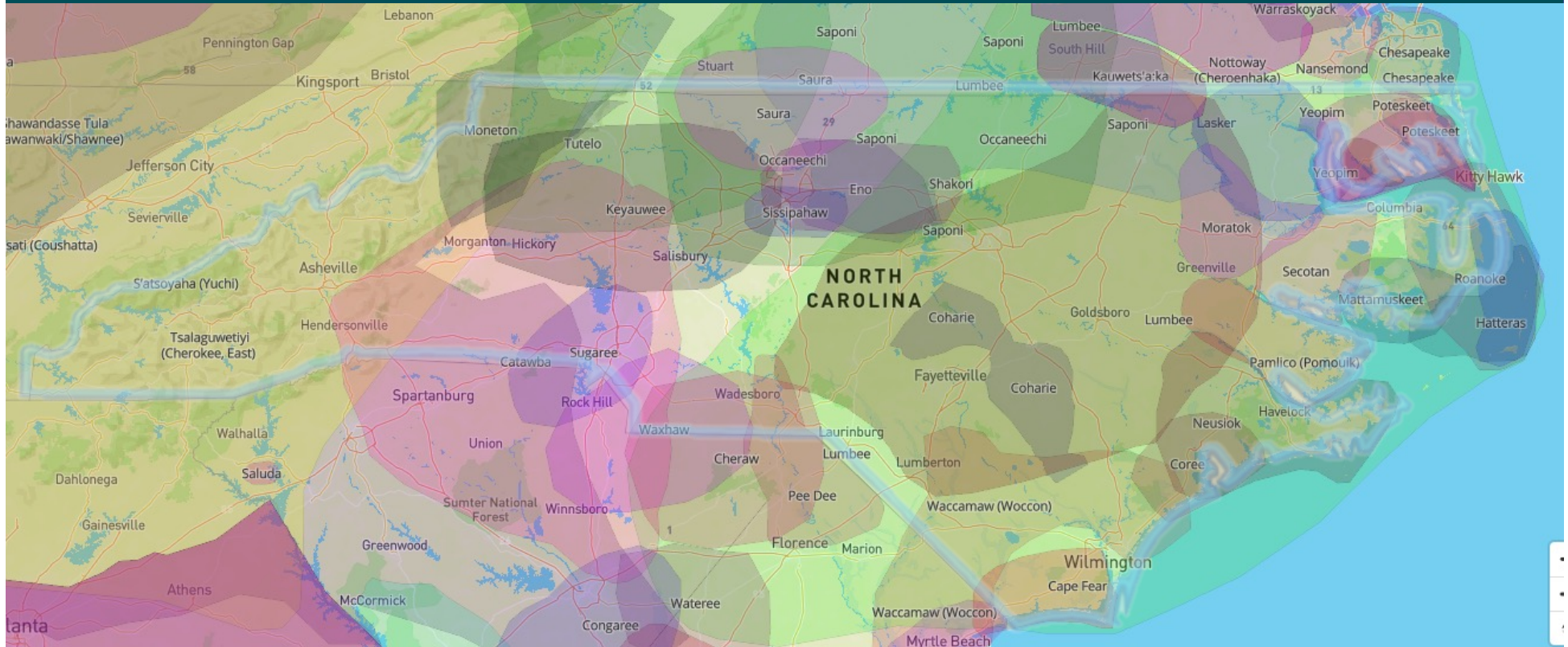


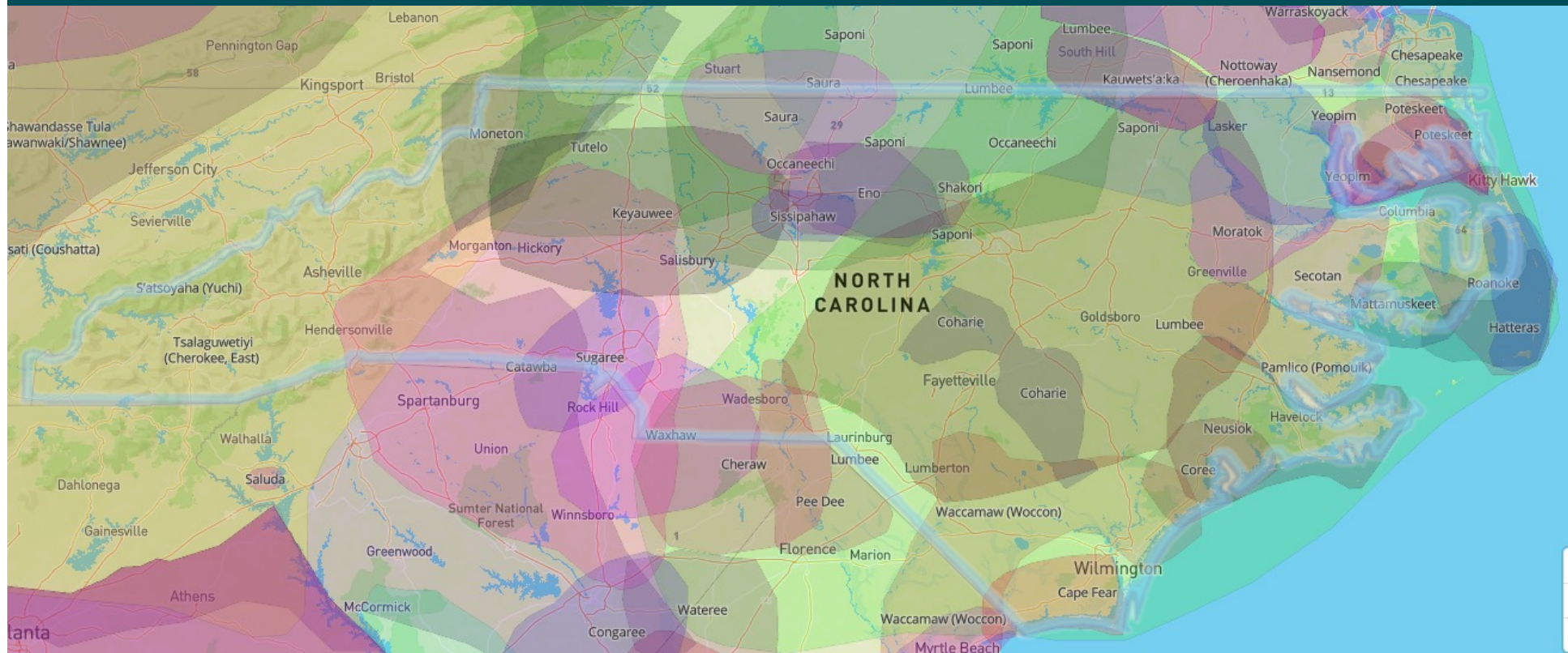
MAKE IT YOUR NATURE:

Outdoor NC and the Value of
Tourism in Your Local
Community



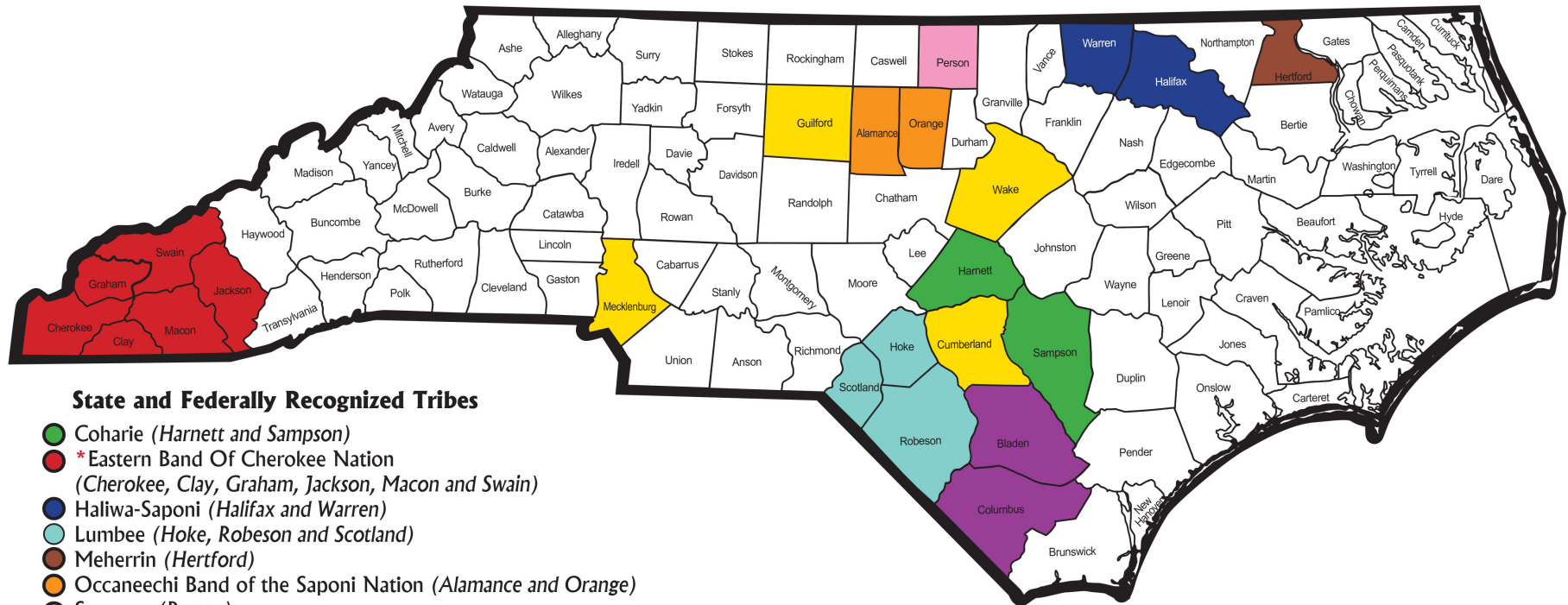


Original People Acknowledgement



Lumbee, Sharuhreh/Tuscarora, Occaneechi and Shakori

N.C. TRIBAL AND URBAN COMMUNITIES



State and Federally Recognized Tribes

- Coharie (*Harnett and Sampson*)
- * Eastern Band Of Cherokee Nation (*Cherokee, Clay, Graham, Jackson, Macon and Swain*)
- Haliwa-Saponi (*Halifax and Warren*)
- Lumbee (*Hoke, Robeson and Scotland*)
- Meherrin (*Hertford*)
- Occaneechi Band of the Saponi Nation (*Alamance and Orange*)
- Sappony (*Person*)
- Waccamaw Siouan (*Bladen and Columbus*)
- * Federally Recognized

Urban Indian Organizations

(Holding membership on the NC Commission of Indian Affairs):
 Cumberland County Association for Indian People
 Guilford Native American Association
 Metrolina Native American Association
 Triangle Native American Society

Areas in Color indicate counties where the eight Recognized Tribes of North Carolina reside.

Counties in yellow (Mecklenburg, Guilford, Cumberland and Wake)
 Location of American Indian Associations

Map published by the North Carolina Commission of Indian Affairs.



PANEL + WORKSHOP

MAKE IT YOUR NATURE

Outdoor NC is about far more than impressions and metrics. So what is the ROI? This interactive session guides us in learning the ways of championing the value of tourism in your community by implementing Outdoor NC.

Panelists:

- **Amy Allison**, NC Outdoor Recreation Office
- **Palmer McIntyre**, Piedmont Land Conservancy & Year of the Trail Committee
- **Bobby Chappell**, Mountain Ideal

Make It Your Nature: Outdoor NC and the Value of Tourism in Your Local Community

Amy Allison

Director, North Carolina Outdoor
Recreation Industry Office

March 2022



Outdoor NC Initiative

A statewide, partner-driven initiative that encourages visitors and residents to spend time enjoying and caring for North Carolina's vast natural, outdoors experiences.



Make It Your Nature

We all want North Carolina's outdoor spaces to be beautiful and pristine for generations to come, but to make that happen we need to own the impact we have on the environment around us. That's why it's up to each of us to learn the 7 principles of Leave No Trace and make it part of our nature.

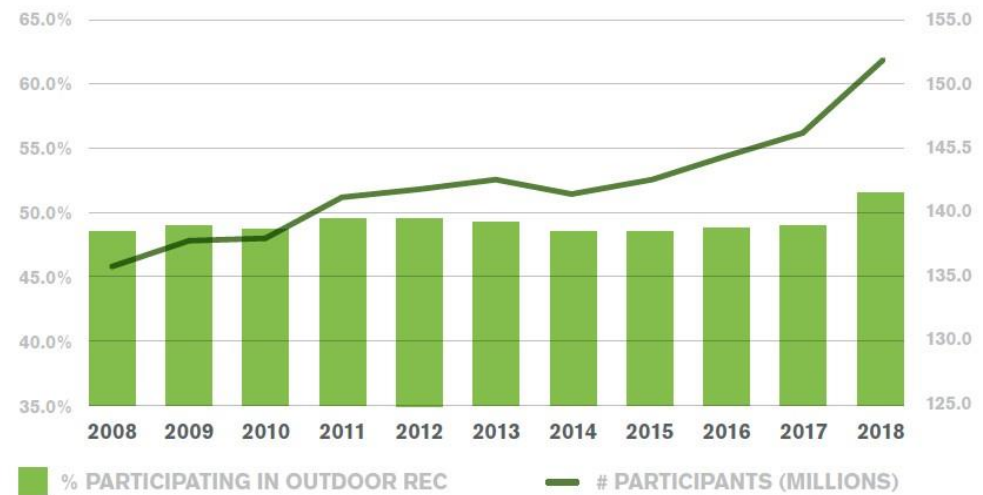


OUTDOOR **NC**SM MAKE IT YOUR NATURE



2019 Outdoor Participation Report

OUTDOOR PARTICIPATION TRENDING

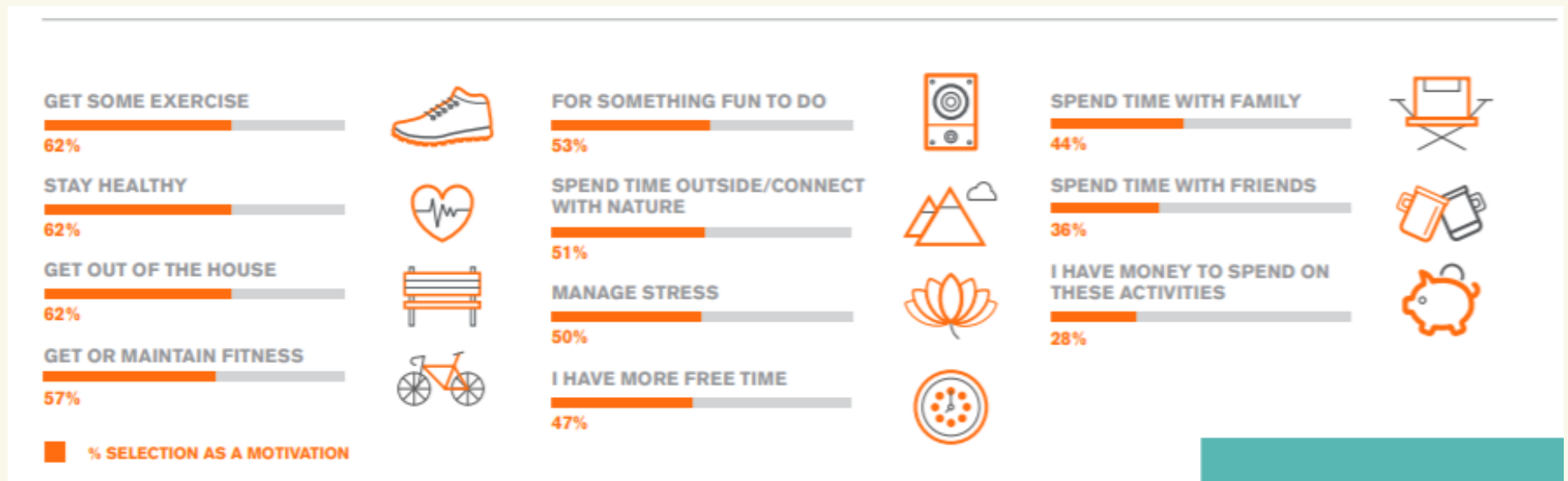


Outdoor Recreation and Recovery

Who is the new outdoor participant and how do we retain them beyond COVID?

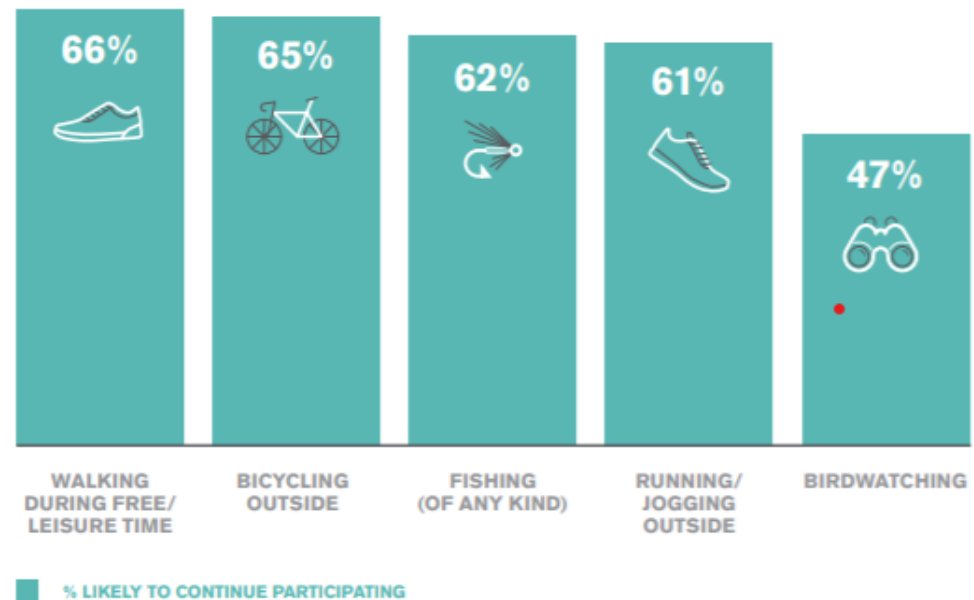


Increased Outdoor Recreation Participation



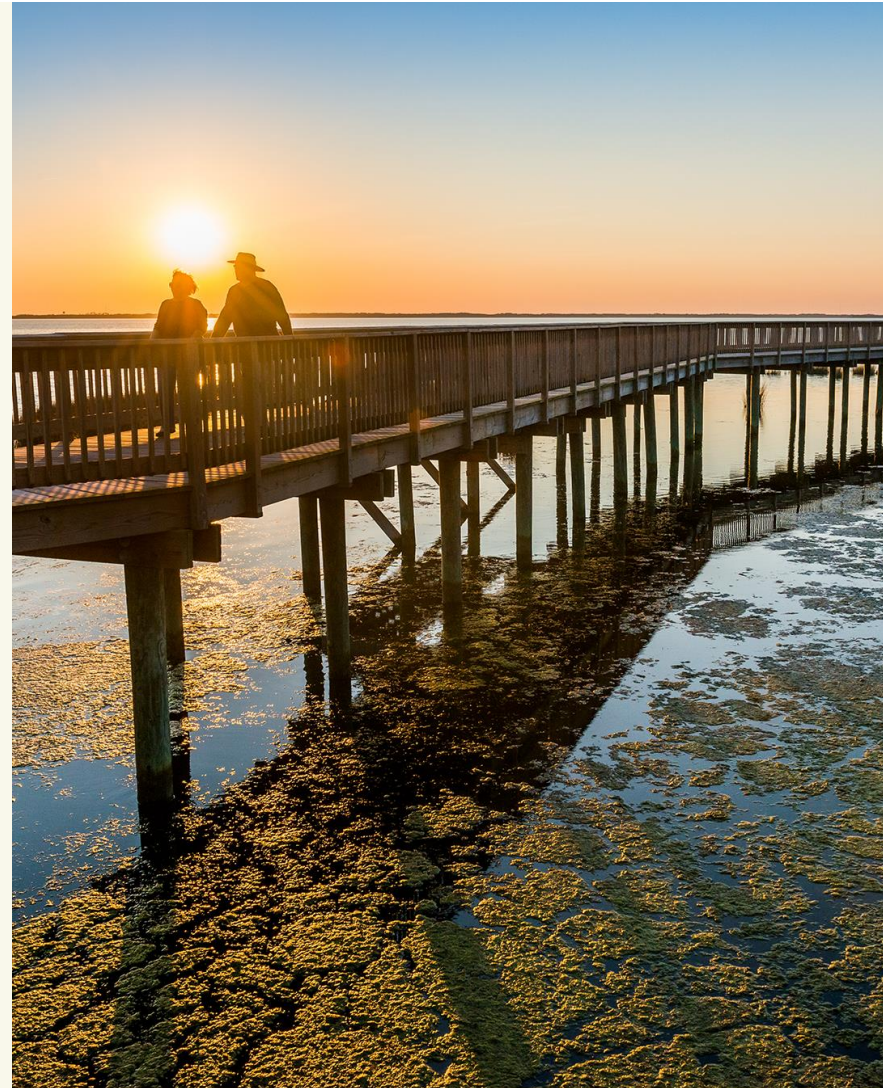
Increased Participation

How likely are new participants to continue their outdoor activities after the pandemic?



North Carolina's Outdoor Recreation Industry

- **\$28 BILLION** In Consumer Spending
- **260,000** Direct Jobs
- **\$8.3 BILLION** In Wages and Salaries
- **\$1.3 BILLION** In State and Local Tax Revenue



Economic Benefits of Outdoor Recreation

- Draw visitors who spend money at local businesses
- Attract new talent and investments
- Increase property values
- Improve quality of life and public health, particularly in low-income neighborhoods



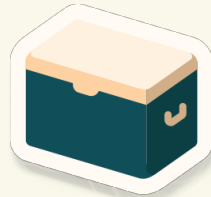
7 LEAVE NO TRACE PRINCIPLES



**PLAN AHEAD
AND PREPARE**



**STICK TO
TRAILS AND
OVERNIGHT
RIGHT**



**TRASH YOUR
TRASH**



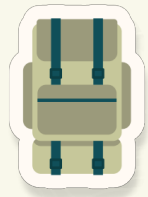
**LEAVE IT AS
YOU FIND IT**



**BE CAREFUL
WITH FIRE**



**KEEP
WILDLIFE
WILD**



**SHARE OUR
TRAILS**

7 LEAVE NO TRACE PRINCIPLES



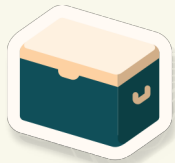
PLAN AHEAD AND PREPARE

North Carolina is home to endless opportunities for outdoor recreation. Before you travel, learn about your destination, its regulations and safety matters.



STICK TO TRAILS AND OVERNIGHT RIGHT

Keep to designated trails and durable surfaces to protect trailside plants. Camp at existing or designated sites.



TRASH YOUR TRASH

Pack it in, pack it out. Place all trash in garbage bags and carry it home. Food scraps, cigarette butts and other litter can take years to decompose and are unhealthy for wildlife.



LEAVE IT AS YOU FIND IT

North Carolina is home to an amazing diversity of indigenous plants and animals. Snap a picture instead of picking flowers, gathering shells and collecting pine cones.

7 LEAVE NO TRACE PRINCIPLES



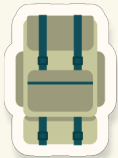
BE CAREFUL WITH FIRE

If you choose to have a fire, check on regulations, secure a permit if needed and keep the fire small. If allowed, gather wood from the ground instead of breaking branches from trees. Buy firewood locally to avoid bringing in invasive species.



KEEP WILDLIFE WILD

From black bears and wild horses to salamanders and birds, all wildlife should be treated with respect in the natural areas you are visiting.



SHARE OUR TRAILS

People have a range of skill levels and different ideas about how to enjoy the outdoors. Respect others so that North Carolina's natural spaces will be welcoming and relaxing for all.



THE GREAT TRAILS STATE COALITION'S NC YEAR OF THE TRAIL AND OUTDOOR NC

Palmer McIntyre

Piedmont Land Conservancy/Piedmont Legacy Trails

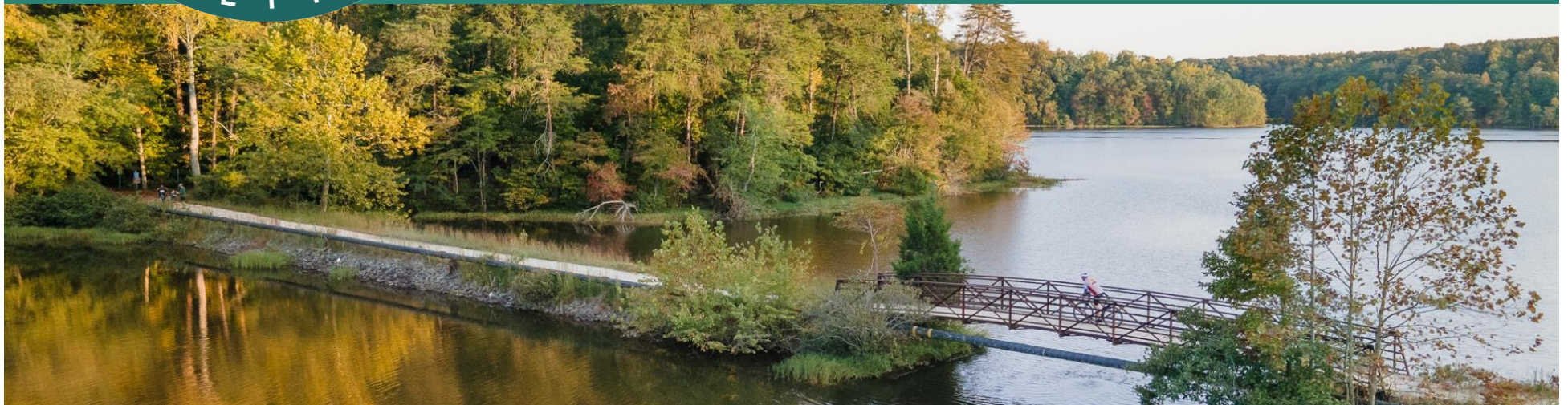


Image by Piedmont Fat Tire Society



Image by Piedmont Legacy Trails



Image by NC State Parks



Image by NCDOT



GTSC: WHO WE ARE

- A broad, diverse coalition committed to bringing the benefits of trails to all of North Carolina
- All trail types: Hike / Bike / Walk / Run / Paddle / Ride
- All 100 Counties
- Advising partners: NC State Parks, NCDOT, NC Outdoor Recreation Industry Office, Visit NC



Trails IN NORTH CAROLINA:

3 National Trails

12 State Trails

95 miles of trail in State Forests

670 miles of trail in State Parks

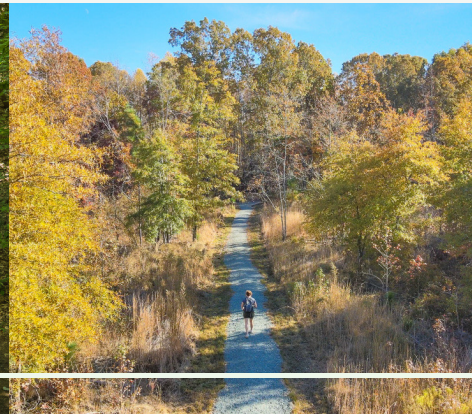
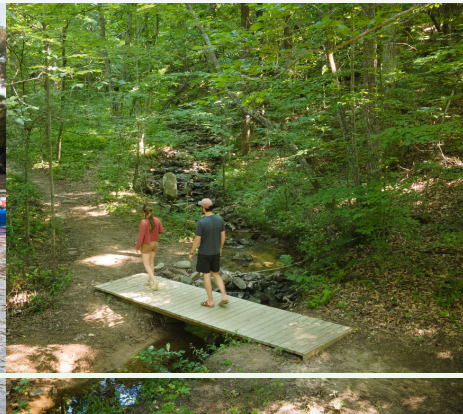
960 miles of trail in National Parks

1811 miles of shared use paths

2243 miles of trail in National Forests

3500 miles of planned and constructed State Trails

3645 miles of planned trails in the Great Trails State Plan



The Great Trails State Coalition Builds & Expands Upon on NCDOT's Plan



THE PLAN

Led by NCDOT & focuses on shared use paths connecting all 100 counties



THE COALITION

Led by broad-based coalition & focuses on investment-ready trail projects of all types throughout NC





A NCDOT study of a **one-time \$26.7M** investment in just 4 NC trails created the following economic impacts:



\$19.4M

Estimated annual sales revenue at local businesses along the four greenways



\$25.7M

Estimated annual savings due to more physical activity, less pollution and congestion, and fewer traffic injuries from greenway use



\$48.7M

Estimated business revenue from greenway construction



790 JOBS

Are supported annually through greenway construction

Every **\$1.00** spent on trail construction generates **\$1.72 ANNUALLY** from local business revenue, sales tax revenue, & benefits related to health and transportation.



Source: ITRE & NCDOT, 2018. <https://itre.ncsu.edu/focus/bike-ped/sup-economic-impacts/>



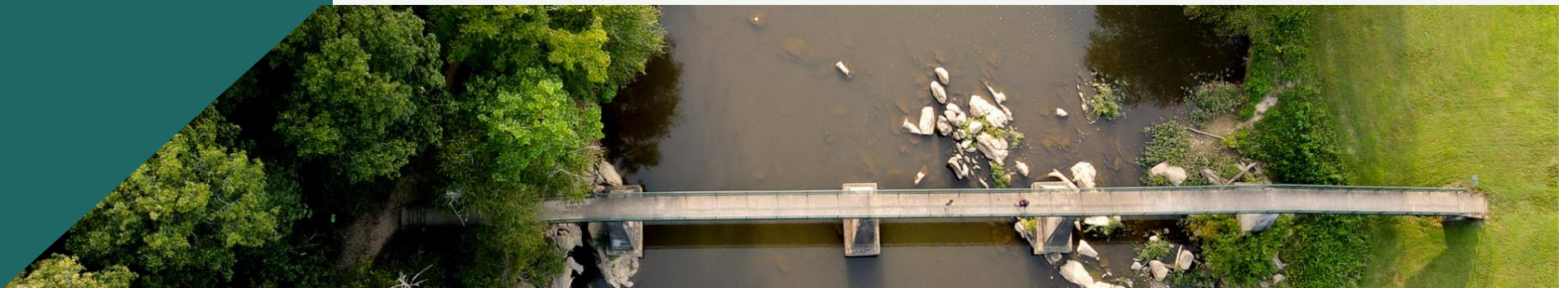
**SHOWCASE
PROMOTE
&
CELEBRATE**
Trails

2023 YEAR OF THE TRAIL

50th anniversary of the 1973 North Carolina Trails System Act



- Public engagement
- Media attention
- Educational tracks
- Legislative connections
- NC State Parks Interpretive Theme
- Trail events in all 100 counties
- Corporate sponsorships





GATEWAY COMMUNITIES:

ELKIN, NORTH CAROLINA

- Create infrastructure
- Incorporate Outdoor NC principals
- Welcome hikers
- Add extra attractive experiences = destination mkg



TRAIL
CROSSING

Prepare for users; build the infrastructure,
doesn't have to be grand....



EXPLORE ELKIN

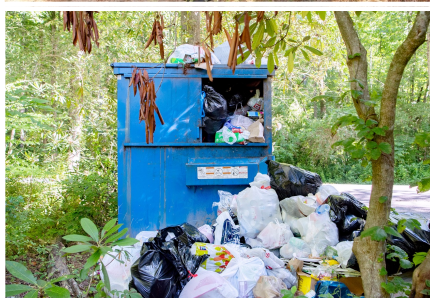


Help us celebrate trails in North Carolina in 2023, and together, let's show why North Carolina is

A scenic photograph of a mountain landscape. In the foreground, there are dense green bushes with numerous small purple flowers. A narrow, light-colored path leads from the bottom center towards the middle ground. The background consists of rolling green hills and mountains under a dramatic sky with soft, colorful clouds in shades of pink, orange, and blue, suggesting a sunrise or sunset.

THE GREAT TRAILS STATE

www.greattrailsnc.org



The Gateway Community Paradox

Tourism is driven by public lands

Outdoor recreation on public lands skyrocketed during the pandemic

Rural communities suffer big city challenges





What Can We Do?

Reimagine the Purpose of Tourism

- We can't just *sell the place*
- We must *invest in the community*

Embrace Destination Stewardship

- Big-picture, community-centric approach to manage common pool resources
- Create an enabling environment for sustainable development outcomes





Take Action!

Mountain IDEAL

- Sustainable destination standards, assessment tools, planning services, recognition programs

Best Practices

- Destination stewardship council, destination management plan, visitor management system, sustainable business program

Empower the TDA

- Shift the narrative and expand the audience
- Lead, Partner, Advocate



TELLING YOUR OUTDOOR NC STORY TO YOUR LOCAL COMMUNITY

Workshop:

Bringing Outdoor NC to your local community might mean that you have to make the cases for why it should be a priority. You need your local residents and partners to see it as important for them and the community. To do that, they have to hear a case that makes to them — and feels natural to you. Use this framework to start, or summarize, your thinking about Outdoor NC's benefits to your community.



When ☐ I ☐ we ☐ work ☐ speak with ,
write in category of resident, business, or organization

they often want to know
common question, issue or complaint

☐ Can help solve
☐ Relates to .
impacts taking place related to visitation and the outdoors

When looking for that answer, they often focus on

current perspective or approach

☐ Rather ☐ More than on .
new perspective or approach through Outdoor NC

Yet we all ☐ believe ☐ can agree it's true .
key finding, value, belief, or discovery

That's why ☐ my ☐ our ☐ answer ☐ recommendation is to .
your recommended solution or approach

Optional: Which not only answers their concern (and achieves our goal), it also .
additional key benefits

Optional: Here's how ☐ we ☐ to do that .
process or criteria needed to fulfill solution

MAKE IT YOUR NATURE:

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