



rails-to-trails
conservancy

IF YOU BUILD IT...

THEY WILL COME

AND

THEY WILL SPEND

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Manager of Trail Development
Northeast Regional Office



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TRAIL USER SURVEYS

- 2006
 - Pine Creek Rail Trail
- 2007
 - Heritage Rail Trail
County Park
- 2008
 - Perkiomen Trail



SURVEY METHODOLOGY

- Based on Rails-to-Trails Conservancy's *Trail User Survey Workbook*
- All surveys use primarily the same questions with some local customization
- Forms are available at trailheads and trailside businesses
- Sample is self-selecting
- Form is a self-mailer or deposited in a drop box at the trailhead
- Completed survey forms are tabulated in a Microsoft Excel spreadsheet



PINE CREEK RAIL TRAIL



- 60 mile trail between Jersey Shore and Wellsboro, PA
- Rural recreational area – fishing, hunting, hiking, boating
- Largest communities
 - Jersey Shore – 4,482
 - Waterville – 468 (estimated)
 - Wellsboro – 3,328
- Trail managed by PA Department of Conservation and Natural Resources
- 1,049 user surveys were completed between the end of March and the end of October, 2006

HERITAGE RAIL TRAIL

- 21 mile trail between York, PA and Maryland state line
- Connects to additional 20 mile trail in Maryland (Northern Central Rail Trail)
- Urban, suburban, rural environment
- Largest Communities
 - City of York – 40,862
 - Glen Rock Borough – 1,809
 - New Freedom Borough – 3,512
- Managed by the York County Department of Parks and Recreation
- Surveys conducted in 1999, 2001, 2004 and 2007



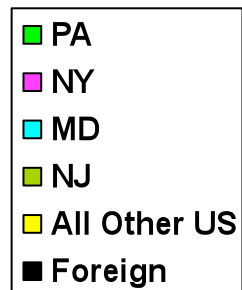
PERKIOMEN RAIL TRAIL



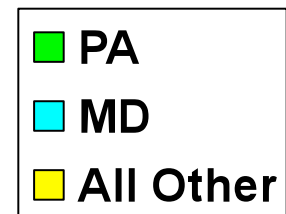
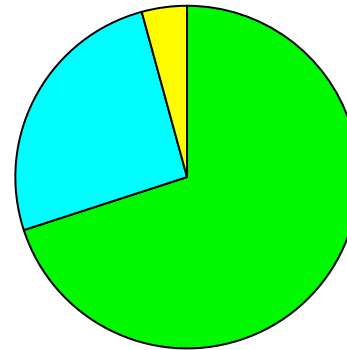
- 19 mile trail between Green Lane Borough and Oaks, PA
- Rural, suburban environment
- Largest Communities
 - Green Lane Borough – 584
 - Schwenksville Boro. – 1,693
 - Collegeville Boro. – 8,032
- Trail managed by Montgomery County Department of Parks and Heritage Services
- Results based on 445 completed surveys through September 2008

WHERE DO THEY COME FROM

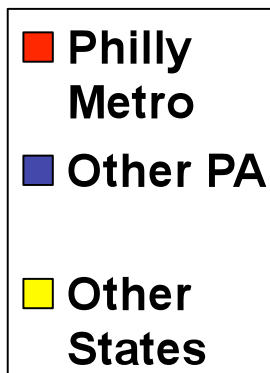
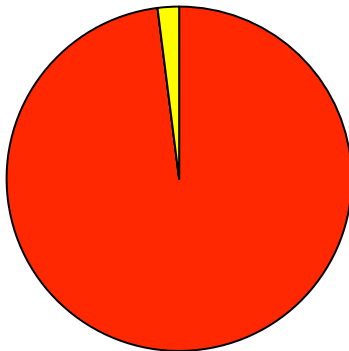
PINE CREEK



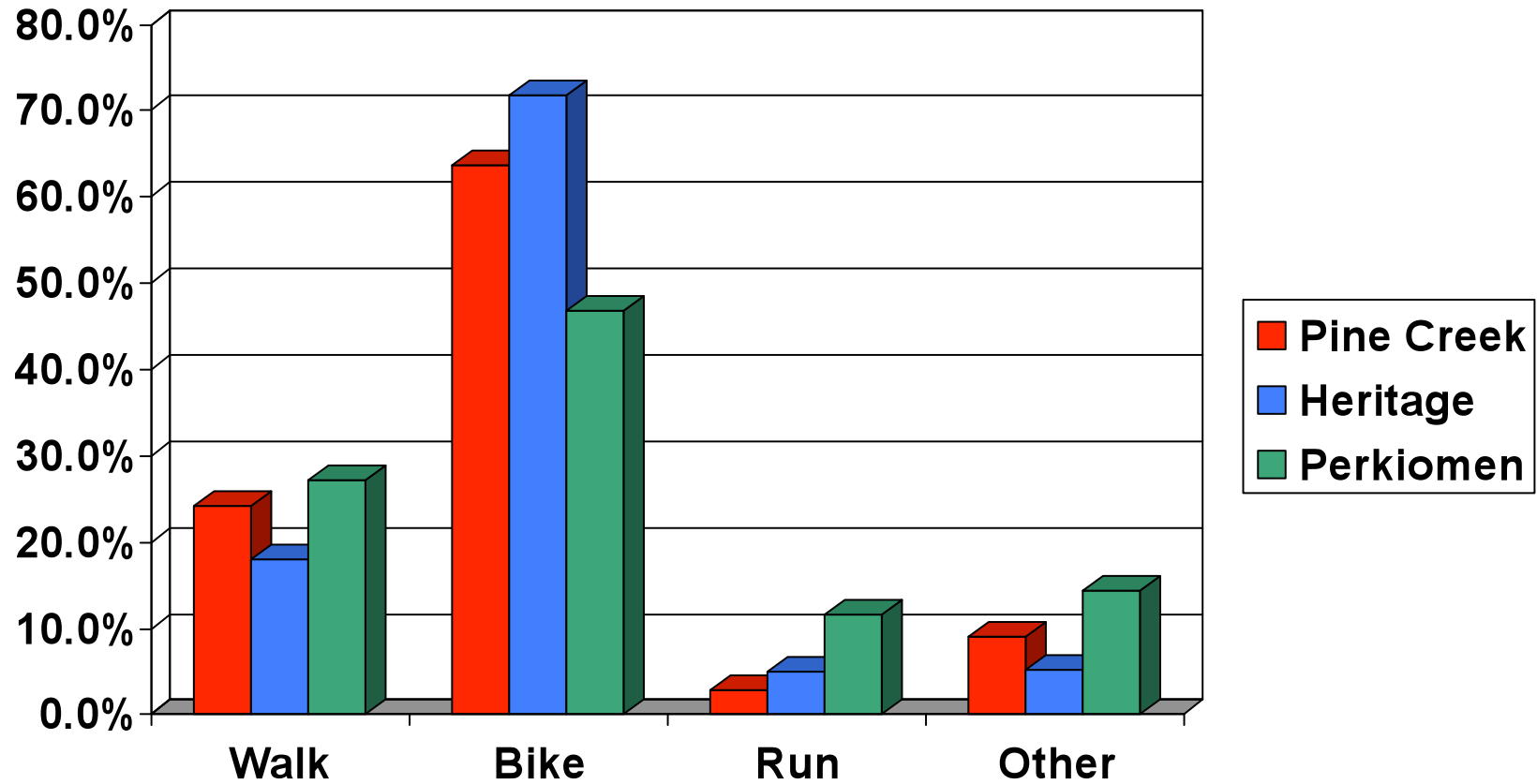
HERITAGE



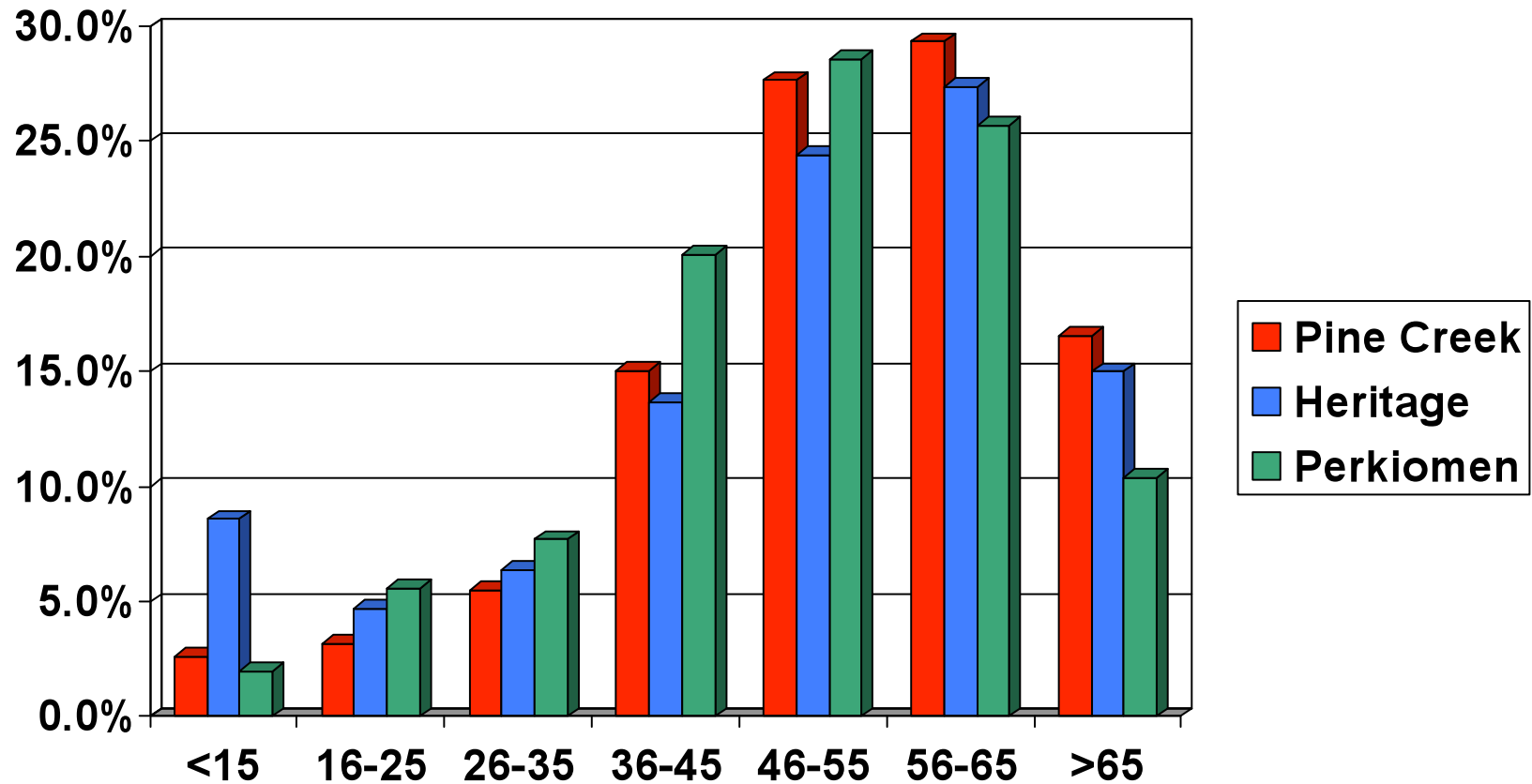
PERKIOMEN



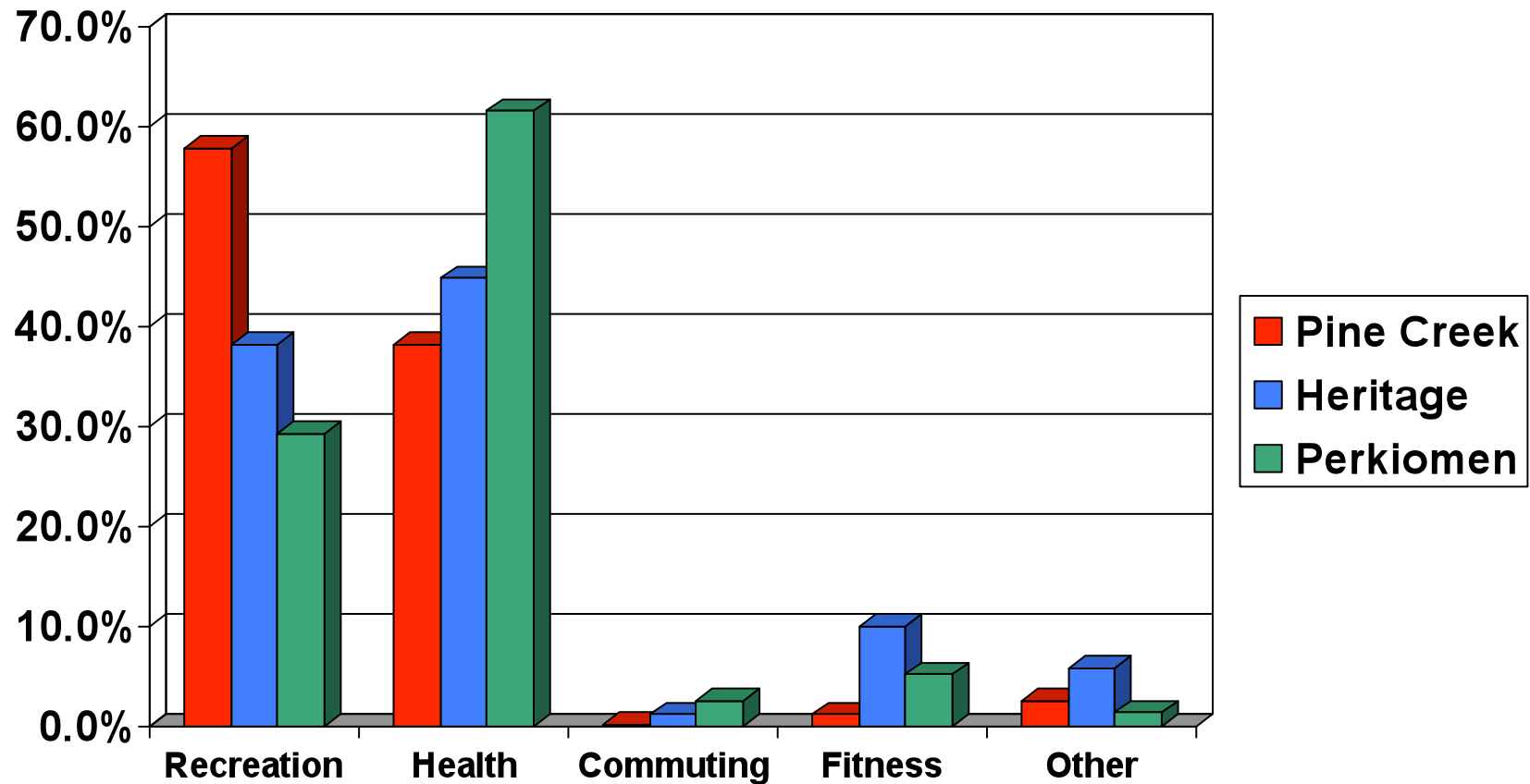
WHAT DO THEY LIKE TO DO



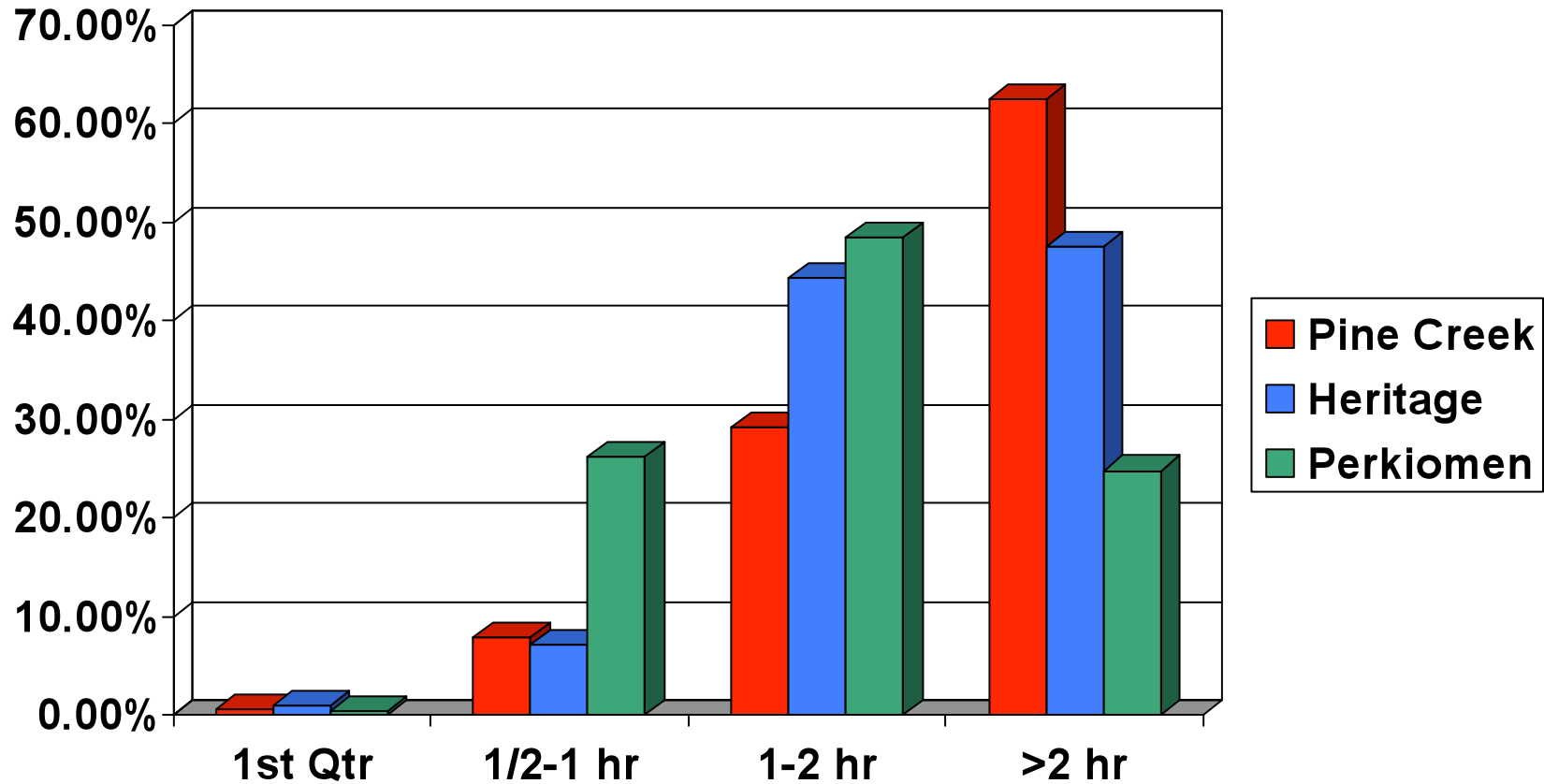
HOW OLD ARE THEY



WHY DO THEY USE THE TRAIL



LENGTH OF TRAIL ACTIVITY



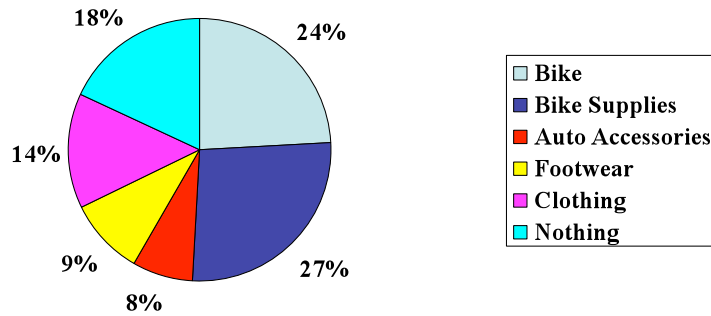
Economic Impact

- Trail users purchase “hard goods” (bicycles, running shoes, cross country skis)
- Trail users purchase “soft goods” (water, ice cream, sandwiches) in conjunction with each trail visit
- Trail users from distant locations stay overnight in local accommodations
- New business formations or revitalization of existing businesses can be directly correlated with the trail usage

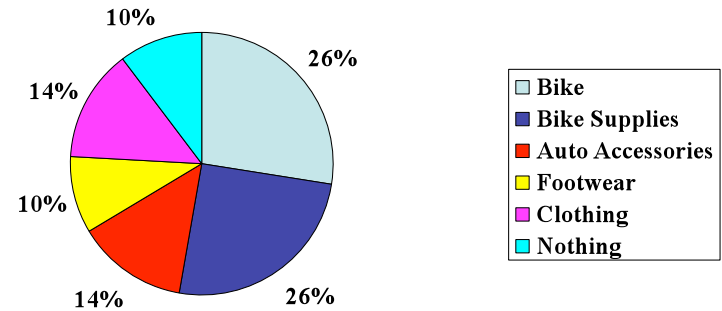


DURABLE GOOD PURCHASES

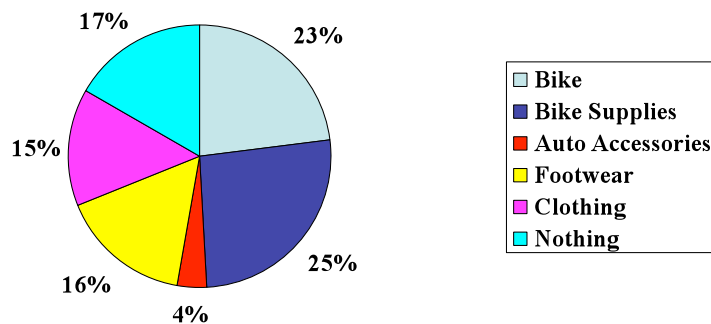
PINE CREEK



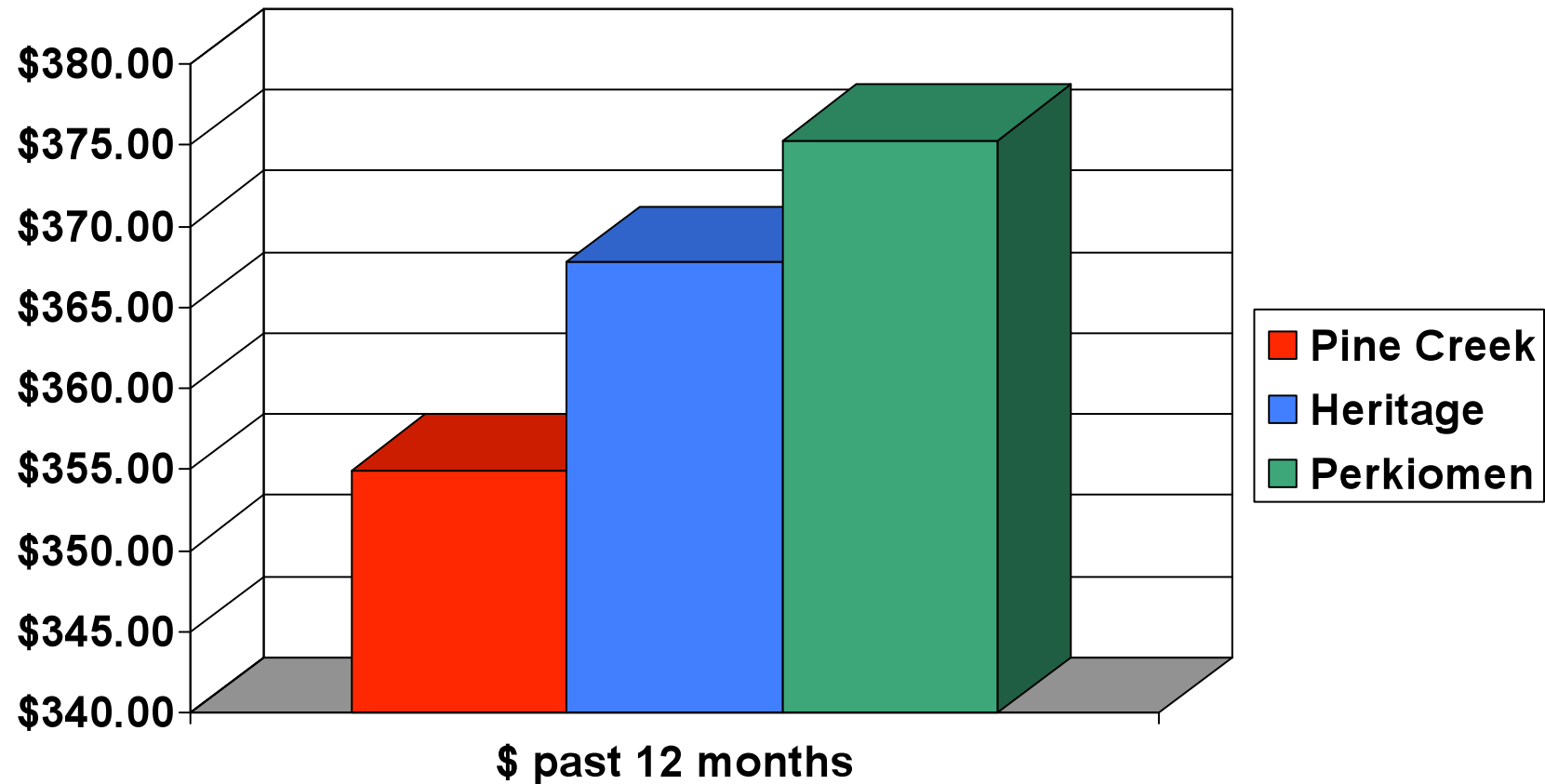
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PERKIOMEN



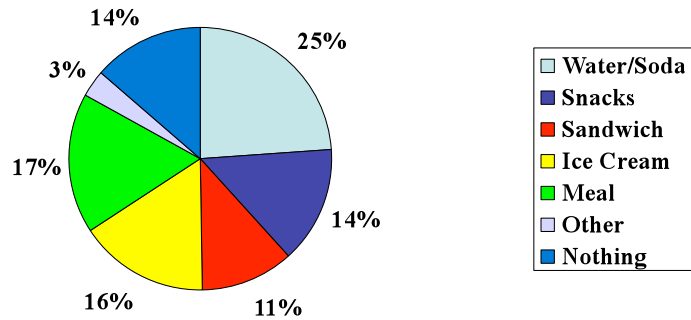
DURABLE GOODS SPENDING



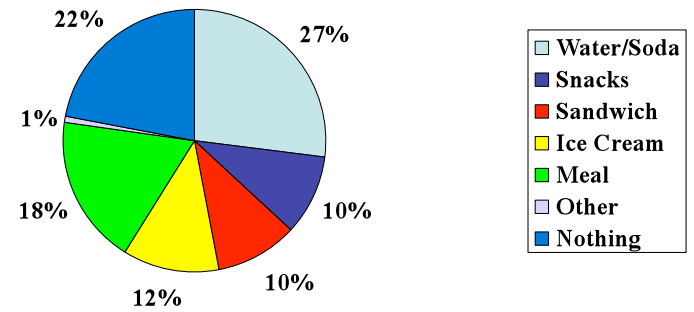
7 surveys conducted on 4 different trails between 1999 and 2008
the range of this spending has been between \$333 and \$368.

CONSUMABLE GOODS PURCHASES

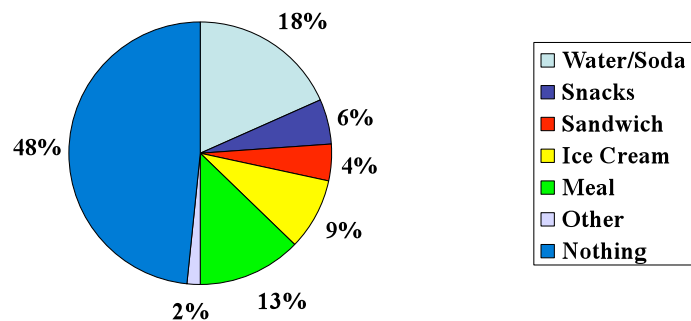
PINE CREEK



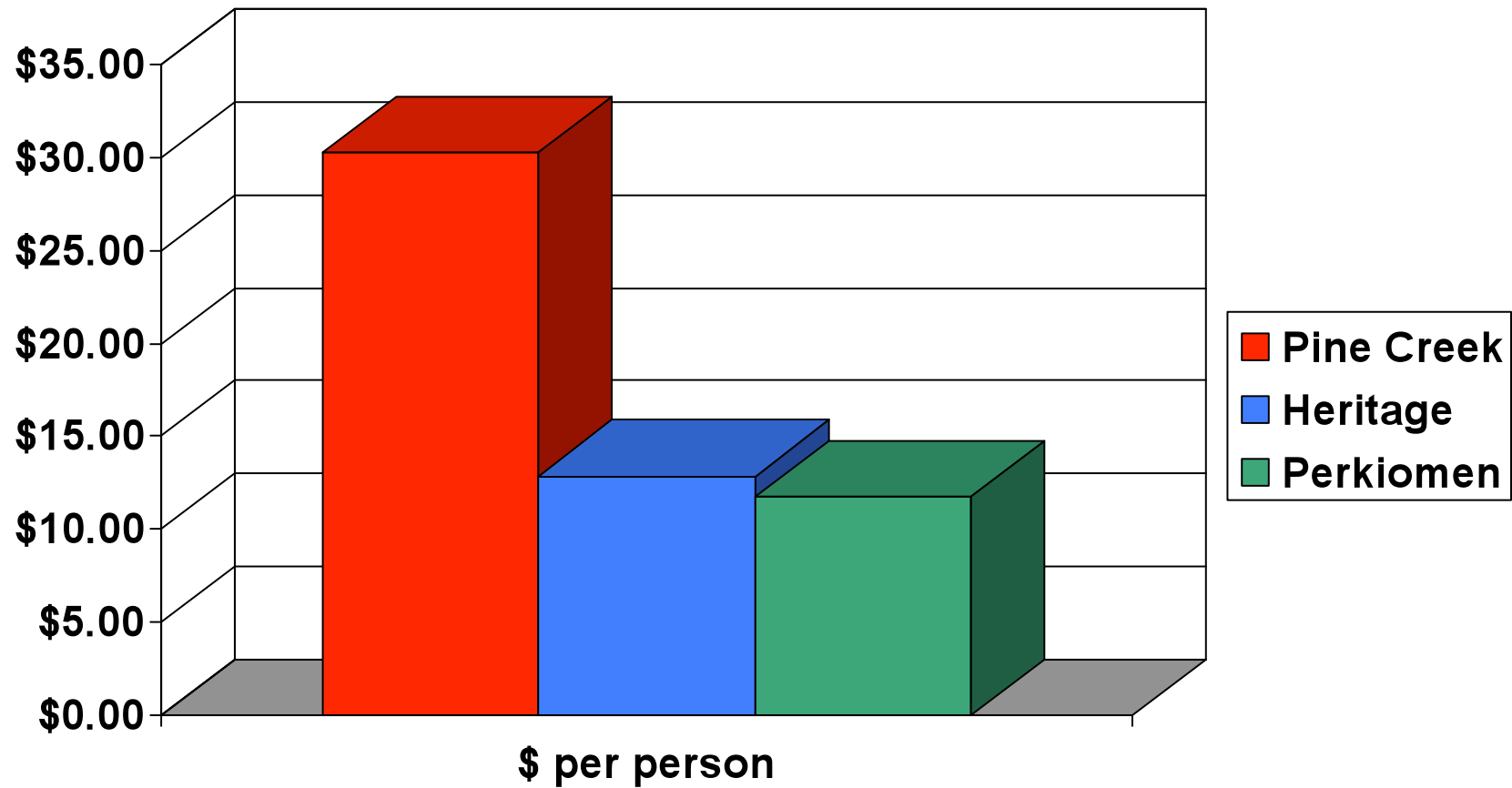
HERITAGE



PERKIOMEN



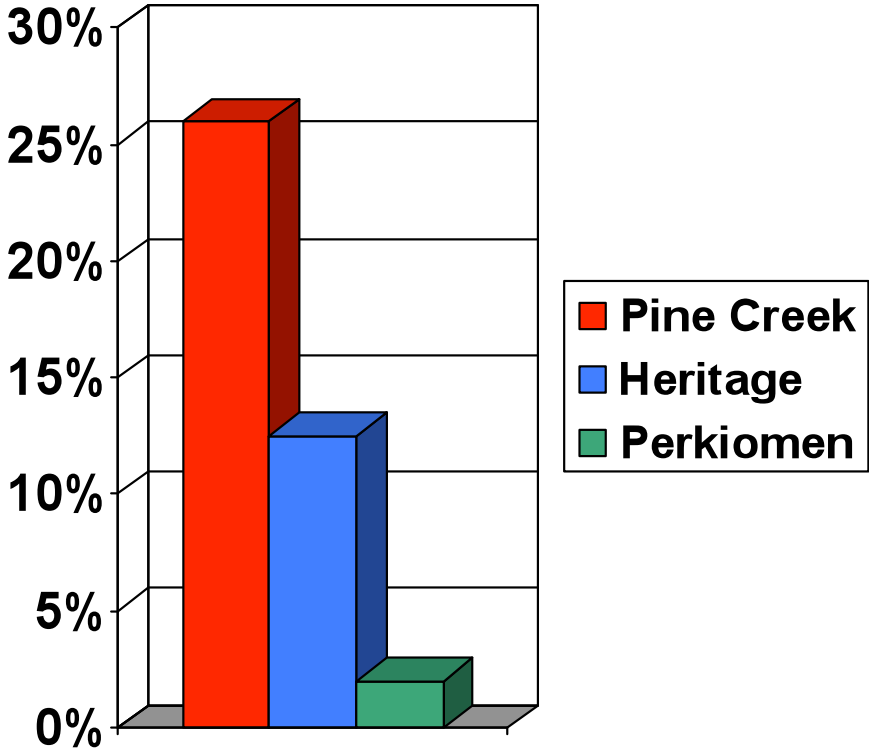
CONSUMABLE GOODS SPENDING



ECONOMIC IMPACT

	PINE CREEK	HERITAGE	PERKIOMEN
ESTIMATED ANNUAL USER VISITS	138,277	300,000	354,167
DURABLE GOODS	\$1,498,600	\$1,561,700	\$2,346,400
CONSUMABLE GOODS	\$3,621,700	\$3,051,700	\$2,159,300
TOTAL	\$5,120,300	\$4,613,400	\$4,505,700

Overnight Accommodations



NEW BUSINESS FORMATIONS EXISTING BUSINESS REVITALIZATION



Hotel Manor, Slate Run, PA Pine Creek Rail Trail



Fire destroys Hotel Manor
May 12, 2004



Hotel Manor re-opens for business
October 20, 2004

Trail Development is an Investment in Future Economic Vitality

