

# Lake Chatuge

## Economic Impact Assessment

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# 2024 Visits to Lake Chatuge

Estimated annual economic activity from tourism to Lake Chatuge



**\$13.5 million**  
in Economic Output



**85**  
Jobs



**495,200**  
Visits to Lake Chatuge



**\$900,000**  
in State and Local  
Tax Revenue

Tourism in 2024 for Lake Chatuge brought **495,200 visitors** while supporting **nearly 85 jobs** and **over \$13.5 million in economic output**. Furthermore, tourism is estimated to have contributed **\$900,000 in revenue** for state and local governments.

## Detailed economic impacts

### Economic impacts: Direct, indirect, and induced

The estimated contribution of visitation to Lake Chatuge was categorized into one of three economic impact metrics:

- **Direct effects** represent the immediate economic activity generated by visitor spending at local businesses (e.g., food service, lodging, retail).
- **Indirect effects** capture secondary economic activity generated through inter-industry transactions, as directly affected businesses purchase goods and services from local suppliers.
- **Induced effects** measure additional economic activity resulting from household spending of wages earned by employees of both directly and indirectly affected businesses.

|        | Direct        | Indirect      | Induced       | Total          |
|--------|---------------|---------------|---------------|----------------|
| Jobs   | 60            | 10            | 15            | 85             |
| Output | \$8.3 million | \$2.4 million | \$2.7 million | \$13.5 million |

### Fiscal impacts

Estimates were made of the tax revenue supported by the service at each level of government.

| Local     | Counties  | State     | Federal       |
|-----------|-----------|-----------|---------------|
| \$378,000 | \$266,000 | \$522,000 | \$1.1 million |

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# Appendix

## Methodology

### Visitation Data Collection and Analysis

Anonymized mobility data from **Placer.ai** were used to identify visitor movement patterns associated with Lake Chatuge. The dataset included aggregated information on the locations individuals visited immediately before and after their lake visit, enabling analysis of the geographic distribution and frequency of associated commercial activity. From these data, visitation counts were summarized at the business and point-of-interest level to determine the relative share of total visits attributable to individuals who also visited Lake Chatuge within the same trip sequence. These shares provided an empirical measure of the proportion of each business's overall visitation potentially linked to lake-related tourism activity.

### Integration with Business Revenue Data

The Placer.ai visitation data were aligned with business-level information from **Data Axle**, which provided estimated annual sales volumes, industry classifications, and location attributes. By applying the visitation shares derived from Placer.ai to the corresponding Data Axle sales data, the analysis estimated the proportion of total sales at each business supported by Lake Chatuge visitation. This process yielded an estimate of **direct visitor expenditures**, defined as spending that occurs directly within the regional economy as a result of visits to the lake and associated commercial establishments.

### Economic Impact Modeling

Once direct expenditures were established, **IMPLAN** (Impact Analysis for Planning) was used to estimate the **indirect** and **induced** economic effects associated with Lake Chatuge visitation. IMPLAN is an input-output modeling system that quantifies how spending flows through an economy and measures the resulting impacts across industries and households.

The combination of Placer.ai visitation data, Data Axle business intelligence, and IMPLAN modeling enabled a comprehensive estimation of the total economic contribution of Lake Chatuge visitation, encompassing direct, indirect, and induced impacts across the regional economy. Events were modeled using IMPLAN's 2025 dollar year and 2023 data year.