

Perkiomen Trail: 2008 User Survey and Economic Impact Analysis

Researched and prepared by Rails-to-Trails Conservancy with assistance from the PA DCNR, Bureau of Recreation and Conservation, Community and Conservation Partnerships Program, December 2008

Researched and written by Carl Knoch and Patricia A. Tomes

Purpose: This survey was designed to monitor user characteristics and determine the economic impact of the Perkiomen Trail.

Location: The Perkiomen Trail is located in the southeast part of Pennsylvania in Montgomery County, beginning at Green Lane and ends at Oaks where it connects to the Schuylkill River Trail.

Study Design: Survey forms were available at all official trailheads along the trail and at merchants who cater to trail users. The completed responses were mailed back to Rail-to-Trails Conservancy.

Key Findings:

- 81.5% of respondents purchased “hard goods” (bikes, bike accessories, clothing, etc.) at an average of \$396.89 (3).
 - Most of these purchases were made in the communities and counties surrounding the trail.
- 46.7% of respondents purchased “soft goods” (water, snacks, meals, etc.) at an average of \$11.09 (3)
- Overnight stays did not play a significant role. Just over 3% of respondents indicated staying overnight; mostly at area camp grounds.
- The visitor projection for the year 2008 was a total of 397,814 visitors (23).
- Spending on hard goods by annual users ranged from \$2,837,415 to \$3,648,105 (25).
- Spending on soft goods by annual users ranged from \$2,068,840 to \$2,659,937 (25).