

The Great Allegheny Passage: Economic Impact Study (Phase III: 2007-2008)

Researched and Prepared by Campos Inc., 2009 for the Progress Fund's Trail Town Program, Laurel Highlands Visitors Bureau and Allegheny Trail Alliance

Purpose: This report compares the differences in business operations and sales revenues during the time period of 2007 to 2008.

Location: This study focuses on business located along the Great Allegheny Passage which runs from Pittsburgh, PA to Cumberland, MD.

Study Design: A total of 1,272 intercept surveys were administered at eight different locations along the Great Allegheny Passage starting on May 23, 2008 and ending on October 26, 2008. In addition to the intercept surveys, a supplemental sample was collected online among individuals that had requested information about the trail within the past year.

Key Findings:

- Trail attributed revenue (7):
 - 2007: \$32,614,703
 - 2008: \$40,677,299
- Trail attributed wages (7):
 - 2007: \$6,273,927
 - 2008: \$7,500,798
- Respondents who planned overnight stays (80):
 - Approximately 40% of respondents stayed overnight
 - Respondents spent an average of \$98 per day in the trail communities and on lodgings.
- Day visitors spent an average of \$13 per day in the trail communities.