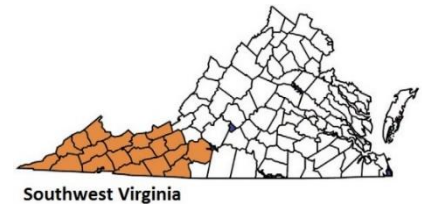


Economic Impact Factsheet

The Crooked Road: Virginia's Heritage Music Trail promotes Southwest Virginia's music and culture by marketing over 60 cultural music venues to tourists from around the world. During summer 2015, the Virginia Tech Office of Economic Development collected surveys and conducted interviews with key stakeholders to assess the economic impact of The Crooked Road on the region.

1. Analysis of visitor surveys indicates that marketing by The Crooked Road facilitates \$6.4 million of tourist spending annually in Southwest Virginia, resulting in \$9.2 million of total economic impact annually and an equivalent 131 full-time jobs in the region.



2. Approximately 42% of Crooked Road venue attendees came from outside the region, almost half of which said they came primarily for The Crooked Road. Most of these visitors were from North Carolina, Tennessee and Florida. Internationally, surveys captured attendees from Canada, France, Australia and the United Kingdom.
3. Multiday visitors to The Crooked Road took advantage of other SWVA activities including museums, hiking trails, shopping, photography and theaters.

4. Most visitors heard about The Crooked Road through word of mouth, newspapers, or The Crooked Road website and visitor's guide.
5. Visitors to The Crooked Road spent between \$192 and \$272 per person per trip. Each daytrip visitor spent \$42-\$54 per trip. A multiday visitor spent \$134-\$591 per trip, depending on the choice of lodging.
6. Six of nine major Crooked Road venues estimated a 5-15% increase in revenue and number of visitors as a direct result of The Crooked Road's marketing efforts.



Photo from the Virginia Tourism Corporation

"Your country is so beautiful and people so friendly. Thank you for your warm welcome."

- Crooked Road Visitors, Summer 2015

"We rode motorcycles from Kansas to partake in The Crooked Road – it was a great experience."

- Crooked Road Visitors, Summer 2015

7. Interviews with regional officials indicated the importance of The Crooked Road in encouraging "pride" in the region's rich cultural heritage. The Crooked Road's Traditional Music Education Program's partnership with Junior Appalachian Musicians (JAM) was particularly heralded as the region's youth develop pride and hope for their region's cultural and economic future.
8. Findings from the Mountains of Music Homecoming Festival's first year indicate potential for increased visitor dollars and greater impact to the region as the festival develops, markets more broadly and draws on the collaborative spirit of Southwest Virginia.