

### ***DCNR Outdoor Traveler Study***

Research conducted by D.K. Shifflet and Associates, McLean, VA, 1997

*Purpose:* The purpose of this study was to calculate and explain useful market and economic data on Pennsylvania's tourism regions and the impacts outdoor recreation has on the state and local economies.

*Location:* The research was conducted on the state Pennsylvania, specifically the state's parks, game lands, and forests.

*Study Design:* All information for this study was found by issuing mail-out propriety re-contact surveys.

#### *Key Findings:*

- Market Sizing and Economic Impact
  - In 1997, the state of Pennsylvania hosted 112.4 million Person-Trips (4).
    - Approximately 14% (15.736 million) traveled to PA for an Outdoor Recreation Vacation.
    - Of total Leisure travel, Outdoor travel accounted for 19% of leisure trips to the state. (5)
  - The Hershey/Dutch Country was the most popular region to visit, accounting for 43% of the state's total 15.89 million Outdoor Person-Trips (5).
- Travel Expenditures in PA
  - In 1997, Outdoor Recreation travelers spent \$4.03 billion (includes transportation, lodging, food and beverages, recreation and entertainment, shopping, and other spending) (8).
  - Throughout 1997, the total direct and indirect impact on economic activity of Outdoor Recreation travel was \$5.73 (10).
    - Direct economic impact – Those parties who are impacted first from consumer spending (i.e. businesses such as hotels, restaurants, and transportation carriers) (7).
    - Indirect economic impact – Those parties receiving payments for their goods and services from businesses who are directly impacted (i.e. a bedding supplier for hotels) (7).
  - Economic activity of travel and tourism in PA helped support a total of \$1.51 billion in earnings, over 84,120 jobs, and amounted to a total of \$770.7 million in tax revenues (10).
- On the next page is a table containing the direct and indirect impacts of Outdoor Recreation Travel in PA in 1997.
  - Direct Impacts
    - Spending (by travelers)
    - Earnings (made by the regions)
    - Employment (number of jobs created)
  - Indirect Impacts
    - Taxes

<b>1997 Direct and Indirect Impact of Outdoor Recreation Travel In Pennsylvania's Tourism Regions</b>				
<b>Pennsylvania Tourism Region</b>	<b>Spending (millions)</b>	<b>Earnings (millions)</b>	<b>Employment (# of jobs)</b>	<b>Taxes (millions)</b>
Lake Erie	\$89.2	\$32.6	1,830	\$17.2
Pittsburgh Region	\$204.1	\$74.7	4,070	\$38.2
Laurel Highlands	\$213.4	\$79.3	4,490	\$40.5
Allegheny National Forest	\$99.3	\$36.2	2,130	\$17.5
Valleys of the Susquehanna	\$47.6	\$17.8	1,030	\$9.0
Pocono Mountains	\$557.2	\$209.7	11,740	\$109.0
Philadelphia Countryside	\$765.8	\$285.9	15,790	\$155.2
Hershey/Dutch Country	\$2,049.7	\$774.7	43,040	\$384.1
<b>Total</b>	<b>\$4,026.3</b>	<b>\$2,510.9</b>	<b>84,120</b>	<b>\$770.7</b>

Table can be found on page 11 of the survey.