
Blue Ridge Parkway

Superintendent Tracy Swartout

January, 2023



What is a park Superintendent ?

This?

or This?



← It is this -->



EX

Lifetime outdoors



EXPERIENCE YOUR AMERICA

Matthews Cabin (Aug 1971 -Aug 2021)



EXPERIENCE YOUR AMERICA

National Park Service MISSION

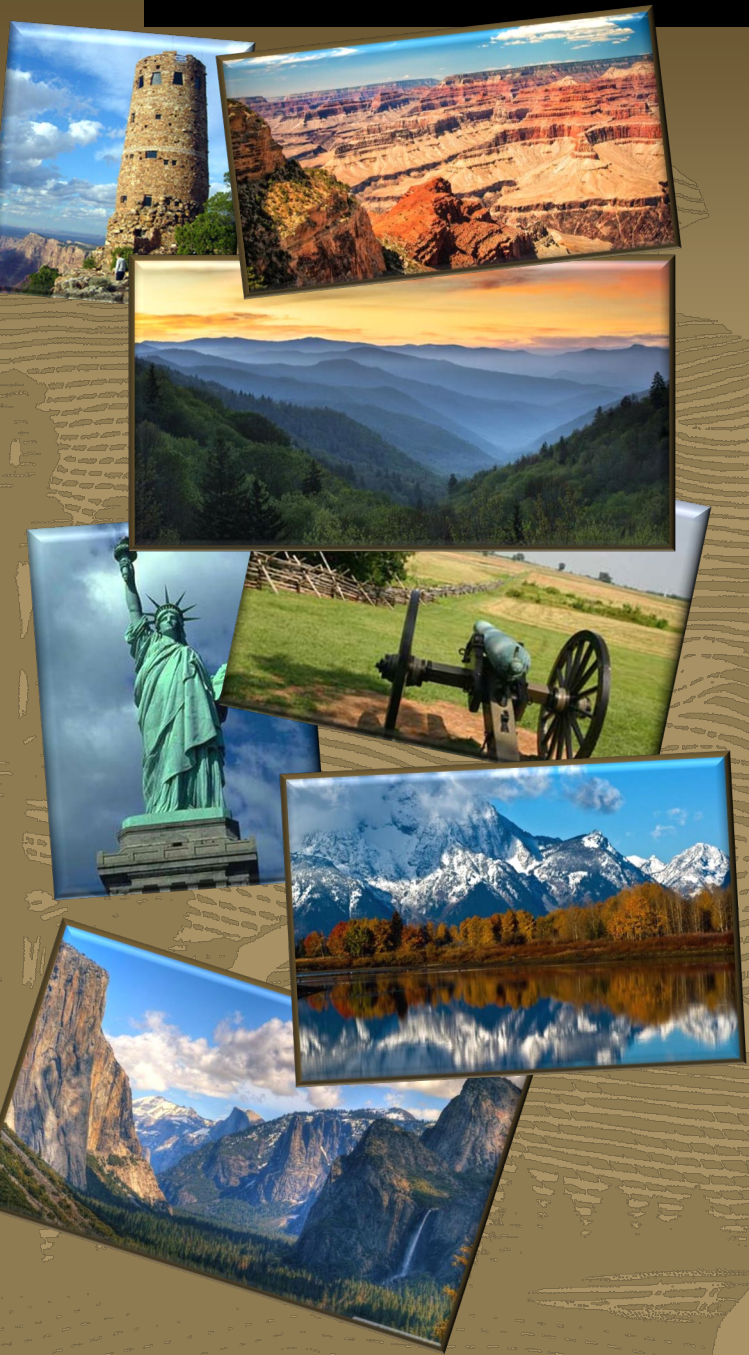


To “conserve the scenery and the natural and historic objects and the wildlife” of the national parks and to “provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.”



424 units

EXPERIENCE YOUR AMERICA

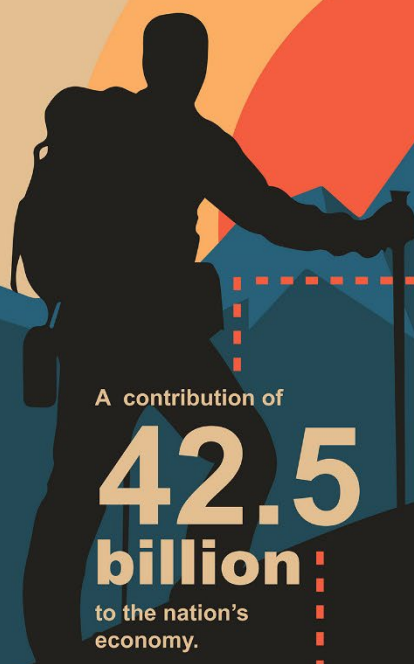


NATIONAL PARKS BENEFIT YOU

National parks are a vital part of our nation's economy and help drive a vibrant tourism and outdoor recreation industry.

297 million

visitors traveled to National Park Service sites in 2021.



Visitors spent

20.5

billion in communities within 60 miles of a park.

A contribution of

42.5 billion

to the nation's economy.

322,600

jobs were supported by visitor spending.

Capitol Reef National Park had 1.4 million recreation visits in 2021 with \$113.4 million in visitor spending that supported 1,361 jobs.

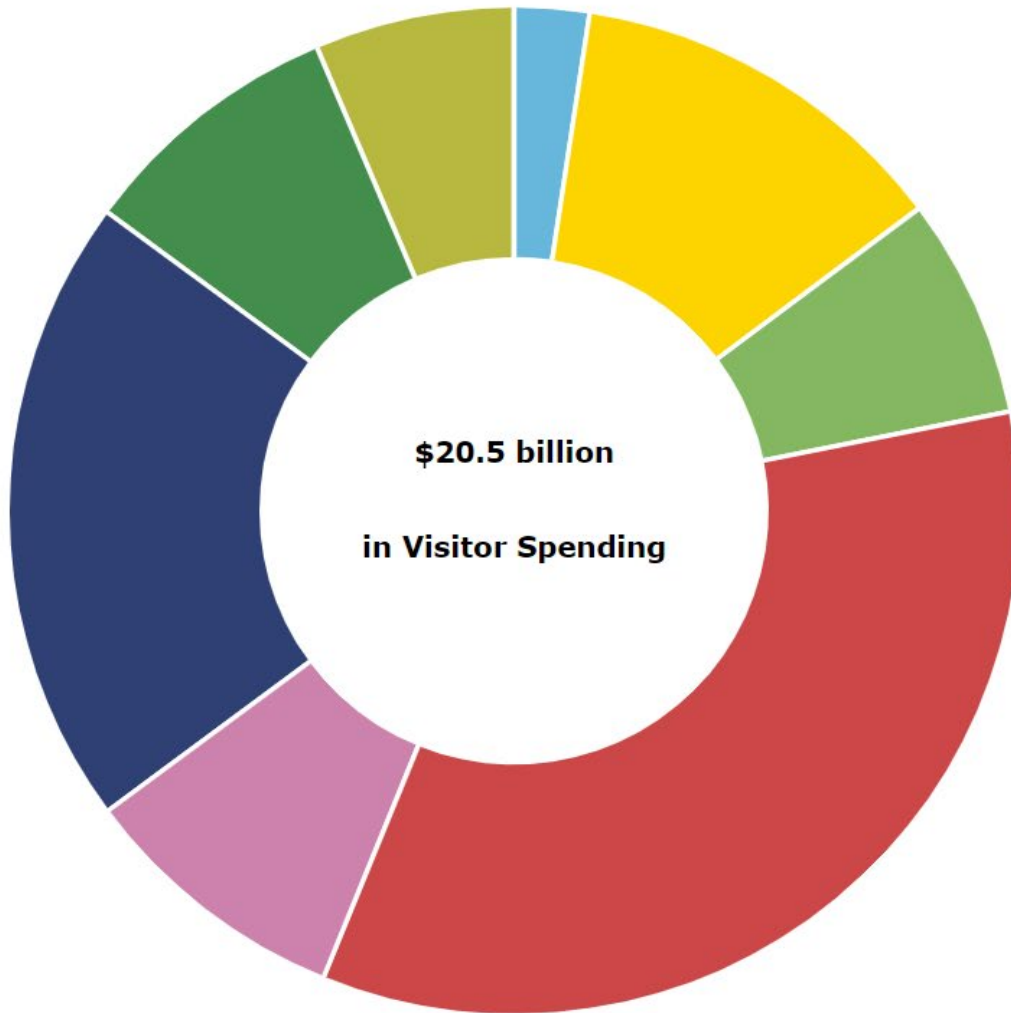
Great Smoky Mountains National Park had 14.2 million visits in 2021 with \$1.3 billion in visitor spending that supported 18,807 jobs.

423
National Park Sites



NATIONAL PARK SERVICE

NPS Visitor Spending (2021)



Directly Affected Sectors

- Camping
- Gas
- Groceries
- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation

GREAT AMERICAN OUTDOORS ACT

DELIVERING BENEFITS TO YOU



The Great American Outdoors Act authorizes up to \$1.3 billion per year from FY 2021 – FY 2025 for crucial infrastructure investments.

These funds and projects help revitalize your national parks and generate billions in economic activity in communities across the nation by:



Supporting **43,700** jobs



Creating **\$3 billion** in labor market

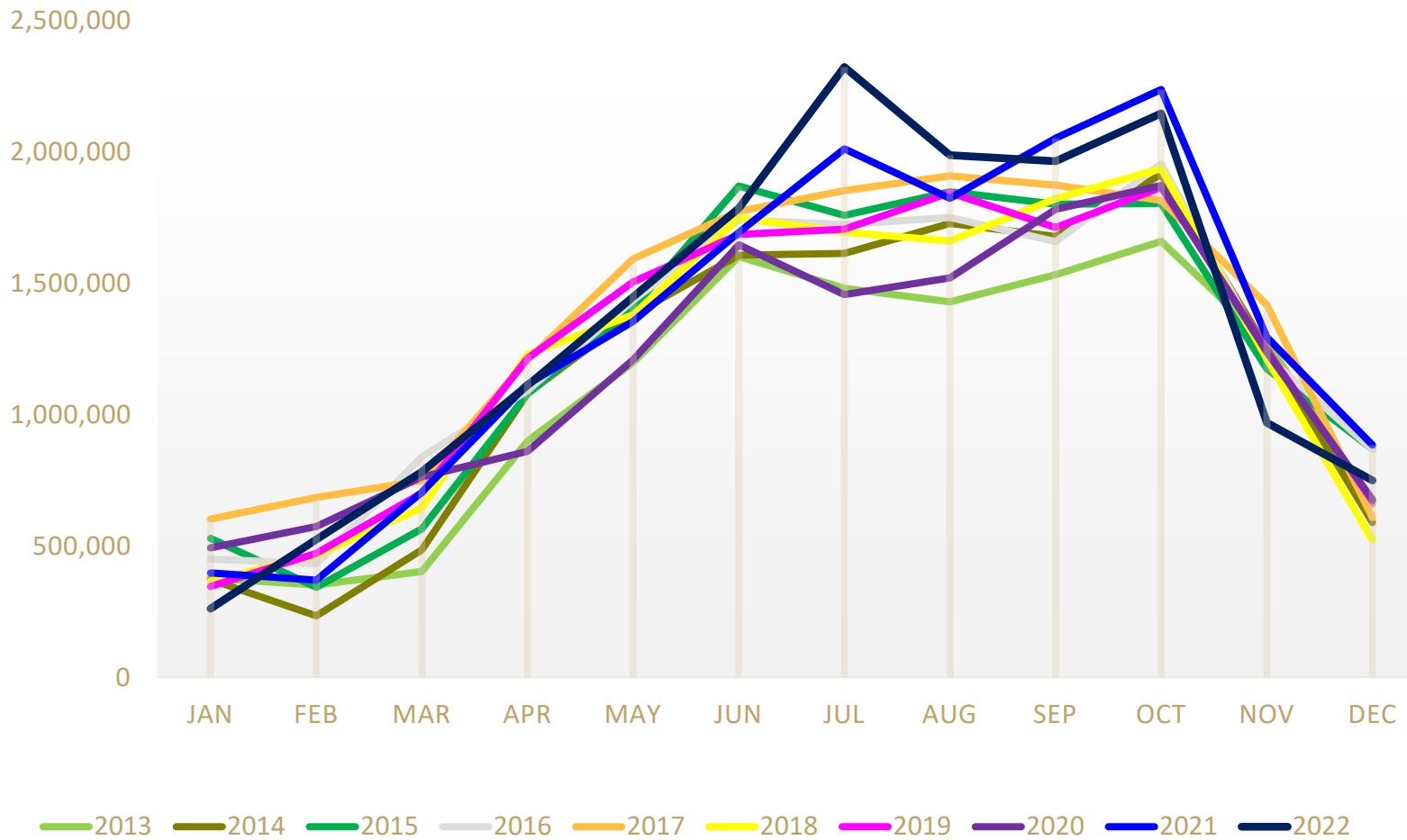


Contributing **\$4.7 billion** to the nation's gross domestic product



The Great American Outdoors Act established the National Parks and Public Land Legacy Restoration Fund (LRF).

Monthly Parkway Visitation

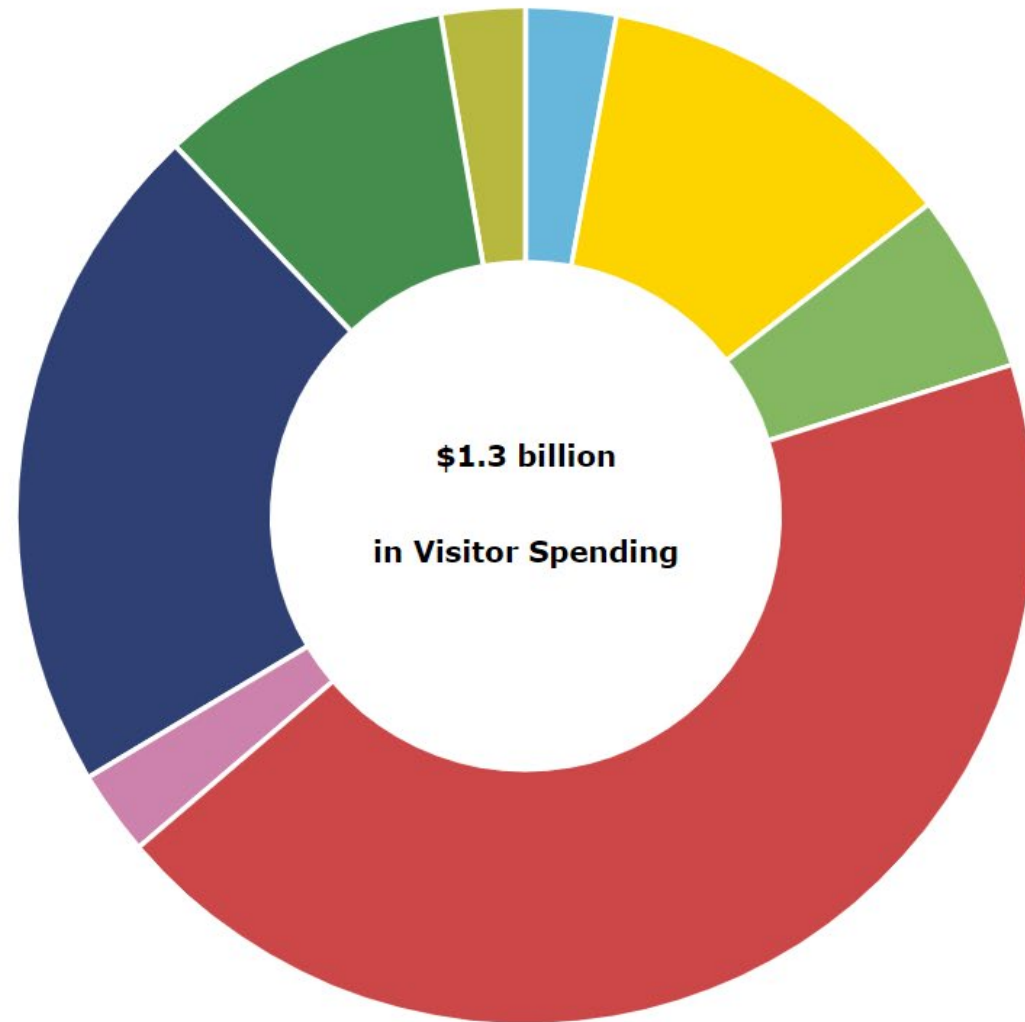


ECONOMIC IMPACT of the Blue Ridge Parkway

15.9M Visitors in 2021
\$1.3B spent in gateways
Supporting 17,900+ jobs
\$1.7B economic output

>16M Visitors in 2022

Parkway Visitor Spending (2021)

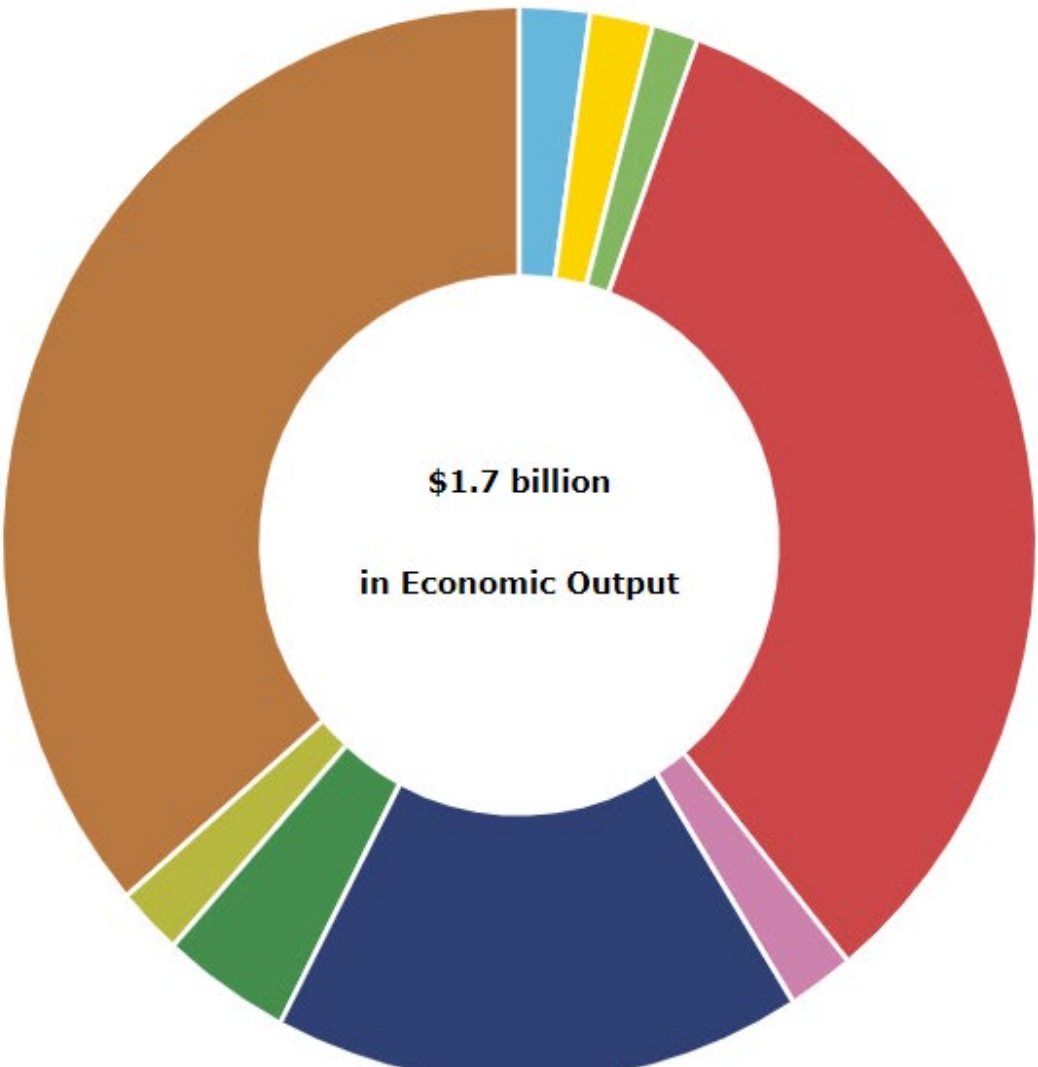


Directly Affected Sectors

- Camping
- Gas
- Groceries
- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation



Parkway Contributions to Economy (2021)



Directly Affected Sectors

- Camping
- Gas
- Groceries
- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation

Secondary Effects

- Secondary Effects

Natural and Cultural Resources



Maintenance & Engineering



Visitor and Resource Protection



Interpretation/Education



Parkway Strategic Priorities

Caring for the Corridor

Investing in Campgrounds, Trails, Picnic Areas

Protecting Boundaries & Fundamental Resources

Inspiring New Stewards

Determining future of vacant structures

Cultivating workforce for the future

21st Century Challenges



EXPERIENCE YOUR AMERICA

Opportunities to connect

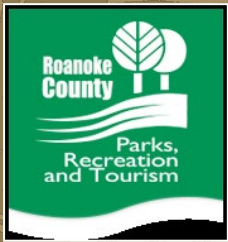
- Sharing information, managing expectations
 - Road conditions/events
- Sharing responsibility
 - Direct support
 - Vista Restoration
 - Cone Manor restoration
 - Philanthropic partners
 - Influencing visitors
 - Hospitality training
 - Stewardship ethics
- Regional planning for future experience
 - Trail connectivity, greenways, parking



Shared Stewardship...



BLUE RIDGE PARKWAY FOUNDATION



Grandfather Mountain®



VIRGINIA'S BLUE RIDGE ROANOKE VALLEY



STAY SAFE

AVOID CROWDED AREAS
PACK IT IN, PACK IT OUT
VISIT A PARK VIRTUALLY



RECREATE RESPONSIBLY

PLEASE COMPLY WITH STATE AND LOCAL GUIDANCE

U.S. DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

EXPERIENCE YOUR AMERICA