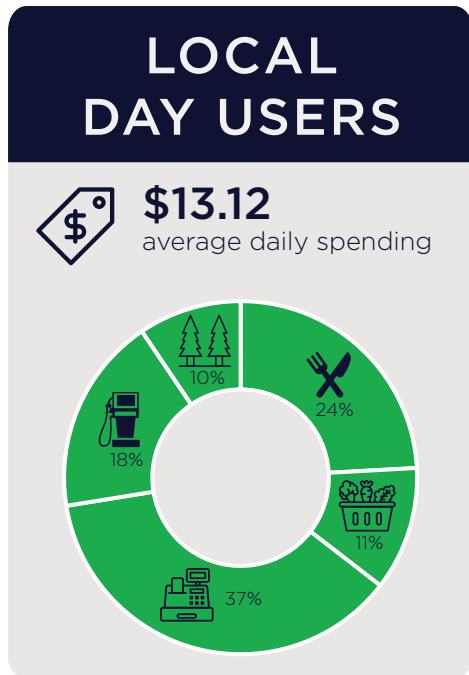
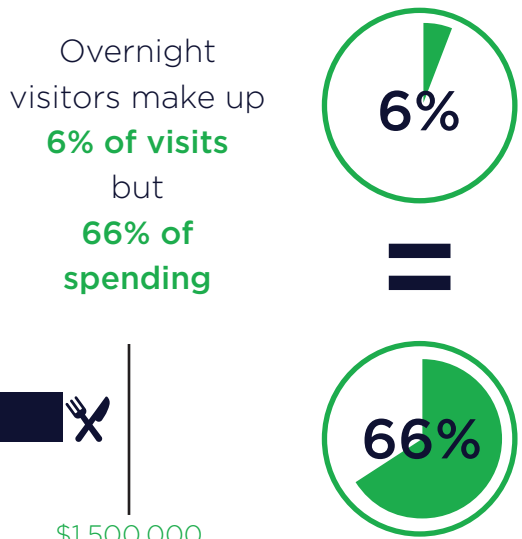
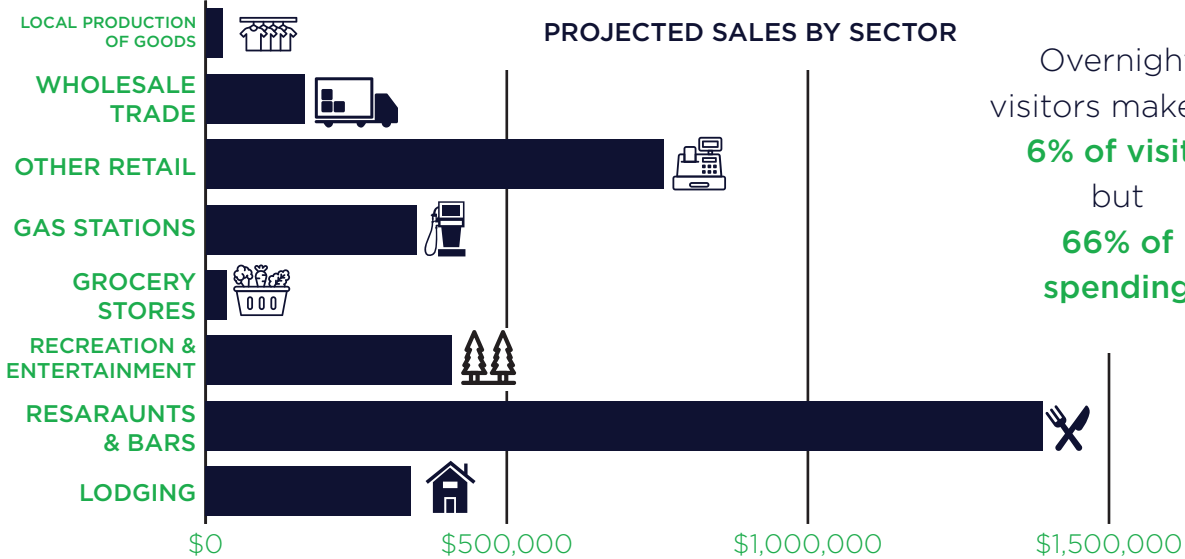




# FUTURE ECONOMIC IMPACT POTENTIAL

# SEGEMENT: JOE'S POND TO GREENSBORO

To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.

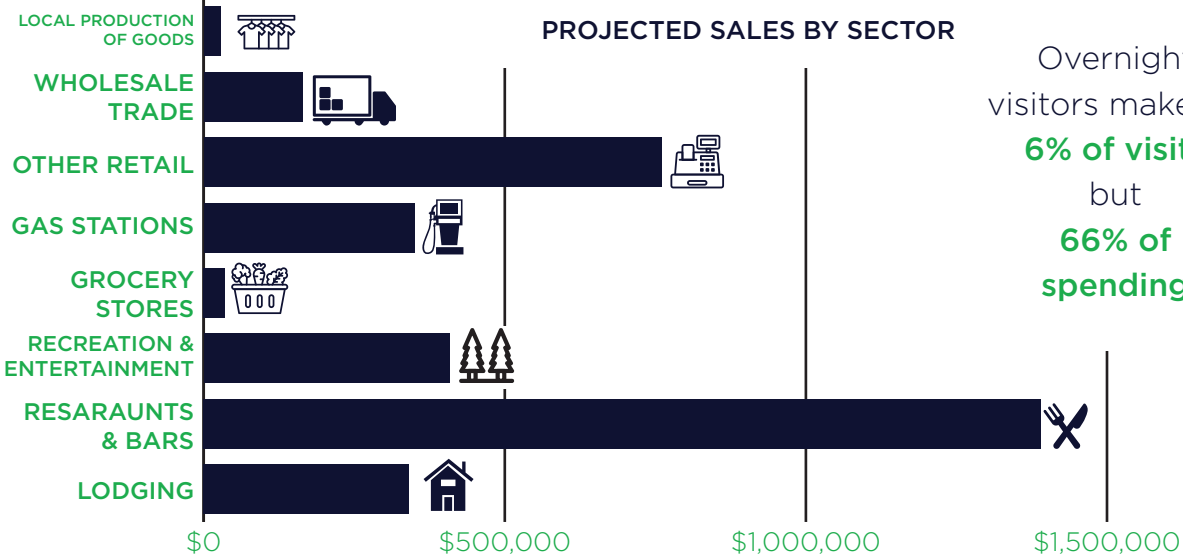




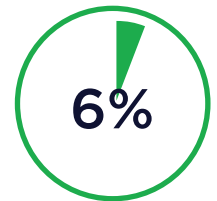
# FUTURE ECONOMIC IMPACT POTENTIAL

# SEGEMENT: GREENSBORO TO HARDWICK

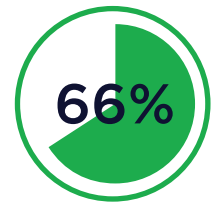
To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.



Overnight visitors make up **6% of visits** but **66% of spending**

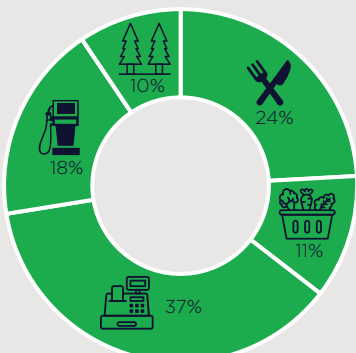


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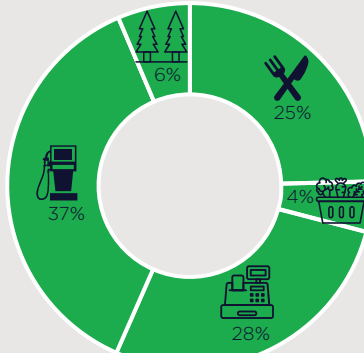
## LOCAL DAY USERS

**\$13.12** average daily spending



## NON-LOCAL DAY VISITORS

**\$70.14** average daily spending



## OVERNIGHT VISITORS

**\$160.23** average daily spending

