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Kennesaw Mountain News Release

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Tourism to Kennesaw Mountain National Battlefield Park creates \$148 Million in Economic Benefits

Report shows visitor spending supports 2,320 jobs in local economy

Kennesaw, GA – A new National Park Service (NPS) report shows that 2.6 million visitors to Kennesaw Mountain National Battlefield Park in 2017 spent \$148 million in communities near the park. That spending supported 2,320 jobs in the local area.

“Kennesaw Mountain National Battlefield Park is a place loved by visitors from far and wide. Our park truly has something for everyone – those with a passion for Civil War history, the hiking enthusiast, the bird watcher, and the family coming to picnic and explore”, says Superintendent Nancy Walther. “We are delighted to share the story of this place and the experiences it provides, and to be a destination in the community where people come to experience a national park. National park tourism is a significant driver in the national economy, returning \$10 for every \$1 invested in the National Park Service, and it’s a big factor in our local economy as well. We appreciate the partnership and support of our neighbors and are glad to be able to give back by helping to sustain local economies.”

The peer-reviewed visitor spending analysis was conducted by economists Catherine Cullinane Thomas of the U.S. Geological Survey and Lynne Koontz of the National Park Service. The report shows \$18.2 billion of direct spending by more than 330 million park visitors in communities within 60 miles of a national park. This spending supported 306,000 jobs nationally; 255,900 of those jobs are found in these gateway communities. The cumulative benefit to the U.S. economy was \$35.8 billion.

The lodging sector received the highest direct contributions with \$5.5 billion in economic output to local gateway economies and 49,000 jobs. The restaurants sector received the next greatest direct contributions with \$3.7 billion in economic output to local gateway economies and 60,500 jobs.

According to the 2017 report, most park visitor spending was for lodging/camping (32.9 percent) followed by food and beverages (27.5 percent), gas and oil (12.1 percent), souvenirs and other expenses (10.1 percent), admissions and fees (10.0 percent), and local transportation (7.5 percent).

Report authors also produce an interactive tool that enables users to explore visitor spending, jobs, labor income, value added, and output effects by sector for national, state, and local economies. Users can also view year-by-year trend data. The interactive tool and report are

available at the NPS Social Science Program webpage:
<https://www.nps.gov/subjects/socialscience/vse.htm>

To learn more about national parks in Georgia and how the National Park Service works with local Georgia communities to help preserve local history, conserve the environment, and provide outdoor recreation, go to www.nps.gov/GEORGIA.

THE NATIONAL PARK SERVICE IS COMPOSED OF MORE THAN 20,000 RANGERS, BIOLOGISTS, HISTORIANS, GEOLOGISTS AND OTHER PROFESSIONALS WHO CARE FOR MORE THAN 400 NATIONAL PARKS AND OTHER SPECIAL PLACES SO THAT EVERYONE TODAY AND IN THE FUTURE CAN EXPERIENCE AMERICA'S HISTORY AND BEAUTY.

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The National Park Service cares for special places saved by the American people so that all may experience our