Trail Town, Bike Boros and Camping Cities
How to Use Nature Based Tourism as a Revitalization Strategy

Pennsylvania Planning Conference
October 20, 2013
Kim Stever – Director of Solutions, Eastwick Marketing

Julie Fitzpatrick – Assistant Director & Special Projects Coordinator

Steven Nelson, AICP – Director of Planning & Government Relations, Eastwick Marketing
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

Recreational Asset (nature)

Community Culture (place)

Economic Activity ($$)

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
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
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
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

Start up
- Create vision and goals
- Form useful partnerships
- Define partner expectations

Audit
- Audit resources
- Assess resources

Organize
- Bring people together
- Create program image
- Market
- Build public support

Details and tools
- Define projects, activities and experiences
- Measure and Evaluate

Adapted from Schuylkill River Heritage Area
Process Reality Check

Goals & objectives → i.d. stakeholders

Audit/assess

Create consensus

Market/build support

Define projects

Measure/evaluate
The Real Process

- Measure/evaluate
- Audit/assess
- Define projects
- Market/build support
- Create consensus
- Goals & objectives
- i.d. stakeholders

Goals & objectives
- Define projects
- Market/build support
- Create consensus
- Measure/evaluate
- Audit/assess

Define projects
- Market/build support
- Create consensus
- Measure/evaluate
- Audit/assess

Market/build support
- Create consensus
- Measure/evaluate
- Audit/assess

Create consensus
- Measure/evaluate
- Audit/assess
- Define projects
- Market/build support
- i.d. stakeholders

i.d. stakeholders
- Measure/evaluate
- Audit/assess
- Define projects
- Market/build support
- Create consensus

Measure/evaluate
- Audit/assess
- Define projects
- Market/build support
- Create consensus
- i.d. stakeholders
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

<table>
<thead>
<tr>
<th>Asset</th>
<th>Activity</th>
<th>Use of 5 Senses</th>
<th>Titles &amp; Themes</th>
<th>Culture</th>
<th>Storytelling &amp; Local Color</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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](http://www.visitpa.com) or email - [submit@visitpa.com](mailto:submit@visitpa.com)
- POWA – [www.paoutdoorwriters.com](http://www.paoutdoorwriters.com)
- PACVB – PA Assoc. of Travel & Tourism – [www.pacvb.org](http://www.pacvb.org)
- Local convention and visitors bureau
- Nielson/Claritas – [www.claritas.com](http://www.claritas.com)
- Pennsylvania Downtown Center – [www.padowntown.org](http://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