

D&L TRAIL FRIENDLY BUSINESSES

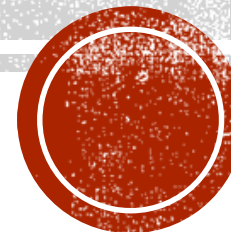
Brian Greene

Trail Programs Manager and Data Scientist

March 2019



DELAWARE & LEHIGH
NATIONAL HERITAGE CORRIDOR



TWO TRAILS DIVERGE IN A YELLOW WOODS



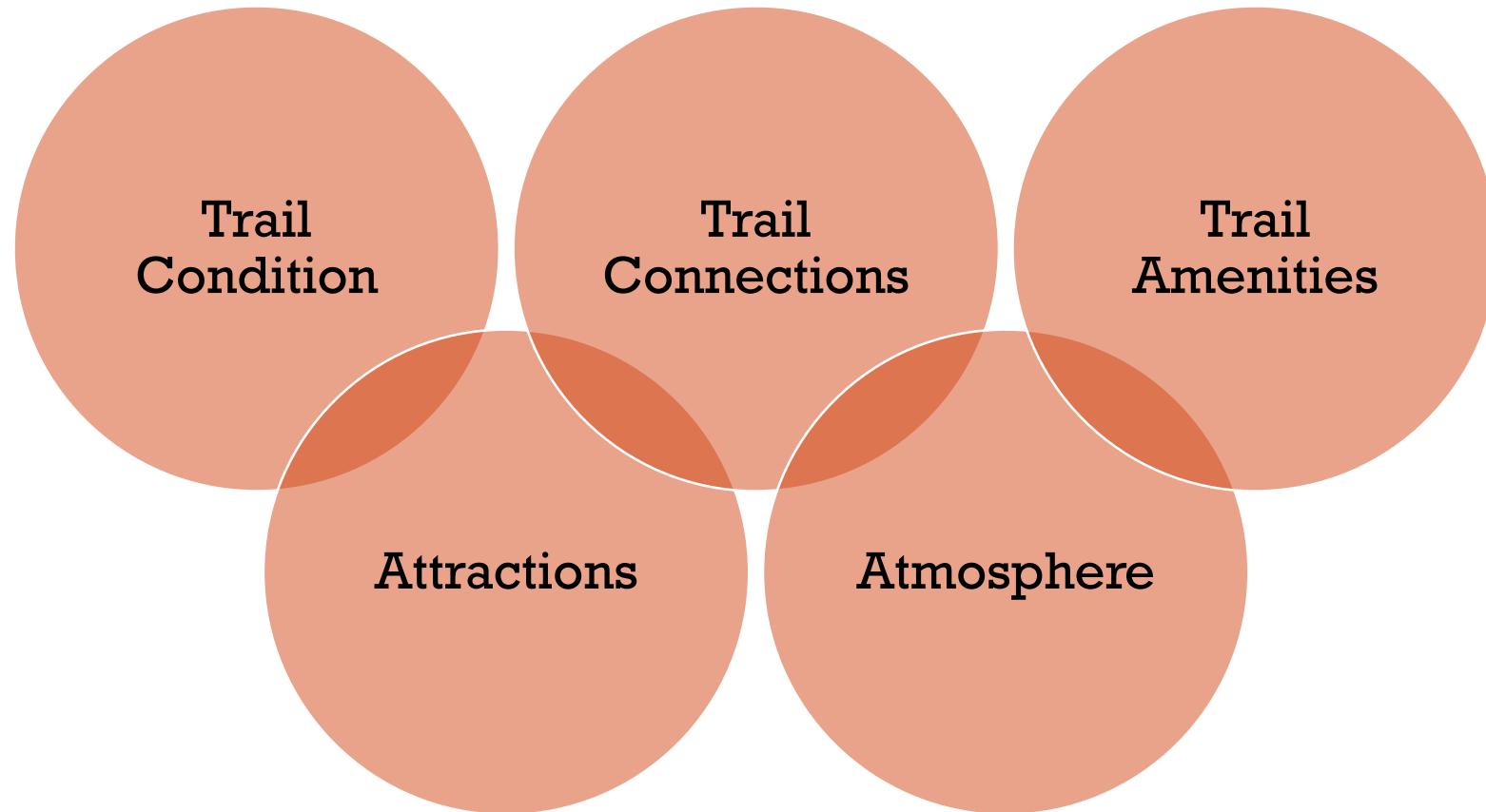
TRAIL FRIENDLY COMMUNITIES

- Benefits include:
 - Environment
 - Economy
 - Health
 - Quality of life

- About more than the trails themselves



TRAIL FRIENDLY COMMUNITIES ARE MADE OF



TRAIL CONDITIONS

- Safe
- Clean
- Easy to use
- Well marked
- Consistent trail surface



TRAIL CONNECTIONS

- Easy to access to trails and towns
- Easy to find
- Easy to navigate
- Connections to other trails



TRAIL USER AMENITIES

- Bathrooms
- Places to get water
- Outdoor seating
- Pavilions / shelters
- Trash and recycling bins
- Car Parking
- Bike Racks



ATTRACTIONS

- Shopping
- Cultural Sites
- Historic Sites
- Recreation Shops
- Lodging
- Food & Drink



ATMOSPHERE

- Welcoming
- Vibrant
- Interesting
- Public Art
- Unique



DOES THE D&L TRAIL GENERATE MONEY?



NO, BUSINESSES RELATED TO THE TRAIL MAKE MONEY



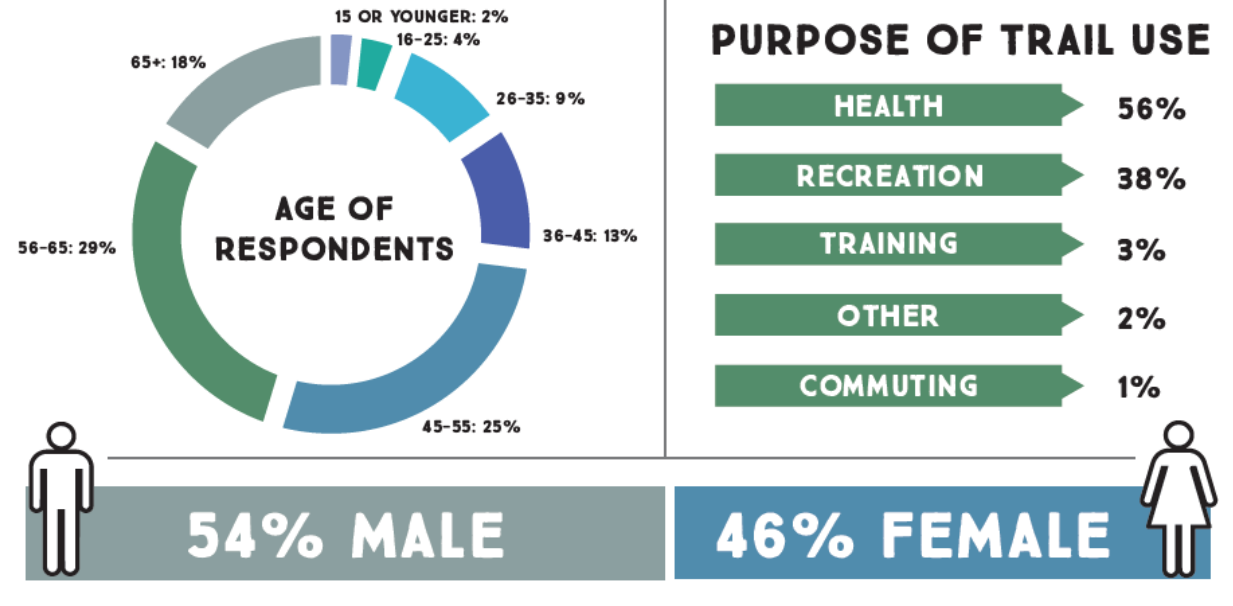
WHAT DO TRAIL USERS WANT?

- Experiences
- Local / Unique
- Healthy/Organic
- Close to the trail
- Beer / Ice cream!



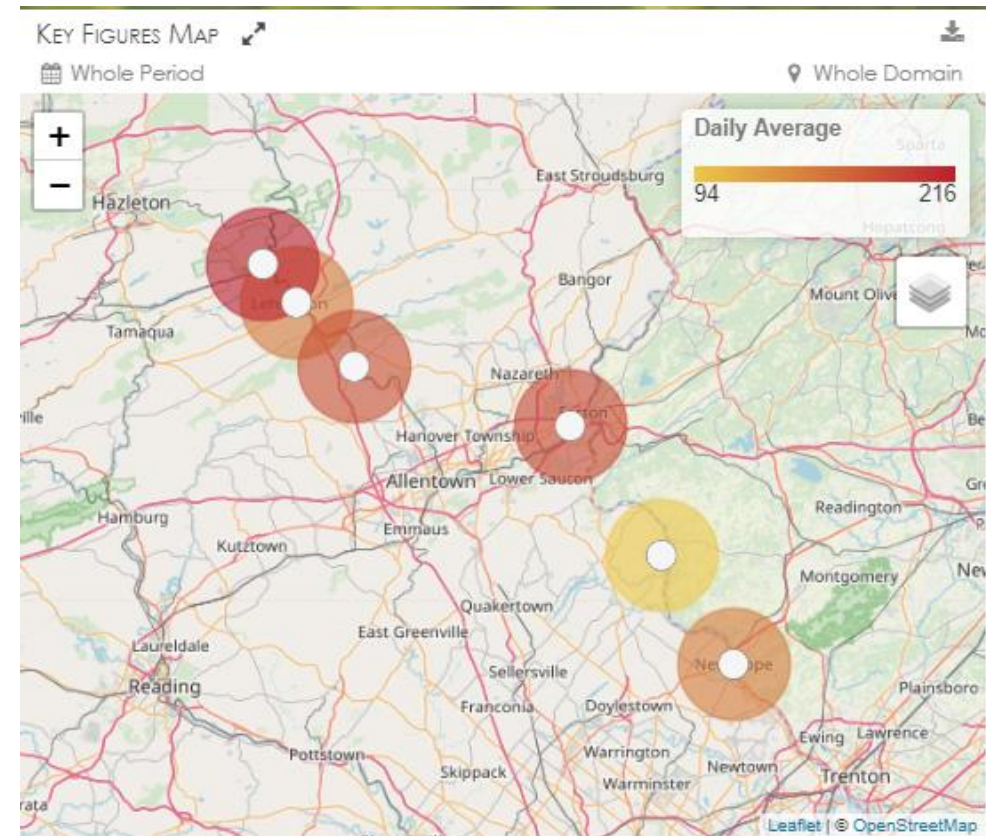
WHO ARE D&L TRAIL USERS?

- Large majority are 50+
- Generally white and male
- Higher average income and education
- 66% spend over 1 hour on the trail per visit
- ~6 out of ten are bikers

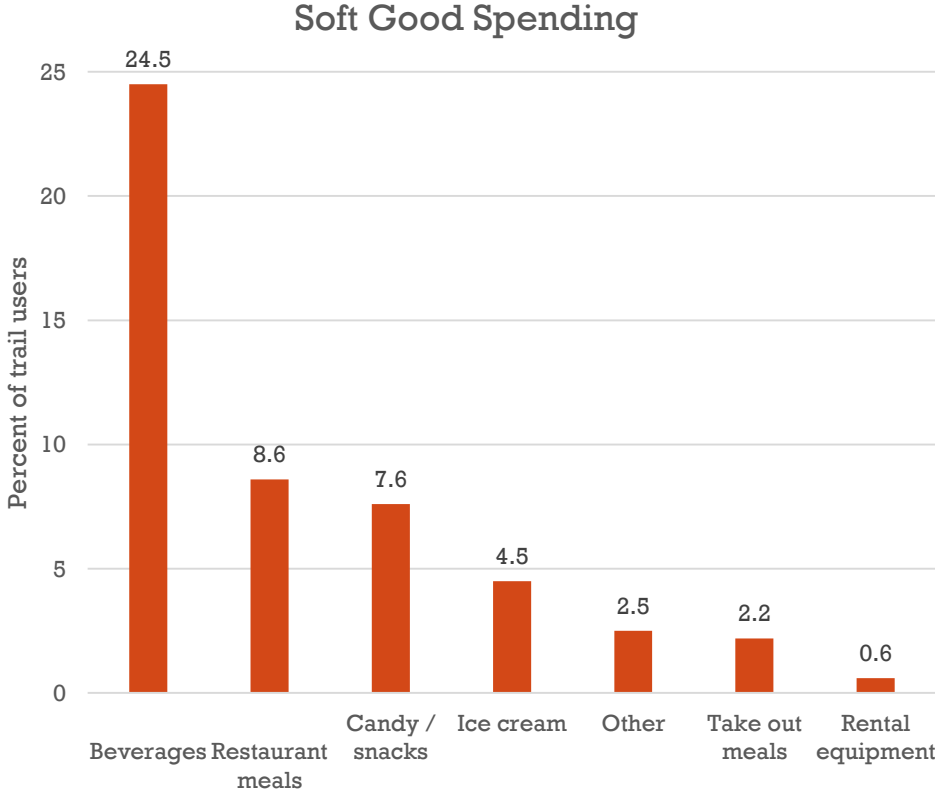
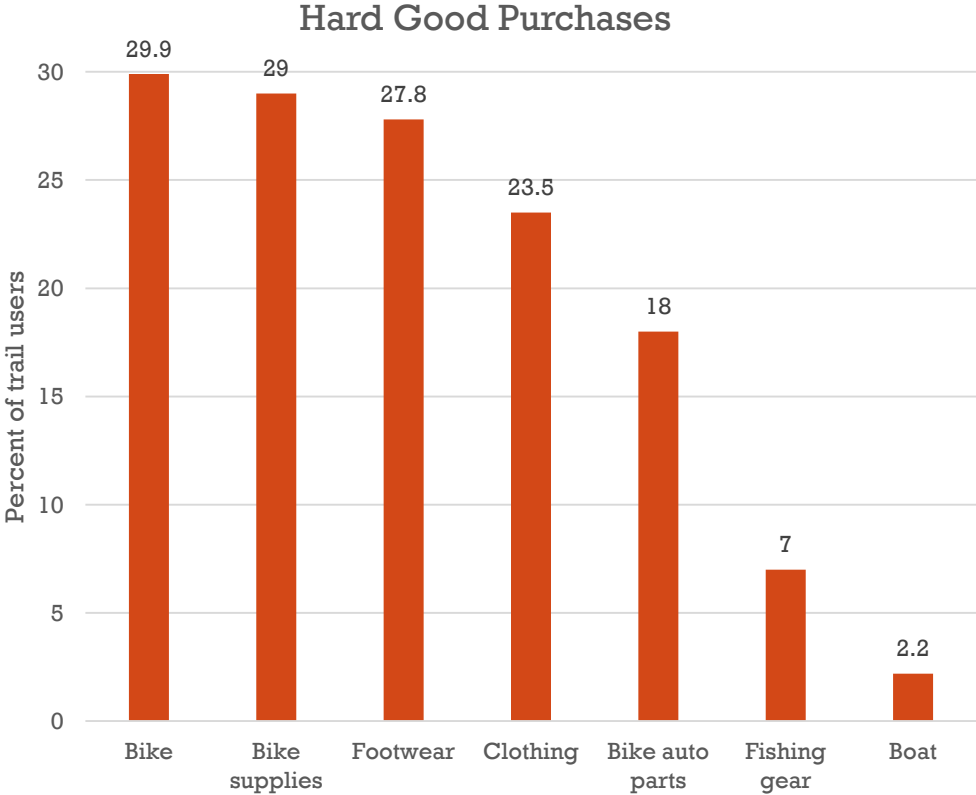


WHEN AND WHERE ARE TRAIL USERS?

- April - October
- 50-60% on weekends
- In 2018 trail counters average 125
- Estimate ~500,000 trail visits per year



WHAT ARE THEY SPENDING?



OUTDOOR RECREATION ECONOMY

- \$887 billion nationally
- 2012 D&L Trail Study -\$19 million
- 2017 DLNHC Economic Impact \$475 million
 - 3 million heritage visitors per year

IN PENNSYLVANIA OUTDOOR RECREATION GENERATES:

**\$29.1
BILLION**
IN CONSUMER
SPENDING ANNUALLY



251,000
DIRECT
JOBS



**\$8.6
BILLION**
IN WAGES AND
SALARIES



**\$1.9
BILLION**
IN STATE AND LOCAL
TAX REVENUE



D&L TRAIL FRIENDLY BUSINESSES

- Promote, connect, and support businesses that cater to trail users and support trails.
- List ten ways to be trail friendly, businesses qualify if they do at least six.
- Businesses must apply every two years.
- No direct fee for businesses to apply.
- D&L promotes businesses.



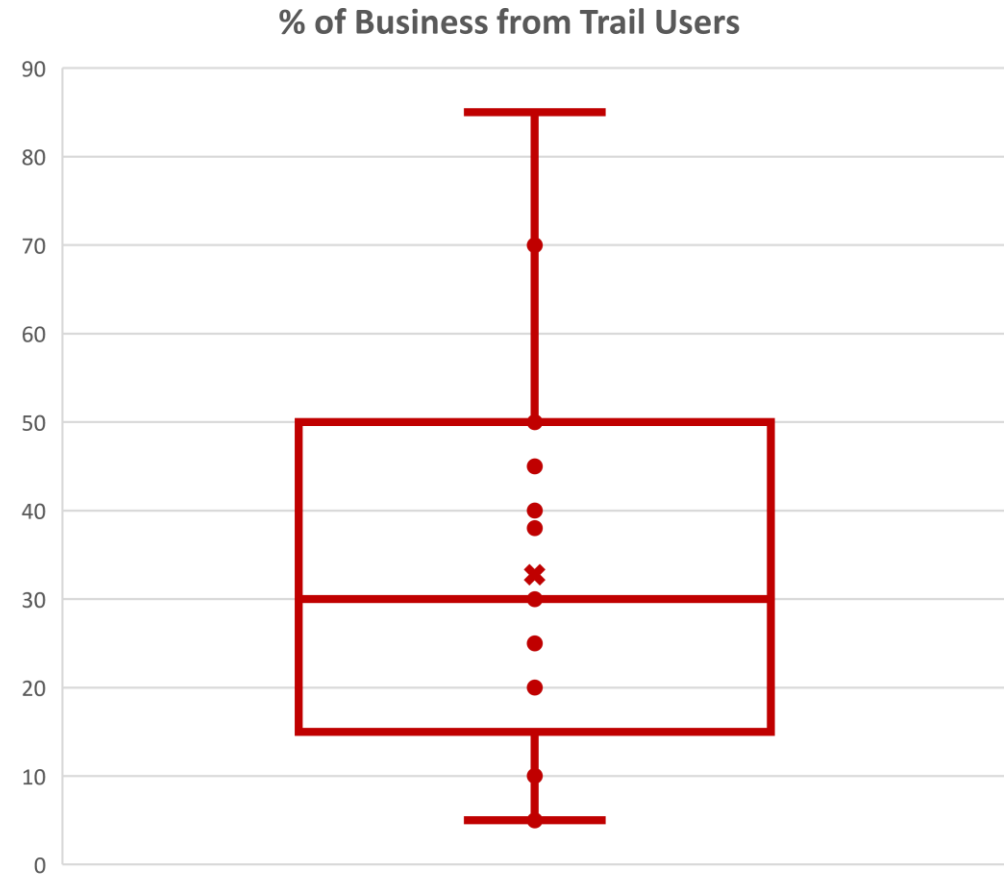
D&L TRAIL FRIENDLY BUSINESSES

- 13 businesses qualified:
 - Easton Outdoors Company
 - Genesis Bicycles
 - Aardvark Sports Shop
 - Charlotte Fay's Main Street Diner
 - L.L. Bean
 - Pocono Biking
 - The Inn at Jim Thorpe
 - Chantilly Goods
 - Canal Side Guesthouse
 - Mueller's General Store and Kitchen
 - Homestead General Store and Coffee Roasters
 - Krazy Chicken Lady
 - Firehouse Cycles



D&L TRAIL FRIENDLY BUSINESS DATA

- From 21 businesses:
 - 79 full time and 222 part time jobs
 - 71% say that trails are very important
 - 81% say that trail users are very important
 - 50% chose business location because of proximity to trails



WHAT KIND OF RIBBON CUTTING DO YOU WANT?



RESOURCES

- www.delawareandlehigh.org/trail-programs
- Currently two mini-grants available for
 - Events – Runs, rides, festivals, etc.
 - Amenities – bike racks, water fountains, benches, etc.

Trail Towns Event Mini-grant

HOME / TRAIL PROGRAMS / TRAIL TOWNS / TRAIL TOWNS EVENT MINI-GRANT

Share

IN THIS SECTION

- D&L Trail Friendly Business
- D&L Trail Friendly Business Application
- D&L Trail Business Survey
- Trail Tenders
- Tool Library
- Instructions and Safety
- Trail Tenders Reporting Form
- Trail Towns
- Trail Towns Amenity Mini Grant
- Trail Towns Event Mini-grant
- D&L Trail Towns Dashboard Metrics
- D&L Trail Towns Trailhead



CONTACT INFO

- Brian Greene
 - Trail Programs Manager and Data Scientist
 - programs@delawareandlehigh.org

