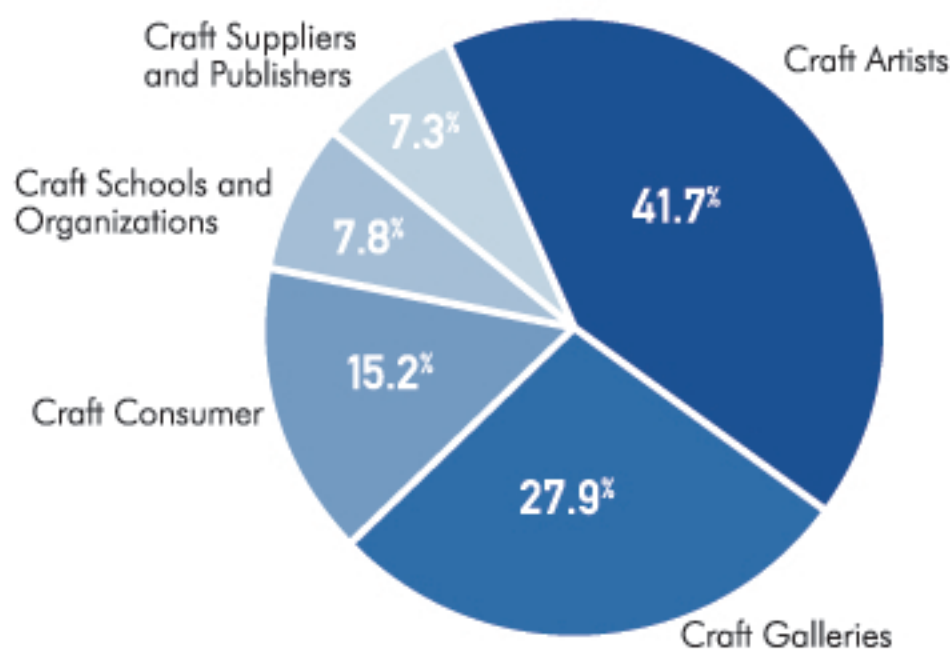


WNC CRAFT ECONOMY

A \$206.5 million industry

A 2008 study assessed the direct economic impact of craft in the 25 counties of Western North Carolina. By surveying the many sectors of the craft community, the study provides a snapshot of the impact of craft on our region.



PROFILE OF A CRAFT CONSUMER

WOMEN

82% are Female



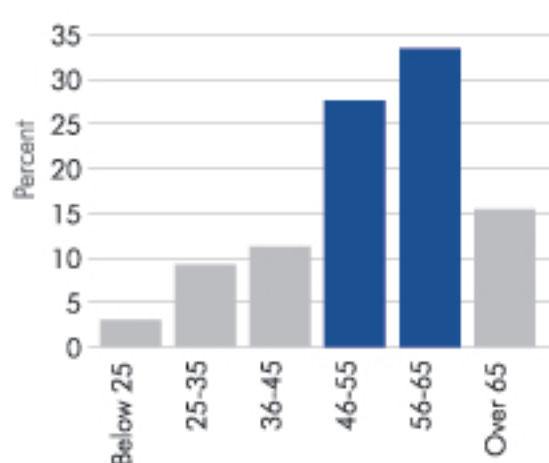
EDUCATED

72% are College Graduates



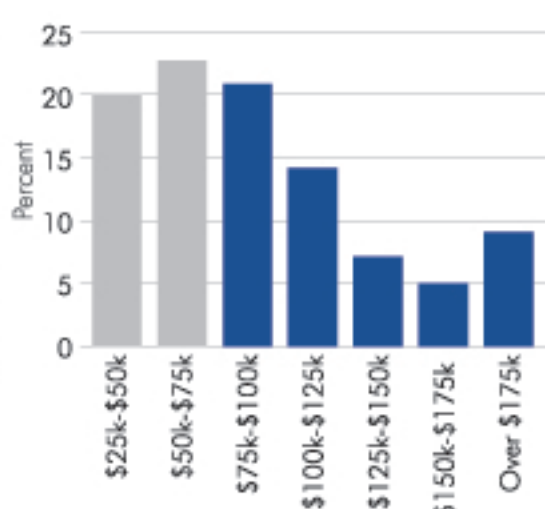
MIDDLE-AGED

61% are between 46 and 65



HIGH INCOME

57% make more than \$75,000



CRAFT TOURISM



62% of regional craft sales are to tourists or visitors



56% of craft consumers stay in the area overnight.



The average length of stay is 3.7 nights.

\$642

is the average spending on goods and services per WNC visit.



38% of spending goes toward craft purchases with the remainder going toward lodging, food and transportation.