

2005 HERITAGE TOURISM SPENDING IN

DELAWARE & LEHIGH

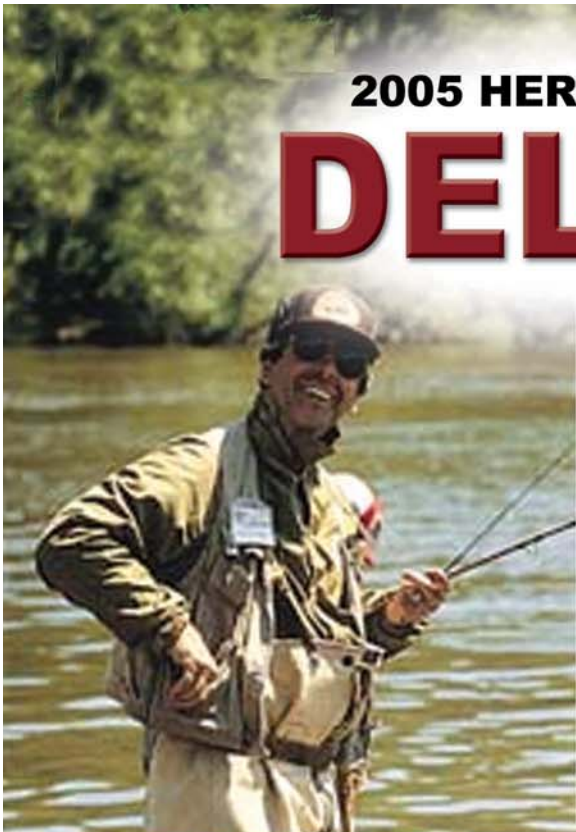


NATIONAL HERITAGE CORRIDOR

Creating Jobs and Spurring Local Economic Activity

The Delaware & Lehigh National Heritage Corridor (D&L) is a Congressionally-designated National Heritage Area (NHA), created to preserve, promote, and celebrate the region's heritage, culture, and natural resources for the benefit of current and future generations.

The D&L is a 165-mile thread of American history flowing through eastern Pennsylvania. The corridor incorporates the communities built around the Lehigh, Delaware, and Susquehanna Rivers and its historic canals, railroads, roads, towpaths, trails, and farmlands. It attracts visitors and residents to this extraordinary collection of natural, cultural and recreational resources.



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2005 HERITAGE TOURISM SPENDING IN DELAWARE & LEHIGH NATIONAL HERITAGE AREA



The impact of heritage tourism on the local economy is just one of the D&L's many benefits to its region. Last year, an estimated 4 million tourists visited D&L sites, including the Lehigh Gorge State Park, Eckley Miner's Village, Crayola Factory, New Hope & Ivyland Railroad, Audubon Auto Tour, and Washington Crossing Historic Park.

- Tourism visitors to the D&L sites generate jobs and income for the local economy through their spending on lodging, food, souvenirs and other retail purchases, local travel, and other goods and services.
- A recent study determined that **tourists spent \$276 million while visiting D&L sites.** This spending **directly generated an estimated 6,067 jobs,** with **total personal income** (wages and salaries) of **\$104.3 million** and **total value added to the local economy** (personal income, profits and rents, and indirect business taxes) of **\$157.5 million.**
- The direct and indirect economic impact of tourism spending when visiting D&L sites: **nearly 7,892 jobs, generating nearly \$159 million in personal income and \$250 million in total value added to the economy.**

The local economic benefits of the D&L's heritage tourism component complement D&L's goals of heritage and natural resource preservation while also providing a framework for further collaboration with a variety of partners.

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†Study conducted in 2006 by the firm of Public Works on behalf of the Alliance of National Heritage Areas (ANHA).

The study used the Money Generation Model (MGM2), which was developed for the National Park Service by a team at the Department of Community, Agriculture, Recreation and Resource studies at Michigan State University. The complete report Economic Impact of Heritage Tourism Spending 2005 is available on the ANHA website at www.nationalheritageareas.org.