

## **EXECUTIVE SUMMARY**

### **Economic Impact of North Carolina Ski Areas Association**

**2002-03 Season**

**The major findings from this survey of the spending behavior of visitors to the North Carolina ski areas were:**

**There were 544,219 skier visits to the North Carolina ski areas during the 2002-03 season.**

**The aggregate resort revenue for these skier visits was just over twenty-three million dollars.**

**During the ski season, the North Carolina Ski Area resorts employed 1,759 workers....over 800 of these employees were part-time.**

**The average expenditure per skier visit was \$124.48....94.3% of this amount was spent within 25 miles of the ski resort.**

**Spending at the ski resorts represented 35% of the total direct expenditures.**

**Lodging (21%) and Restaurants (11%) represented 32% of the total direct expenditures.**

**The total direct spending by skiers was estimated to be \$67.7 million....\$63.9 million of this total was spent within 25 miles of the resort.**

**The total indirect or “multiplier” effect of direct spending was estimated to generate an additional \$52.1 million of income within North Carolina.**

**The total economic impact of the North Carolina Ski Areas was estimated to be just under \$120 million (\$119.8 mil.).**