



# FUTURE ECONOMIC IMPACT POTENTIAL

## SEGMENT: ST. JOHNSBURY TO JOE'S POND

To achieve the full economic impact potential of the trail, it must be widely and effectively promoted, there must be substantial investments in community connectivity and amenities, and a significant effort around tourism/camping/lodging development.

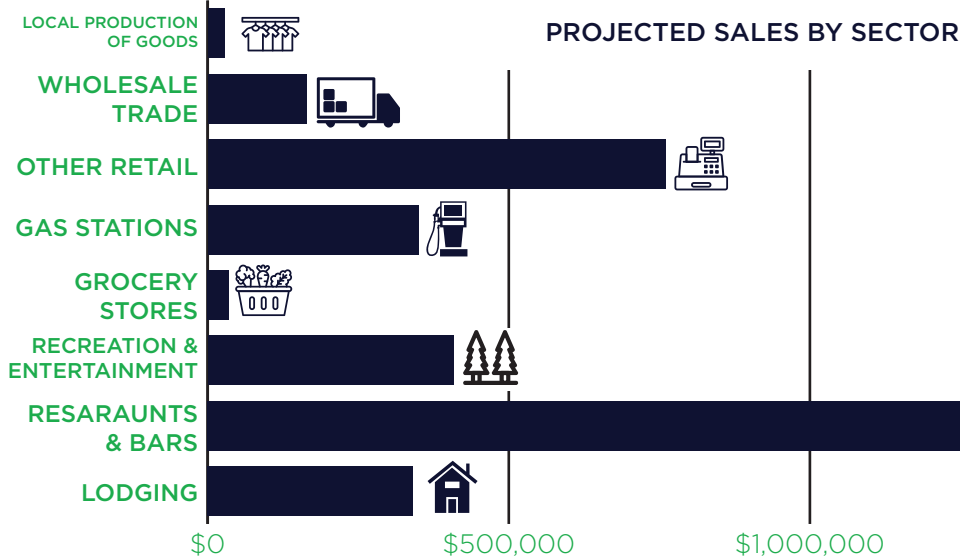
### VISITOR SPENDING



**\$2.24 Million**  
total annual sales activity

**36**  
full-time equivalent jobs supported

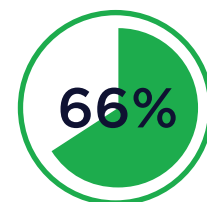
**\$310,000**  
total annual tax revenues



Overnight visitors make up  
**6% of visits**  
but  
**66% of spending**

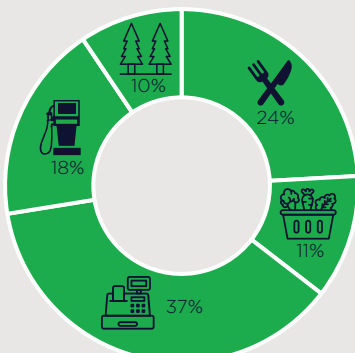


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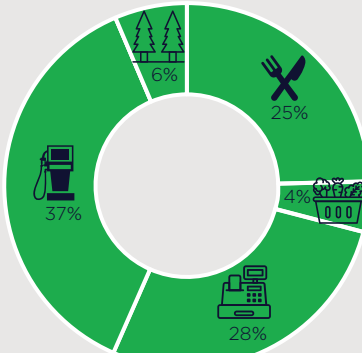
### LOCAL DAY USERS

**\$13.12**  
average daily spending



### NON-LOCAL DAY VISITORS

**\$70.14**  
average daily spending



### OVERNIGHT VISITORS

**\$160.23**  
average daily spending

