

Economic Impact of The Baileys Trail System

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Economic Impact of the Baileys Trail System Conclusion Summary

A combination of the trail counts and survey data collected from non-Athens County residents was used to estimate the economic impact of the Baileys Trail System during the first year of operation. It is conservatively estimated that the total economic impact related to trail tourism of the Baileys Trail System is \$5.3 million. Of the estimated \$5.3 million, \$3,642,161.38 was directly contributed to the local economy through the demands of goods and services. It is estimated that the Baileys Trail System related tourism supported 51 full-time, part-time, or seasonal jobs in Athens County. Participants indicated on average, they spent the most on gasoline and/or gas while the highest number of participants indicated they spent between \$9.00 and \$404.00 on food and drink at restaurants. The top five industries that were estimated to be impacted the most by the Baileys Trail System related tourism were 1) retail – sporting goods, hobby, musical instrument and bookstores; 2) hotels and motels; 3) other accommodations; 4) full-service restaurants; and 5) retail – gasoline stores.

These findings are also relatively consistent with other economic impact studies of outdoor recreation and trail related activity in similar areas. For instance, visiting climbers to Kentucky's Red River Gorge had a total economic impact of \$2.9 million in 2015 and supported 41 jobs (Maples et al., 2017). Mountain bikers visiting the CAMBA trails in Wisconsin in 2019 had a total economic impact of \$7.8 million and supported 128 jobs (Hadley & Trechter, 2020). A study of Athens, Ohio area trails found that visitors have a total economic impact of \$6.3 million in 2019 and 2020 and supported 65 jobs (Jordan et al., 2021).