



Trail Town, Bike Boros and Camping Cities

How to Use Nature Based Tourism as a Revitalization Strategy

Pennsylvania Planning Conference
October 20, 2013



eastwick marketing





- ▶ Kim Stever – Director of Solutions, Eastwick Marketing
- ▶ Julie Fitzpatrick – Assistant Director & Special Projects Coordinator
- ▶ Steven Nelson, AICP – Director of Planning & Government Relations, Eastwick Marketing



Trail Towns, Bike Boros, Camping Cities

Topics we'll cover:

- What is NBT
- Creating visitor value
- How to meet and exceed visitor expectations
- How to plan & measure your success
- Your audience & how to find them
- The return on your investment



NBT

-Natural Assets

- ▶ Rivers
- ▶ Trails
- ▶ Sky
- ▶ Parks
- ▶ Fields
- ▶ Farms
- ▶ Ice/Snow
- ▶ Geological formations
- ▶ Animals
- ▶ Forests
- ▶ Meadows
- ▶ Other



Nature Based Tourism - Layers

- ▶ Create personal meaning ➡ direct experience.
- ▶ Nature + activity + local color = unique experience
- ▶ Interactive / not passive
- ▶ Build affinity & establish stewardship



NBT

-Using local resources

- ▶ Focus on your community strengths
 - ▶ History
 - ▶ Culture
 - ▶ Craft
 - ▶ Religion
- ▶ Identify your local experts
- ▶ Inventory venues



NBT

- Your Audience

- ▶ Tourist located in 150 – 300+ mile radius
- ▶ Resident located in 25 -149 mile radius
- ▶ Uses internet
- ▶ \$\$ Overnight & meals
- ▶ \$\$ shopping
- ▶ Shares experience ➡ social media & WOM
- ▶ Individual or group



NBT

– The difference in visitor experience

- ▶ A complete participatory outcome
- ▶ 3 levels
 - ▶ Immersion
 - ▶ Hands on
 - ▶ Behind the scenes
- ▶ 5 senses
 - ▶ See
 - ▶ Smell
 - ▶ Hear
 - ▶ Touch
 - ▶ Taste



NBT Components

-what are they

The basics

- ▶ Assets
- ▶ Activity
- ▶ Use of 5 senses
- ▶ Titles & Themes
- ▶ Culture
- ▶ Storytelling & local color
- ▶ Hospitality
- ▶ Communication with Stakeholders



NBT

– Who wants it in Penna?

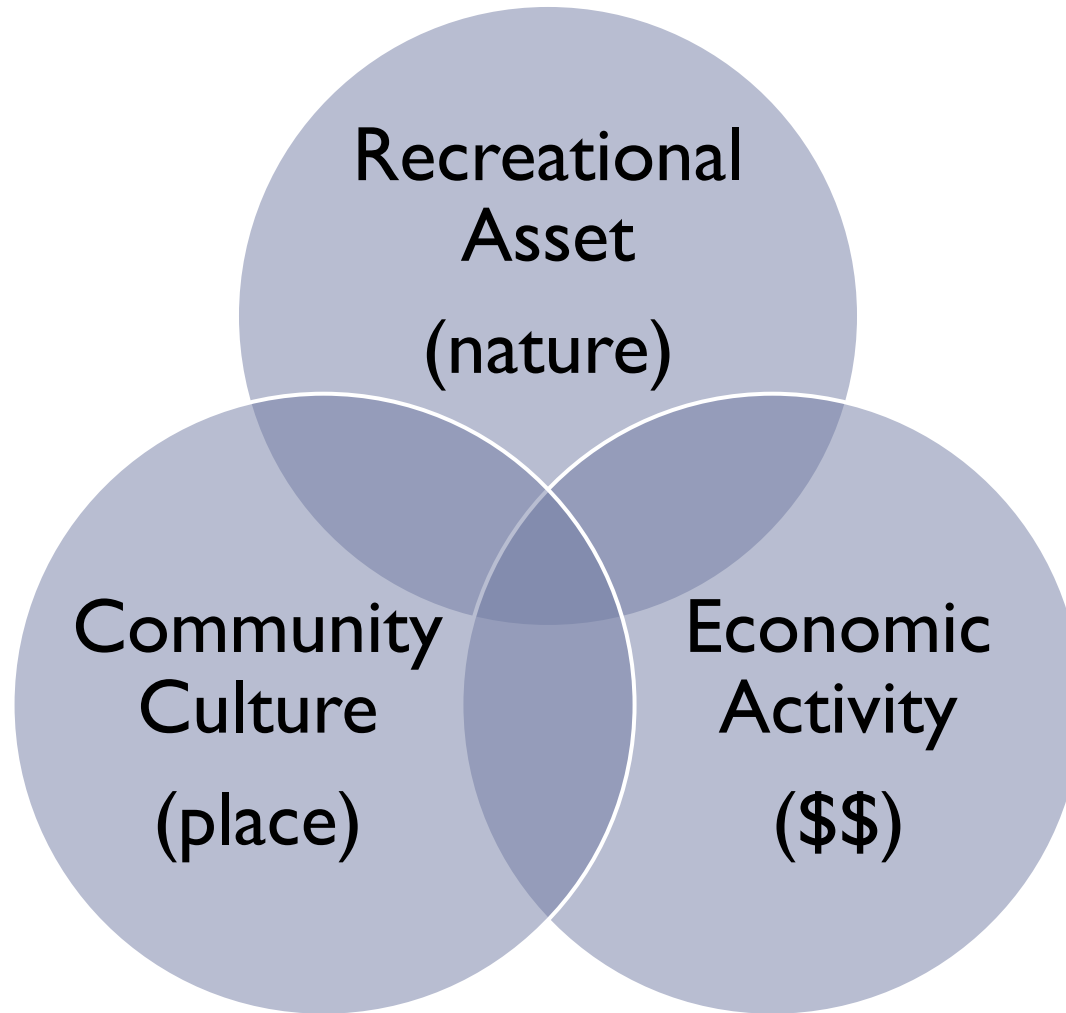
- ▶ 4 million adult PA residents participated in some type of outdoor recreation activity in the US in 2011
- ▶ Of this, 3.3 million were wildlife watching (i.e. not hunting or fishing)
- ▶ In PA, over 4.5 million adults (residents and non-residents) participated in outdoor recreation activity



Source: US Fish & Wildlife Service

NBT

– How it fits



Source: Penna. Downtown Center

NBT

The math-

- ▶ Trail user ***\$11.00-19.00 per day***
- ▶ Paddler ***\$27-\$63 per person/day***
- ▶ Overnight ***\$190.00 per person***

PA specific

- Day-trippers ***\$13.1 billion***
- Overnights ***\$24.1 billion.*** *(2012 DCED)

Recreation users generated:

21.5 billion consumer spending

219,500 direct jobs

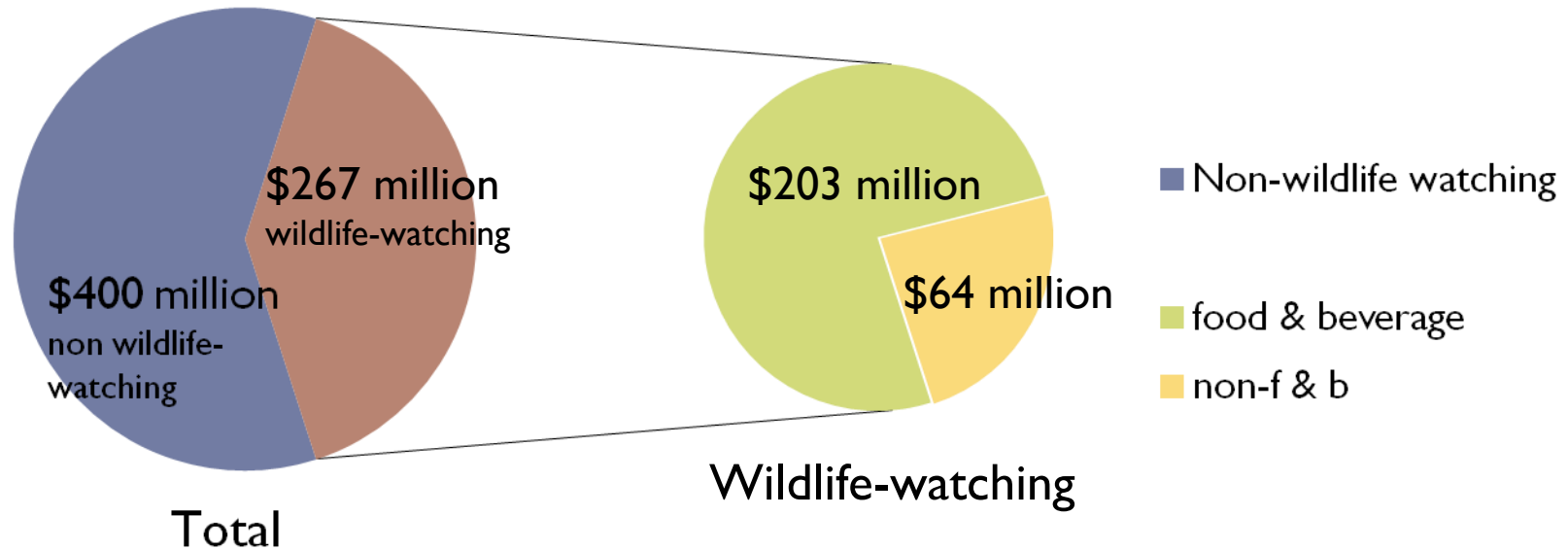
1.6 billion state & local tax revenue



NBT

-Economic Impact: it's a big pie

\$667 million annually



**Expenditures on trip-related outdoor recreation trips
Pennsylvania, 2011**

Current visitor vs. potential visitor

- ▶ Who is your current visitor?
- ▶ Who is your potential visitor?
- ▶ What is the difference between the two? Why is it important?



PRIZM® Profiles

Through *Nielsen/Claritas* – a marketing research information company & data mining –

- ▶ Demographic Data – education, income, housing and race
- ▶ Economic Data - # of businesses, employees, sales/class; types of businesses, etc.
- ▶ Psychographic Data (consumer behavior profiles) – including comprehensive information about media preferences, travel, auto, restaurants, shopping, telecommunications and financial services

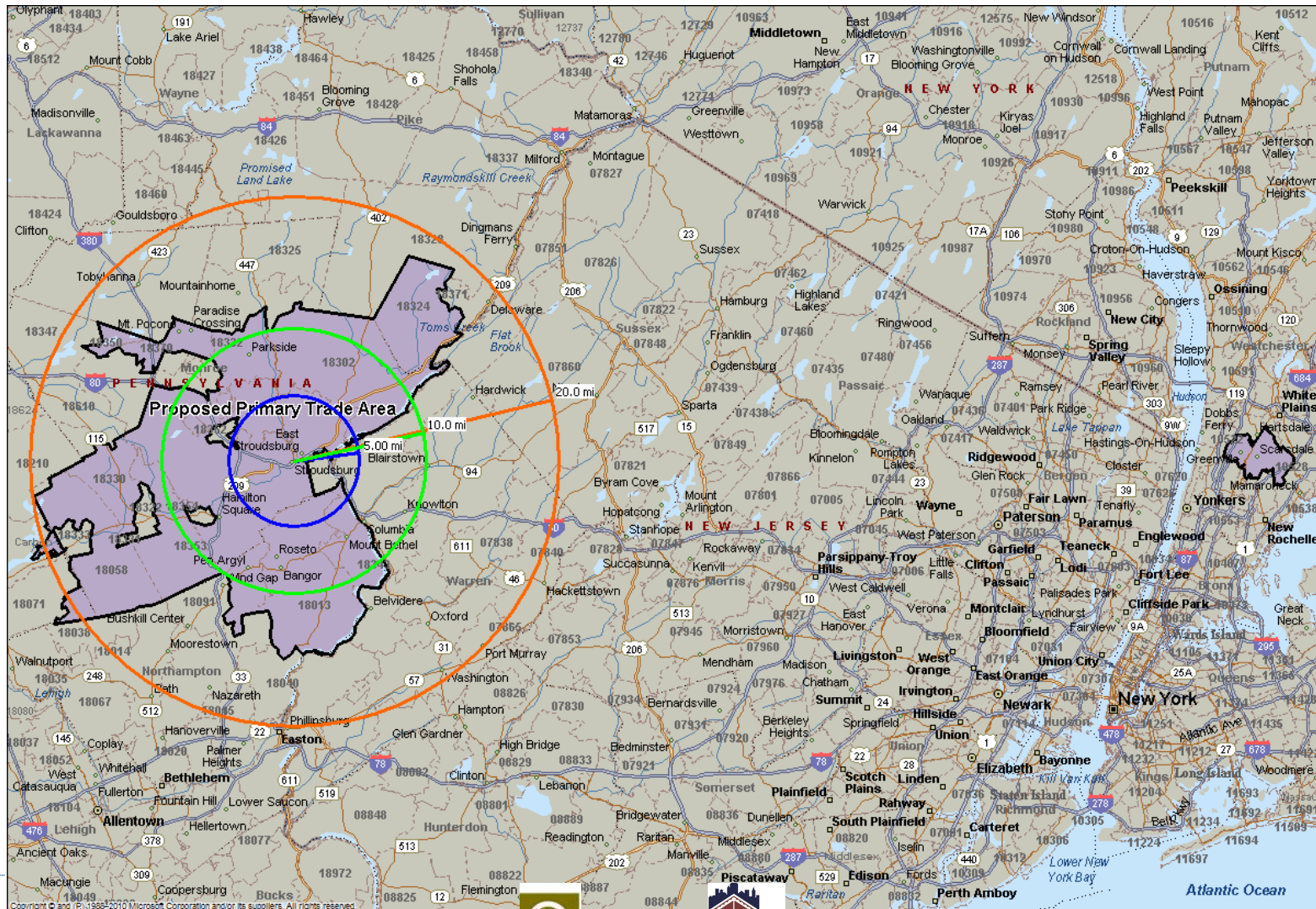


PRIZM® Profiles

- ▶ **PRIZM Household Data (psychographic profiles)**
 - ▶ Lifestyles of customers to your town/trail/park
 - ▶ Women Buying Power
 - ▶ 74.9% of women identified themselves as the primary shoppers for their households, *MRI's Survey of the Am. Consumer, Fall 2011
 - ▶ women in the U.S. reported “controlling” 72.8% of household spending



Proposed Primary Trade Area for Stroudsburg



32 - New Homesteaders – MHHI \$56,181

- ▶ *Young, upper-middle-class families seeking to escape suburban sprawl find refuge in new Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent paying jobs in white and blue-collar industries, these dual-income couples have fashioned comfortable, child-centered lifestyles; their driveways are filled with campers and powerboats, their family rooms with PlayStations and Game Boys.*
- ▶ Backpacking, hiking, bicycling, fishing, hunting, snowboarding, rock-climbing, gardening, camping, entertaining at home, photography, buying sporting equipment, going to the zoo, eating at family-friendly restaurants, own a cat



25 - **Country Casuals** – MHHI \$71,235

- ▶ *There's a laid-back atmosphere in Country Casuals, a collection of older, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat.*
- ▶ Hunting, fishing, gardening, play golf, play tennis, ski, bicycle, go camping, own a motorcycle, go horseback riding, eat at steakhouses, do woodworking/refinish furniture, own a dog



37 - Mayberry-ville – MHHI \$53,744

- ▶ *Like the old Andy Griffith Show set in a quaint picturesque berg. Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.*
- ▶ Buy fishing equipment, go hunting, buy camping equipment, own a rifle/shotgun, garden, eat at burger joints & pizza shops, go to a beach/lake, belong to an environ. org., own a dog



Nature-Based Strategies

- ▶ **Recreation (visitors & locals)**
 - ▶ Identify the nature-based assets
 - ▶ Locally & Regionally
- ▶ **Tourism**
 - ▶ Is your town visitor ready?
- ▶ Are these nature-based assets recognized as assets by the local community and is there a willingness to be visitor-friendly?



Nature-Based Placemaking (NBP)

Developing the Concept:

- ▶ Moving forward and applying lessons learned from past initiatives & programs
 - ▶ What has worked ? Why?
 - ▶ What hasn't worked? Why?
- ▶ Nature-Based Placemaking (NBP) is the next generation of a nature-based revitalization strategy



Nature-Based Placemaking (NBP)

- ▶ The interaction and integration of a community's natural assets, economic activity around those assets, and the culture of the community towards both the assets and activity.
- ▶ NBP occurs when all of these areas of focus are working in cooperation and conjunction with the other, creating the Total Quality Experience (TQE)



Nature-Based Placemaking (NBP)

The concept blends a variety of theories and approaches into a strategic, thoughtful, and practical revitalization program:

- ▶ DCNR's Conservation Landscape Initiatives
- ▶ PA Heritage Areas – Trail towns/River towns, etc.
- ▶ Main Street Four-Point Approach®
- ▶ Elm Street Five-Point Approach
- ▶ *Civic Tourism* (Dan Shilling)
- ▶ Ecological Economics -Triple Bottom Line Theory



NBP Pilot Projects

- ▶ Looking for communities who are already doing something in two out of the three areas:
 - ▶ Tourism Connection
 - ▶ Business Connection
 - ▶ Civic Connection
- ...and are looking to add an activity, program or project in the third area.



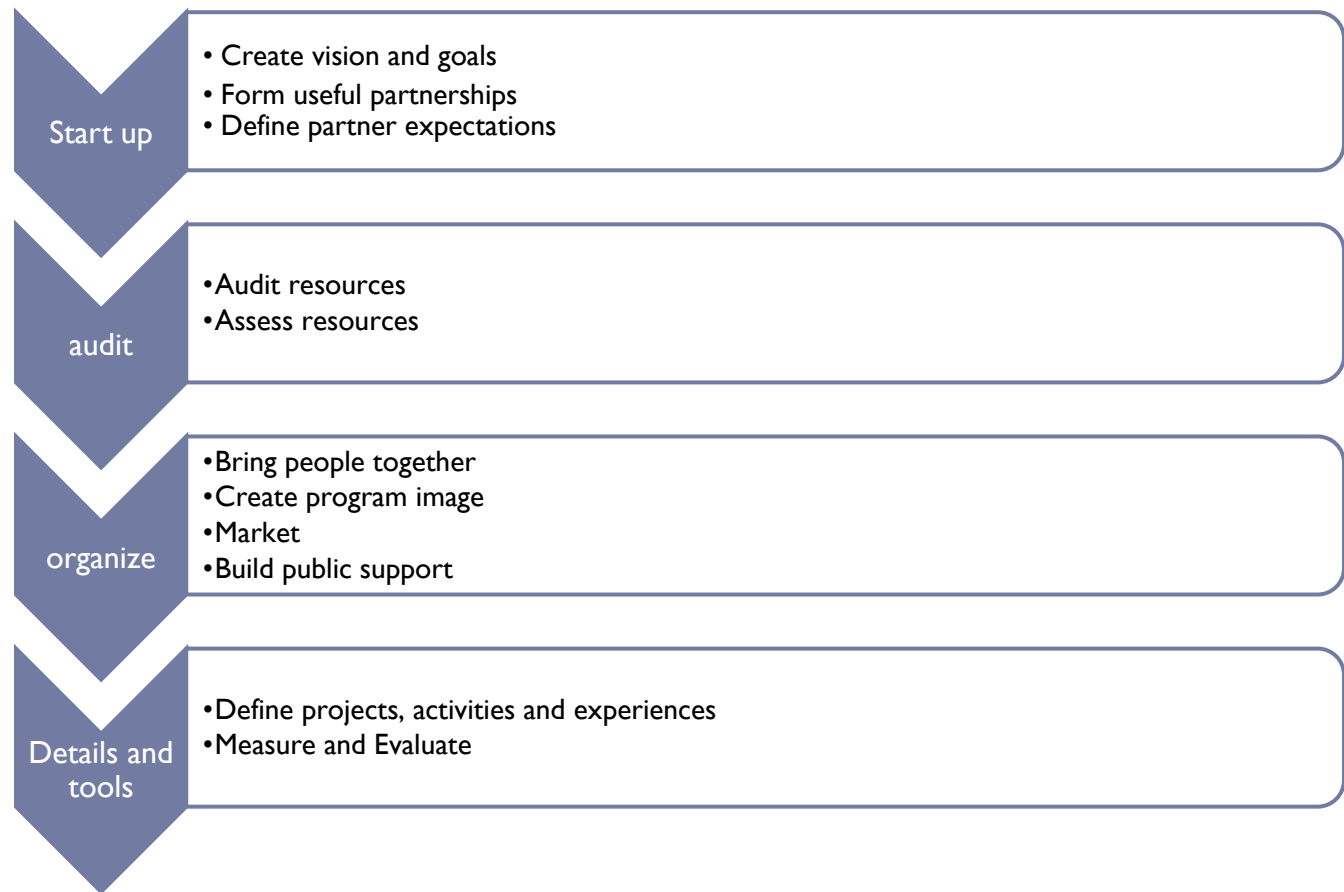


CONNECTING

NATURE, COMMERCE & COMMUNITY

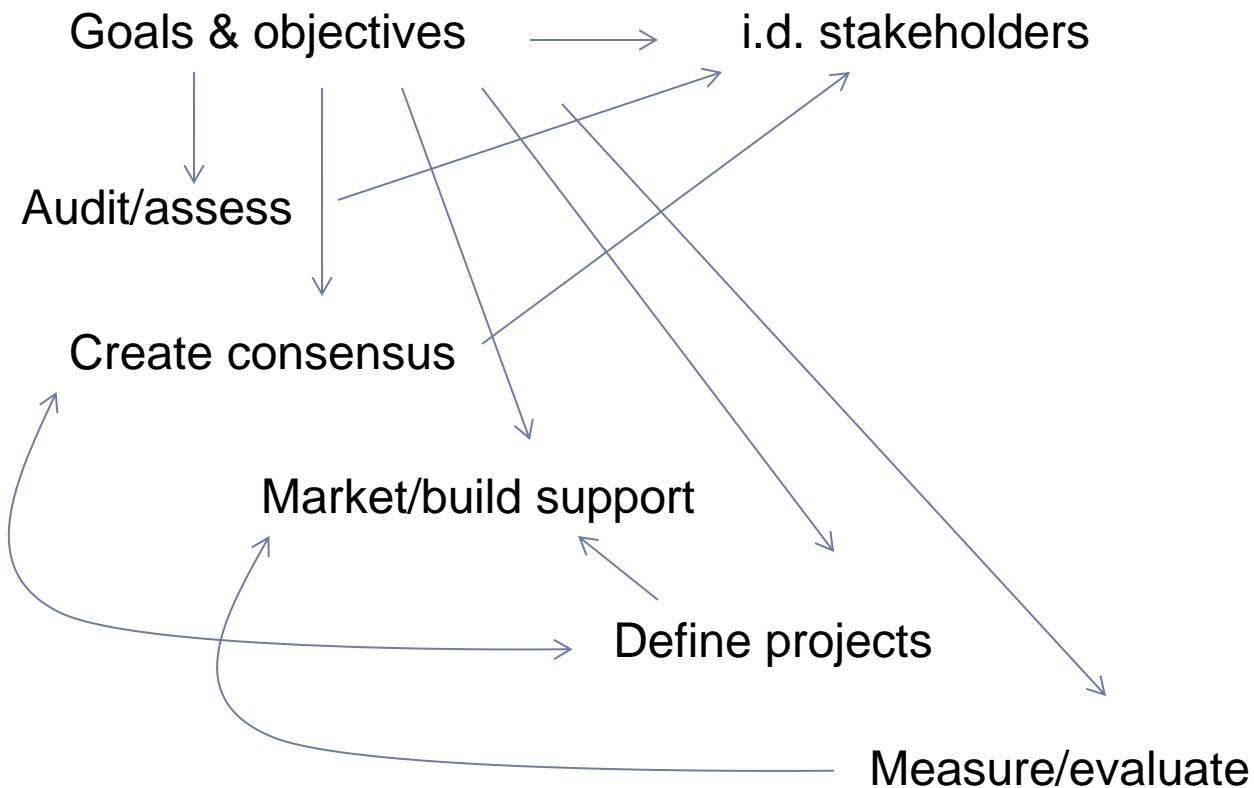
Pennsylvania Downtown Center's 2014 Annual Statewide Conference | June 1st-4th | Altoona, PA

Using Nature Based Tourism as a Revitalization Strategy: A process

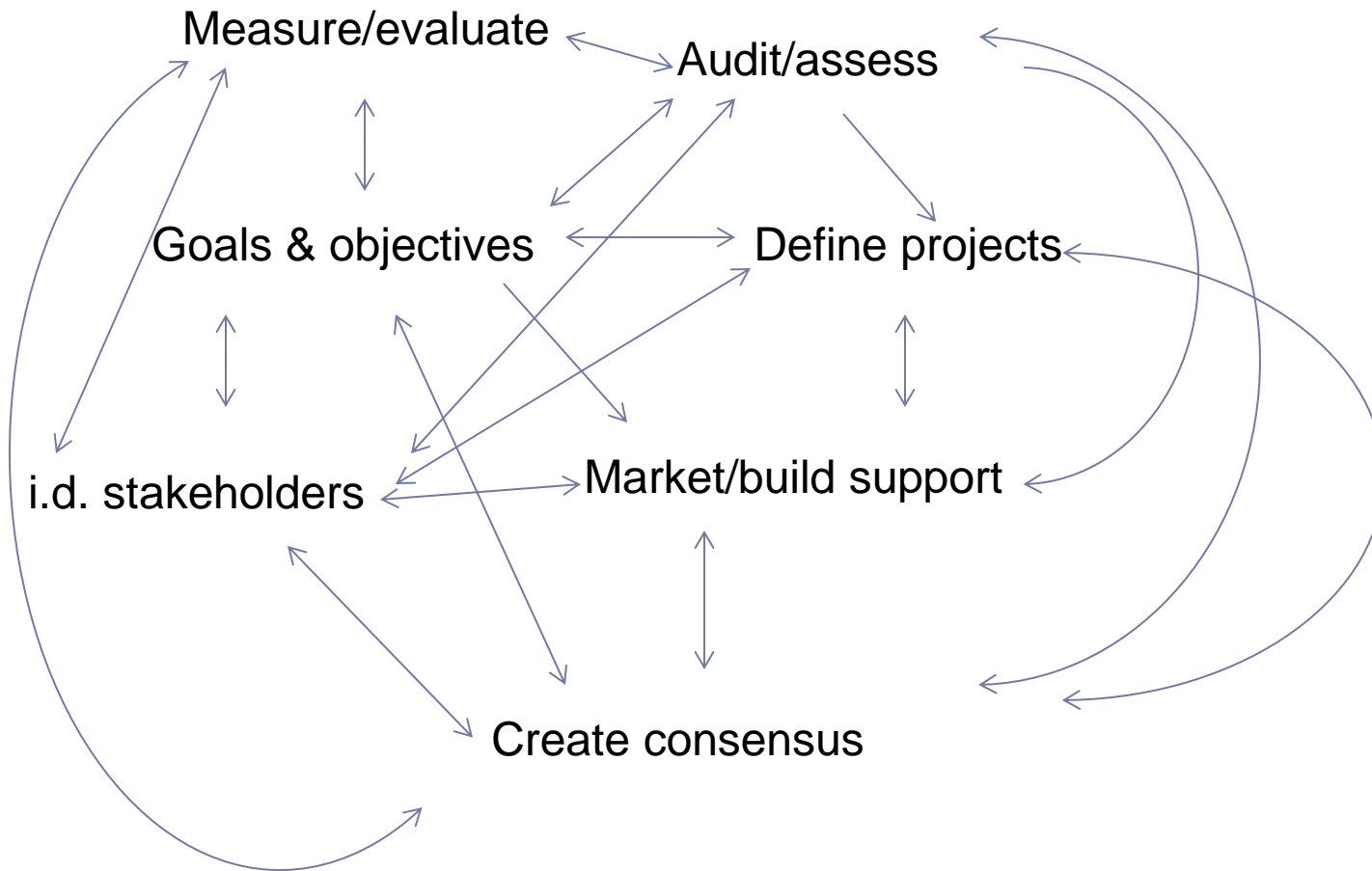


Adapted from Schuylkill River Heritage Area

Process Reality Check



The Real Process



Vision, Goals and Objectives

- ▶ Mom & apple pie won't work
 - ▶ Be realistic/set reasonable expectations
 - ▶ Be specific as possible in objectives

- ▶ Things change
 - ▶ New stakeholders will join
 - ▶ Audit/assessments are full of info

- ▶ Will influence most of the other steps



Vision, Goals and Objectives

-Start local

- ▶ Focus on your community strengths

- ▶ History
- ▶ Culture
- ▶ Craft
- ▶ Religion



- ▶ Identify your local experts

Stakeholders

- ▶ Identify potential stakeholders & partners (& their resources)
- ▶ Screen them:
 - ▶ do they align with G&Os?
- ▶ What value do you bring to them?
- ▶ Manage expectations



Stakeholders

- ▶ Potential candidates:
 - ▶ Associations
 - ▶ Businesses
 - ▶ Clubs
 - ▶ Service providers
 - ▶ Colleges
 - ▶ Tour Operators
 - ▶ Government
 - ▶ Main Street Mgrs
 - ▶ Eco Development agencies
 - ▶ Media
 - ▶



Stakeholders

- ▶ Communication with Stakeholders
 - ▶ Facilitate clear, concise & relevant reporting
 - ▶ keep them engaged
 - ▶ execute follow-up surveys for honest feedback
 - ▶ visitor experience is a good source
 - ▶ establish a timetable & stick to it

Source: Celes Davar, Earth Rhythms 2010



Audit/Assess Tourism Infrastructure

- ▶ Physical
 - ▶ Inventory venues
 - ▶ Lodging
 - ▶ Camping facilities
 - ▶ Restaurants
 - ▶ Retailers
 - ▶ Public Services
- ▶ “Soft”



Audit/Assess

- ▶ Identify existing service providers local & nearby
- ▶ Identify existing natural assets
- ▶ Communicate
 - ▶ Vision
 - ▶ goals
 - ▶ progress



Audit/Assess -worksheet for assets

EP Component Worksheet					
<u>Asset</u>	<u>Activity</u>	<u>Use of 5 Senses</u>	<u>Titles & Themes</u>	<u>Culture</u>	<u>Storytelling & Local Color</u>



Create Consensus

- ▶ Communicate
- ▶ Communicate
- ▶ Communicate



or



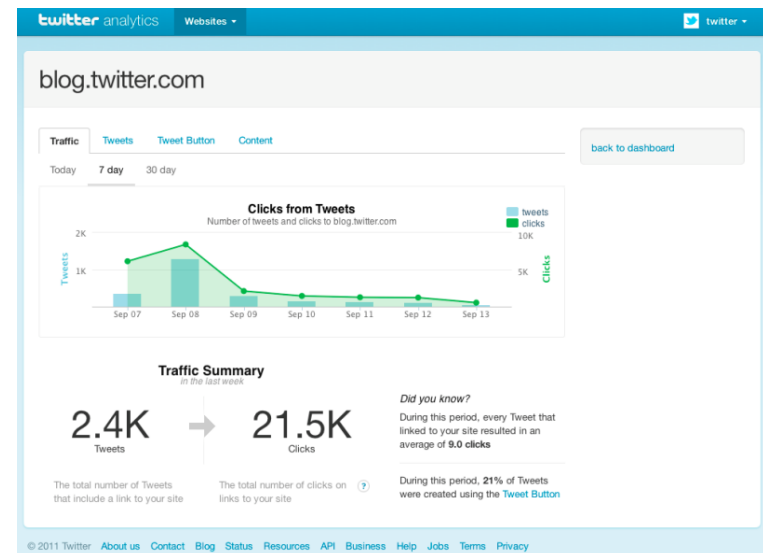
Create Program Image, Market & Build Support

- ▶ The Vision Thing
- ▶ Communicate
- ▶ Ask for what you want



Measure/Evaluate

- ▶ Why
 - ▶ ROI for private partners
 - ▶ Future funding
 - ▶ Sustainability
- ▶ What are you quantifying?
 - ▶ Planning metrics
 - ▶ Implementation metrics
- ▶ How
 - ▶ Quantitative, qualitative
 - ▶ Direct/non-direct
 - ▶ # and \$



Resources

- ▶ www.visitpa.com or email - submit@visitpa.com
- ▶ POWA – www.paoutdoorwriters.com
- ▶ PACVB – PA Assoc. of Travel & Tourism – www.pacvb.org
- ▶ Local convention and visitors bureau
- ▶ Nielson/Claritas – www.claritas.com
- ▶ Pennsylvania Downtown Center – www.padowntown.org



Contact us

- ▶ Kim Stever - kimber@eastwickmarketing.com
- ▶ Steve Nelson - steve@eastwickmarketing.com
- ▶ Julie Fitzpatrick – juliefitzpatrick@padowntown.org

Eastwick Marketing - www.eastwickmarketing.com

PA Downtown Center - www.padowntown.org

