



Travel/Tourism Related Economic Analysis for Garrett County, Maryland

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EXECUTIVE SUMMARY

This year-round tourism market survey for Garrett County was conducted in 21 locations/events across the county. A total of 4,931 non-local visitors were approached with 2,692 of them being willing to fill out the questionnaire, resulting in a response rate of 54.6%.

Survey results indicate that Garrett County is a leisure/vacation destination with the majority of respondents reporting leisure/vacation as their primary reason (82.5%) for visiting the county, followed by visiting family and relatives (14.5%) while 3.5% of them visited the county for business. The majority of visitors were repeat visitors (81.8%) with 51.3% of them having visited the county for more than 10 times in the past. The average frequency of visits in the previous 12 months was 6.8 times. Most visitors (75.4%) stayed at least one night with the average length of stay being 4.7 nights.

In terms of visitors' spending during their stay in the county, the average daily spending per person, trip spending per person, and group trip spending were \$94.4, \$256.7, and \$1030.6 respectively. As a leisure/vacation destination, the county is also characterized by a good number of visitors being second home owners (25.7%).

It is estimated that the county accommodated 1,117,744 person-trips for the survey period (August 2008 to July 2009) with a total spending of \$243.32 million. Seasonal person-trips are estimated at 402,388 for summer, the largest of all seasons, accounting for 36.0% of total person-trips for the survey year. Winter season was also popular with the total person-trips being 310,733, followed by fall (240,315 person-trips) while spring season was the least attractive with the total person-trips being 164,308.

Garrett County as a four-season destination is comparative with similar resort destinations in West Virginia. Visitor spending of \$243.32 million for the county is higher than that for Mercer (\$108.6 million) where the Winterplace Ski Resort is located, Pocahontas (\$100.9 million) where the

Snowshoe Mountain Ski Resort is located, and much higher than Tucker County (\$43 million) where two ski areas, Canaan Valley Ski Area and Timberline Ski Resort, are located. The county is also competitive as compared to other counties in Maryland, in that the county accommodated more person-trips than did most Maryland counties.

It is estimated that visitors of the county had a total economic impact (includes direct, indirect and induced effects) of \$347.65 million in sales, have generated approximately 5,041 jobs, and contributed to the county's economy approximately \$193.4 million in value added. This consists of direct impacts of \$243.3 million in sales, 3,851 jobs in employment, and \$136 million in value added. In terms of economic impact by visitor type, second home owners had the largest total impact, contributing \$156.5 million in sales, creating 2,275 jobs, and generated approximately \$81.5 million in value added. Bed and Breakfast visitors had the least impact, contributing \$1.3 million in sales, 20 jobs in employment, and \$0.76 million in value added.

Introduction

Since 1945 tourism has grown rapidly to become one of the world's foremost economic phenomena. The World Tourism Organization (WTO) estimates that international tourism arrivals reached 924 million in 2008, up to 16 million over 2007 with total tourism receipts being \$US 944 billion for the year (WTO, 2009). Ceballos-Lascurain cites a WTO estimate that nature-based tourism generates 7% of international tourism expenditure (Lindberg, Furze, Staff, & Black, 1997). A study undertaken for the World Resources Institute found that this type of tourism is increasing at an annual rate of between 10% and 30% (Reingold, 1993).

The term nature-based tourism is generally applied to tourism activities depending on the use of natural resources which remain in a relatively undeveloped state, including scenery, topography, waterways, vegetation, wildlife, and cultural heritage (Ceballos-Lascurain, 1996). Garrett County, as one of the important nature-based tourism destinations in the Appalachian region, has many natural and cultural assets that attract millions of domestic and international tourists each year. As with many other counties in states along the Appalachian region, tourism has been playing an increasingly important role in economic promotion and revitalization for the county. In order to remain competitive in the tourism market, it is necessary to know the tourism demand and to see if it matches with the tourism supply in the area. This requires a comprehensive and systematic survey to be conducted for the county. To this end, the Recreation, Parks, and Tourism Resources Program of West Virginia University (WVU) was contracted by the Garrett County Chamber of Commerce to conduct a four-season survey at varying locations within the county. This report presents results of travel/tourism-related economic impact analysis based on data collected from August 2008 to July 2009.

Visitor Survey Methods

This is a four-season face to face onsite self-administered survey that started in August 2008 and ended in July 2009. A total of 2,400 visitors were proposed to be surveyed with 600 visitors for each season to achieve a sampling error of 3%.

A questionnaire was developed by drawing up findings from tourism literature and with inputs from the Garrett County Chamber of Commerce. This questionnaire consists of six sections: visitors' trip characteristics; tourism activities and shopping behavior, visitors' perceptions of Garrett County as a tourism destination; visitors' wants and needs of commercial attractions; visitors' spending in Garrett County; and background information (See Appendix A). Before the actual survey started in August, 2008, the questionnaire was pre-tested at two locations (i.e., McHenry Visitor Center and the Oakland Station and Visitor Center) and was reviewed and acknowledged for use by WVU's IRB (Institutional Review Board).

Visitors were randomly approached at 21 locations/events (see Figure 1) by a survey team made up of WVU graduate and undergraduate students majoring in recreation, parks, and tourism resources with major assistance from Sarah Duck, director of marketing with Garrett County Chamber of Commerce. Discount coupons were used as an incentive for encouraging visitor's willingness to take part in the survey. For a detailed description of the survey locations, surveyors, and response rates, please see Appendix B.

Survey Locations/Events in Garrett County, MD

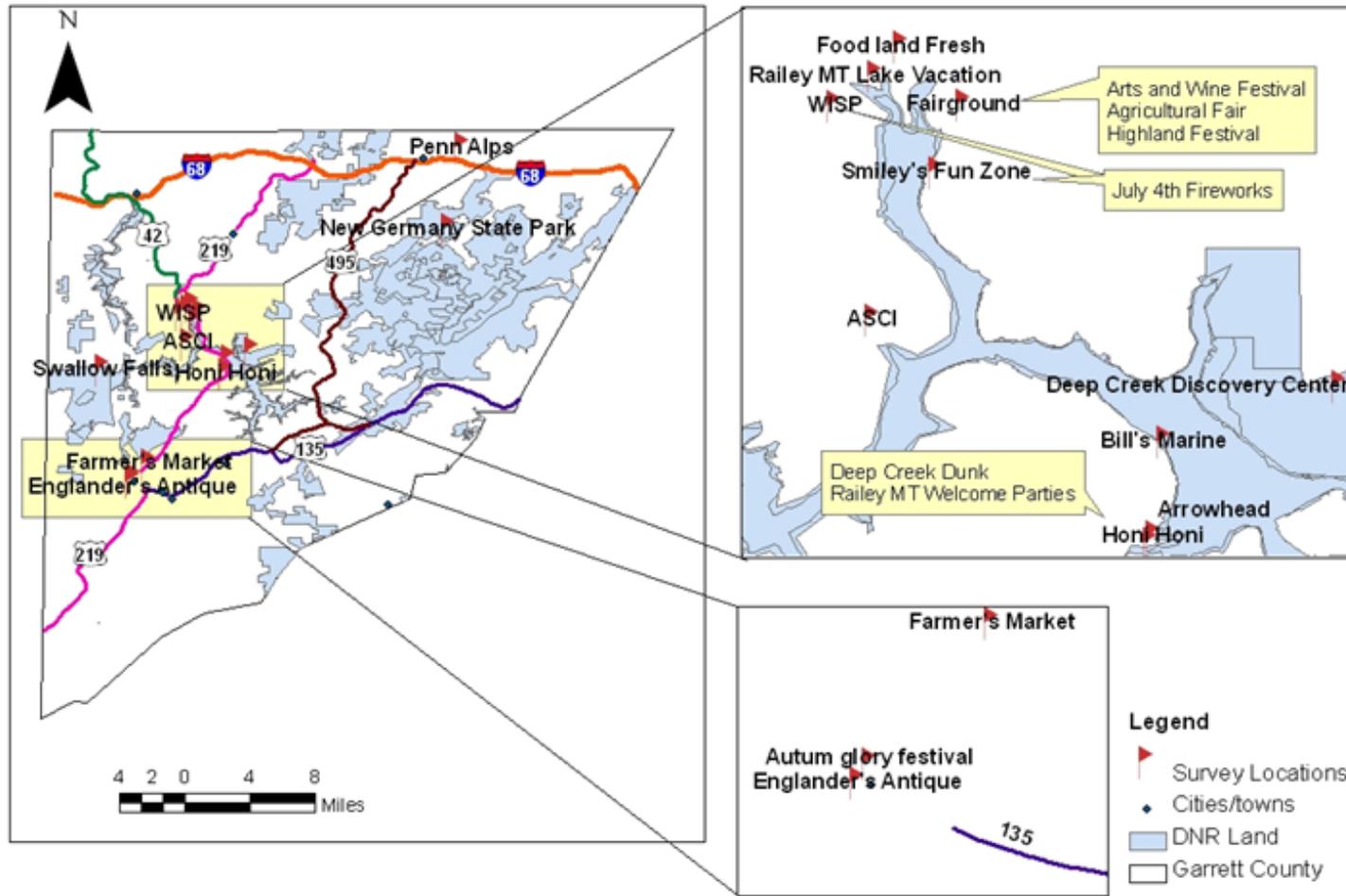


Figure 1. Survey locations/events

Visitor Survey Results

Response Rate

A total of 4,994 individuals who reported to be outside visitors were surveyed when approached at the 21 locations/events across the county. Of this number, 63 were identified as locals after a further look at their reported zip codes. These 63 locals were then screened out and excluded from analysis. Thus, the total number of non-local visitors approached is 4,931. Of this number, 2,692 were willing to fill out the questionnaire, resulting in a response rate of 54.6% (Table 1). Of the 2,692 visitors surveyed at the 21 locations, 615 were surveyed at WISP, accounting for 22.8 % of the survey sample, followed by Swallow Falls with 571 or 21.2% of visitors being surveyed in the park.

Table 1. Survey location and response rate

No.	Survey location	Number of visitors surveyed	Percent (%)	Number of visitors approached*	Response rate (%)
1	WISP	615	22.8	1,010	60.9
2	ASCI	76	2.8	126	60.3
3	Agricultureculture Fair	26	1.0	234	11.1
4	Honi-Honi	115	4.3	189	60.8
5	Art & Wine festival	69	2.6	158	43.7
6	Penn Alps Restaurant & Craft Shop	264	9.8	456	57.9
7	Swallow Falls	571	21.2	842	67.8
8	Englanders Antique Mall & Grill	174	6.5	349	49.9
9	Farmer’s Market/Candyland	57	2.1	201	28.4
10	Autumn Glory festival	40	1.5	82	48.8
11	Deep Creek Discovery Center	94	3.5	202	46.5

(Table continues)

Table 1. (continued)

No.	Survey location	Number of visitors surveyed	Percent (%)	Number of visitors approached*	Response rate (%)
12	Foodland Fresh	44	1.6	194	22.7
13	New Germany	11	0.4	13	84.6
14	Deep Creek Dunk	43	1.6	50	86.0
15	Arrowhead	115	4.3	282	40.8
16	Railey Mountain Lake Vacation	7	0.3	22	31.8
17	Smiley's pizza and fun zone	43	1.6	80	53.8
18	Highland festival	83	3.1	132	62.9
19	Bill's Marine	106	3.9	144	73.6
20	July 4 th Fireworks	55	2.0	68	80.9
21	Railey Mountain Vacation Welcome Parties	84	3.1	97	86.6
Total		2692	100.0	4,931	54.6

Note. *A total of 1,394 individuals reported to be locals at the time of survey, and as locals they were not asked to fill out the questionnaire.

Trip Characteristics

Reasons for visiting the county

Table 2 presents reasons expressed by visitors for visiting Garrett County. The majority (82.5%) of respondents reported leisure/vacation as their primary reason for visiting the county, followed by visiting family and relatives (14.5%) while only 3.5% of visitors reported business as their primary reason. In addition, 5.0% of respondents reported some other primary reasons for visiting area, including being second home owners, attending festivals/events/fairs, and passing through, among others.

Table 2. Reasons for visiting Garrett County

		Visit			
		Business	Leisure/vacation	family/relatives	Others
Year	Primary	3.5	82.5	14.5	5.0
	Secondary	2.4	6.1	7.6	0.7
	Equal	0.5	0.9	1.2	0.3

Frequency of visits

Overall, approximately 51.3% of respondents have visited the county for more than 10 times in the past while 18.0% of them were first time visitors. In addition, 20.8% and 9.9% of respondents reported having visited the county for 2-5 times and 6-10 times, respectively (Figure 2)

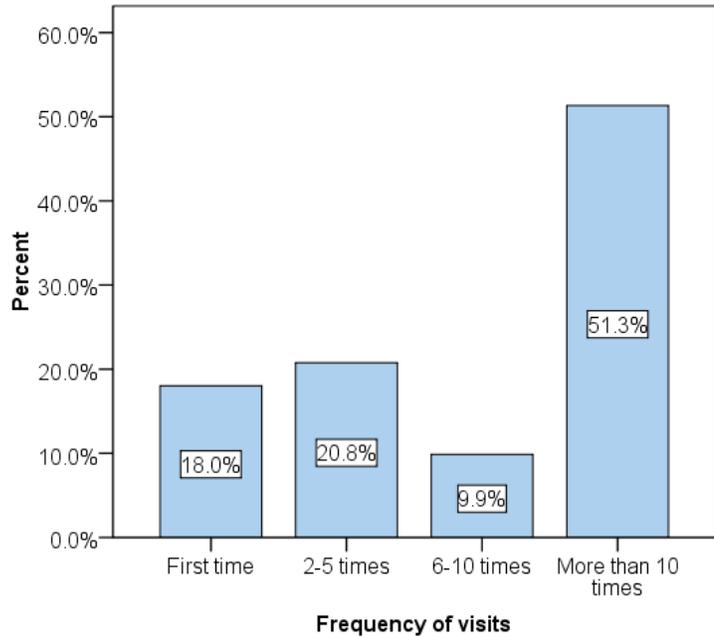


Figure 2. Overall frequency of visits to Garrett County

If lumped together, then 81.8% of respondents were repeat visitors as opposed to 18.2% of them being first time visitors (Figure 3).

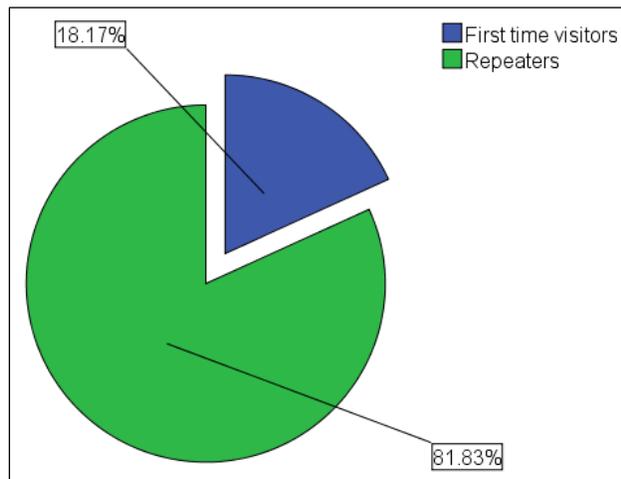


Figure 3. Percent of first time visitors/repeat visitors (year)

Frequency of visits in the previous 12 months

Starting from February 2009, one question was added to the questionnaire asking about the frequency of visits that a respondent has made to the county in the preceding 12 months. Based on 1,357 valid responses, the average frequency of visits is 6.83 times, ranging from 0 to 1,000 times. A detailed description of the average frequency of visits by visitor type is presented in Table 3. As shown, second home owners visited the county most frequently with the average number of visits being 16.81, followed by others (12.09), day trippers (10.91) while bed & breakfast users were among the least frequent visitors to the county with the mean frequency of visits being 0.71 times.

Table 3. Frequency of visits in the preceding 12 months by visitor type

Visitor type	Mean*	Std. Deviation	Minimum	Maximum
Day trippers	10.91	62.43	0	1,000
Hotel/motel	1.94	6.13	0	52
Bed & Breakfast	0.71	0.89	0	2
Stay with friends/family	4.31	7.18	0	49
Short-term RV/Camping ground	2.67	4.51	0	25
Cabins	2.53	4.88	0	24
Vacation rental home	1.59	3.01	0	22
Second home owner	16.81	28.39	0	360
Others	12.09	29.36	0	100
Total	6.74	32.30	0	1,000

Note. The mean value of 6.74 in the table is slightly different from the aforementioned 6.83 due to missing data associated with visitor types.

Overnight visitors versus day trippers

The majority of respondents (75.4%) stayed at least one night in the county while the remaining 24.6% were day trippers or visitors who stopped at the survey locations while passing through the county en route to other places (Figure 4).

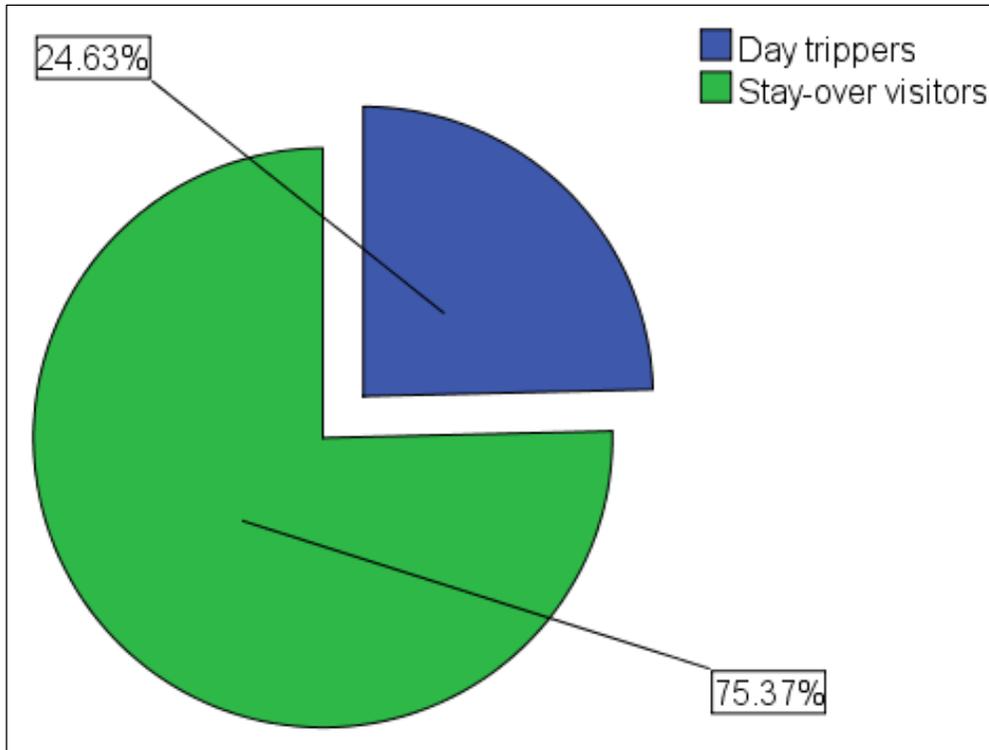


Figure 4. Percent of stay-over visitors (year)

A more detailed description of the percent of stay-over visitors by location is presented in Table 3. As indicated in the table, Railey Mountain Vacation Rentals (including welcome parties) was almost inclusively patronized by stay-over visitors while customers to Penn Alps were largely day trippers (76.0%).

Table 3. Percent of stay-over visitors by location/event (year)

No.	Survey location	Stay-over visitors (%)	Day trippers (%)
1	WISP	75.6	24.4
2	ASCI	86.1	13.9
3	Agriculture Fair	73.1	26.9
4	Honi-Honi	85.8	14.2
5	Art & Wine festival	87.0	13.0
6	Penn Alps restaurant & Craft shop	24.0	76.0
7	Swallow Falls	85.8	14.2
8	Englanders Antique Mall & Grill	72.7	27.3
9	Farmer's Market/Candyland	55.6	44.4
10	Autumn Glory festival	77.5	22.5
11	Deep Creek discover center	90.2	9.8
12	Foodland Fresh	86.4	13.6
13	New Germany	54.5	45.5
14	Deep Creek Dunk	82.9	17.1
15	Arrowhead Market	89.5	10.5
16	Railey Mountain Vacation Rentals	100.0	0.0
17	Smiley's pizza and fun zone	72.5	27.5
18	Highland festival	63.4	36.6
19	Bill's Marine Service	89.5	10.5
20	July 4 th Fireworks	74.1	25.9
21	Railey Mountain Vacation Welcome Parties	95.2	4.8
Overall		75.4	24.6

More specifically, among all types of visitors including day trippers, 18.3% stayed at their own second homes and 19.5% at vacation rental homes, the largest percent among all stay-over visitors. In addition, 13.2%, 12.9%, 4.9%, and 3.3% of visitors stayed with family/friends, at hotels/motels, in cabins, and at short-term RV/camping grounds (Figure 5).

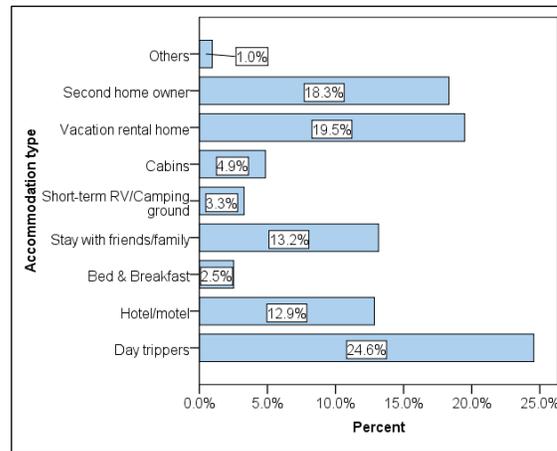


Figure 5. Percent of visitors by visitor type (year)

It should be noted that not all second home owners have stayed in their own second homes while visiting the county. Some might have stayed with their friends or relatives, some others might just be day trippers but owned a second home for rent. As shown in Figure 6, about 25.7% of respondents reported to be second home owners as compared to 18.3% of respondents who reported having stayed in their second

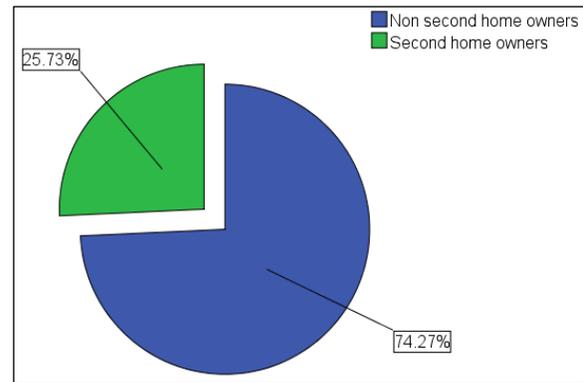


Figure 6. Second home ownership

homes as shown in Figure 5. In terms of the number of nights by accommodation type, second home owners stayed an average of 8.97 nights during their trips, ranging between 1 and 200 nights. On average, visitors stayed 4.28 nights at vacation rental homes, 3.73 nights with family/friends, 3.67 in other types of accommodation such as time share and condominiums. Bed & Breakfast has the shortest length of stay among all lodging types. Overall, visitors stayed an average of 4.73 nights during the surveyed months (Table 4).

Table 4. Number of nights by lodging type

Accommodation	Mean	Std.	Minimum	Maximum
		Deviation		
Hotel/motel	2.80	8.41	1	150
Bed & Breakfast	2.09	0.66	1	5
Stay with friends/family	3.73	5.74	1	50
Short-term RV/Camping ground	2.74	2.56	1	20
Cabins	3.14	1.82	1	15
Vacation rental home	4.28	4.80	1	90
Second home owner	8.97	22.39	1	200
Others	3.67	1.72	2	7
Overall	4.73	11.90	1	200

Group size

Table 5 presents group size by visitor type. As shown, the average group size is 4.86 persons, ranging from 2.41 persons for Bed & Breakfast and 8.80 persons for vacation rental homes.

Table 5. Group size by visitor type

Visitor type	Mean	Std.	Minimum	Maximum
		Deviation		
Day trippers	3.28	2.85	1	30
Hotel/motel	4.07	5.26	1	70
Bed & Breakfast	2.41	1.83	1	14
Stay with friends/family	3.91	3.14	1	28
Short-term RV/Camping ground	3.98	2.62	1	18
Cabins	5.37	4.29	1	27
Vacation rental home	8.80	6.04	1	48
Second home owner	4.24	2.92	1	20
Others	6.87	8.20	1	35
Overall	4.86	4.63	1	70

Group type

Figure 7 shows the percent of visitors with kids aged below 17. The majority of respondents (56.96%) were adult visitors while the rest (43.04%) of visitors travelled with at least one kid aged below 17.

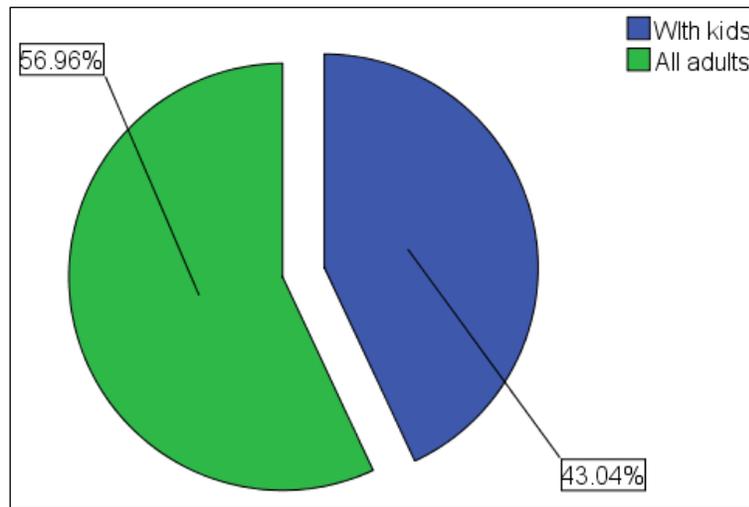


Figure 7. Percent of visitors with/without kids

Table 6 presents a more detailed description of the distribution of the number of kids by each visitor type. As shown, the average number of kids in a group is 1.01, ranging from 0.15 for Bed & Breakfast to 1.95 for vacation rental homes.

Table 6. Number of kids by visitor type

Visitor Type	Mean	Std. Deviation	Minimum	Maximum
Day trippers	0.53	1.42	0	23
Hotel/motel	0.83	1.82	0	20
Bed & Breakfast	0.15	0.66	0	4
Stay with friends/family	0.78	1.29	0	7
Short-term RV/Camping ground	0.85	1.26	0	6
Cabins	0.83	0.99	0	3
Vacation rental home	1.95	2.55	0	32
Second home owner	1.09	1.36	0	6
Others	1.67	3.32	0	16
Overall	1.01	1.79	0	32

Economic Impact Analysis

“The economic impact of tourism is a fundamental selling point for pursuing the development of tourism, and consequently, it has been studied and analyzed substantially over the years” (Wilton & Nickerson, 2006). Tourism economic-impact analyses usually involve the spending of visitors. Lovejoy (2003) argues, “The best way to measure the impact of visitor spending is to use surveys to determine the amount and type of goods that travelers tend to purchase, and then to estimate the portion of output visitors support in key industries” (p. 7). In most studies, total visitor spending is estimated by multiplying personal trip spending by person-trips.

For this study, using visitor spending data collected from the survey and estimated person-trips, the regional economic impacts of tourism in Garrette County, Maryland was estimated using the IMPLAN (Impact Analyses and Planning) Software. This software was developed originally by the U.S. Forest Service in cooperation with the Federal Emergency Management Agency and the U.S. Department of the Interior's Bureau of Land Management to assist in land and resource management planning. Regional economic impacts were valued in terms of additional outputs (or sales), employment (number of jobs) and value added (employee income, propriety income, other property income, and indirect business taxes). Impacts can be categorized into direct, indirect and induced effects. Direct effects represent the first round of spending by the visitors in the study area. The indirect and induced effects are considered as the ripple effects of spending in the area. Indirect effect arises as local vendors increase their spending on goods, services and employees to meet higher demand for their products due to the visitors while the induced effect arises from the increased demand created by the employees of

the activity and the employees of its suppliers spending their incomes in the study area (Parks, 2005).

Spending in Garrett County

Daily spending per person is estimated based on spending per person at the time of survey divided by the number of nights that the respondent has stayed so far at the time of survey. Daily spending per person is then projected to trip spending per person by multiplying by the reported length of stay. Finally, group spending is estimated by multiplying personal trip spending by the group size (ref. Frechtling, 2006). Only those aged 10 years or over were counted in the group size calculation for this market survey.

For a given item (i.e., lodging, groceries, eating, etc.), a respondent may pay for that item for the whole group. Under some other circumstances, the same respondent may report purchasing one item (i.e., souvenirs) for himself/herself while, in the mean time, s/he may also purchase the same item for the group. Thus, estimating personal spending at the time of survey depends on the way the respondent paid for an item. Personal spending at the time of survey is the sum of estimated spending on each item, which is estimated by the following formulas:

$$\text{Spending per person at the time of survey} = S_p \quad (1)$$

Or

$$= \frac{S_p + S_g}{GS} \quad (2)$$

Or

$$= \frac{S_g}{GS} \quad (3)$$

Where S_p , S_g and GS refer to the personal spending, group spending, and group size, respectively. Equations 1, 2, and 3 each apply to the following circumstances: spending on an item only for the respondent by the respondent while no reported spending for the group on the item; spending on an item for the respondent by the respondent who also reported spending on that item for the group; and spending for the group by the respondent whose personal spending on the item is reported to be zero.

Based on the above formulas, the estimated trip spending per person is calculated as follows:

$$\text{Trip spending per person} = \text{daily spending per person} * \text{total number of nights} \quad (4)$$

$$\text{Daily spending per person} = \frac{\text{spending per person at the time of survey}}{\text{number of nights stayed so far}} \quad (5)$$

It should be noted that estimated personal spending for each day depends on how the group size is treated. In this report, kids aged 10 years below were not considered as part of a group for spending estimation.

It should also be noted that for such items as air travel, rental car, lodging, and gas, a visitor was more likely to spend money on those items for the whole trip at the time of survey. Thus, for these items, number of nights stayed so far equals the total number of nights when personal daily spending and group spending are estimated.

Daily spending per person by visitor type

Table 7 presents daily spending per person by visitor types. As shown, on average, day trippers spent \$63.3/per person per day, higher than visitors who used short-term RV/camping grounds (\$50.3). In contrast, B &B visitors spent an average of \$192.7/per day, the highest among all visitor types. All visitor types considered, the total average spending is \$94.4 per person per day. Daily spending for each season is presented in Tables 8 to 11.

Table 7. Daily spending per person by visitor type (year)

Visitor type		Rental car/				Admissions					Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Day trippers	Mean	0.7	0.9	11.3	0.0	16.3	9.8	12.4	10.2	1.7	63.3
	Std. Deviation	8.8	13.7	17.8	0.0	28.1	26.7	47.7	37.0	20.3	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	152.0	300.0	128.0	0.0	300.0	300.0	600.0	500.0	400.0	
Hotel/motel	Mean	2.0	0.1	12.5	62.3	42.7	16.3	11.5	18.7	5.1	171.2
	Std. Deviation	17.0	0.9	17.9	45.2	40.0	28.9	22.1	32.3	26.6	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	200.0	15.0	150.0	250.0	200.0	200.0	150.0	150.0	200.0	
B&B	Mean	0.0	0.5	14.4	107.6	34.3	12.3	18.8	4.8	0.0	192.7
	Std. Deviation	0.0	3.4	18.9	54.4	22.2	16.7	51.0	11.9	0.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	25.0	100.0	250.0	100.0	60.0	330.0	66.7	1.0	
Stay with friends or family	Mean	4.0	0.5	11.1	0.4	21.5	14.1	9.5	10.8	3.4	75.3
	Std. Deviation	26.8	4.7	13.3	4.1	29.7	22.8	19.4	27.3	26.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	333.3	60.0	63.3	50.0	250.0	200.0	133.3	200.0	300.0	
Short-term RV/Camping ground	Mean	0.0	0.4	9.5	11.1	8.9	10.6	3.8	4.9	1.1	50.3
	Std. Deviation	0.0	3.0	15.3	12.5	15.7	16.4	9.8	10.5	5.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	25.0	100.0	75.0	62.5	62.5	50.0	50.0	30.0	

(Table continues)

Table 7. (continued)

Visitor type	Rental car/					Admissions					Total
	Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others		
Cabins	Mean	2.2	0.0	9.9	60.6	20.9	15.3	7.8	14.2	0.0	130.9
	Std. Deviation	17.6	0.5	13.8	78.9	27.8	22.5	14.1	33.3	0.3	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	166.7	4.8	83.3	500.0	150.0	150.0	71.4	200.0	2.5	
Vacation rental home	Mean	0.4	0.5	7.4	57.4	17.5	13.2	7.6	14.0	1.0	119.0
	Std. Deviation	5.6	3.1	17.3	50.7	23.6	19.4	31.0	30.4	5.7	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	100.0	31.2	283.3	350.0	150.0	150.0	500.0	233.3	58.3	
Second home owners*	Mean	1.5	0.1	11.3	0.0	20.6	15.8	9.5	8.7	1.2	68.7
	Std. Deviation	26.7	1.0	17.8	0.0	24.9	19.9	30.3	22.1	10.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	500.0	16.7	150.0	0.0	150.0	133.3	300.0	200.0	162.5	
Others	Mean	11.4	0.0	11.7	50.0	14.5	5.4	4.2	15.5	1.6	114.3
	Std. Deviation	39.1	0.0	15.9	78.2	23.9	7.1	9.2	20.6	5.4	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	160.0	0.0	50.0	250.0	100.0	20.0	35.0	62.5	22.2	
Overall	Mean	1.5	0.4	10.6	23.1	21.8	13.1	10.1	11.8	2.0	94.4
	Std. Deviation	17.5	7.5	17.1	44.7	29.8	23.6	34.0	30.6	17.7	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	500.0	300.0	283.3	500.0	300.0	300.0	600.0	500.0	400.0	

Note. Property values and mortgage payment reported by second home owners were not considered for estimation. This applies to spending calculations for each season.

Table 8. Daily spending per person by visitor type (fall)

Visitor type		Rental car/				Admissions					Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Day trippers	Mean	0.0	0.6	15.0	0.0	16.3	8.5	16.1	1.5	0.0	58.0
	Std.	0.0	6.9	24.3	0.0	18.9	21.5	33.1	7.9	0.0	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	75.0	128.0	0.0	100.0	100.0	200.0	60.0	0.0	
Hotel/motel	Mean	3.1	0.0	18.0	59.3	56.7	11.8	13.7	6.9	2.5	172
	Std.	24.0	0.0	25.3	49.1	50.0	24.6	26.6	12.8	18.1	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	200.0	0.0	150.0	200.0	200.0	140.0	150.0	50.0	150.0	
B&B	Mean	0.0	0.0	26.0	109.7	39.7	3.4	11.7	4.6	0.0	195.1
	Std.	0.0	0.0	23.2	57.4	25.2	7.6	15.4	11.6	0.0	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	100.0	250.0	100.0	30.0	50.0	50.0	0.0	
Stay with friends or family	Mean	5.9	1.0	11.8	1.4	32.1	17.5	14.4	4.0	0.0	88.1
	Std.	24.4	7.6	15.9	7.9	45.9	31.6	23.3	10.2	0.0	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	150.0	60.0	60.0	50.0	250.0	200.0	100.0	50.0	0.0	
Short-term RV/Camping ground	Mean	0.0	0.0	12.1	8.1	10.8	14.5	6.4	6.4	0.0	58.3
	Std.	0.0	0.0	13.1	10.6	16.6	16.8	14.3	9.5	0.0	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	37.5	35.0	50.0	50.0	50.0	25.0	0.0	

(Table continues)

Table 8. (continued)

Visitor type	Rental car/					Admissions					Total
	Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others		
Cabins	Mean	6.4	0.0	14.1	43.6	20.9	17.4	12.7	7.3	0.1	122.5
	Std.	32.7	0.0	18.2	49.8	18.9	17.5	17.2	20.3	0.5	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	166.7	0.0	83.3	187.5	65.0	66.7	50.0	100.0	2.5	
Vacation rental home	Mean	0.0	0.0	13.0	45.7	34.2	18.3	14.8	7.3	0.8	134.1
	Std.	0.0	0.0	37.1	46.8	31.4	22.8	33.1	12.7	4.7	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	283.3	187.5	100.0	100.0	150.0	60.0	30.0	
Second home owners	Mean	0.0	0.0	16.7	0.0	22.8	18.2	16.4	4.8	0.6	79.5
	Std.	0.0	0.0	19.0	0.0	28.4	19.7	44.6	9.5	4.4	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	.00	.00	100.00	0.0	150.00	100.00	300.00	50.00	37.50	
Others	Mean	0.0	0.0	23.8	-	7.9	7.5	1.2	1.8	0.0	-
	Std.	0.0	0.0	25.1	-	8.4	7.2	2.1	3.1	0.0	
	Deviation										
	Minimum	0.0	0.0	0.0	-	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	50.0	-	16.7	14.3	3.6	5.4	0.0	
Overall	Mean	1.7	0.3	15.4	22.3	29.5	13.4	14.5	4.7	0.6	102.4
	Std.	15.4	4.5	24.5	43.1	35.9	23.1	30.9	11.4	7.6	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	200.0	75.0	283.3	250.0	250.0	200.0	300.0	100.0	150.0	

Table 9. Daily spending per person by visitor type (winter)

Visitor type	Rental car/					Admissions					Total
	Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others		
Day trippers	Mean	1.1	2.2	11.1	0.0	18.1	8.2	18.8	21.0	3.4	83.9
	Std. Deviation	13.0	25.6	16.3	0.0	32.9	29.0	83.2	53.4	34.6	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	152.0	300.0	100.0	0.0	300.0	250.0	600.0	333.3	400.0	
Hotel/motel	Mean	1.3	0.0	11.5	65.8	37.8	8.2	12.2	39.0	8.0	183.8
	Std. Deviation	11.3	0.0	15.2	51.1	32.3	15.6	23.5	42.1	33.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	100.0	0.0	75.0	250.0	166.7	75.0	150.0	150.0	180.0	
B&B	Mean	0.0	6.2	7.3	123.9	43.1	8.8	62.9	16.7	0.0	268.9
	Std. Deviation	0.0	12.5	8.8	68.6	15.2	8.5	60.6	33.3	0.0	
	Minimum	0.0	0.0	0.0	66.7	25.0	0.0	10.0	0.0	0.0	
	Maximum	0.0	25.0	20.0	200.0	60.0	20.0	150.0	66.7	0.0	
Stay with friends or family	Mean	11.3	0.0	16.3	0.4	21.0	12.2	13.5	40.1	0.4	115.2
	Std. Deviation	55.4	0.0	17.1	1.9	24.9	22.4	26.8	53.8	2.3	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	333.3	0.0	63.3	10.0	100.0	100.0	133.3	200.0	15.0	

(Table continues)

Table 9. (continued)

Visitor type	Rental car/					Admissions					Total
	Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others		
Cabins	Mean	2.4	0.2	10.6	100.4	36.0	17.4	8.8	46.2	0.0	222.0
	Std.	10.9	1.0	14.7	132.8	34.9	22.3	19.3	55.9	0.0	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	50.0	4.8	50.0	500.0	116.7	70.8	71.4	200.0	0.0	
Vacation rental home	Mean	1.1	0.7	7.4	52.7	17.8	12.3	11.3	37.7	1.2	142.2
	Std.	10.4	3.8	10.4	40.1	24.8	19.7	54.2	48.3	7.1	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	100.0	31.2	50.0	157.1	150.0	150.0	500.0	233.3	58.3	
Second home owners	Mean	0.0	0.0	15.5	0.0	26.5	15.4	16.4	24.1	0.1	98.0
	Std.	0.0	0.0	25.9	0.0	30.1	17.0	47.1	38.4	1.2	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	150.0	0.0	125.0	75.0	250.0	200.0	10.0	
Others	Mean	0.0	0.0	4.6	16.7	16.5	7.7	11.9	21.2	0.0	78.6
	Std.	0.0	0.0	5.5	28.9	4.1	8.7	16.5	16.5	0.0	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	11.2	50.0	20.0	20.0	35.0	40.0	0.0	
Overall	Mean	2.0	0.9	11.4	25.6	24.0	10.9	15.1	31.0	2.8	123.7
	Std.	19.8	14.4	16.9	49.7	30.8	22.5	57.6	48.8	24.0	
	Deviation										
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	333.3	300.0	150.0	500.0	300.0	250.0	600.0	333.3	400.0	

Table 10. Daily spending per person by visitor type (spring)

Visitor type		Rental car/				Admissions					Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Day trippers	Mean	1.0	0.6	8.9	0.0	14.4	4.9	7.9	8.3	0.2	46.2
	Std. Deviation	9.4	5.3	14.6	0.0	32.2	24.3	24.3	39.2	2.2	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	120.0	53.3	100.0	0.0	300.0	300.0	180.0	500.0	30.0	
Hotel/motel	Mean	2.5	0.2	10.3	57.0	40.1	9.5	8.6	12.5	7.8	148.5
	Std. Deviation	19.2	1.9	15.6	39.0	43.6	14.7	19.0	29.1	35.2	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	150.0	15.0	100.0	200.0	200.0	56.2	90.0	150.0	200.0	
B&B	Mean	0.0	0.0	6.4	101.3	27.0	1.3	26.3	1.6	0.1	164.0
	Std. Deviation	0.0	0.0	8.3	56.3	17.4	2.5	81.4	2.8	0.2	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	25.0	200.0	60.0	6.5	330.0	10.0	1.0	
Stay with friends or family	Mean	0.0	0.0	10.1	0.0	15.4	11.4	4.0	7.1	0.0	48.0
	Std. Deviation	0.0	0.0	11.5	0.0	18.0	14.3	11.5	13.1	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	62.5	0.0	62.5	50.0	75.0	50.0	0.0	
Short-term RV/Camping ground	Mean	0.0	0.0	13.2	11.6	8.6	6.9	6.1	7.8	2.8	57.0
	Std. Deviation	0.0	0.0	23.2	19.0	18.3	11.7	11.4	15.5	7.6	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	100.0	75.0	62.5	37.5	37.5	50.0	30.0	

(Table continues)

Table 10. (continued)

Visitor type		Rental car/					Admissions				Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Cabins	Mean	0.0	0.0	9.3	67.1	17.4	12.1	6.0	5.2	0.0	117.1
	Std. Deviation	0.0	0.0	11.9	70.8	33.1	14.1	9.8	13.4	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	50.0	266.7	150.0	50.0	33.3	50.0	0.0	
Vacation rental home	Mean	0.0	0.3	8.3	56.4	14.8	10.5	3.7	10.1	0.2	104.3
	Std. Deviation	0.0	3.0	9.7	59.2	21.1	13.8	10.4	22.8	1.7	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	29.5	40.0	350.0	100.0	66.7	80.0	166.7	16.7	
Second home owners	Mean	0.0	0.0	10.2	0.0	20.7	15.0	5.6	7.0	1.1	59.6
	Std. Deviation	0.0	0.0	17.5	0.0	25.4	26.0	13.2	20.9	7.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.4	110.0	0.0	105.7	200.0	78.5	150.0	62.5	
Others	Mean	0.0	0.0	12.5	125.0	0.0	18.8	0.0	20.8	0.0	177.1
	Std. Deviation	0.0	0.0	17.7	176.8	0.0	26.5	0.0	36.1	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	25.0	250.0	0.0	37.5	0.0	62.5	0.0	
Overall	Mean	0.6	0.3	9.4	20.2	18.5	8.9	6.9	8.4	1.2	74.4
	Std. Deviation	8.3	3.4	14.3	43.7	30.1	20.3	22.5	28.7	12.2	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	150.0	53.3	110.0	350.0	300.0	300.0	330.0	500.0	200.0	

Note. One second home owner reported spending \$60,000 for purchasing furniture for the spending category “Others”. This extreme figure was excluded from calculation.

Table 11. Daily spending per person by visitor type (summer)

Visitor type		Rental car/				Admissions					Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Day trippers	Mean	0.4	0.0	12.0	0.0	17.8	3.8	7.6	9.3	4.8	55.7
	Std. Deviation	3.5	0.0	15.3	0.0	19.9	9.3	17.7	15.6	24.8	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	33.3	0.0	50.0	0.0	100.0	40.0	100.0	100.0	175.0	
Hotel/motel	Mean	1.2	0.0	9.3	66.4	34.3	8.6	11.1	12.5	1.5	144.9
	Std. Deviation	9.0	0.0	9.4	36.4	24.2	10.8	16.5	24.3	8.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	66.7	0.0	40.0	159.0	100.0	50.0	67.5	125.0	50.0	
B&B	Mean	0.0	0.0	8.4	108.2	32.6	6.5	3.4	5.6	0.0	164.7
	Std. Deviation	0.0	0.0	15.3	47.8	24.2	15.5	5.4	6.4	0.0	
	Minimum	0.0	0.0	0.0	50.0	10.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	50.0	175.0	87.5	50.0	15.5	17.5	0.0	
Stay with friends or family	Mean	1.6	0.8	8.4	0.0	18.7	11.9	7.6	3.6	9.6	62.2
	Std. Deviation	10.3	4.7	8.8	3.0	22.3	18.5	14.5	7.1	43.9	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	72.7	40.0	34.0	0.0	100.0	100.0	66.7	33.3	300.0	
Short-term RV/Camping ground	Mean	0.0	0.7	6.2	12.4	8.2	9.9	1.4	2.5	0.7	42.0
	Std. Deviation	0.0	4.2	9.2	8.2	14.3	15.2	5.2	6.2	4.2	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	25.0	40.0	25.0	60.0	60.0	30.0	25.0	25.0	

(Table continues)

Table 11. (continued)

Visitor type		Air	Rental car/ bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	Admissions and fees	Others	Total
Cabins	Mean	0.0	0.0	5.1	39.1	12.7	8.5	3.6	3.2	0.0	72.2
	Std. Deviation	0.0	0.0	6.6	38.0	18.7	8.7	6.4	5.7	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	25.0	125.0	75.0	28.3	25.0	25.0	0.0	
	Mean	0.4	0.6	4.1	66.2	11.3	10.3	4.3	3.0	1.4	101.6
Vacation rental home	Std. Deviation	3.6	3.4	8.2	51.1	15.4	15.5	7.9	6.0	6.9	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	39.3	28.6	58.3	233.3	60.0	100.0	50.0	33.3	50.0	
	Mean	4.3	0.2	7.1	0.0	16.1	11.2	4.8	3.6	2.4	49.7
Second home owners	Std. Deviation	45.8	1.7	8.7	0.0	18.2	15.6	10.2	7.1	15.8	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	500.0	16.7	55.6	0.0	100.0	133.3	75.0	33.3	162.5	
	Mean	27.6	0.0	10.0	41.6	23.8	5.4	2.9	16.0	3.9	131.2
Others	Std. Deviation	59.7	0.0	15.5	51.6	37.7	7.8	5.7	20.7	8.3	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	160.0	0.0	40.0	121.2	100.0	20.0	15.0	50.0	22.2	
	Mean	1.8	0.4	7.5	24.8	17.2	9.2	5.9	5.4	3.3	75.5
Overall	Std. Deviation	23.0	2.8	10.6	42.4	20.5	14.6	12.6	12.0	21.7	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	500.0	40.0	58.3	233.3	100.0	133.3	100.0	125.0	300.0	

Trip spending per person by visitor type

Table 12 shows the trip spending per person by visitor types. Those who stayed in cabins spent the most (\$430.9) among all groups, followed by vacation home renters (\$422.4), hotel/motel users (\$393.9), and B &B visitors (\$377.1). The overall average trip spending per person is \$256.7.

When looking at the personal trip spending on specific categories, hotel/motel visitors spent the most (\$97.0) per person on dining out in restaurants and bars, followed by second home owners (\$90.3), and B & B visitors (\$70.3). On average, each visitor spent \$57.0 per trip on restaurants and bars. In terms of groceries, second home owners spent the most (\$71.5) while the grand mean for all groups is \$36.4/per trip. With regards to shopping, B & B visitors spent the most (\$35.9), which is closely followed by second home owners (\$35.6). The average personal trip spending on shopping is \$23.7.

Tables 13 to 16 present seasonal trip spending per person. As shown, winter visitors spent the most (\$303.2), followed by summer visitors (\$297.9), fall visitors (\$260.1) and spring visitors (\$174.8). When personal trip spending on specific categories are compared, visitors tended to spend more on dining out in fall (\$75.1) and summer (\$62.2) than in winter (\$56.0) and spring (\$38.8). This is also true in terms of spending on groceries (\$38.9 for fall, \$38.6 for summer, \$34.8 for spring, and \$28.3 for winter). In terms of shopping, visitors spent more in winter (\$34.4) and fall (\$34.0) and than in spring (\$11.7) and summer (\$19.2). Finally, winter visitors spent the most to pay for admissions and fees (\$76.7), far more than in other seasons (i.e., \$16.1 in fall, \$17.1 in spring, and \$14.6 in summer).

Table 12. Trip spending per person by visitor type (year)

Visitor type	Rental car/					Admissions					Total
	Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others		
Day trippers	Mean	0.7	0.9	11.3	0.0	16.3	9.8	12.4	10.2	1.7	63.3
	Std. Deviation	8.8	13.7	17.8	0.0	28.1	26.7	47.7	37.0	20.3	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	152.0	300.0	128.0	0.0	300.0	300.0	600.0	500.0	400.0	
Hotel/motel	Mean	4.6	0.1	23.8	145.9	97.0	39.4	26.5	43.00	13.6	393.9
	Std. Deviation	38.9	1.8	37.2	199.8	137.2	80.2	51.2	88.5	78.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	500.0	30.0	400.0	2000.0	1400.0	750.0	300.0	750.0	900.0	
B&B	Mean	0.0	0.9	24.2	211.6	70.3	23.7	35.9	10.5	0.0	377.1
	Std. Deviation	0.0	6.9	26.3	119.9	51.8	31.7	96.1	28.7	0.3	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	50.0	100.0	500.0	262.5	120.0	660.0	150.0	2.0	
Stay with friends or family	Mean	17.4	2.1	27.6	1.3	65.4	38.3	29.1	26.0	33.5	240.7
	Std. Deviation	107.9	20.3	38.4	12.1	154.5	63.4	87.6	67.3	389.4	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	1000.0	300.0	350.0	150.0	2000.0	400.0	1000.0	600.0	6000.0	
Short-term RV/Camping ground	Mean	0.0	0.8	19.8	28.4	39.8	35.0	10.0	17.7	3.7	155.2
	Std. Deviation	0.0	6.0	26.8	38.1	129.4	89.0	25.9	56.8	16.9	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	50.0	100.0	175.0	800.0	525.0	140.0	350.0	100.0	

(Table continues)

Table 12. (continued)

Visitor type		Rental car/					Admissions				Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Cabins	Mean	11.3	0.1	30.5	202.2	65.2	48.0	27.4	46.20	0.0	430.9
	Std. Deviation	101.9	1.5	57.7	312.9	90.4	68.3	63.0	116.3	0.5	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	1000.0	14.3	500.0	1750.0	500.0	300.0	500.0	667.0	5.0	
Vacation rental home	Mean	1.5	1.7	21.3	227.7	55.5	42.1	24.9	43.7	4.0	422.4
	Std. Deviation	18.0	13.3	38.6	233.5	72.3	52.9	77.4	106.5	25.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	275.0	200.0	566.7	1500.0	525.0	350.0	1000.0	1000.0	300.0	
Second home owners	Mean	14.4	0.3	46.1	0.0	90.3	71.5	35.6	36.5	5.0	299.7
	Std. Deviation	266.9	3.0	117.4	0.0	184.6	174.4	111.8	125.9	33.6	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	5000.0	50.0	1500.0	0.0	2114.0	2114.0	1000.0	1500.0	333.0	
Others	Mean	52.9	0.0	42.1	138.4	44.4	24.2	13.4	40.7	9.3	365.4
	Std. Deviation	194.0	0.0	62.0	197.6	54.2	35.1	25.1	58.7	32.5	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	800.0	0.0	200.0	500.0	200.0	100.0	70.0	200.0	133.0	
Overall	Mean	6.7	0.9	24.2	70.3	57.0	36.4	23.7	29.4	8.1	256.7
	Std. Deviation	122.3	11.7	57.3	165.1	118.3	89.0	74.9	87.9	140.3	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	5000.0	300.0	1500.0	2000.0	2114.0	2114.0	1000.0	1500.0	6000.0	

Table 13. Trip spending per person by visitor type (fall)

Visitor type		Rental car/			Admissions						Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Day trippers	Mean	0.0	.6	15.0	0.0	16.3	8.5	16.1	1.5	0.0	58.0
	Std. Deviation	0.0	6.9	24.3	0.0	18.9	21.5	33.1	7.9	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	75.0	128.0	0.0	100.0	100.0	200.0	60.0	0.0	
Hotel/motel	Mean	3.9	0.0	31.4	110.6	131.1	34.5	32.2	15.7	5.0	364.4
	Std. Deviation	25.4	0.0	44.0	105.8	206.6	92.1	64.8	45.7	36.3	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	200.0	0.0	300.0	600.0	1400.0	560.0	300.0	350.0	300.0	
B&B	Mean	0.0	0.0	43.8	208.1	84.5	6.8	26.0	12.2	0.0	381.4
	Std. Deviation	0.0	0.0	28.6	110.9	65.7	14.0	32.1	34.6	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	100.0	500.0	262.5	50.0	100.0	150.0	0.0	
Stay with friends or family	Mean	26.5	5.4	28.3	4.1	82.7	40.2	49.5	8.9	0.0	245.6
	Std. Deviation	118.1	38.3	38.6	22.9	137.5	65.5	137.7	23.9	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	750.0	300.0	200.0	150.0	750.0	400.0	1000.0	150.0	0.0	
Short-term RV/Camping ground	Mean	0.0	0.0	28.6	29.7	108.4	90.3	23.2	50.5	0.0	330.7
	Std. Deviation	0.0	0.0	33.6	51.0	261.6	175.0	46.2	112.8	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	100.0	175.0	800.0	525.0	140.0	350.0	0.0	

(Table continues)

Table 13. (continued)

Visitor type		Rental car/					Admissions				Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Cabins	Mean	38.5	0.0	50.7	168.4	67.1	51.1	40.6	17.0	0.2	433.6
	Std. Deviation	196.1	0.0	97.2	252.8	66.9	48.0	54.7	41.4	1.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	1000.0	0.0	500.0	960.0	200.0	150.0	200.0	200.0	5.0	
Vacation rental home	Mean	0.0	0.0	32.6	144.8	94.2	53.4	41.4	22.4	3.1	391.9
	Std. Deviation	0.0	0.0	76.2	164.5	92.4	66.5	89.0	37.5	17.8	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	566.7	750.0	525.0	350.0	450.0	180.0	124.8	
Second home owners	Mean	0.0	0.0	67.9	0.0	94.4	82.4	52.7	37.3	2.2	336.9
	Std. Deviation	0.0	0.0	146.8	0.0	158.3	222.6	140.2	167.5	12.8	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	1000.0	0.0	1000.0	1666.7	1000.0	1333.3	80.0	
Others	Mean	0.0	0.0	83.3	-	46.0	33.7	3.6	5.4	0.0	-
	Std. Deviation	0.0	0.0	76.4	-	62.1	30.2	6.2	9.3	0.0	
	Minimum	0.0	0.0	0.0	-	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	150.0	-	116.7	58.3	10.7	16.1	0.0	
Overall	Mean	6.5	.9	33.5	53.5	75.1	38.9	34.0	16.1	1.6	260.1
	Std. Deviation	65.7	14.7	72.6	116.2	135.5	106.4	88.5	73.8	16.6	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	1000.0	300.0	1000.0	960.0	1400.0	1666.7	1000.0	1333.3	300.0	

Table 14. Trip spending per person by visitor type (winter)

Visitor type	Rental car/				Admissions						Total
	Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others		
Day trippers	Mean	1.1	2.2	11.1	0.0	18.1	8.2	18.8	21.0	3.4	83.9
	Std. Deviation	13.0	25.6	16.3	0.0	32.9	29.0	83.2	53.4	34.6	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	152.0	300.0	100.0	0.0	300.0	250.0	600.0	333.3	400.0	
Hotel/motel	Mean	6.5	0.0	19.2	144.2	83.9	21.0	27.4	87.9	27.8	417.9
	Std. Deviation	56.6	0.0	20.9	141.2	90.3	44.8	45.8	123.9	125.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	500.0	0.0	100.0	600.0	500.0	225.0	200.0	750.0	900.0	
B&B	Mean	0.0	12.5	9.6	181.1	71.3	12.5	88.3	33.3	0.0	408.6
	Std. Deviation	0.0	25.0	8.2	41.7	21.7	9.6	53.6	66.7	0.0	
	Minimum	0.0	0.0	0.0	133.3	50.0	0.0	20.0	0.0	0.0	
	Maximum	0.0	50.0	20.0	210.0	100.0	20.0	150.0	133.3	0.0	
Stay with friends or family	Mean	37.3	0.0	36.9	1.5	59.3	33.1	46.4	97.2	1.2	312.9
	Std. Deviation	175.5	0.0	36.8	8.2	72.9	65.1	115.7	134.0	7.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	1000.0	.0	126.7	52.6	300.0	300.0	533.3	600.0	45.0	

(Table continues)

Table 14. (continued)

Visitor type	Rental car/					Admissions					Total
	Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others		
Cabins	Mean	4.8	0.7	31.1	376.2	124.3	69.9	44.0	159.9	0.0	810.9
	Std. Deviation	21.8	3.1	44.1	565.6	143.0	101.5	115.9	204.6	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	100.0	14.3	166.7	1750.0	500.0	300.0	500.0	666.7	0.0	
Vacation rental home	Mean	2.2	1.4	21.2	160.6	52.2	34.0	32.8	112.8	3.8	421.0
	Std. Deviation	20.7	7.4	29.4	160.5	69.5	51.1	128.3	176.0	22.4	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	200.0	62.5	125.0	1100.0	350.0	300.0	1000.0	1000.0	175.0	
Second home owners	Mean	0.0	0.0	62.1	0.0	88.6	57.0	64.1	93.4	1.5	366.7
	Std. Deviation	0.0	0.0	197.1	0.0	142.8	101.7	191.2	213.2	12.2	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	1500.0	0.0	1000.0	600.0	1000.0	1500.0	100.0	
Others	Mean	0.0	0.0	17.5	33.3	51.3	30.3	33.1	72.5	0.0	238.0
	Std. Deviation	0.0	0.0	26.5	57.7	33.3	46.8	38.4	87.7	0.0	
	Minimum	0.0	0.0	0.0	0.0	25.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	56.0	100.0	100.0	100.0	70.0	200.0	0.0	
Overall	Mean	5.7	1.1	25.3	68.7	56.0	28.3	34.4	76.7	7.0	303.2
	Std. Deviation	60.5	14.8	79.1	167.2	88.8	61.9	115.5	147.6	57.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	1000.0	300.0	1500.0	1750.0	1000.0	600.0	1000.0	1500.0	900.0	

Table 15. Trip spending per person by visitor type (spring)

Visitor type		Rental car/				Admissions					Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Day trippers	Mean	1.0	0.6	8.9	0.0	14.4	4.9	7.9	8.3	0.2	46.2
	Std. Deviation	9.4	5.3	14.6	0.0	32.2	24.3	24.3	39.2	2.2	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	120.0	53.3	100.0	0.0	300.0	300.0	180.0	500.0	30.0	
Hotel/motel	Mean	4.9	0.5	24.5	147.6	71.9	149.2	13.3	31.1	13.1	456.1
	Std. Deviation	38.4	3.8	53.5	287.3	65.3	1035.7	29.9	79.9	62.5	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	300.0	30.0	400.0	2000.0	300.0	8035.7	180.0	420.0	400.0	
B&B	Mean	0.0	0.0	13.2	202.5	55.0	2.7	53.1	3.7	0.1	330.3
	Std. Deviation	0.0	0.0	16.8	112.6	34.5	5.0	162.7	7.7	0.5	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	50.0	400.0	120.0	13.0	660.0	30.0	2.0	
Stay with friends or family	Mean	0.0	0.0	25.1	0.0	37.0	27.9	10.2	16.1	0.0	116.3
	Std. Deviation	0.0	0.0	34.4	0.0	46.8	37.8	26.9	28.5	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	200.0	0.0	200.0	150.0	150.0	120.0	0.0	
Short-term RV/Camping ground	Mean	0.0	0.0	24.7	24.1	14.9	16.1	12.1	10.3	8.4	
	Std. Deviation	0.0	0.0	30.4	39.7	31.8	27.2	22.1	18.6	22.9	110.6
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	100.0	150.0	125.0	90.0	75.0	50.0	90.0	

(Table continues)

Table 15. (continued)

Visitor type		Rental car/					Admissions				Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Cabins	Mean	0.0	0.0	22.5	180.9	45.5	32.3	16.2	15.3	0.0	312.7
	Std. Deviation	0.0	0.0	27.4	194.9	74.7	41.9	25.3	42.8	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	100.0	800.0	300.0	175.0	87.5	200.0	0.0	
Vacation rental home	Mean	0.0	0.7	20.4	148.7	37.6	26.8	9.7	32.5	0.5	276.9
	Std. Deviation	0.0	6.1	22.6	153.5	48.4	33.5	24.2	84.1	5.1	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	59.0	107.5	700.0	243.8	133.3	160.0	666.7	50.0	
Second home owners	Mean	0.0	0.2	25.0	0.0	77.8	47.5	13.4	15.4	3.5	182.8
	Std. Deviation	0.0	2.1	32.8	0.0	239.4	124.1	32.8	39.2	26.6	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	20.0	220.0	0.0	2114.0	1000.0	200.0	200.0	250.0	
Others	Mean	0.0	0.0	25.0	250.0	0.0	37.5	0.0	41.7	0.0	354.2
	Std. Deviation	0.0	0.0	35.4	353.6	0.0	53.0	0.0	72.2	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	50.0	500.0	0.0	75.0	0.0	125.0	0.0	
Overall	Mean	0.9	0.4	17.9	50.8	38.8	34.8	11.7	17.1	2.4	174.8
	Std. Deviation	13.7	4.3	29.4	137.9	104.6	348.0	38.3	53.9	23.8	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	300.0	59.0	400.0	2000.0	2114.0	8035.7	660.0	666.7	400.0	

Table 16. Trip spending per person by visitor type (summer)

Visitor type		Rental car/				Admissions					Total
		Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others	
Day trippers	Mean	0.4	0.0	12.0	0.0	17.8	3.8	7.6	9.3	4.8	55.7
	Std. Deviation	3.5	0.0	15.3	0.0	19.9	9.3	17.7	15.6	24.8	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	33.3	0.0	50.0	0.0	100.0	40.0	100.0	100.0	175.0	
Hotel/motel	Mean	2.4	0.0	19.9	191.5	99.1	37.3	32.6	28.3	5.4	416.5
	Std. Deviation	18.0	0.0	19.3	247.9	133.4	104.9	55.8	49.6	33.9	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	133.3	0.0	90.0	1500.0	750.0	750.0	250.0	250.0	250.0	
B&B	Mean	0.0	0.0	10.9	244.7	67.6	8.6	7.0	9.4	0.0	348.2
	Std. Deviation	0.0	0.0	15.9	170.2	51.1	15.8	11.5	12.0	0.0	
	Minimum	0.0	0.0	0.0	94.0	10.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	50.0	480.0	175.0	50.0	31.0	35.0	0.0	
Stay with friends or family	Mean	12.4	2.2	23.9	0.0	75.5	40.5	18.5	9.6	96.7	279.3
	Std. Deviation	90.6	11.0	41.4	8.6	224.8	70.7	32.2	18.4	661.6	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	800.0	80.0	350.0	00	2000.0	400.0	133.3	75.0	6000.0	
Short-term RV/Camping ground	Mean	0.0	1.7	13.3	30.3	24.3	22.1	3.2	7.0	2.8	
	Std. Deviation	0.0	8.5	19.6	30.1	50.0	31.1	10.8	15.2	16.7	104.7
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	50.0	80.0	133.3	200.0	120.0	60.0	50.0	100.0	

(Table continues)

Table 16. (continued)

Visitor type	Rental car/					Admissions					Total
	Air	bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	and fees	Others		
Cabins	Mean	0.0	0.0	16.7	120.0	37.0	26.3	11.2	10.5	0.0	221.7
	Std. Deviation	0.0	0.0	17.4	87.3	48.0	24.8	16.7	21.6	0.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	0.0	0.0	60.0	250.0	160.0	85.0	50.0	100.0	0.0	
Vacation rental home	Mean	3.0	3.5	16.6	359.9	52.5	45.7	22.4	12.9	7.2	523.7
	Std. Deviation	25.5	21.3	24.5	281.4	72.2	49.3	37.2	28.2	36.4	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	275.0	200.0	175.0	1500.0	350.0	250.0	216.7	200.0	300.0	
Second home owners	Mean	42.4	0.6	41.8	0.0	98.5	69.2	26.8	20.3	9.9	309.5
	Std. Deviation	458.3	4.8	70.9	0.0	172.1	109.8	52.9	38.0	50.7	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	5000.0	50.0	500.0	0.0	1400.0	750.0	300.0	166.7	333.3	
Others	Mean	128.6	0.0	43.6	153.8	61.2	27.4	12.1	36.0	22.6	485.3
	Std. Deviation	298.4	0.0	78.2	199.7	71.1	39.7	23.1	41.0	49.7	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	800.0	0.0	200.0	500.0	200.0	100.0	60.0	100.0	133.3	
Overall	Mean	13.7	1.4	22.4	105.5	62.2	38.6	19.2	14.6	20.3	297.9
	Std. Deviation	219.1	11.5	41.4	211.2	134.3	74.0	39.0	30.3	261.0	
	Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Maximum	5000.0	200.0	500.0	1500.0	2000.0	750.0	300.0	250.0	6000.0	

Estimation of person-trips

Total person-trips can be estimated based on survey data and actual data of a specific visitor type. Theoretically, for a given variable, the sample percent of a visitor type equals the population percent of that visitor type as expressed below:

$$\frac{S_i}{S_t} = \frac{P_i}{P_t} \text{ or } (6)$$

$$P_t = \frac{S_t * P_i}{S_i} (7)$$

Where S_i : number of visitors surveyed for visitor type i

S_t : total number of visitors surveyed

P_i : total actual number of visitors for visitor type i

P_t : total population

Since S_i and S_t can be obtained through survey, the total visitor population can be estimated if the actual number of visitors for visitor type P_i is known. Garrett County has documented the total number of overnight visitors who have stayed in cabins during the survey period. As shown in Table 17, this number is 19,009 person-trips.

Table 17. Person-trips for overnight cabin users

	Summer	Fall	Winter	Spring
Person-trips	7,687	3,892	4,386	3,064
Total	19,009			

Based on the survey, cabin users visited the county 2.53 times on average in the previous year. Assuming this frequency of visits remains the same for the survey period, the number of cabin users was 7,514. As shown in Table 18, cabin users surveyed accounted for 4.85% of total number of visitors surveyed. Based the above formulas, total number of visitors is estimated at 154,928 persons (i.e., 7514/0.0485), which can then be used to estimate the number of visitors of

other visitor types by multiplying the number of 154,928 by the percent of a visitor type. Finally, person-trips for a given visitor type can be derived by multiplying the number of visitors of the visitor type by the frequency of visits of that visitor type. The total person trips by this approach was 1,117,744 for the survey year (Table 18).

Table 18. Estimation of person-trips

Visitor type	Percent (% of persons surveyed)	Persons	Frequency of visits	Person-trips	Percent (% of person- trips)
Day trippers	24.56	37969	10.91	414245	37.06
Hotel/motel	12.85	19866	1.94	38540	3.45
Bed & Breakfast	2.52	3896	0.71	2766	0.25
Stay with friends/family	13.16	20345	4.31	87687	7.84
Short-term RV/Camping ground	3.29	5086	2.67	13580	1.21
Cabins	4.86	7513	2.53	19009	1.70
Vacation rental home	19.47	30100	1.59	47859	4.28
Second home owner	18.32	28322	16.81	476099	42.59
Others	0.96	1484	12.1	17958	1.61
Total	100.00	154,583	100.00	1,117,744	100.00

Table 18 shows that second home owners accounted for 42.59% of all person-trips, followed by day trippers (37.04%) and visitors who stayed with friends/family (7.84%). Bed & Breakfast users accounted for the smallest percent of total person-trips (0.25%) with the total person-trips being 2,766.

The estimated visitor spending by visitor type and spending category is presented in Table 19. As shown, the total visitor spending was \$243.32 million. Second home owners spent \$142.69 million, the most of all visitor types, accounting for 58.64% of total spending, followed by day trippers (\$26.22 million, 10.78%). In terms of spending by category, spending on food (i.e., restaurants, bars, etc.) amounted to \$64.64 million, accounting for 26.57% of total spending, followed by groceries (\$46.88 million, 19.27%).

Table 19. Estimation of visitor spending (\$ millions)

	Rental car/			Lodging	Restaurants	Groceries	Shopping	Admissions		Total	Percent (%)
	Air	bus travel	Gasoline					and fees	Others		
Day trippers	0.29	0.37	4.68	0.00	6.75	4.06	5.14	4.23	0.70	26.22	10.78
Hotel/motel	0.18	0.00	0.92	5.62	3.74	1.52	1.02	1.66	0.52	15.18	6.24
Bed & Breakfast	0.00	0.00	0.07	0.59	0.19	0.07	0.10	0.03	0.00	1.04	0.43
Stay with friends/family	1.53	0.18	2.42	0.11	5.73	3.36	2.55	2.28	2.94	21.11	8.68
Short-term RV/Camping ground	0.00	0.01	0.27	0.39	0.54	0.48	0.14	0.24	0.05	2.11	0.87
Cabins	0.21	0.00	0.58	3.84	1.24	0.91	0.52	0.88	0.00	8.19	3.37
Vacation rental home	0.07	0.08	1.02	10.90	2.66	2.01	1.19	2.09	0.19	20.22	8.31
Second home owner	6.86	0.14	21.95	0.00	42.99	34.04	16.95	17.38	2.38	142.69	58.64
Others	0.95	0.00	0.76	2.49	0.80	0.43	0.24	0.73	0.17	6.56	2.70
Total	10.09	0.80	32.66	23.93	64.64	46.88	27.85	29.51	6.96	243.32	100.00
Percent (%)	4.15	0.33	13.42	9.83	26.57	19.27	11.45	12.13	2.86	-	100.00

Estimation of seasonal person-trips

Using the above formulas 6 and 7, seasonal person-trips can also be estimated. However, information about the frequency of visits is not available for the each season, because visitors were asked to report how many times they visited the county in the previous year as a whole while they were not asked to specifically indicate how many times they visited the county in each season. As a result, seasonal person-trips cannot be estimated based on the formulas, due to the lack of information. Alternatively, seasonal person-trips can be roughly estimated using data on heads on beds, that is, to use the percent of heads on beds for a season as the percent for the total person-trips of that season. As shown in Table 20, the total person-trips for each season were 240,315 for fall, 310,733 for winter, 164,308 for spring, and 402,388 for summer, respectively.

Table 20. Percent of heads on beds by season

		Head on beds	Percent (%)	Estimated person-trips
Fall	2008 Sept.	16022		
	2008 Oct.	16949		
	2008 Nov.	11120		
	Subtotal	44091	21.5	240,315
Winter	2008 Dec.	17085		
	2009 Jan.	19613		
	2009 Feb.	20212		
	Subtotal	56910	27.8	310,733
Spring	2009 Mar.	10167		
	2009 April	8034		
	2009 May	11799		
	Subtotal	30000	14.7	164,308
Summer	2009 Jun.	16340		
	2009 Jul.	29363		
	2009 Aug.	27903		
	Subtotal	73606	36.0	402,388
Total		204,607	100.0	1,117,744

Source: Garrett County Chamber of Commerce, 2009

Estimation of seasonal spending

Due to lack of information about the frequency of visits by visitor type for each season, seasonal spending cannot be estimated by visitor type. However, seasonal spending can be roughly estimated by multiplying the seasonal average spending of a visitor type by the total seasonal person-trips of that visitor type. It should be noted that spending estimated in this way will be inflated because day trippers, who accounted for more than 30% of total person-trips, did not pay for lodging and they also spent much less than other visitor types. To address this issue, an adjustment ratio needs to be used. This ratio can be calculated by dividing the total yearly spending of \$243.32 million by the total yearly spending estimated by multiplying the seasonal average spending of a visitor type by the total seasonal person-trips of that visitor type. This ratio is 0.797 (i.e., 243.32/305.31). Table 21 reports the estimated results of adjusted seasonal spending.

Table 21. Estimated seasonal spending (\$ millions)

Season	Average trip spending per person	person-trips	Seasonal spending	Adjusted seasonal spending	Percent (%)
Fall	260.1	240,315	62.51	49.82	20.47
Winter	303.2	310,733	94.21	75.09	30.86
Spring	174.8	164,308	28.72	22.89	9.41
Summer	297.9	402,388	119.87	95.54	39.26
Total	-	1,117,744	305.31	243.33	100.00

As shown in Table 21, seasonal spending for each season was \$49.82 million for fall, \$75.09 million for winter, \$22.89 million for spring, and \$95.54 for summer, respectively, with summer spending accounting for 39.26% of total spending, followed by winter (30.86%).

Comparison with West Virginia and Maryland counties

Due to lack of information about visitor spending in the year 2008 for counties in Maryland, a comparison can be made with neighbor state West Virginia. Table 22 lists 12 West Virginia counties with visitor spending over \$100 million in 2008. As shown, visitor spending of \$243.32 for Garrett County is higher than that for Mercer (\$108.6 million) where the Winterplace Ski Resort is located and Pocahontas (\$100.9 million) where the Snowshoe Mountain Ski Resort is located. Visitor spending in Garrett County is also much higher than that in Tucker County (\$43 million, not listed in the table) where two ski areas are located: Canaan Valley Ski Area and Timberline Ski Resort. This implies that Garrett County as a ski and four-season resort is highly competitive with similar destinations nearby.

Within Maryland, the top two destinations are Baltimore City and Ocean City. In 2006, Baltimore City had 7,607,320 person-trips with 53.8% being day trips while Ocean City had 3,846,080 person-trips with 22.7% being day trips. Both cities together accounted for 40.5% of total Maryland trips. In 2007, Maryland accommodated 27.2 million person-trips with a total of visitor spending of \$13.6 billion (Maryland Office of Tourism, 2009). Assuming the two cities had the same percent of total Maryland trip in 2007 as they had in 2006, then 11.0 million trips (i.e., 40.5% * 27.2) were made to the two cities, with the rest of 22 counties receiving 16.2 million trips in total with each of these counties receiving 0.74 million trips on the average, which are lower than 1.1 million for Garrett County. Thus, Garrett County is also competitive as compared to most destinations in Maryland.

Table 22. Counties of West Virginia with visitor spending over \$100 million

County	Spending (\$ mn)
Berkeley	139.6
Cabell	125.0
Greenbrier	214.4
Hancock	425.2
Jefferson	729.0
Kanawha	521.0
Mercer	108.6
Monongalia	128.9
Ohio	375.7
Pocahontas	100.9
Raleigh	182.3
Wood	115.8

Source: Dean Runyan Associates, 2009

Results of IMPLAN analysis

The summary of regional economic impacts of tourism in Garrett County, Maryland is presented in table 23. Based on all visitor types, visitors of the county had a total economic impact (includes direct, indirect and induced effects) of \$347.65 million in sales, have generated approximately 5,041 jobs, and contributed to the county's economy approximately \$193.4 million in value added. This consists of direct impacts of \$243.3 million in sales, 3,851 jobs in employment, and \$136 million in value added. In terms of economic impact by visitor type, second home owners have the largest total impact, contributing \$156.5 million in sales, creating 2,275 jobs, and generated approximately \$81.5 million in value added. Bed and Breakfast visitors had the least impact, contributing \$1.3 million in sales, 20 jobs in employment, and \$0.76 million in value added.

Table 23. Estimated Regional Economic Impacts of Visitor Spending in Garrett County, Maryland*

Economic impacts	Visitor type									Overall**
	Day tripper	Hotel/motel	Bed & breakfast	Stay with friends/family	Short-term RV/campground	Cabins	Vacation rental home	Second home owner	Others	
Direct										
Output (\$ millions)	20.47	13.53	0.94	17.30	1.70	7.25	18.12	109.13	6.12	243.31
Employment (jobs)	345	217	16	262	27	117	285	1745	79	3851
Value added (\$ millions)	10.99	7.74	0.55	8.96	0.93	4.21	10.87	55.26	3.20	136.05
Indirect										
Output (\$ millions)	4.16	2.61	0.17	3.59	0.34	1.38	3.36	22.83	1.24	47.69
Employment (jobs)	44	29	2	38	4	15	38	240	14	521
Value added (\$ millions)	2.24	1.36	0.09	1.97	0.18	0.71	1.73	12.22	0.65	25.10
Induced										
Output (\$ millions)	4.89	3.16	0.21	4.18	0.39	1.66	4.24	24.57	1.34	56.64
Employment (jobs)	58	37	3	49	5	20	50	290	16	669
Value added (\$ millions)	2.79	1.80	0.12	2.38	0.22	0.95	2.42	14.01	0.76	32.31
Total										
Output (\$ millions)	29.51	19.30	1.32	25.07	2.43	10.30	25.72	156.53	8.70	347.65
Employment (jobs)	447	283	20	350	35	147	373	2275	108	5041
Value added (\$ millions)	16.01	10.91	0.76	13.31	1.34	5.87	15.01	81.49	4.61	193.46

Note: *Data for trip spending per person (year) and estimates of person-trips (from Table 19) were used in the IMPLAN analysis. **Values in the column

“Overall” are not the addition of the values in the corresponding rows because of the way that the data were treated in the IMPLAN analysis.

Conclusion

The travel industry is the world's largest industry. In the USA, travel and tourism is the nation's largest services export industry, the third-largest retail sales industry (second to auto and food store sales), and one of the largest U.S. employers (AGMRC, 2008). A study conducted by Southwick Associates, Inc. in 2006 indicated that the annual economic contribution of active outdoor recreation (i.e. hiking, biking, camping, fishing, snow sports, etc.) is \$730 billion to the nation, with the total contribution coming from the south Atlantic region (where Maryland is located) being \$67,595 million, second only to the Pacific region with \$81,696 million contribution (Outdoor Industry Foundation, 2006). Garrett County, as an important active outdoor recreation destination in the state, has been playing an important role in tourism promotion and development. However, information about visitors' profiles, their wants and needs, and their economic contribution to the local economy is unknown. Obviously, such information can "provide real value to targeted customers, motivate purchase, and fulfill consumer needs" (Kotler, Bowen, & Makens, 2005). To this end, we were contracted to conduct a comprehensive year round tourism market survey on behalf of the Garrett County Chamber of Commerce.

This year-round survey was carried out in 21 locations/events determined by the Garrett County Chamber of Commerce to be representative of the county's visitor population. Results indicate that Garrett County is an important leisure/vacation destination of regional significance for domestic visitors with 81.8% of visitors were repeat patrons, and 75.4% stayed overnight with an average length of stay for all lodging types including those staying with friends or family being 4.7 nights. The average group size for all visitor types is 4.9 persons.

It is estimated that the annual visitation was 1,117,744 person-trips for the survey period (August 2008 to July 2009) with a total visitor spending of \$243.32 million. Seasonal person-trips are estimated at 402,388 for summer, the largest of all seasons, accounting for 36.0% of total person-trips for the survey year. Winter season was also popular with the total person-trips being 310,733, followed by fall (240,315 person-trips) while spring season was the least attractive with the total person-trips being 164,308.

Garrett County as a four-season destination is comparative in similar resort destinations in West Virginia, in that visitor spending of \$243.32 for Garrett County was higher than that for Mercer (\$108.6 million) where the Winterplace Ski Resort is located and Pocahontas (\$100.9 million) where the Snowshoe Mountain Ski Resort is located, and much higher than Tucker County (\$43 million) where two ski areas, Canaan Valley Ski Area and Timberline Ski Resort, are located. The county is also competitive with most counties in Maryland, in that annual person-trips are greater than those of most Maryland counties.

It is estimated that visitors of Garrett County Maryland had a total economic impact (includes direct, indirect and induced effects) of \$347.65 million in sales, have generated approximately 5,041 jobs, and contributed to the county's economy approximately \$193.4 million in value added. This consists of direct impacts of \$243.3 million in sales, 3,851 jobs in employment, and \$136 million in value added.

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Garrett County Tourism Market Survey

West Virginia University

with support from

The Garrett County Chamber of Commerce

2008-2009

Questionnaire #. _____

Survey Interviewer _____

Date & Time _____

Location _____

Weather _____

INSTRUCTIONS

There are six sections in this questionnaire. Please answer the following questions by circling the number next to the most appropriate answer or by writing your answer in the space provided. **All information collected will be kept confidential. If for any reason you do not want to answer a particular question, please leave it blank.** This research survey has been acknowledged for use by West Virginia University's IRB (Institutional Review Board). It will take you about 10 minutes to complete the questionnaire. Thank you very much!

SECTION I: Trip Characteristics

1. Please tick (✓) where appropriate to indicate your purpose(s)/reason(s) for visiting Garrett County?

	Primary reason	Secondary reason	Equally important
a. Business			
b. Leisure/vacation			
c. Visit family and relatives			
d. Other (Please specify) _____			

If for business, please specify _____

2. How many times have you visited Garrett County?

- a. This is my first time b. 2-5 times c. 6 -10 times d. More than 10 times

3. How many times have you visited Garrett County in the previous 12 months? _____

4. Do you plan to stay overnight? a. Yes b. No (If No, please proceed to next question)

If Yes, please indicate the type of accommodation, total trip length (nights to stay), nights you have stayed so far for this trip in Garrett County (please skip those that do not apply to you).

Accommodation type	Total number of nights for this trip only	Nights you stayed so far for this trip only
1. Hotel/motel		
2. Bed and breakfast		
3. Stay with Friends or family		
4. Short-term RV/Camping ground		
5. Cabins		
6. Vacation rental home		
7. Second home owner		
8. Other (please specify) _____		

5. Including yourself, how many people are traveling with you on this trip? _____

6. Of those with you today, how many are children in following age groups?

Infant - 2 Yrs ___ 3-5 Yrs ___ 6-9 Yrs ___ 10 - 13 Yrs ___ 14 - 17 Yrs ___ Not applicable ___

7. Please list where you went on your last three leisure or vacation trips.

1. _____ 2. _____ 3. _____

8. How long in advance did you plan your trip to Garrett County? _____

9. What other destinations did you consider when you planned your trip to Garrett County?

SECTION II: Tourism Activities and Shopping Behavior

Listed below are activities that you can participate in during your stay in the county. Please check those activities in the county you have done during your trip, will do during your trip, or will do in the future (please skip those that do not apply to you).

Activities	Have done During this trip	Will do during this trip	Will do in the future
1. ATV			
2. Bicycling/Mountain biking			
3. Motorcycling			
4. Camping			
5. Hiking			
6. Horseback Riding			
7. Hunting			
8. Photography			
9. Fishing			
10. Fly Fishing			
11. Guided Tours			
12. Historical Sightseeing			
13. Family Entertainment Center (Arcade, etc.)			
14. Cooking in			
15. Dining out			
16. Go Carts/Mountain Coaster			
17. Golf			
18. Mini Golf			
19. Rock Climbing			
20. Downhill Skiing			
21. Cross Country Skiing/Snowshoeing			
22. Carriage/Sleigh Rides			
23. Dog Carting/Dog Sledding			
24. Swallow Falls			
25. Motor Boating			
26. Canoeing/Kayaking: flat water			
27. Canoeing/Kayaking: white water			
28. Theater/ Movie			
29. Personal Watercraft			
30. Sailing			
31. Water Sports (tubing, skiing, etc.)			
32. Farm Tours			
33. Wisp Resort			
34. Adventure Sports Center International			
Others (please specify)			
1.			
2.			

2. Please specify any activities that you are looking for but could not find or you felt were inadequate during your stay in the county

_____ ; _____ ; _____

3. Please indicate the importance of the following items for your trip to this area.

Items	Not important at all	Slightly important	Moderately important	Very Important	Extremely Important
1. Local food products	1	2	3	4	5
2. Books & music	1	2	3	4	5
3. Collectibles/jewelry	1	2	3	4	5
4. Art galleries	1	2	3	4	5
5. Antiques	1	2	3	4	5
6. Souvenirs (i.e., T shirts, mugs, etc.)	1	2	3	4	5
7. Locally made products (i.e., crafts, etc.)	1	2	3	4	5
8. Glassware/pottery	1	2	3	4	5
9. Amish products (i.e., quilts, furniture, etc.)	1	2	3	4	5
10. Sporting goods	1	2	3	4	5
11. Sunday sales of alcohol	1	2	3	4	5
12. Dining out	1	2	3	4	5

4. Please circle the number in the following table to indicate the items you have purchased or plan to purchase during your stay in the county.

1	Local food products	5	Antiques	9	Amish products (quilts, furniture, etc.)
2	Books & music	6	Souvenirs (i.e., T shirts, mugs, etc.)	10	Sporting goods
3	Collectibles/jewelry	7	Locally made products (i.e., crafts, etc.)	11	Sunday sales of alcohol
4	Art galleries	8	Glassware/pottery	12	Dining out

5. Please specify any goods or services, if any, that you are looking for but could not find during your stay in the county.

_____ ; _____ ; _____

SECTION III: Perceptions of Garrett County as a Tourism Destination

1. Listed below are specific attractions offered in Garrett County. Please indicate how important each attraction is in terms of attracting visitors in your opinion by circling your response.

Items	Not important at all	Slightly important	Moderately important	Very Important	Extremely Important
1. Camping	1	2	3	4	5
2. Farm tours/Corn maze	1	2	3	4	5
3. Historical sites	1	2	3	4	5
4. Festivals/events	1	2	3	4	5
5. Golf courses	1	2	3	4	5
6. Trails	1	2	3	4	5
7. Scenery (mountain, river)	1	2	3	4	5
8. Ski resort	1	2	3	4	5
9. Artificial white water course	1	2	3	4	5
10. State parks/state forests	1	2	3	4	5
11. Water sports	1	2	3	4	5
12. Fall foliage	1	2	3	4	5
13. Fishing	1	2	3	4	5
14. Real estate tour/search	1	2	3	4	5

2. Please check all sources from which you heard about Garrett County.

- 1. TV
- 2. Newspaper
- 3. Travel shows
- 4. Telephone directories
- 5. Internet search engine
- 6. Internet ads
- 7. Visitor information center
- 8. Word of mouth
- 9. Magazines
- 10. Brochures/pamphlets/vacation guides
- 11. Radio
- 12. Billboards
- 13. Others (please specify) _____

3. Please indicate the importance of these information sources in marketing the county by circling your response.

Items	Not important at all	Slightly important	Moderately important	Very Important	Extremely Important
1. TV	1	2	3	4	5
2. Newspaper	1	2	3	4	5
3. Travel shows	1	2	3	4	5
4. Telephone directories	1	2	3	4	5
5. Internet search engine	1	2	3	4	5
6. Internet ads	1	2	3	4	5
7. Visitor information center	1	2	3	4	5
8. Word of mouth	1	2	3	4	5
9. Magazines	1	2	3	4	5
10. Brochures/pamphlets/ vacation guides	1	2	3	4	5
11. Radio	1	2	3	4	5
12. Billboards	1	2	3	4	5

4. Which tagline have you heard about the Deep Creek Lake area and Garrett County?

1. Your Little Slice of Heaven _____
2. Mountains of Possibilities _____
3. Maryland's Best Kept Secret _____
4. Your Four-Season Escape _____
5. None of the above _____

5. Which tagline best represents the Deep Creek Lake area and Garrett County?

1. Your Little Slice of Heaven _____
2. Mountains of Possibilities _____
3. Maryland's Best Kept Secret _____
4. Your Four-Season Escape _____

Section IV: Visitors' Wants and Needs of Commercial Attractions

1. Listed below are phrases about commercial attractions that can meet your needs and wants in the county. Please indicate how much you disagree or agree with each phrase by circling your response.

Items	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree
1. Opportunities for children	1	2	3	4	5
2. Have a good time with family	1	2	3	4	5
3. Rural life activities	1	2	3	4	5
4. To experience local flavor	1	2	3	4	5
5. Foul weather activities	1	2	3	4	5
6. Opportunities to learn/to be educated	1	2	3	4	5
7. Adventure seeking	1	2	3	4	5
8. To be entertained/theater	1	2	3	4	5
9. Nature observation/study	1	2	3	4	5
10. Rest/relaxation	1	2	3	4	5

2. Please circle a number in the following scale to indicate the extent to which you are interested in relocating your family or business to Garrett County?

Not interested at all 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5
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If you are interested, what are the reasons?

What are any barriers to relocating?

May we send you relocation information? Yes _____ No _____

If yes, can we have your email or physical address?

Section V: Your Spending in Garrett County

To better understand the economic impact of tourism in the county, we are interested in finding out the approximate amount of money you have spent in the county including travel to and from your home (Please give your best estimate in where appropriate to indicate how much you spent so far for yourself or for your group).

Items	Amount spent so far in Garrett County for this trip		Amount spent outside Garrett County	
	For yourself	For the group	For yourself	For the group
1. Air travel				
2. Rental car/bus travel				
3. Gasoline, automobile service, repair				
4. Lodging (hotel, motel, condos, etc.)				
5. Restaurants and bars (food & beverages, etc.)				
6. Groceries, take-out food/drinks, sundries				
7. Shopping (souvenirs, gifts, clothing, etc.)				
8. Admissions and Fees (i.e., tickets for events, activities, museums, etc.)				
9. Others (Please specify)				

Section VI: Background Information

1. Gender Female _____ Male _____

2. Age (Please check the single best answer)

18-25 _____ 26-39 _____ 40-54 _____ 55-60 _____ 61+ _____

3. Marital status: Married _____ Single _____ Divorced _____ Widowed _____

4. How many of your child(ren) is/are living with you? _____

5. What is the highest level of education you have completed? (Please check the single best answer)

Less than high school degree _____ High school degree or equivalent _____

Undergraduate or post-secondary degree _____ Graduate school degree _____

6. What was your approximate gross household income from all sources before taxes in the previous year? (Please circle the single best answer)

Less than \$20,000 _____ \$20,001 to 40,000 _____ \$40,001 to 60,000 _____

\$60,001 to \$80,000 _____ \$80,001 to 100,000 _____ \$100,000 + _____

7. Place of Residence (If from another country, only country name is needed)

Country or State of Residence _____ Zip Code _____

8. If you are a second home owner, in which month(s) and how many days in the previous year has your property been occupied? (Please give your best estimate).

A: By you and/or your family

Which Months? (Please tick \checkmark where appropriate in the following table)

January		July	
February		August	
March		September	
April		October	
May		November	
June		December	

Total # days in previous year _____

B: By Renters

Which Months? (Please tick \checkmark where appropriate in the following table)

January		July	
February		August	
March		September	
April		October	
May		November	
June		December	

Total # days in previous year _____

9. Do you have any other comments?

Thank you once again for your time and cooperation.

Appendix B: A summary of survey locations and response rates

Fall

September 2008

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
Sept. 6 th (Saturday)	Jing Wang Katherine Thompson David Dyre	Art & Wine Festival	71	174 (160 visitors, 14 locals)	44.4
Sept. 14 th (Sunday)	David Dyre Jing Wang	Penn Alps Restaurant & Craft Shop	24	73 (65 visitors, 8 locals)	36.9
Sept. 20 th (Saturday)	Jonathan Butler David Dyre	Swallow Falls	50	105 (97 visitors, 6 locals)	51.5
Sept. 21 st (Sunday)	David Dyre	Penn Alps Restaurant & Craft Shop	26	34 (31 visitors, 3 locals)	83.9
Sept. 27 th (Saturday)	Katherine Thompson Jing Wang	Englanders Antique Mall & Grill	24	152 (90 visitors, 62 locals)	26.7
Total	195				

October 2008

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
Oct. 5 th (Sunday)	Scott Hanson Alexandra Ries David Dyre Chris Bartley Matt Benko	Farmers Market/Candyland	21	150 (96 visitors, 54 locals)	21.9
		Englanders Antique Mall & Grill	30	47 (36 visitors, 11 locals)	83.3
Oct. 10 th (Friday)	David Dyre Jing Wang	Penn Alps	43	75 (70 visitors, 5 locals)	61.4
Oct. 11 th (Saturday)	David Dyre Jing Wang	Autumn Glory Grand Feature Parade	41	104 (83 visitors, 21 locals)	49.4
Oct. 12 th (Sunday)	Sarah D'Agostin Carl Kautz David Dyre Adam Zakowski Peter Buccieri	Discovery center	17	45 (42 visitors, 3 locals)	40.5
		Swallow falls	39	93 (91 visitors, 2 locals)	42.9
Oct. 19 th (Sunday)	Misty Vandevender Taylor Long David Dyre	Discovery center	25	56 (56 visitors, 0 locals)	44.6
		Swallow Falls	40	88 (84 visitors, 4 locals)	47.6
Oct. 26 th (Sunday)	David Dyre Jing Wang Adam Meyer Albert Mestrovic Zachary Kuhlwein	Englanders Antique Mall & Grill	20	68 (38 visitors, 30 locals)	52.6
		Foodland	20	59 (30 visitors, 29 locals)	66.7
Total			296		

November 2008

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
Nov. 2 nd (Sunday)	Chris Caplinger Trevor Schwab Samuel Chaber	Deep creek discover center	13	26 (19 visitors, 7 locals)	68.4
		Foodland Fresh	11	272 (111 visitors, 151 locals)	9.91
Nov. 8 th (Saturday)	David Dyre Katherine Thompson	Swallow Falls	34	46 (45 visitors, 1 local)	75.6
Nov. 9 th (Sunday)	David Dyre Jonathan Woods Rachel Everly Alexis Marshall Garrett Neeb	Farmers Market/Candyland	18	81 (69 visitors 12 locals)	26.1
		Englanders Antique Mall & Grill	13	63(25 locals, 38 visitors)	34.2
Nov. 16 th (Sunday)	Shawn Waters Edgar McClintic Kristina Sandi Brian Krott David Dyre	Englanders Antique Mall &Grill	6	70 (10 visitors, 60 locals)	60.0
		Foodland Fresh	15	154 (55 visitors, 99 locals)	27.3
		Discovery center	5	5 (5 visitors, 0 locals)	100.0
Nov. 30 th (Sunday)	Jing Wang Katherine Thompson David Dyre	Penn Alps Restaurant & Craft Shop	25	46 (37 visitors, 9 locals)	67.6
		Swallow Falls	4	5 (5 visitors)	80.0
Total			296		

Note. Ten respondents who reported being visitors are actually locals as indicated in the earlier part of this report. These 10 locals were excluded from analysis. For the record consistence, they were not excluded from the above three tables.

Winter

December 2008

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
Dec. 6 th (Saturday)	David Dyre	Penn Alps	41	83 (70 visitors, 13 locals)	58.6
Dec. 13 th (Saturday)	David Dyre Jing Wang	WISP	60	126(119 visitors, 7 locals)	50.4
Dec. 14 th (Sunday)	David Dyre Jing Wang	WISP (WISP Birthday Celebration)	57	119 (114 visitors, 5 locals)	50.0
Dec. 29 th (Monday)	Katherine Thompson Jinyang Deng	WISP	51	97 (86 visitors, 11 locals)	59.3
Dec. 6 th (Saturday)	David Dyre	Penn Alps	41	83 (70 visitors, 13 locals)	58.6
Total			209		

January 2009

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
Jan. 2 nd (Saturday)	Jing Wang Jinyang Deng	WISP	63	106 (99 visitors, 7 locals)	63.6
Jan. 3 rd (Sunday)	Jinyang Deng	WISP	64	81 (79 visitors, 2 locals)	81.0
Jan. 14 th (Wednesday)	David Dyre Katherine Thompson	WISP	55	100 (90 visitors, 10 locals)	61.1
Jan. 29 th (Sunday)	David Dyre	New Germany SP	11	17 (13 visitors, 3 locals)	84.6
	Katherine Thompson	Discovery center	12	15 (15 visitors, 0 locals)	80.0
Total	205				

February 2009

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (excluding locals) (%)
Feb. 7 th (Saturday)	David Dyre Katherine Thompson	Penn Alps	32	48 (42 visitors, 6 locals)	76.2
Feb. 14 th (Saturday)	David Dyre Katherine Thompson	Wisp (the President's weekend)	67	102 (99 visitors, 3 locals)	67.7
Feb. 21 st (Saturday)	David Dyre	WISP	45	88 (83 visitors, 5 locals)	54.2
	Katherine Thompson	Englanders	19	79 (41 visitors, 38 locals)	46.3
Feb. 28 th (Saturday)	David Dyre Katherine Thompson	Deep Creek Dunk	43	55 (50 visitors, 5 locals)	86.0
Total	206				

Note. Seventeen respondents who reported being visitors are actually locals as indicated in the earlier part of this report. These 17 locals were excluded from analysis. For the record consistence, they were not excluded from the above three tables.

Spring

March 2009

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
Mar. 4 th (Wednesday)	David Dyre Jinyang Deng	WISP (Local night)	61	82 (75 visitors, 7 locals)	81.3
Mar. 7 th (Saturday)	David Dyre Katherine Thompson	Penn Alps	41	71(59 visitors, 12 locals)	69.5
Mar.21 st (Saturday)	Katherine Thompson Jinyang Deng	WISP	44	100 (82 visitors, 6 already done, 12 locals)	53.7
Mar. 28 th (Saturday)	Katherine Thompson Lawrence Schoomakers	Arrowhead	22	85 (55 visitors, 31 locals)	40.0
Total			168		

April 2009

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
Apr. 4 th (Saturday)	David Dyre	Penn Alps	30	51 (43 visitors, 8 locals)	69.8
		Swallow Falls	28	43 (41 visitors, 2 locals)	68.3
Apr. 10 th (Friday)	David Dyre	Swallow Fall	26	31 (29 visitors, 2 locals)	89.7
		Railey Mountain	7	22 (22 visitors, 0 locals)	31.8
Apr. 11 th (Saturday)	Katherine Thompson	Smiley's Fun Zone	8	30 (12 visitors, 18 locals)	66.7
Apr. 18 th (Saturday)	Katherine Thompson David Dyre	discovery center	11	28 (22 visitors, 6 locals)	50.0
		Swallow Falls	56	65(64 visitors, 1 local)	87.5
		Arrowhead	12	47 (27 visitors, 20 locals)	44.4
Apr. 28 th (Tuesday)	Katherine Thompson David Dyre	Farmer market	18	119 (36 visitors, 83 locals)	50.0
		Englanders	44	94 (64 visitors, 30 locals)	68.8
Total			240		

May 2009

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (excluding locals) (%)
May 9 th (Saturday)	David Dyre	Swallow Falls	37	45 (43 visitors, 2 locals)	86.0
	Daniel Servian	Penn Alps	17	102 (53 visitors, 49 locals)	32.1
May 16 th (Saturday)	David Dyre	Swallow Falls	67	75 (74 visitors, 1 local)	90.5
	Daniel Servian	Smiley	5	22 (12 visitors, 10 locals)	41.7
	Daniel Servian	Honi Honi	13	46(26 visitors, 20 locals)	50.0
May 17 th (Sunday)	David Dyre	Englanders	20	70 (34 visitors, 36 locals)	58.8
May 23 rd (Saturday)	David Dyre	ASCI event	62	93 (87 visitors, 6 locals)	71.3
	Rogelio Andrada				
May 24 th (Sunday)	David Dyre	Swallow Falls	49	64 (64 visitors, 0 locals)	76.6
May 30 th (Saturday)	David Dyre	Arrowhead	13	53 (38 visitors, 15 locals)	34.2
	David Dyre	Smiley	22	37 (26 visitors, 11 locals)	84.6
	Daniel Serivan	Discovery center	11	60 (43 visitors, 17 locals)	25.6
Total	316				

Note. Eleven respondents who reported being visitors are actually locals as indicated in the earlier part of this report. These 11 locals were excluded from analysis. For the record consistence, they were not excluded from the above three tables.

Summer

August 2008

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
Aug. 9 th (Saturday)	Jing Wang Jinyang Deng Rogelio Andrada	Wisp Chilli Cook-off	60	109 (96 visitors, 13 locals)	62.5
Aug. 15 th (Friday)	Jing Wang Jinyang Deng Rogelio Andrada	Chamber Fair Booth	13	81 (59 visitors, 22 locals)	22.0
		Foodland	0	21 (17 visitors, 4 locals)	0.0
Aug. 16 th (Saturday)	Jinyang Deng Rogelio Andrada	Chamber Fair Booth	23	227 (185 visitors, 42 locals)	12.4
Aug. 23 rd (Saturday)	David Dyre Katherine Thompson	Honi Honi	40	65 (54 visitors, 11 locals)	72.2
Aug. 30 th (Saturday)	Jing Wang David Dyre	Honi Honi	35	71 (71 visitors, 10 locals)	49.3
		ASCI US Slalom Kayak National Championships	16	53 (41 visitors, 2 locals)	39.0
Total			187		

June 2009

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
June 6 th (Saturday)	David Dyre Daniel Servian	Highland Festival	85	166 (135 visitors, 30 locals)	63.0
June 13 th (Saturday)	David Dyre Rogelio Andrada	Honi Honi Swallow Falls	30 60	43 (39 visitors, 4 locals) 105 (101 visitors, 4 locals)	76.9 59.4
June 27 th (Saturday)	Daniel Servian	Smiley	7	41(30 visitors, 11 locals)	23.3
June 28 th (Sunday)	David Dyre	Bill's Marine Service	27	(33 visitors, 2 locals)	81.8
Total			209		

July 2009

Survey date	Surveyors	Locations	Visitors surveyed	Groups approached	Response rate (%) (excluding locals)
July 4 th (Saturday)	David Dyre Rogelio Andrada	WISP/219 Overlook	62	83 (75 visitors, 8 locals)	82.7
July 12 th (Sunday)	David Dyre Daniel Servian	Bill's Marine Service Swallow Falls	28 37	43 (42 visitors, 1 local) 62 (51 visitors, 11 locals)	66.7 72.5
July 13 th (Monday)	David Dyre Rogelio Andrada	Bill's Marine Service Railey Mountain	23 55	27 (27 visitors, 0 local) 64 (60 visitors, 4 locals)	85.2 91.7
July 18 th (Saturday)	David Dyre Daniel Servian	Swallow Falls Arrowhead	49 20	61(58 visitors, 3 locals) 80 (50 visitors, 30 locals)	84.5 40.0
July 20 th (Monday)	David Dyre Rogelio Andrada	Bill's Marine Service Railey Mountain	29 32	43(43 visitors, 0 local) 42 (40 visitors, 2 locals)	67.4 80.0
July 26 th (Sunday)	David Dyre Daniel Servian	Arrowhead	48	144 (112 visitors, 32 locals)	42.9
Total			383		

Note. Twenty five respondents who reported being visitors are actually locals as indicated in the earlier part of this report. These 25 locals were excluded from analysis. For the record consistence, they were not excluded from the above three tables.