

Highland County Maple Festival

2022 Impact Report: Summary



Photo from the Highland County Chamber of Commerce

Key Findings

- The festival generated **between \$1.36 and \$2.02 million** in spending in Highland County
- About 26,500 visitors attended
- The average visitor spent between \$15 and \$22 at sugar camps

Visitor Information

- Visitors on average traveled 98 miles to attend the festival
- 85% of visitors were from Virginia
- Visitors from 14 states attended
- Over 70% of visitors were repeat festival attendees
- Returning visitors on average attended the festival 13 times
- Over 90% of visitors said they are planning to attend the festival again

Other Information

Visitor's Favorite Activities

- Favorite activity for 42% of visitors was sampling maple products
- 23% of visitors said their favorite part was visiting arts and crafts vendors
- 21% said their favorite activity was learning about maple syrup

Promoting the Festival

- 59% of visitors heard about the festival through word of mouth
- The next most common way people heard about the event was via social media (19% of visitors)

Other Impacts

- 73% of visitors were interested in visiting the area during another season
- Visitors were 21% more likely to purchase maple syrup after attending
- 20% of visitors learned what real maple syrup was during the festival

About the Report

This document includes key findings from the Economic Impact Report for the 2022 Highland County Maple Festival created by Virginia Tech. The report was created with support from the Highland County Chamber of Commerce and Future Generations University. This work is funded through a USDA ACER grant: "Accessing South Atlantic markets for US Maple Syrup: educating consumers and enhancing distribution networks". Information comes from surveys conducted during the event with visitors and vendors. If you have any questions, please contact Daniel Grizzard at danielg2@vt.edu.