69% of events and venues reported increased 2019 attendance, and 25% said their attendance increased by double digits. Only 8% said attendance decreased.

Among partners reporting a rise in attendance, 66% cited more visitors to the area as a key driver of attendance increases. Other drivers included more regular attendees and traditional music enthusiasts.

65% of events and venues that track revenue reported increases, and only 5% reported a decline. (About 4 in 5 of all events and venues said they generate revenue.)

More Than 75 Partners Across 26 Counties

81% of partners believe the Blue Ridge Music Trails helped their community, with increases in awareness, destination visitation, event and venue attendance, and the preservation of traditional music cited most often as benefits.

71% of partners reported the Blue Ridge Music Trails helped their organization, citing the benefits to traditional music in general and a boost to their own reputation.

The top challenge faced by traditional music venues and events?

Attracting younger audiences

This research was commissioned by Blue Ridge National Heritage Area, which launched the Blue Ridge Music Trails initiative in 2013 with the North Carolina Arts Council to preserve and promote traditional music and dance in 29 mountain and foothill counties of North Carolina.