



## Economic Impact Study

### of Organized Youth Camps in Western North Carolina

(Buncombe, Henderson, Jackson and Transylvania Counties)

January 2011 - NC State University

#### SURVEY PARTICIPANTS

Total # Families represented in survey results:	53,238
Families visiting region specifically for camp	49,665
Total # Camps represented in survey results	50
Staff represented in survey results	5,477

#### SUMMARY OF FINDINGS

Avg expenditure per non-resident family while in area	\$2,096
Avg expenditure per seasonal staff while in area	\$2,402
Full-time equivalent jobs created beyond camp staff	10,335
New tax revenues	\$33 million
Total economic impact on the four counties in WNC from residential summer camps and their operations	<b>\$365 million</b>

#### FINDINGS by COUNTY

##### Total Economic Impact

BUNCOMBE	HENDERSON	JACKSON	TRANSYLVANIA
\$103 million	\$120 million	\$11.5 million	\$126 million
7 camps	17 camps	2 camps	14 camps

[www.nccamps.org](http://www.nccamps.org)

North Carolina Youth Camp Association - PO Box 282 - Black Mountain, NC 28711

828-669-2145 - [office@nccamps.org](mailto:office@nccamps.org)

## CAMP STAFF

- 69% are female; 27% male; 4% no answer
- 72% of camp staff are between the ages of 16 and 29
- 90% are hired seasonally; 3% parttime; 7% fulltime

## ADDITIONAL ECONOMIC FINDINGS

-Annual direct spending of camps surveyed (combined)	\$61 million
-Acres (avg) owned by camps surveyed	399
-Acres (total) of all camps surveyed	19,376
-Acres (total) of camps surveyed in conservation	3,000+
-Miles (avg) camp families live from camp (max distance recorded was 8,500 miles)	500
-Overnight lodging: # nights avg in hotel/motel	4.14
-Top activities during travel	Dining; shopping; visiting scenic area; hiking
-Camps using local food product	74%

## BENEFITS of ORGANIZED CAMPS on Youth Development

- Youth become more independent
- Youth become more self-confident
- Youth develop new skills

-Camp makes a difference in my child's life	93% of camp families surveyed
-I would recommend camp to others	95% of camp families surveyed
-I will send my child back to camp	95% of camp families surveyed

## COMPARISON TO 1999 STUDY

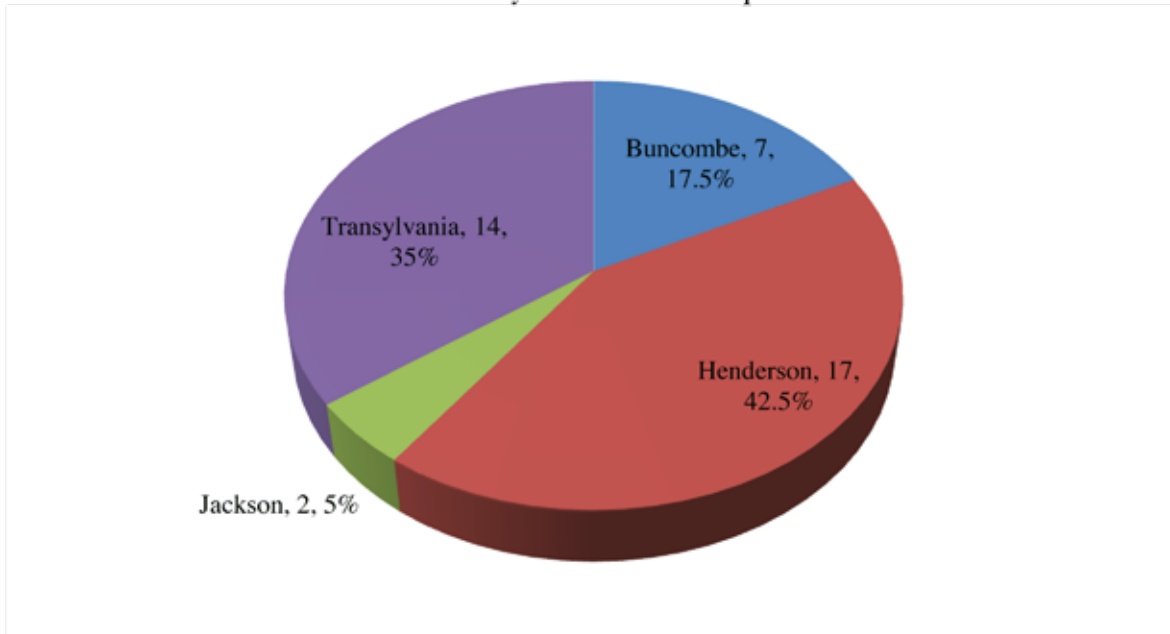
The current economic impact study provides a critical evaluation of the impact of residential summer camps within WNC by using IMPLAN modeling to estimate the exact multipliers within the four county region. Within this study, a total of 40 usable camp surveys were included, whereas 22 camp surveys were included in the 1999 study. The 1999 economic impact study showed that camps in WNC generated approximately **\$96.2 million** for the local communities in 1999.

In comparison, the estimated economic impact for **2010 was \$365 million and shows a 279% increase from the original study in 1999.** This increase can be attributed to the actual increase in economic impact, inflation, and the accuracy of the statistical methodology.

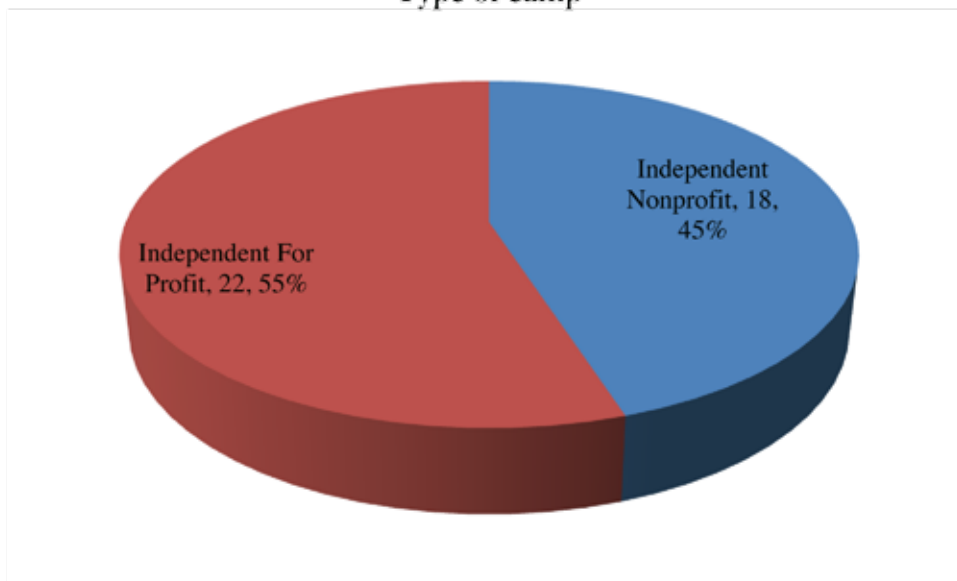
## CAMP DEMOGRAPHICS

The following section (pages 12-17) includes data from a total of 40 camps in WNC that submitted usable data by the camp directors.

County location of camp



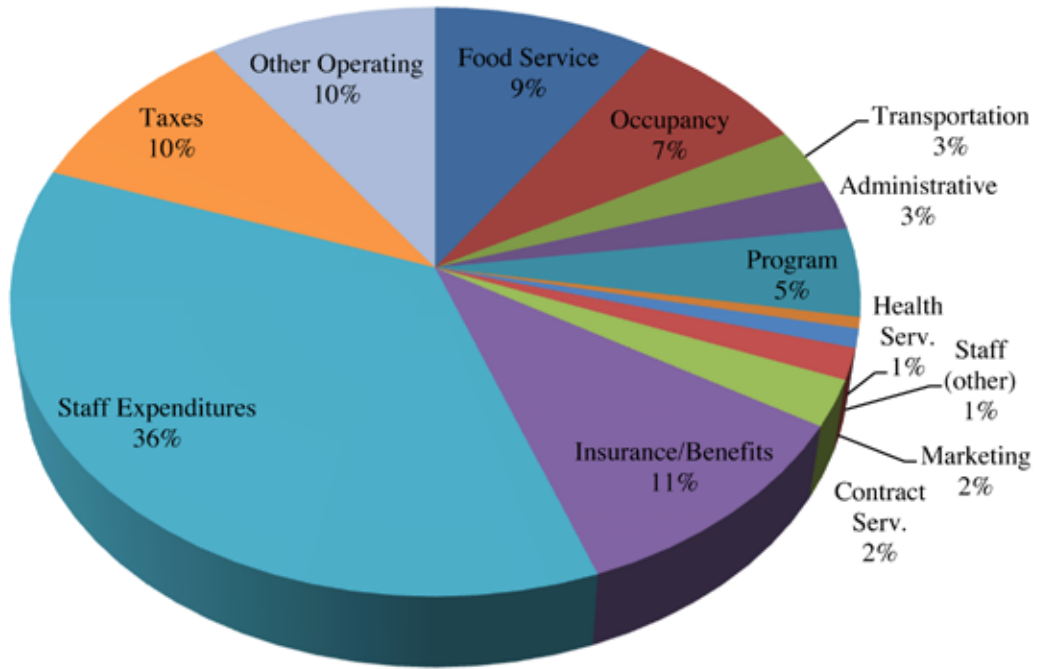
Type of camp



Slightly over half of the 40 camp directors indicated that their camp was independent and for profit.

**Average Camp Operating Expenses by Categories**  
**N = 40 camps**

TOTAL OPERATING \$61,143,278



**Capital Expenditures**  
**N = 40 camps**

TOTAL CAPITAL \$7,659,272

