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U.S. Department of the Interior

Horseshoe Bend  
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## Horseshoe Bend NMP News Release

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### **Tourism to Horseshoe Bend National Military Park creates \$3.08 Million in Economic Benefit**

A new National Park Service (NPS) report shows that 55,964 visitors to Horseshoe Bend National Military Park in 2013 spent \$3.08 million in communities near the park. That spending supported 45 jobs in the local area.

“Horseshoe Bend National Military Park is proud to welcome visitors from across the country and around the world,” said Superintendent Doyle Sapp. “We are delighted to share the story of this place and the experiences it provides and to use the park as a way to introduce our visitors to this part of the country and all that it offers. 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 communities.”

Horseshoe Bend NMP is the site of the Battle of Horseshoe Bend, where in 1814, Andrew Jackson and U.S. forces, along with allied Creek and Cherokee forces, defeated the Red Stick faction of the Creek Confederacy. This battle marked the end of the Creek War of 1813-1814.

Lee Sentell, Director of the Alabama Department of Tourism and Travel, recognized the importance of Horseshoe Bend NMP to Alabama's economy, and the commemoration of the Bicentennial of Alabama's statehood in 2019. "Horseshoe Bend is an important destination for people," Sentell said. "Especially those who want to learn about how Alabama achieved statehood nearly 200 years ago."

The peer-reviewed visitor spending analysis was conducted by U.S. Geological Survey economists Catherine Cullinane, Thomas and Christopher Huber and Lynne Koontz for the National Park Service. The report shows \$14.6 billion of direct spending by 273.6 million park visitors in communities within 60 miles of a national park. This spending supported more than 237,000 jobs nationally, with more than 197,000 jobs found in these gateway communities, and had a cumulative benefit to the U.S. economy of \$26.5 billion.

According to the 2013 economic analysis, most visitor spending was for lodging (30.3 percent) followed by food and beverages (27.3 percent), gas and oil (12.1 percent), admissions and fees (10.3 percent) and souvenirs and other expenses (10 percent). The largest jobs categories supported by visitor spending were restaurants and bars (50,000 jobs) and lodging (38,000 jobs).

To download the report visit <http://www.nature.nps.gov/socialscience/economics.cfm>

The report includes information for visitor spending at individual parks and by state.

To learn more about national parks in Alabama and how the National Park Service works with Alabama communities to help preserve local history, conserve the environment, and provide outdoor recreation, go to [www.nps.gov/ALABAMA](http://www.nps.gov/ALABAMA).

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