

Highland County Maple Festival

2023 Impact Report: Summary



Photo from the Highland County Chamber of Commerce

Key Findings

- The festival generated about **\$2.4 million** in spending in Highland County
- About 28,107 visitors attended
- The average visitor spent \$23.22 at sugar camps

Visitor Information

- Visitors on average traveled 95.02 miles to attend the festival
- 88% of visitors were from Virginia
- Visitors from 15 states attended
- About 65% of visitors were repeat festival attendees
- About 90% of visitors said they are planning to attend the festival again

Other Information

What Attracted Visitor's?

- Favorite activity for 75% of visitors was sampling maple products
- 55% of visitors said their favorite part was visiting arts and crafts vendors
- 58% said their favorite activity was the ability to purchase maple syrup

Promoting the Festival

- 56% of visitors heard about the festival through word of mouth
- The next most common way people heard about the event was via social media (20% of visitors)

Other Impacts

- 75% of visitors were interested in visiting the area during another season
- Visitors were 74% more likely to purchase maple syrup after attending
- 14% 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 2023 Highland County Maple Festival created by West Virginia State University. The report was created with support from the Highland County Chamber of Commerce, Future Generations University, and Virginia Tech. 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 Meredith Miller at mmiller70@wvstateu.edu.

