

Pilot Mountain State Park Summary

Pilot Mountain State Park is located in the North District in Surry County.

Pilot Mountain State Park Visitors

In 2004, there were 383,752 visitors to Pilot Mountain State Park. Of those, 20 percent (76,750) were from Surry County (locals); 59 percent (227,605) were primary purpose, non-local visitors (visitors residing outside of Surry County that are in the area for the primary purpose of visiting the park); and 21 percent (79,397) were casual use, non-local visitors (visitors residing outside of Surry County that are in the area for reasons other than visiting the park) (Figure 75).

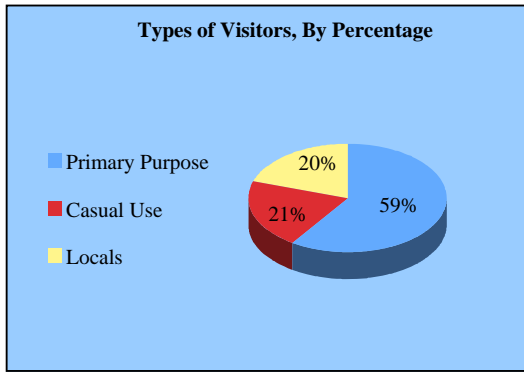


Figure 75. Pilot Mountain - Types of Visitors

Visitors typically enjoyed hiking, picnicking, and camping (Figure 76).

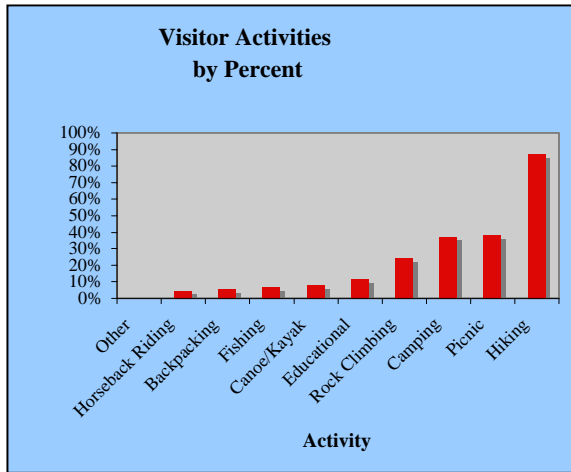


Figure 76. Pilot Mountain - Visitor Activities

Visitor Expenditures

Although local visitors to Pilot Mountain State Park generate a considerable amount of economic activity, those individuals who reside outside of Surry County and visit the park create economic impact by infusing the economy with outside dollars. Primary purpose, non-local visitors spent an estimated \$2,103,968 while visiting the region. The bulk of that amount was spent on auto expenses, groceries, and dining out (Figure 77).

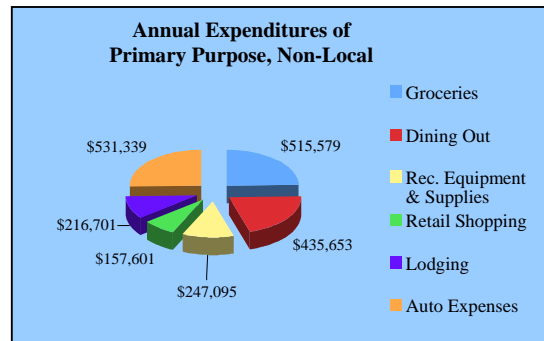


Figure 77. Pilot Mountain - Annual Expenditures of Primary Purpose, Non-Local Visitors

Economic Impact

Non-local park visitors that are primarily in the area to visit Pilot Mountain are especially important to the local economy. They bring and spend dollars from outside Surry County that would not otherwise enter and impact the local economy. The direct expenditures made by these visitors, as well as the subsequent indirect and induced expenditures that follow as a result of their spending, have been measured to determine their impact on local sales, personal income, and employment.

Economic Impact of Pilot Mountain State Park

Impact on Sales

The impact on sales from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$2,654,722. Most of this impact occurred in the form of spending for auto expenses, groceries, and dining out. (Figure 78).

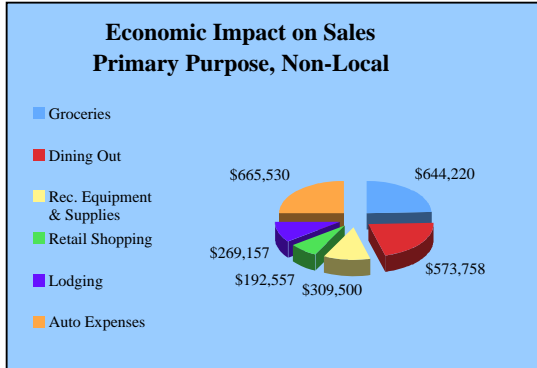


Figure 78. Pilot Mountain - Economic Impact on Sales, Primary Purpose, Non-Local Visitors

Impact on Personal Income

The impact on personal income from the direct expenditures of primary purpose, non-local visitors totaled an estimated \$1,062,470 (Figure 79). This is a measure of the economic benefit that local residents derive from expenditures made by non-local park visitors.

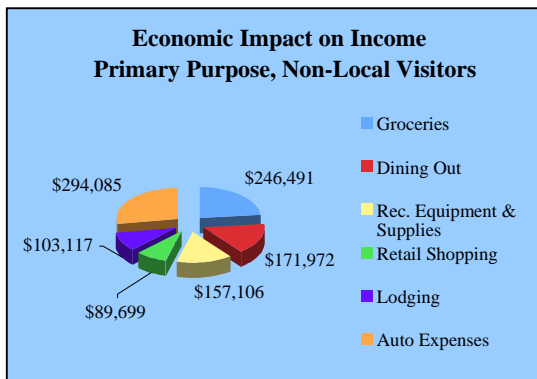


Figure 79. Pilot Mountain - Economic Impact on Personal Income, Primary Purpose, Non-Local Visitors

Impact on Employment

The impact on employment from the direct expenditures of primary purpose, non-local visitors totaled an estimated 60 full-time equivalent jobs in Surry County (Figure 80).

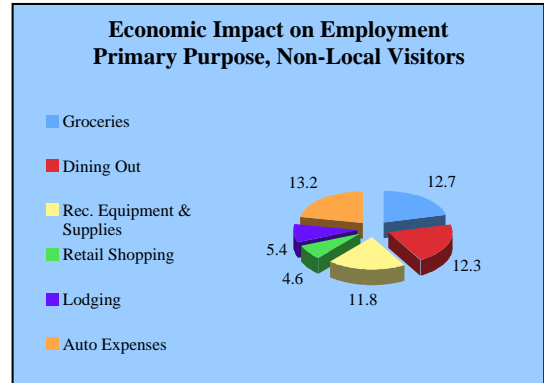


Figure 80. Pilot Mountain - Economic Impact on Employment, Primary Purpose, Non-Local Visitors

Overall Impacts

The economic impact of the park's operating budget also has a role to play in the overall economic impact of the park. During the period of data collection, the park's operating budget was \$466,014. Table 17 provides a summary of the overall economic impact of the park on sales, personal income, and employment.

Table 17. Pilot Mountain - Economic Impacts of Operating Budget and Overall Economic Impact

Impact Category	State Operating Budget	Overall Impacts
Sales	\$647,494	\$3,302,216
Personal Income	\$448,018	\$1,510,488
Employment	13.1	73.1

How the State's Investment Benefits Surry County

The state's operating budget for Pilot Mountain State Park signifies an investment. Part of the return on this investment is the economic impact created when visitors choose Pilot Mountain for their recreation. A measure of that return is in the "leverage ratio," or the number of dollars generated for local residents for every dollar invested by the state in net operating costs. For Pilot Mountain State Park, that ratio is 1:3.6. Therefore, local residents receive a benefit of \$3.60 for every dollar the state invests.