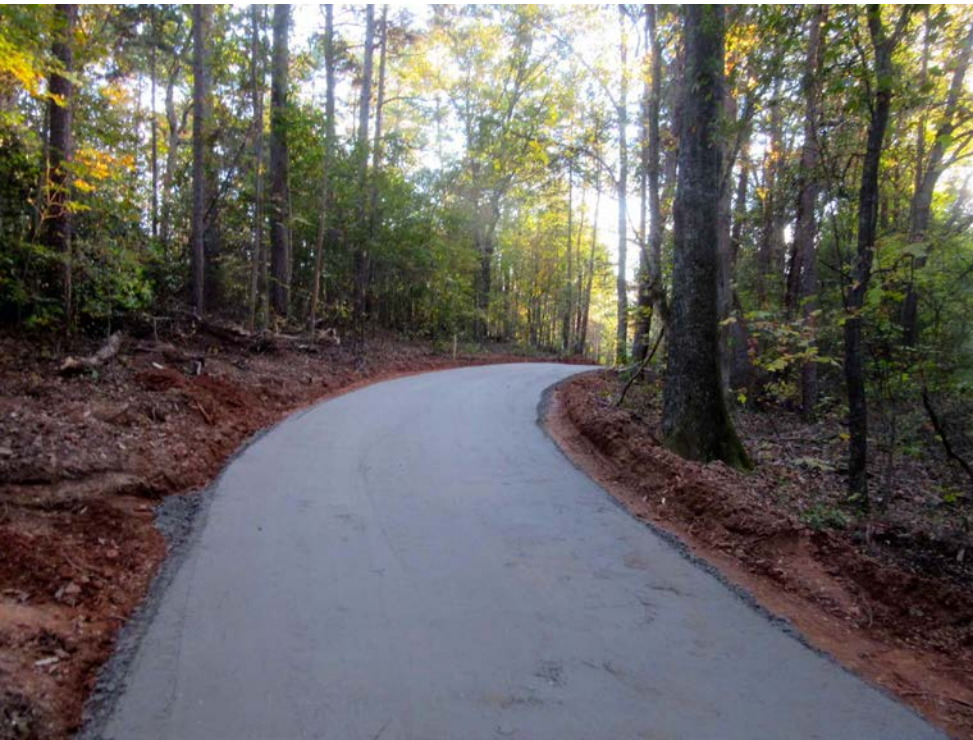




\$250,000 ARC Grant to build a 2-mile paved extension of the GHS Swamp Rabbit Trail to Lake Conestee Nature



# \$500,000 ARC grant for an Outdoor Performing Arts and Cultural Center





\$250,000 ARC grant  
for Bikeshare, Road  
Crossing  
Improvements, and 2-  
mile Paved Extension

GREENVILLE HEALTH SYSTEM

# SWAMP RABBIT TRAIL

## STUDY SHOWS \$6.7 MILLION ECONOMIC IMPACT

A December study of the Greenville Health System Swamp Rabbit Trail showed that 25% of the users in the trail's third year were tourists who spent \$6.7 million

in Greenville County. The report, Greenville Health System Swamp Rabbit Trail Year 3 Findings was conducted by a Furman University team led by Julian Reed, associate professor in the

department of health sciences. The report included a survey of 19 businesses in close proximity to the trail. Those businesses reported an increase in sales, some as much as 85%.



25% of trail users are tourists



Economic impact of tourism on local economy \$6.7 million



Average time users spend on trail: 1.5 hours



Most popular times of year: When temperatures are 61-70 degrees



76.3% of users were observed on weekends.

### Trail use up year over year

501,236



2013

403,323



2012



### Use of the trail by minorities increased in 2013

Percentages of male and female trail users that are minorities increased year over year.

2013:



7.7%



9.7%

2012:



5.8%



8.1%

### Businesses hot on the trail



Owners or managers of 19 retail businesses on or close to a trail access point were interviewed in 2013, including five retail bicycle shops. Two bike shops reported an average of 75% of

their customers purchased bikes to use the trail in 2013. These two bike shops reported revenue ranging from \$300,000 to \$400,000 from trail users. The majority of the businesses surveyed

reported increases in sales and revenue ranging from 10% to as high as 85%. One bike store that focuses on rentals reported that customers are: 50% local 30% from Spartanburg

and suburbs 20% from outside areas, such as Atlanta

One bike store owner reported that 75% of its employees are biking for around an hour a day, daily.