

ECONOMIC IMPACT

of the Blue Ridge Parkway

NUMBER OF PARKWAY VISITORS IN 2020:

14,099,485

MORE THAN
*Yellowstone, Yosemite,
and the Grand Canyon*
COMBINED.



\$1.1B

*Spent by visitors in
local communities*



15,500

*Jobs supported
along the Parkway*



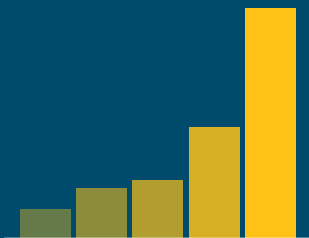
The Blue Ridge Parkway is just

**1 OF 423 NATIONAL
PARK UNITS**

...but accounts for

**7.6% OF ALL NPS
VISITOR SPENDING**

How Visitors Spend Their Money



- **1. LODGING \$468 MILLION**
- **2. RESTAURANTS \$227 MILLION**
- **3. GAS \$118 MILLION**
- **4. RETAIL \$103 MILLION**
- **5. GROCERIES \$61 MILLION**



Since its start in 1997, the Foundation has invested \$18 million in projects and programs that enhance the Blue Ridge Parkway.

Visit BRPFoundation.org for more details, or to give today.