

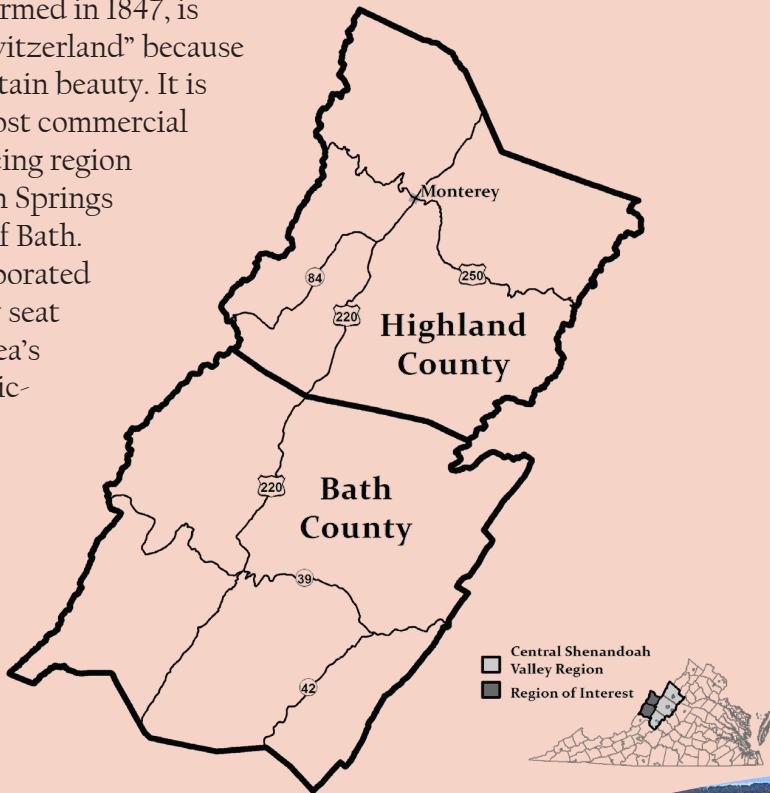


Bath County
4,100
People



Highland County
2,296 People

Bath County and Highland County are nestled in the Allegheny Mountains of westcentral Virginia. The region is home to over 6,300 people. Bath, formed in 1790 and known for its soothing mineral waters, is recognized as a major resort center. Highland, formed in 1847, is known as “Little Switzerland” because of its pristine mountain beauty. It is also the southernmost commercial maple syrup producing region in the nation. Warm Springs is the County seat of Bath. Monterey, an incorporated town, is the County seat of Highland. The area’s landscape offers a picturesque backdrop for any outdoor recreation adventure.



Recreation: Back Creek Recreational Area, Douthat State Park, George Washington and Jefferson National Forests, Highland Wildlife Management Area, Hidden Valley Recreational Area, Lake Moomaw, Route 39 Scenic Byway, Laurel Fork Recreation Area, The Omni Homestead Resort, and Warm Springs Mountain Preserve. The area offers golfing, hiking, bird watching and wildflower trails, fishing, swimming, mountain biking, horseback riding, boating, hunting, skiing, and camping.

Attractions: Bath County Historical Society Museum, Confederate Breastworks, Garth Newel Music Center, Highland Museum & Heritage Center, McDowell Civil War Battlefield, Warm Springs Pools and The Omni Homestead Resort.



2025 Facts & Figures Bath County & Highland County

Jobs People Region

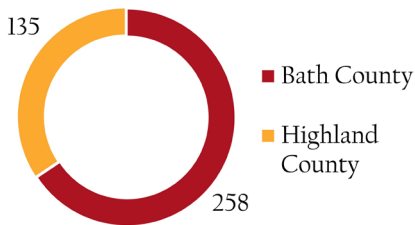
Median Household Income, 2024

Bath County	\$56,184
Highland County	\$65,625

Top 3 Employment Sectors

- Education, Health Care & Social Services
- Arts, Entertainment, and Recreation & Accommodation and Food Services
- Construction

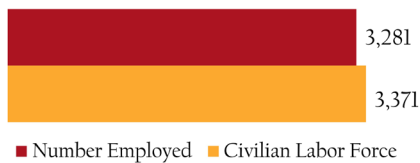
Number of Business Establishments: All Industries, 2024



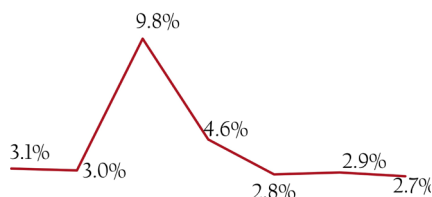
Tourism/Travel, 2024

Traveler Spending	Travel Generated Employment
\$116,600,000	452

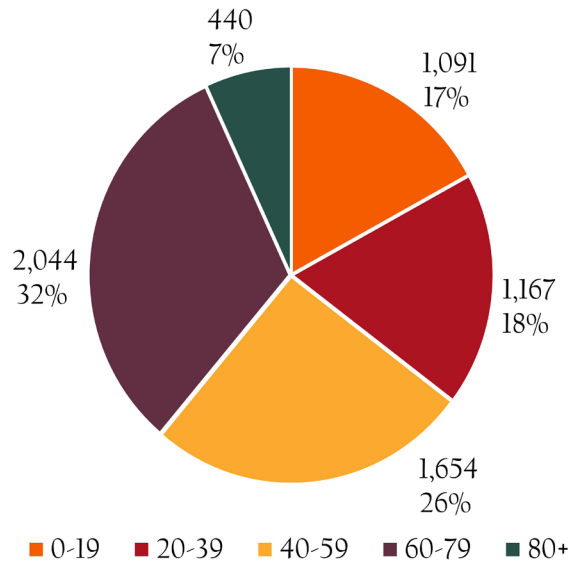
Labor Force, 2024



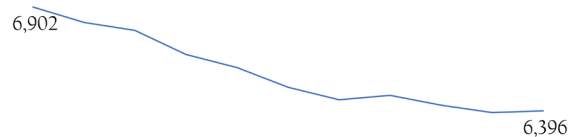
Unemployment Rate, 2018-2024



Age of Population, 2024



Population Change, 2012-2024



Highest Level Education Attainment, 2024

Locality	High School	Some College/ 2 Year Degree	Bachelor's or Higher
Bath County	36.5%	30.8%	16.7%
Highland County	39.1%	18.9%	30.8%

Public Schools, 2024-2025

K-12 Student Enrollment	717
High School Graduation Rate	95.7%
Percent Continuing Education	83.3%
Total Graduates & Completers	48

Median Home Value, 2024

Bath County	\$184,900
Highland County	\$182,500

Total Housing Units, 2024

5,092

Number of Households, 2024

2,825

Transportation

- Road: U.S. Routes 250 and 220
- Rail: CSX Transportation and Buckingham Branch
- Air: Ingalls Field and Shenandoah Valley Regional Airport
- Port: Virginia Inland Port (125 miles northeast)

Bath Community Hospital & Highland Medical Center provide healthcare services

1 All-Seasons Resort
12 Maple Sugar Farms
2,896 Sheep 1 Stoplight

Local Government

www.bathcountyva.org
www.highlandcova.org

Central Shenandoah Planning District Commission
www.cspdc.org
(540) 885-5174
Staunton VA 24401



Data Sources:
Weldon Cooper Center, United States Bureau of Labor Statistics, United States Census Bureau, United States Department of Agriculture, Virginia Department of Education, Virginia Works, & Virginia Tourism Corporation.