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# Roundtables

## **THE FOREST SERVICE'S RECREATION AGENDA: COMMENTS ON THE ROLES OF RESEARCH AND STATE AND PRIVATE FORESTRY IN THE NORTHEAST**

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**Abstract:** The Recreation Agenda is a major document being developed to guide recreation policy within the USDA Forest Service. During the first half of 2000, the Forest Service is holding public involvement sessions on the Agenda, a fluid document which is not yet in final form. One such session held at the Northeastern Recreation Research Symposium included 26 participants who focused on the role of states, nongovernment organizations, and research. Session participants clearly saw the need for increased collaborative planning that crosses agency boundaries. They also identified major roles for partnerships and for market research.

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### **Introduction**

Over the past four years, USDA Forest Service Chief Michael Dombeck has established a Natural Resource Agenda that includes four critical program areas: watershed health and restoration, sustainable forest ecosystem management, forest roads, and recreation. The Recreation Agenda (USDA For. Serv. 2000) was released in 1999 as a part of the Natural Resource Agenda. It represents a major effort to guide outdoor recreation policy for the Forest Service and is currently undergoing public review and comment. Consequently, it is a document that is not yet in final form; readers are referred to the most recent version, which is available online at [www.fs.fed.us](http://www.fs.fed.us).

As part of the public comment process, the Northeastern Recreation Research Symposium (NERR) held a 1-1/2 hour session on April 5, 2000, that was attended by 26 people representing states, nongovernment organizations (NGO's), the National Forest System, and the recreation research community. As comment on the National Forest System's role in fulfilling the Agenda's objectives had been obtained previously, the NERR session focused on the role of states, NGO's, and research. Copies of the current version of the Recreation Agenda were available to all participants; two notekeepers recorded all pertinent comments.

In this paper we present the results of this session, beginning with a brief review of the Agenda. This is followed by a general summary of the comments as recorded by the notekeepers and supplemented by the impressions of the moderator. While we have attempted to be faithful to the spirit of the session, we have condensed

the comments to capture their essence and combined them under general headings.

### **The Recreation Agenda**

This section on the Recreation Agenda is a condensed version of the material available online. Again, readers are encouraged to view the complete document on the Forest Service website.

The USDA Forest Service is the nation's largest supplier of outdoor recreation, offering diverse recreation opportunities on national forests and grasslands. These opportunities range from wilderness to developed recreation sites on the "urban" national forests (those within a one-hour drive from a metropolitan area). In the lower 48 states, the Agency manages 63% of the wilderness system and a much larger percentage of backcountry opportunities. Within the national forests and grasslands, there are 4,268 miles of wild and scenic rivers, 399 wilderness areas, 133,087 miles of trails, 383,000 miles of roads, 277,000 heritage sites, 4,300 campgrounds, and 31 national recreation scenic areas and monuments (USDA For. Serv. 2000).

As on other public lands, the trend in Forest Service management is away from product extraction and toward aesthetic and ecological management. This direction is supported by the fact that the national forests and grasslands currently contribute \$134 billion to the nation's annual gross domestic product, the bulk of which originates from the recreation opportunities that these resources supply (USDA For. Serv. 2000). However, the lands themselves are beset by problems. The demand for outdoor recreation is burgeoning as Americans are demanding more and varied opportunities of increasing variety, some of which conflict with others. At the same time, the supporting infrastructure is deteriorating: current estimates place the level of deferred maintenance at \$812 million. Growing demand coupled with deteriorating infrastructure cast doubt about the ability of the agency to sustain increasingly scarce quality recreation opportunities over the long run. Consequently, Chief Dombeck established the Recreation Agenda as a major guide to outdoor recreation policy within the Agency. The Agenda itself is aimed at meeting demand while providing high-quality experiences within ecological and social limits. These limits include resource impacts, impacts on other visitors, and the capacity limits of the infrastructure.

The Recreation Agenda has four major goals. First, it seeks to protect ecosystems to guarantee that special settings are conserved. Protecting long-term productivity and landscape integrity is crucial to the supply of outdoor recreation. Consequently, we must protect and restore natural character. To accomplish this the Forest Service must identify key attributes of the natural, social, and built environments essential for both ecological sustainability and recreation opportunity. The Agency must invest in facilities, showcase nationally designated areas, and ensure visitor safety and security by reducing criminal activity and fostering rule compliance. New facilities will be needed that can withstand long-term use and vandalism. Access to

recreation opportunities must be ensured by protecting critical access points in rapidly developing areas by working with local governments and private landowners, and by ensuring universal accessibility. Finally, we need to ensure availability of services to all Americans by incorporating social science and marketing research.

A second major goal is to increase service satisfaction and education. Achieving this goal will require developing partnerships for quality service delivery. The Forest Service needs to conduct marketing research to facilitate cooperation with state and local providers and match opportunities to people. Innovative partnerships can improve conservation education and interpretation, thereby enhancing recreation experiences.

A third goal is to build community connections to expand available resources. Strengthening community connections is vital to ecosystem management. Community collaboration needs to be institutionalized through policy and incentives, and partners are needed to promote community sustainability. Planning must be conducted collaboratively, across boundaries with stakeholders deeply involved in all processes. Also, there are numerous issues on the urban national forests--those within an hour's drive from a metropolitan area--that must be addressed.

The Agenda's fourth goal is to improve relationships. Partnerships and intergovernmental cooperation are essential to recreation management. The Forest Service needs to strengthen business partnerships to find innovative ways to accomplish tasks, and must review professional business practices. The Agency needs to work with community organizations and nongovernmental organizations to train and manage volunteers, and it must promote intergovernmental cooperation and work with tribal governments.

These four major goals have led the Forest Service to develop a six-point action plan for recreation:

1. We must conduct market research to help us know our customers. We need to understand public values, expectations, and conflicts, and use this information to design facilities.
2. We must invest in special places valued by people, repairing ecological damage and reducing deferred maintenance.
3. We must reduce deferred maintenance to ensure long-term financial sustainability. Potential techniques include expanding the Fee Demonstration Program and use of cost-share challenge grants with all sectors.
4. We must develop partnerships for conservation education and interpretive services.
5. We need to develop business opportunities and service for underserved and low-income people.
6. We must ensure accessibility by identifying and maintaining critical rights-of-way, by fostering stakeholder coalitions to manage the forest transportation system, and by implementing Americans with Disabilities Act plans in special areas targeted for funding.

## Response to the Agenda

As noted above, the NERR session was attended by 26 people, most of whom offered opinions. The following comments by NERR session participants have been condensed and organized to capture their essence.

Several general questions were raised about the Recreation Agenda as a whole. One concern was why the Forest Service wants to be involved with collaborative activities in general. A second question concerned understanding the nature of the Agency's interest in expanding outward toward communities. Both of these questions demonstrated a lack of familiarity with and understanding of the purposes of the Agenda: Why is it not sufficient for the Forest Service to be concerned about the management and planning of its own lands? Why is there a need to be concerned about other agencies and jurisdictions? Concern also was expressed that we should not identify recreation as the new "commodity" to replace timber. Recreation may not be a satisfactory goal if viewed as a commodity; rather, we should emphasize stewardship and the protection of special places. Finally, one participant believed that the Agenda was overly conservative--too "comfortable"-- and lacked bold initiatives to deal with issues of stewardship and deferred maintenance.

Specific concerns dealt with both Forest Service/state relationships and the role of research in recreation planning and management. Forest Service/state relationships are of particular concern in the metropolitan Northeast where state natural resource agencies are major suppliers of outdoor recreation. There was general agreement that the national forests within Region 9 are special because public land is scarce in the East and these forests play a crucial role in conserving recreation opportunities not provided elsewhere. However, given the scarcity of federal public lands, states, counties, and municipalities also occupy critical positions in the recreation service delivery system. These complex relationships present a major challenge to integrated recreation planning. There is wide recognition that planning efforts require coordination to be successful, and that partnerships and collaboration are essential for both state and federal agencies. Unfortunately, coordination is difficult. At the state level, many agencies have no tie to the State Forester, and hence no tie to the State and Private Forestry branch of the Forest Service. In New York State, for example, four separate agencies deliver outdoor recreation services: the Department of Environmental Conservation (DEC), the Office of Parks, Recreation and Historic Preservation, the Adirondack Park Agency, and the Palisades Interstate Park Commission. Of these, only the DEC has ties to the State Forester.

One potential alternative for planning coordination is to reactivate the Statewide Comprehensive Outdoor Recreation Planning (SCORP) process. Originally established under the Bureau of Outdoor Recreation, SCORP now is administered by the National Park Service. However, the program has been largely inactive in recent years due to lack of funding for the Land and Water Conservation Fund.

Partnerships also need attention; partnerships with publics are required to improve agency credibility. One possibility is to use the "adopt a highway" approach to maintain recreation facilities. Facilities need to be monitored and receive at least some maintenance. This kind of collaboration can be enhanced by "benchmarking" and sharing information on "best management practices." Unfortunately, session participants also noted a downside to this kind of partnership: While an "adopt a trail" or beach approach can help foster ownership, this kind of "ownership" could become too strong and work against management goals. Partnerships also can be costly to administer, requiring scarce resources that might better be spent on the lands themselves. Finally, the emphasis on "business practices" may not appeal to many NGO's who may see them as promoting competition rather than cooperation.

Planning must have strong ties to research as well. Local forest levels have specific research questions that need to be addressed. However, broader, potentially more fruitful areas of research also were discussed. One topical area identified for emphasis was market research: What do people want? How do users compare to nonusers? What are the needs of specific groups such as minorities or older Americans?

A second area for research concerned the Recreation Opportunity Spectrum (ROS). We need to rethink the ROS classes for eastern forests, where greater differentiation at the urban portion of the scale may be necessary. Moreover, we need to develop productivity standards for sites and facilities within each class to help prioritize sites and facilities for maintenance. Decision-support systems are needed to tie this information to the planning process.

Finally, we need to be concerned about the economics of forest recreation. We must develop additional tools such as conjoint analysis to understand the tradeoffs people are willing to make, and decision-support programs to facilitate analysis of alternative actions. And we need to examine the role of public forest lands in enhancing regional economies. For example, can trails or other facilities be located closer to communities to enhance economic impacts?

Clearly, there was general consensus that forest planning needs to be closely tied to research and that additional concept development is needed in the East, where public forests are scarcer and hence more critical in fulfilling the recreation needs of the population.

## **Conclusion**

The Forest Service's Recreation Agenda provided fertile ground for discussion among the 26 participants in the NERR session. There was general agreement that planning efforts would require coordination across state and federal boundaries, but this could prove difficult given the multiplicity of agencies involved. Unfortunately, there was little discussion of mechanisms to achieve this. The group also expressed strong support for establishing partnerships

while noting that such partnerships must be managed carefully to avoid conflicts. There was a clear consensus for research involvement in the planning process. Among the high priority research topics identified were market research with respect to minorities and older Americans, rethinking the ROS for eastern forests, and developing decision-support systems for recreation.

## **Literature Cited**

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# DEVELOPMENT OF A USE ESTIMATION PROCESS AT A METROPOLITAN PARK DISTRICT

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**Abstract:** The need for a committed system to monitor and track visitation over time is increasingly recognized by agencies and organizations that must be responsive to staffing, budgeting, and relations with external stakeholders. This paper highlights a process that one metropolitan park agency uses to monitor visitation, discusses the role of validity and reliability in the establishment of a sustained counting system, and highlights some of the challenges and limitations inherent in estimating visitation with inductive loop counters.

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## A Committed System for Use Estimates

Many agencies concern themselves with the extent that their facilities are used. Since the early 1960's there has been a growing body of literature concerning use estimation methods for park and recreation agencies. Accurate and reliable visitation estimates can improve the success in decisions concerning new exhibits, facilities, and maintenance schedules. They also serve to communicate to funders and citizens the value that parks serve and the extent that they are used. Many grant sources now insist that use statistics be demonstrated as a prerequisite for major capital grants to be distributed.

Even though countless resources have been published and counting systems attempted, for many agencies, reliable sustained visitation counts remain elusive. For many, these counts are generated based upon best guesses or limited observations by counting only a few days of park use. However, there can be significant swings in visitation across a season, month, week, or even within a single day (Gregoire & Buhyoff, 1999; Hornback & Eagles, 1999). What need is a valid, yet "do-able" counting system that captures a majority of park visitation and tracks this use over a sustained period of time. In today's information-driven organizations, it will no longer be sufficient to conduct a major visitor initiative every 10 - 15 years in conjunction with master planning processes. Committed visitation functions internal to the agency or regular contracting which sets up a system for an individual agency (or region), will be needed to track use over time and report these statistics to stakeholders on a yearly, and sometimes monthly, basis.

## The Evolution of Cleveland Metroparks Use Estimates

In 1993, Cleveland Metroparks sought to improve its visitation counting effort by creating a systematic process, which combines visual counts with mechanical counter data to generate use estimates for all of its fourteen parks (called reservations). Previously, the Park District had relied on extrapolations from survey data to estimate visitation (i.e., percentage of people who said they visited a park and how many times they said that they visited). This information was combined with limited mechanical counter data to also estimate commuters who drove through but did not stop. However, a new process was designed to count use from both commuters and recreationists more thoroughly. This effort was spearheaded by the incumbent Research & Program Evaluation Manager with the assistance of the Executive Director, other park directors and three part-time attendance counters.

## The Use Estimation Process...

There are six basic steps used in generating Cleveland Metroparks' visitation estimates:

1. Determine park entrance and exit points and their characteristics of use.
2. Visually count entrances for the number of people per vehicle and the percentage who enter through each roadway entrance within a particular park.
3. Install inductive loop counters at strategic and representative park entrances.
4. Check and maintain mechanical counters on a monthly basis (i.e., take counts and reset the meter, adjust for sensitivity, change batteries, and ensure that the box is secure and/or undamaged).
5. Create use estimates by combining mechanical counter data with vehicle multipliers and entrance weights in Excel spreadsheets.  
  
(For example a park with one mechanical counter with a reading of 10,000 vehicles, an entrance weight of .25, and a vehicle multiplier of 1.5 people/vehicle would yield a visitation estimate of 60,000 people for that park).
6. Tabulate these estimates by park, by month, and across several years.

Cleveland Metroparks uses this counting procedure to estimate the following types of use:

- Visitor Occasions - people who enter the park district for any reason (i.e., includes commuters, other non-recreational use)
- Recreational Visits - People who enter the Park District and visit parking lot and recreation areas

Recreational Visits is a sub-set of Visitor Occasions although it is possible that some parking lots can get used as a turn-around for parkway commuters.

Given that walk-on traffic may represent a considerable sub-group (and that they cannot be counted with inductive loop counters), an upward adjustment of 3% - 5% is currently added to this Recreational Visit statistic. However, this arbitrary adjustment is rather subjective thus, Cleveland Metroparks is now making efforts to conduct surveys within a sample of parks to determine the percentage of visitors who access the park by walking, bicycling, etc.

Visitation Data for Cleveland Metroparks is presented in Table 1. The reader is cautioned that while there appears to be slight increases in visitation each year (especially in the first four years), most of this increase is likely due to changes (improvements) in counting methodology at specific parks within the Cleveland Metroparks system. It took approximately four years to generate visual estimates and to install counters at all of the fourteen reservations within the Cleveland Metroparks' system. Agencies who have multiple parks under their jurisdiction, should also expect a similar start-up period unless they: 1) only have a few parks with easily defined entrances, or 2) have extensive staffing to conduct visual counts throughout the year. At Cleveland Metroparks, visual re-counts were also required at some of the parks due to dramatic changes in traffic patterns and facility construction. When these improved use estimates were integrated into this fledgling system, there were instances where some parks would have their estimates increased by 50% just because a new entrance weight and vehicle multiplier was used.

After five years of counting with the same multipliers and entrance weights, visitation showed much slower growth or, in some years, decline. The lesson here is to take time and effort to generate valid visual estimates and provide counting coverage at the on-set of a counting initiative. The first years of a counting effort should focus on the validity of the estimates without trying to place too much emphasis on changes over time. It is likely that changes in visitation will be due to refinements made in the counting methodology, rather than any real increase/decrease in visitation. However, once the methodology is established and used consistently, subsequent estimates are more likely to be useful in tracking visitation trends over time.

Unfortunately, there are instances where changes in the character of park use will mandate that re-counts be taken. Therefore, the question of invalid estimates is never fully resolved, but only minimized. The hope is that, once a counting system is established, wholesale changes in the methodology will not be needed and slight adjustments will be all that is required. Slight changes made after the counting system is established will have a smaller impact than changes made during the early years, when some estimates are based on guessing until they can be counted and integrated into the system.

Table 1. Cleveland Metroparks Attendance (1993 -1999)

Year	Visitor Occasions	Recreational Visits
1993	34,238,948	9,792,339
1994	34,793,894	9,950,228
1995	40,068,920	11,977,726
1996	49,778,861	13,749,994
1997	50,391,541	14,005,832
1998	48,516,922	15,753,691
1999	51,948,608	15,907,714

#### Advantages/Pitfalls of Using Inductive Loop Counters

Using inductive loop counters offer many advantages for park districts whose visitors enter through multiple vehicular entrances. They are economical in terms of unit cost (\$280 to \$400, depending on the features available). Their solid state design makes them more resistant to vandalism and varying climates than other counters. However, inductive loop counters are not without their pitfalls. They require personnel resources to install, continually monitor, and adjust for sensitivity. Moreover, unless census counts are taken at each park entrance, they require personnel to make visual counts (for vehicle multiplier estimates and for entrance weights). Another limitation is that these counters cannot capture walk-on traffic into a park. For parks that receive substantial walk-on visitation (i.e., 40% or more), some other counting methodology should be considered.

Future visitation counts at Cleveland Metroparks will refine this existing methodology by conducting visual re-counts and by conducting surveys to estimate the percentage of walk-on traffic that is currently estimated from a "best guess." Recreation use within specific park areas (i.e., pavilions, swimming areas) will also be conducted to help managers understand use at a more site-specific level. Creating both an accurate and a reliable visitor attendance tracking method takes resources, time, and commitment on the part of an agencies' leadership and constituency. The fruits of such an effort will yield useful and accessible information, for multiple purposes. More detailed information on Cleveland Metroparks' park visitation methodology and the *1999 Park District Visitation Report* may be obtained from the Research & Program Evaluation Division, Phone: (216) 635-3277.

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## NATURE SPEAKS - AN EXPLORATORY STUDY OF NATURE AS INSPIRATION

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**Abstract:** Artists, composers, writers, and photographers who have been inspired by Acadia National Park and Baxter State Park, share their thoughts about the importance of nature to creativity, their feelings about park landscapes, their need for personal expression and the importance of sharing the inspirational experience. Implications for a better understanding of the park experience as re-creation are discussed, along with managerial considerations.

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### Background

The idea that nature speaks to us at some conscious or subconscious level seems to be a fairly comfortable view for many despite a scarcity of scientific corroboration. Nature's messages of beauty, grandeur, danger, and mystery, often communicate as well or better than the signs we erect to say the same things.

People commonly say that a certain scene "speaks to me"- meaning that it resonates in some way with their sense of place, their memory banks, their curiosity, or their concepts of appropriateness and beauty. A few individuals are convinced that they actually receive sensory messages from wild creatures, plants, landscapes, seascapes, and inanimate objects in nature.

The inspirational powers of nature seem to be unarguable. How we Process and act upon that inspiration is probably as diverse as our individual skills and abilities -- a painting, a photograph, a poem, a donation of time or money, a musical composition, and a performance might all result from a single inspirational moment or scene.

The inspired works vary not only in their style of expression, but in their emotional intensity. A single snapshot may suffice to capture the mountain's power for one photographer, while for another appreciating the mountain may mean a collection or even a life's work. Perhaps, in much the same way, one mountain climber may be content to conquer it with a single ascent, while for another, knowing the mountain may not happen with a hundred visits.

The range of creative responses to nature's inspiration seem almost kaleidoscopic and, for this research, was defined to include a limited number of people who have responded to their inspiration from two of Maine's public parklands: Acadia national park and Baxter state park. Their creative works in music, the visual arts, the performing arts, in literature, and through volunteerism, are but a sampling of what these public assets mean to people. Their insights have the capacity to move us emotionally just as their authors were moved by the shouts and whispers of nature.

These interpretations of nature share many common characteristics, from a strong sense of exhilaration, to a need for capturing, sharing, and extending the moment, to feelings of humility, conflict, caring, and concern.

Over the past Century there have been numerous perceptive social commentaries linking the American Spirit to wilderness, perhaps beginning with Frederick Jackson Turner's concern for our collapse after conquering the last frontier. In fact, however, America's artists, writers, and composers had been celebrating the wilderness for much of the previous Century and continue to do so today. The distinctive American culture, like its spirit, is profoundly a product of the wilderness. And, yet, we seldom think about the sources, as we enjoy popular music like John Denver's Rocky Mountain High or symphonic pieces like Ferde Grofe's Grand Canyon Suite. Similarly, when we admire the classic art of Church, Bierstadt, or Remington, or the powerful photography of Adams and Porter, we recognize their interpretive genius with little thought about the inspirational event that must have been associated with the work.

In the 1980's, when I was writing a feature article for Parks and Recreation on wilderness and culture, I had the good fortune to make contact with Richard Adler, composer of The Wilderness Suite and The Yellowstone Overture (along with such Broadway hits as Damn Yankees and Pajama Game). Adler told me that at the moment he first saw The Grand Canyon of the Yellowstone he saw not just colors but he also saw notes on a musical scale.

The background music you heard as you came into this session is from a composition called "A Sense of Acadia" by a Maine composer, Barbara Smith. Compare what she says about the moment of her inspiration with Adler's moment of inspiration: "I didn't really have to sit there and wait for the music to come. By loving the outdoors and feeling very serene and peaceful and appreciative of being there, it just all came together. One of the tunes I wrote while sitting at Somes Sound. It was one of those beautiful blue sky late September days and the sun was like diamonds on the water and this tune just came to me just very bright and lively."

And compare Smith's description of the moment with that of Tom Paquette, an artist from Portland, Maine, whose work focuses on very similar settings: "I definitely see whispers -- it's landscapes that call out to be painted . . . I have to turn and look, and I think what was that? What is that? . . . and then I try to recreate those whispers. . . . sometimes I want to shout the whispers, and whisper the shouts. . . . it's the experience of whatever nature is that I'm after. I once tried to paint from somebody's photos and it was a disaster because I didn't have the experience. It isn't the mountain, I can't know the mountain . . . that would be presumptuous.

Finally, compare these insights with the words of Michael Lewis (whose Acadia painting was inspired by the same setting as Barbara Smith's piano composition), and the range of emotions he feels as he begins to paint: "Gradually

I don't feel like I'm an observer, a part of it, the dissolving of that distinction is invited by the landscape and it lets impressions just come in. Sometimes I'm not even aware of what it is that I'm going to focus on when I start painting. I feel like I need it the way I need to breathe, the way I need to take in food."

I hope that these few insights might provoke you to wonder about the connections between inspiration and creative expression. We need to better understand these connections if we wish to truly preserve all of the values that these protected public lands have to offer us. Productions like these, along with the mental renewal and inspirational transfer that they represent, tend not to show up in the park's annual reports of numbers served, revenue generated, programs offered, and acres protected. And yet, are they not reflective of the real output of our protected lands? Isn't there a direct connection between these inspirational resources and the positive attitude, the pride, the challenge, the sense of wonder that epitomizes American Spirit? Isn't there a direct connection between their experiences and the visions of the donor's of these lands? Some very preliminary findings from the interviews seem worth sharing.

#### Some Observations About Creative People:

**Emotional High.** John Denver captures the essence of what many artists report in describing their feelings of the inspirational moment, in his Rocky Mountain High. John Muir's almost rhapsodic descriptions of The Range of Light that he found in the Sierras reflects this same intensity of emotions as does Walt Whitman's poetry, and Ansel Adams' photography. It is both a range of emotions (awe and humility, ownership and belonging, sharing and protecting) as well as an intensity of emotions that can block out other concerns and even sound judgment (almost like the feeling divers report as "rapture of the deep.") Michael Lewis, whose Acadia painting you see on the easel, says: "The range of emotions is amazing . . . It isn't just visual, -- it takes you away from the human context --

It's like being a kid again --- It's so sensorial --- there's nothing like it."

**Humility,** or perhaps more appropriately awe, is another recurring theme in response to questions about inspirational moments. However, it seems not be a universal trait as the following excerpt from the early 20th Century landscape painter, Marsden Hartley's correspondence with a colleague reveals: "I shall immortalize that mountain, and no else has or likely will, as it is my mountain and I the official portraitist of it." Not surprisingly, his descriptions of Frederick Church's voluminous Katahdin art, from the previous century, are far from complimentary: "The pictures I remember were what I call ice cream pictures, pretty and meaningless, we found them in calendars."

**Capturing the moment.** It's the moment, not the mountain, seems to be a common theme. For a photographer, the moment, the perfect light effect, shadows, wildlife activity, reflections, clouds, and other ephemeral visual components of the scene provide an obvious moment. It is a fleeting

experience mentioned by painters as well. Volunteers sometimes seek to capture or re-live the moments that inspired their volunteerism.

**Beyond the Moment -- It's The Experience.** "Sometimes I just put away the tools, so that I can simply enjoy the experience myself with no thought of having to share it."

**Beyond the Experience -- It's the Spirit.** "And then there are times when the experience evaporates into a profound sense of the landscape and its history, the first people to sail into Frenchman's Bay at Acadia, or even beyond that into the pre-history of geologic time."

**Sharing the moment.** Or, at least sharing the opportunity for similar moments, cuts across all of the subjects. There would be little point to the capture, if sharing was not the expected outcome. But the sharing seems to be vastly more than "show and tell." It is the validation of the effort. From the sale of images, the publication of recordings and books to the recognition of volunteer efforts and teaching excellence, the sharing provides a vital source of approbation and feedback.

**Caring,** and concern, about the landscape is, not surprisingly, a repeated theme in these interviews. It would be easy (and erroneous) to assume that volunteer creativity reflects a more caring attitude than does commercial photography. While income may be an over-riding concern for many, it is curious to note how many of the artists in this study also volunteer their time to supplement park staff and freely donate their works in support of park causes. Caring is clearly a powerful motive for many of the volunteers who keep doing strenuous tasks well into their retirement.

**Signature,** identity, individuality, and distinctiveness of style, are closely related to the artistic response and to sharing that response. It is both a way of identifying with the source of the inspiration as well as a way of insuring feedback from sharing. It is consistent with the complexity of emotions and the apparent contradictions expressed throughout these interviews. Volunteers often see their work as unique, a representation of themselves, even a signature of their particular style of trimming the brush alongside a trail, or rock work to stabilize a mountain trail, or in building a water bar on a trail, or a trail marking cairn above tree line. (Don Curley, a long-time Acadia trail volunteer: "If you can't write or paint, it's a way of expressing yourself.")

**Essential Conflict.** All subjects alluded to a degree of conflict that they experienced, expected, perhaps welcomed, in the process of a creative response to the inspirational moment. Perhaps "creative tension" might be a more appropriate description for wanting to keep the moment private and yet share the experience. Similarly, feelings of wanting to experience the moment for oneself while having to capture it for others, can be opposing forces. And, very likely, doubts as to technical adequacy in the face of often-times awesome natural spectacles can produce additional tensions, e.g., reducing Mt. Katahdin to

20x18 canvas. Consider the tensions contained in the following: finding an identity within the landscape, yet having an identity uniquely your own; sharing the moment, yet needing to protect the site from too many others visiting it and spoiling it; reveling in the freedom of the moment, yet needing to capture it; being humbled by the scene, yet hoping to become identified with it. Volunteers frequently express a deep-seated conflict with park visitors who are uncaring about their environment, as well as a sense of conflict with the bureaucracy that administers the parks. And yet they continue to volunteer.

### Some Implications for Research and Management:

**Creative People as Park Visitors:** Because of their intensity, creative people provide us with a chance to have an in-depth look at a common phenomenon - inspiration and to learn from it. If you are a geneticist, you probably would prefer to study something that reproduces intensively not once every 20 years. If you are a seismologist, you probably want to work where the earthquake activity is most intense. If you want to understand activism, you'd prefer to study the crusader, rather than the dilettante. In the same way, if you are interested in emotional connections to the land, you can probably learn a lot about everyone's needs for re-creation by studying those who feel them most intensely, and are best able to articulate and act on those feelings.

**Creative People as Park Staff:** Perhaps we should be looking at these people as the land's volunteer cheer leaders? Ansel Adams photography, for example, has undoubtedly influenced millions of people to go see for themselves, and to help preserve those landscapes, and to become photographers themselves.

Painters, composers, writers, volunteers, and teachers probably bring much more than their art to staff discussions. Doesn't the presence of creative people increase staff creativity, and enhance job satisfaction? Does it help increase staff sensitivity to the public as individuals?

So, how are we treating this extended staff? I've heard that some national parks have tried to require commercial photographers to get a permit. While the distinction between commercial photography and photography for commercials is admittedly vague, I doubt that they tried to do that for composers, writers, and painters.

**Creative People as Research Subjects:** How does primary inspiration (from nature to the artist, teacher, or volunteer) differ from secondary inspiration (from the creative work to a broader public)? What are some creative outcomes of this "secondary inspiration?" Do primary and secondary inspiration breed creativity among people who do not consider themselves "creative?" How does the inspiration to share directly (through volunteerism and teaching) differ from the inspiration to share indirectly through art?

How does the inspiration to preserve differ from that to develop? How can we build an ethical foundation to protect the inspirational resource and to compete with the development ethic?

**Creative People as Indicators of Park Health and Vigor:** These people are unique their inspirations may not be. You only have to listen to the clicking of 3-dozen cameras and the in-drawn breaths when the tour bus unloads at the top of Cadillac Mountain to realize we are all inspired by the spectacular in nature. What is different is the ways that creative people see nature, their responses to it, and their styles of sharing the experience. To the extent that we compromise the experience for them, we compromise it for all. These are management's indicators of a healthy park environment, their canaries in the mine!

If we over-manage, bureaucratize, and over-develop the outdoors, creative people will be the first to know and to react. When looking for public reaction to our development plans, the concerns of creative people may very well be a threshold that we need to be alert to. When do the pressures for increased development compromise creativity? (If we can accept deferred maintenance, why not deferred development?)

Many of these people comment on the productive settings that they find in parks. How can we avoid damaging those settings? What's the connection between productive settings, life changing experiences, and management? When visitor numbers begin to reduce the quality of individual visits; and where is it most likely to first become evident? How can we avoid over-managing creative people? Volunteerism is a form of creative expression. Are we sometimes over-managing our volunteers to the point of destroying the experience and turning away volunteers?

**Creative People as Products of Park Systems.** Several of these people alluded to the parks, and to parks residency, as being turning points in their careers. To what extent do we see parks as fulfilling potentials? Parks as catalysts for change? Parks for re-creation, need to be managed quite differently than parks for recreation.

Many parks close their gates without exception (well maybe they open them for VIP's) at certain times of the year. Perhaps these are the times that are best suited for many creative people to visit, when the distractions are minimal? Do we try to make exceptions for the very people who can best help us to achieve our goals?

How do we honor donor/founder vision -- was it quality or quantity? Should we consider a revised annual report format focusing on quality -- quality of experience, of life, of lives changed, of the resource itself? If quantities of visits, programs, income, acres protected, etc. must take center stage, we should, at least, consider appending 1 or 2 narrative testimonials of quality experiences. Should we, perhaps, ground our philosophies of Limits of Acceptable Change in qualitative terms; and develop some inspirational indices?

Note: The research reported here is from the first year of a 4-year project. For further information or annual updates, contact the author at: will\_lapage@umenfa.maine.edu

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### Excerpts from the Acadia Artist in Residence Journal 1994-1999

In general I prefer the low tide and being out early or at dusk the animals are more active, and the sounds more apparent. The fog insulates me from the larger world, and the details here are endlessly interesting and beautiful. The textures of the plants, the rocks, sea weeds, lichens, . . . wish I could explain how I make a musical correlation to something visual or from the smell of low tide.

Elizabeth Brown, Composer, Brooklyn, NY 1999

The Maine coast is a living brush painting and I have been delighted beyond belief. Acadia is paradise! This residency has provided me with solitude and the greatest gift of all, time. Time to contemplate. . . time to meditate.

Johanna Scholfield Ruggiero, Mixed Media Cambridge MA, 1999

Each day I experienced many different emotions. I would wake up with lots of plans and find that the best plan was to experience Acadia . . . observing the strong contrast of light against strange shaped rocks or stripes of light crossing the darker greens of a pine tree. . .

Pamela Braverman Schmidt, Oils Salem, MA 1997

The jagged crumbling cliffs surrounding the cave composed of all sorts of stone tell quite a story in a language only the earth really understands. But the story is tantalizingly close to obvious even for a geological illiterate like myself . . . smashed fragments of boulders suspended in newer rock layered between glopping sandstone then flipped upright by some magnificent force, scrapped by glaciers, eroded by time. . . . it doesn't get much better than that . . . the brown

trees are now timidly trying on their new spring fashions. Some in green, some in red. . .

Tom Paquette, Oils Portland, ME 1994

There is poetry in the Acadian woods and music wherever I walk. . . There are lyrics in multi-colored leaves, flickering bright red and green and cadmium yellow in the brilliant mid-morning sun, and in the blowing fog . . . in birch trunks

shining white on a near-by ridge, in sun dappled rocks tumbling down from granite summits. .

David Halperin, Landscape Photographer 1994

For me, Acadia is a uniquely intimate setting -- so enveloping and warm, like being home in the aroma of mossy damp woods, sea spray and the pungent smell of tide lines, the sound of wind in the tree tops, water trickling down granite walls, and the rushing surf. The sound of breakers rushing back to sea with what was once a wave creating a symphony of sea and land that captures the essence of timelessness. Witness that which has occurred for thousands of years and one can find themselves stepping back to a place of belonging.

R. Scott Baltz, Landscape Photographer Millville, DE 1996

### **Park Landscapes as Re-Creation -- Special Moments of Creative People**

"It's about getting to the summit and kind of dissolving yourself a little bit into the elements, into the mountain itself, and losing yourself and becoming one with the mountain. . . . it was an overcast gray day, and the five dancers were on a rock at the summit and at a point in the dance where they were opening their arms and looking skyward -- and at that particular moment , the sun broke through and all five broke into tears. It was an incredible moment and the audience responded the same way - it was one of the most spell-binding moments that I can remember -definitely a 'ten'!"

Dianne Eno, Dancer/Choreographer, Artist-in-residence, 1999, Acadia N. P.

"I'd hiked up to the pond before daybreak and had everything set to capture a Katahdin sunrise. . . . and as it started getting lighter, I happened to notice a moose down the shoreline watching the expanding rim of light with me. . it was one of those special moments when everything stops and you don't even realize you're breathing. . . I always feel that nature is overwhelming but in a good way. . . The idea that I am such a small part of it is a wonderful feeling .

. . to be in awe of . . . its almost a religious feeling, compelling, but not really one with nature. . ."

Terry Lester, Landscape Photographer Deer Isle, ME

"It isn't the mountain because I can't know the mountain. It's not my job to interpret the mountain, or even offer the mountain as expression of mine. Both of those things seem presumptuous. How can I interpret the mountain, and why would anybody want my interpretation? It's more an interpretation of someone experiencing the mountain or an interpretation of consciousness. I am trying to paint what I experience, it's a response. I don't presume to know what Katahdin is as a mountain"

Tom Paquette, Landscape Painter Portland ME

"It all came very quickly and very easily. I didn't really have to sit there and wait for the music to come." "By loving the outdoors and feeling very serene and peaceful and appreciative of being there, it just all came together. One of the tunes I wrote sitting at Somes Sound -- it was one of those beautiful blue sky late September days and the sun was like diamonds on the water and this tune just came to me just very bright and lively."

Barbara Smith, Composer Orono Maine

I'm suffering Katahdin withdrawal. I've been going a lot almost once a month to see the mountain, it's been very intense experiences , , to film, but also you're hurting to get up there. . . it's almost like a withdrawal thing. . I was becoming very intimate and connected to the mountain. " Huey, (James Coleman) Videographer Portland, ME

Dr. LaPage teaches courses in environmental interpretation, and issues and ethics in outdoor recreation at the University of Maine. He has taught at the Universities of Wyoming, Colorado State, and New Hampshire; and has served as Director of NH state parks, director of the Wolf Education and Research Center, a N. H. Fish and Game commissioner, US Forest Service scientist, and a member of President Reagan's Commission on Americans Outdoors.

## GREAT GULF WILDERNESS USE ESTIMATION: COMPARISONS FROM 1976, 1989, AND 1999

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**Abstract:** Wilderness visitor monitoring techniques can provide important baseline information on recreational use and assist managers in making recreation use management decisions. A demonstration project was conducted in the Great Gulf Wilderness using active infra-red beam type trail counters and brief on-site interviews to obtain information about visitor travel patterns, wilderness destinations, and estimate total recreational use by trail segments. The spatial and temporal distribution of use was analyzed to understand the concentration of use that occurred in the Great Gulf Wilderness.

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### Introduction

Recreational use in the National Wilderness Preservation System (NWPS) has increased greatly over the last 40 years, but the same trend has not been evident in all wilderness areas (Cole 1996). Overall, wilderness recreational use is expected to continue to grow at a more modest rate in the future within the NWPS and many individual wilderness areas (Cordell and others 1990; Cordell and Teasley 1998). This study reports on recreational use of the Great Gulf Wilderness during the summer of 1999 and compares some information from similar studies over the last two decades.

The Great Gulf Wilderness was designated under The Wilderness Act of 1964. The 5,550 acre area is located in the White Mountain National Forest (NH and ME) with Mt. Washington and the Presidential Mountain range forming the main boundaries in all directions except the eastern side. The Great Gulf Wilderness includes the basin area within the crescent shaped Presidential Mountain range, but not the summits of those mountains. This small wilderness is within a five-hour drive of the major metropolitan areas of Boston and Montreal.

Management of wilderness use is necessary to protect the wilderness resource and the wilderness experience for users (e.g., solitude). One of the first requirements for sound wilderness planning and management is to establish a baseline level of recreational use and then monitor for changes in use and subsequent changes in the wilderness resource and the wilderness experience. Numerous direct and indirect methods of estimating recreational use are available and each has strengths and weaknesses (Hollenhorst and others 1992; Yuan and others 1995; Hornback and Eagles 1999; Watson and others 2000). Wilderness area managers reportedly use a wide variety of techniques to estimate recreation use and many areas use a combination of estimation techniques (Washburne and Cole 1983). Systematically observing visitors and interviewing them (or requesting names and addresses for a later mail surveys) at a sample of trailheads is often used, but highly variable use patterns make reliable sampling difficult and costly. Large samples are difficult to obtain because of the extensive land areas, numerous access points, and variable recreation use both temporally and spatially in many wilderness areas. Although stratified sampling can be designed to concentrate monitoring on more heavily used times and places, thereby increasing the efficiency of sampling, it requires some information on recreation use patterns to plan a sampling stratification approach.

One approach that can partially reduce the cost and staff time involved in estimating recreation use is data collection with trail traffic counters. O'Rourke (1994) reports that the use of automatic electronic traffic counters on trails has been increasing, because of new technology and improved operation, especially with higher accuracy active infrared systems. An active infrared system emits an infrared beam to a receiver or reflector and registers a count whenever there is an interruption by some large object moving through the beam. Active infrared types of counters cannot identify whether the objects were hikers, packhorses, or deer, nor direction of travel (e.g., entry or exit). However, automatic counters, like active infrared types, are being used in a number of wildernesses, in conjunction with other methods (e.g., user interviews or mandatory permits) and provide useful information, especially to estimate trends in recreation use (Hollenhorst and others 1992; O'Rourke 1994; Yuan and others 1995).

The objective of this study is to demonstrate the utility of trail counter systems when used with brief on-site interviews to obtain information about visitor travel, destinations, and estimate total recreational use by trail segments within the wilderness. User information is then compared with data obtained from previous studies in 1976 (Leonard and others 1978) and 1989 (Cross and Davis 1989) to estimate trends in use within the Great Gulf Wilderness, although the previous studies do not use the same research methodologies.

### Methods

A research study of hikers in the Great Gulf Wilderness in the White Mountain National Forest of New Hampshire

was conducted in the summer of 1999. The study research design reported here consisted of two parts:

1. Estimating hiking use with automated counters, having infra-red beam technology, at the eight access trails into the wilderness area during June 2 to September 11, 1999; the counters measured exit or entry events in the wilderness area and data was recorded by site and date.
2. Measuring wilderness use and travel patterns via brief on-site interviews during June 2 through September 2, 1999 at the two major access sites to the wilderness; a total of 316 users were systematically interviewed and were included in the analysis.

The summits of the mountains in the Presidential Range are some of the primary destination points for users, but these summits and ridgeline trails are outside of the Great Gulf Wilderness boundary. Total visitor use in the Great Gulf Wilderness was estimated from the trail counter units and adjusted with the interview information for the number of entrances and exits made by a visitor during their trip. For example, some visitors only had one entrance and one exit for a trip while others came into the wilderness (1<sup>st</sup> entrance), then climbed a summit like Mount Madison outside the wilderness (1<sup>st</sup> exit), and returned to their camp in the wilderness (2<sup>nd</sup> entrance) and left for home the next day (2<sup>nd</sup> exit). Thus, the counter data had to be adjusted for the proportion of users with one, two or three exits and entrances during a single trip to the Great Gulf Wilderness.

## Results and Discussion

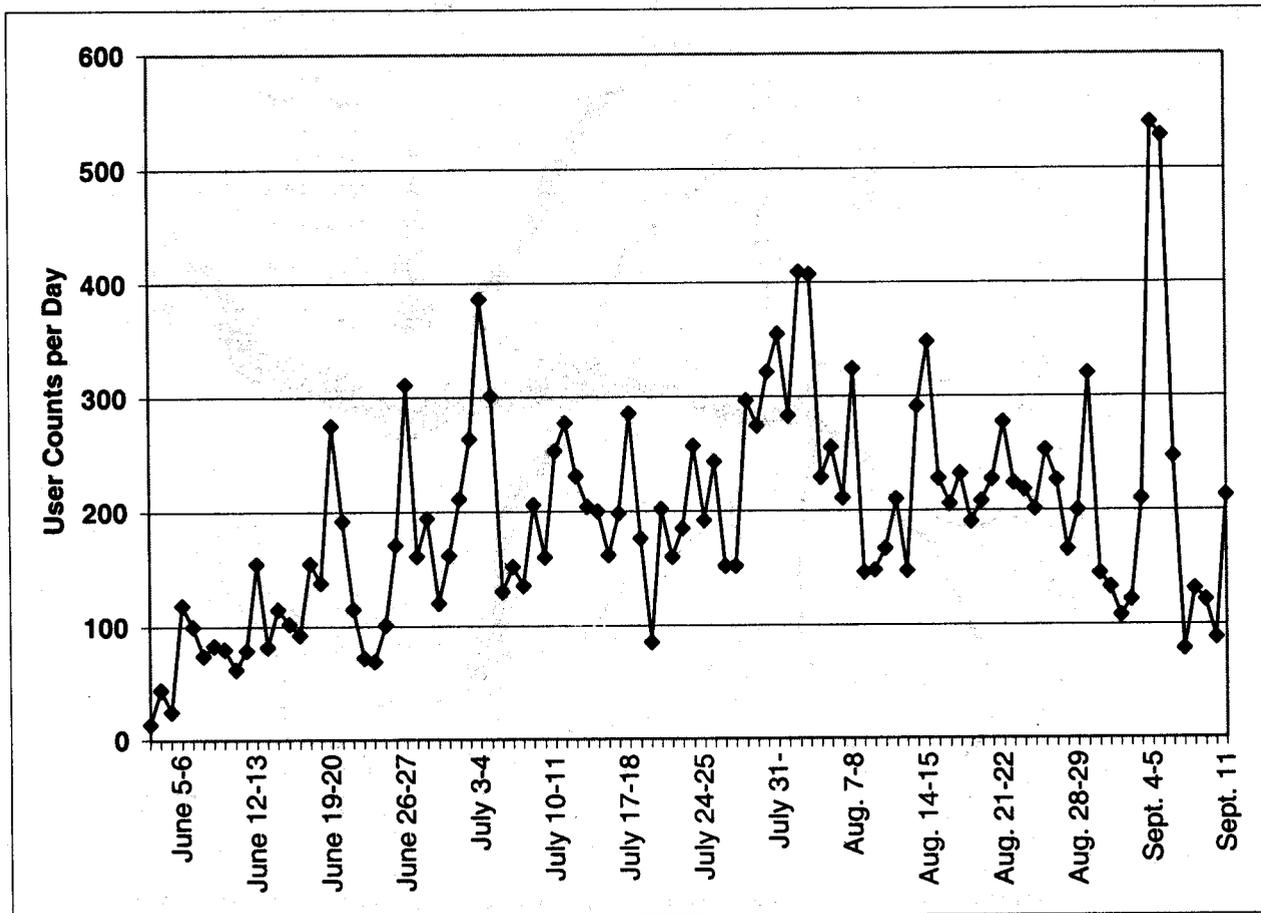
Short trips, both in distance traveled and duration, are characteristic for most wildernesses (Lucas 1980). In 1999, Great Gulf Wilderness visitors were most often day hikers (55%) and those that stayed over night in the wilderness (45%) did so for an average of 1.5 nights. The percentage of day hikers in 1989 was nearly the same with 54%, although the 1976 study reported 75% day use. The average length of stay for overnight users was 1.5 nights in 1989 and 2.0 nights in 1976.

Forty-seven percent of the visitors to the Great Gulf in 1999 had been there previously for an average of 4.4 previous visits. Most visitors were from the northeastern states. The states and provinces that contributed the most visitation were: Massachusetts (28%), New Hampshire (20%), Connecticut (8%), Maine (6%), New York (5%), Province of Quebec (5%), Vermont (3%), New Jersey (3%), and other states and provinces (22%). A similar percentage contribution of these northeastern states and provinces was reported from the 1976 study; no comparisons were available from the 1989 study.

Comparisons in recreation use between the 1976, 1989, and 1999 study results are difficult because all three studies used different research designs and data collection methods. The visitor use in 1976 was estimated at between 2,978 and 3,838 visitors from July 3 through August 27, 1976 (Leonard and others 1978). In 1989, visitor use was projected as 9,000 to 10,000 visits annually, with 7,923 visitors using the area from July 2 through September 3, 1989 (Cross and Davis 1989). Total visitor use was estimated, from combined counter and interview data, as 7,930 visitors on trails during June 2 through September 11, 1999 with 5,700 visitors from July 2 through September 3, 1999 in the Great Gulf Wilderness. Thus, the 1999 visitor data indicates an approximate 28% reduction in visitor use over 1989 for the same time period.

The temporal distribution of wilderness recreational use is uneven with 1999 daily use increasing through the early season, reaching the highest use in July and August, and then decreasing in mid-September (figure 1). Also, there is a noticeable pattern of more recreational use on weekends than weekdays and the highest weekend use occurs on holiday weekends like July 4<sup>th</sup> and Labor Day (figure 1). However, when the data exclude the early and late season (e.g., Labor Day) then the differences between days of the week are not as strong a difference as it was in 1989; 1999 users are most similar to the patterns of use per day of the week as reported in 1976 (table 1).

**Figure 1. Temporal distribution of recreational use on weekends (labeled above) and weekdays during June 2 through September 11, 1999 in the Great Gulf Wilderness.**



**Table 1. Percent visitor entrances by day of week in 1976, 1989 and 1999 for the Great Gulf Wilderness from July 2 through September 3.**

Day of Week	1976	1989	1999 <sup>a</sup>
Sunday	14.6	14.9	15.4
Monday	11.6	10.9	12.1
Tuesday	14.4	6.2	12.9
Wednesday	13.2	12.7	12.5
Thursday	13.1	14.9	12.5
Friday	14.7	15.6	16.1
Saturday	<u>18.4</u>	<u>24.8</u>	<u>18.5</u>
Total	100.0	100.0	100.0

Includes entrances and exits for 1999.

The geographical distribution of wilderness recreational use is similarly uneven with many people in a few places and relatively few in many other locations in the Great Gulf Wilderness (figure 2). For many reasons (e.g., ease of access, guidebook descriptions), some trailheads and popular destinations attract more use than others. Examples in the Great Gulf Wilderness include hikers following the Appalachian Trail through the area, day hikers going to a well known vista point (Lowe's Bald Spot), and the best parking area for wilderness

access being developed at one point off Route 16. The geographic concentration of use, when combined with the tendency for use to concentrate during the summer and high use weekends, can contribute to the perception of crowding among users. The tendency for a large percentage of users to access the Great Gulf Wilderness from the Great Gulf parking area on Route 16 is more evident in the 1999 study than the 1989 study (table 2).

Figure 2. Geographic distribution of recreational use during June 2 through September 11,1999 in the Great Gulf Wilderness.

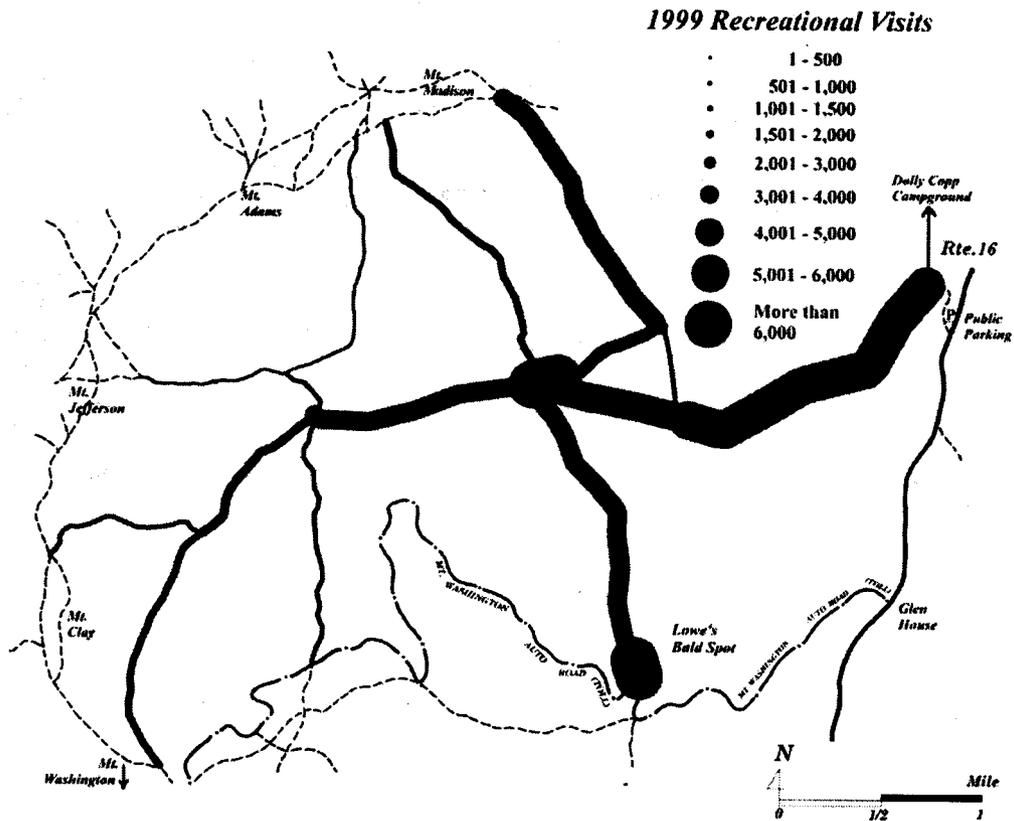


Table 2. Percentage of hiker entries based on trail interview data during July 1 through September 4, 1989 and June 2 through September 11,1999 in the Great Gulf Wilderness.

Entry Point	1989	1999
Great Gulf Parking (route 16)	34.3	55.2
Madison Gulf-Auto Road	25.2	22.3
Osgood Ridge	12.0	16.0
Dolly Copp Campground	9.1	0.0
Great Gulf Headwall	6.6	1.9
Wamsutta	3.0	2.5
Madison Gulf-Summit	3.0	1.2
Spinx trail	2.6	0.6
Buttress	2.4	0.0
Six Husbands	<u>1.8</u>	<u>0.3</u>
Total	100.0	100.0

Trips vary in length and most use is on the central Great Gulf Trail and Appalachian Trail or trails that branch out from those main trails. The same amount of use on every acre or of every mile of the trail system is not realistic nor desirable from either a user or a manager perspective for two reasons. First, different parts of a wilderness vary in their capacity to sustain use while maintaining good solitude and environmental conditions. Second, with evenly distributed use, users who really value solitude, and are willing to hike a long way to find it, would not be satisfied.

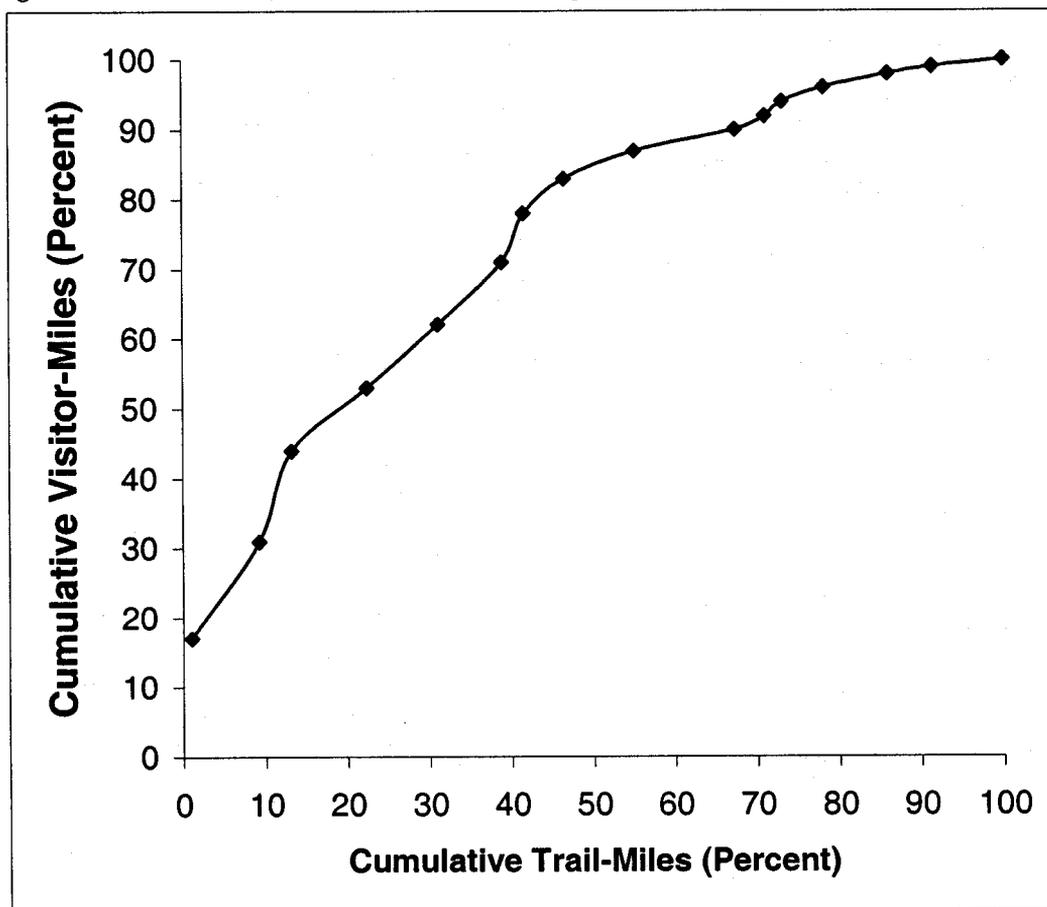
Estimates of visitor use, by themselves, provide little information regarding pressure on the resource because areas vary in size. Acreage and use figures can be expressed in terms of visitor-days per acre (about 2.4 in the Great Gulf in 1999), but such comparisons do not include adjustments for the length of use season nor the proportion of usable acreage. The 5,550 acre Great Gulf Wilderness has about 2 entry points per 1,000 acres and about 4.5 miles of trail per thousand acres. All wilderness acreage is available as a setting and space for solitude, but only a portion is used directly by visitors. The amount of land available for use in the Great Gulf is mostly affected by

steepness of slope and dense vegetation. Miles of trail per thousand acres and numbers of entry points per thousand acres may relate better to use capacity than does total wilderness area. Historically within the NWPS, the "Great Gulf Wilderness has about 60 times as many entry points per 1,000 acres and more than 8 times as dense a trail network as does the Teton Wilderness" (Hendee and others 1990).

Use distribution can vary both within and between wilderness areas of the NWPS. The 1999 use pattern in the Great Gulf Wilderness is representative of the uneven spatial distribution of use in many wilderness areas. The use data for the Great Gulf Wilderness indicates a pattern of uneven hiking use on some trail segments, particularly those associated with the Appalachian Trail and the summits of the Presidential Mountain range. The heavy concentration of use along only a few trail miles is shown in figure 3. Trail segments are ranked from the most to the least used. Total travel, in cumulative visitor-miles,

is graphed against cumulative trail miles. The percentage of total use concentrated on any proportion of the trail network can be seen in figure 3 — for example, 20 percent of the trail miles received 50 percent of all trail use in 1999 in the Great Gulf Wilderness. The trail use concentration index (from 0 to 100) measures how much of the curve is above the 45-degree diagonal, which represents an even use distribution along all trail miles. Higher index numbers mean the use is more concentrated. For example, in the Spanish Peaks, the use was relatively concentrated in 1970 (index number 53), but two larger areas reported (Lucas 1980) even more concentrated use; the Bob Marshall Wilderness had an index of 85 and the Selway-Bitterroot Wilderness had an index of 67. In 1999, the Great Gulf Wilderness had a concentrated index number of 48 (figure 3) which is moderately high for a small wilderness. This confirms the visual analysis of figure 2 which suggested that visitor use was concentrated on some trails more than others in the Great Gulf Wilderness.

Figure 3. Recreational use concentration on trails during June 2 through September 11, 1999 in the Great Gulf Wilderness.



### Management Implications

The high concentrations of wilderness visitors in the Great Gulf Wilderness pose a challenge for managers. The tendency of recreation use to concentrate in time and space within the Great Gulf Wilderness provides management the opportunity to focus their efforts and resources on these locations and time periods. However, some of the alternative management approaches to

minimize impacts could be redirecting visitor use to other areas, dispersing some use within the area, limiting use on high use weekends, or rerouting the Appalachian Trail outside the Great Gulf Wilderness boundaries. The areas within the Great Gulf Wilderness probably vary in their capacity to absorb the social and environmental impacts of use and some of the most popular trails and destination locations (such as the riparian zones near streams and waterfalls) may be sensitive to physical impacts

from use and intrusions on solitude. Monitoring recreational visits over many years with trail counters and brief onsite interviews provides managers with some of the information necessary to make visitor management decisions.

The use of counters or interviews alone will provide limited information (e.g., total visits or trail segments used), but the two techniques together increase the value of the monitoring information and allow for simple comparative analyses that can be used over time or between different wilderness areas. Future use monitoring and user environmental impact research could be combined to evaluate campsite and trail condition changes within the Great Gulf Wilderness. Similarly, future use monitoring and user social impact research could be combined to evaluate solitude and user perceptions of crowding changes within the Great Gulf Wilderness.

#### Acknowledgements

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# NEW ENGLAND'S TRAVEL & TOURISM MARKETS: TRENDS IN THE GEOGRAPHIC TARGET MARKETS IN THE 90'S

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**Abstract:** The purpose of this paper was to examine the travel and lifestyle activity market trends to New England in the 90s. The central theme was to fully examine in detail the primary, secondary and tertiary geographic markets targeted by New England destinations. **Keywords:** travel and tourism trends; activity trends; geographic markets; primary, secondary and tertiary geographic markets.

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## Introduction

The changing age and demographic shifts in the population age structure will one of the most important social phenomena of the 21st century (Kelly and Warnick, 1999). The shifts will have far reaching effects on society in general and in recreation and tourism markets specifically. Many will react to the demographic shifts by devising marketing strategies aimed ever more heavily at Baby Boomers and by diversifying into tourism attractions and programs that have traditionally appeal to middle-aged and older consumers. Each demographic group of people has distinct differences in travel-specific behavior and participation rates. On the other hand, many tourism agencies will focus those market strategies on highly targeted geographic or metro areas. For the geographic target tourism marketers, strategies will include market penetration and grabbing more market share. The different strategies and the approaches taken will depend upon the monitoring of changing trends within both the demographic and geographic markets. Participation rates will shape future demand and the monitoring of rates of participation and behavior and related changes within market areas will help to signal changing cycles and conditions in the tourism and recreation activity industries.

Recent studies (Warnick, 1992A and 1992B, 1993, 1996, 1999) indicated domestic travel in the Northeast and New England had become a mature market and finally showed signs of recovery in the mid-90s. New England, which is easily one of the nation's most definable regions, is a relatively compact region, close to the large megalopolis of east coast cities and a highly desirable geographic market to visit in most consumers' minds. New England's tourism and recreation attraction industry is very well defined and four of the six New England states possess significant tourism-based economies. Thus, careful monitoring of trends in activities by demographic and geographic markets is critical to these tourism-based economies. The 1999 study fully documented the demographic and behavior changes and will form the starting basis of this study, which concludes, with a more detailed examination of the

geographic markets targeted by New England's destinations.

## Purpose of Study

The purpose of this study is to examine in detail the geographic markets targeted by New England destinations through the lifestyle and geographic profiling of the markets (i.e., the metro markets by geographic area -- the relative distance to New England destinations). The initial study (Warnick, 1996) on geographic markets covered the period only through the mid-90s and this study will update those findings.

## Method

In previous studies, two databases were examined in order to more fully understand the travel trends to New England. These data sets included Simmons Market Research Bureau's *Study of Media and Markets* (1980 through 1996) and Standard Rate and Data Service's (SRDS) *Lifestyle Market Analyst* (1993 through 1996). With data now available through 1999, the line of research and trend analysis was updated and expanded through the SRDS data. These data provide activity patterns of geographic markets, which New England destinations would commonly target. For the purposes of this study, several statistic variables were used to describe the trends in these data.

The descriptive statistics used included an average annual adjusted percent change rate and a three-year moving average for the SRDS data. Participation rates and net market of households were used as primary variables to examine the overall trends. The trends analysis of the geographic target markets of New England based destinations, primary, secondary, and tertiary markets, was undertaken and the associated lifestyles within these markets were examined. Primary markets included those target market metro areas within a three-hour drive of the heart of New England (i.e., Boston, New York City). Secondary markets included those target mentor areas within a three to six hour drive of New England (i.e., Philadelphia, Harrisburg). Tertiary markets include those target market metro areas in excess of six hours drive time (i.e., Baltimore, Washington). The metro areas within in each geographic market included: primary market -- includes geographic areas of Albany, NY; Bangor, ME; Boston, MA; Burlington, VT; Hartford/New Haven, CT; New York, NY; Portland/Auburn, ME; Providence/New Bedford, RI/MA; and Springfield, MA; secondary market -- includes the geographic areas of Philadelphia, PA; Scranton/Wilkes-Barre, PA; Harrisburg, PA; and Syracuse, NY; and tertiary market -- includes the geographic markets of Baltimore, MD; Cleveland, OH; Pittsburgh, PA and Washington, DC. When referring to these markets (primary, secondary and tertiary) collectively throughout this study we will refer to them as the Northeast market area. Activity clusters for each geographic market were grouped into travel, recreation and sport, outdoor recreation, fitness and cultural/heritage markets. The travel market lifestyle includes activities of domestic travel (100 miles or more, overnight) and vacation travel. The recreation and sport market lifestyle includes activities of

golf, tennis, skiing and bicycling. The outdoor recreation lifestyle includes activities of interest in wildlife and environment, hiking and camping, hunting and shooting, and fishing. The physical fitness lifestyle includes activities of fitness walking or walking for health and fitness programs. The cultural and historic interests lifestyle includes activities of attending cultural/arts events and interests in our nation's heritage. These targeted metro or geographic market areas for New England destinations were examined to determine if changes in these lifestyle interests had occurred from the period of 1995 through 1999. The lifestyle interests within these markets were compared to the overall market area (a within market area analysis, i.e., metro areas within the primary markets were compared for example), to the national market and to the entire region examined (e.g., the primary, secondary and tertiary geographic markets combined or the Northeast market area). Trends were identified on a change scale of strong decline (decline of 2% or more per year); decline (0 to -2% per yr); no growth (at or near 0% per year); stable (positive, but less than 2% per year); growth (2% to 4% per year) and strong growth (>4% per year) during the 1995 through 1999 period. SRDS data is presented as household participation data and they present their information as a three-year moving average. So, data from 1995 is an average of data from 1993, 1994, and the new year 1995 and so on for each new year.

### Selected Findings

A detail analysis of the New England destination travelers with tables may be found in the 1999 NERR Proceedings; they provide an overview of who travels to New England and what their activity interests and motivations for travel are. For detailed information and tables see Warnick, 1999. "The New England Travel Market: An Update of Changing Demographic and Geographic Markets, 1980 to 1996." *1999 Proceedings of the Northeast Recreation Research Conference*. Bolton Landing, New York. General Technical Report N-269. Radnor, PA Northeast Forest Experiment Station. pp. 134-140. The findings here reveal what people within the target markets do and how these markets are changing.

Insights into the geographic markets may be obtained by examining the markets which New England destinations target geographically. Here we have grouped the findings into travel markets, sports and recreation, outdoor recreation, fitness activities and interest in cultural and history/heritage events by primary, secondary and tertiary markets of New England.

**Travel Lifestyle Activity by Geographic Markets.** In the previous studies, travel was found to be declining, although

the travel patterns were still higher than the national averages. In this study, the best of both worlds has been realized in travel market activities. Domestic travel has remained stable and vacation travel has increased. Table 1 contains the participation and trend data for travel and vacation travel.

**Domestic Travel Lifestyle.** New England's primary markets were overall stable for domestic travel. Which metro areas showed the strongest growth trends in travel? Albany, NY; Bangor, Maine; Boston, Massachusetts; and Portland/Auburn, Maine grew at rates exceeding 4% per year. Metro areas with the highest participation rates for travel were Boston and Hartford/New Haven. Both held travel rates of 40.2%, which are above the national and overall regional market rates. New England's secondary market was strong with overall travel rates at about the national rates. Philadelphia and Harrisburg, Pennsylvania were strong growth markets for travel. Scranton-Wilkes Barre, PA, no growth market, and Syracuse, NY, a decline market, were less promising markets for New England. The tertiary markets also exhibited strong growth trends for travel with rates exceeding national rates. Baltimore, Maryland (38.3%) and Washington, DC (40.6%) held the most promise. Washington held the highest participation rate for household travel of all of the markets examined here and held strong growth patterns. This travel includes all types of travel of 100 miles or more away from home. A better indicator for tourism travel is "vacation travel" as collected by SRDS. Rates are typically higher here and although not clear in the data collection process, these data likely reflect more regional based travel, which may not exceed the common "100 miles away from home" criteria often used in travel studies.

**Vacation Travel Lifestyle.** The national vacation travel market increased in excess of 4% per year by households during this period and the regional participation rate for vacation travel was higher for the Northeast (46.6% of all households participated in vacation travel) than the national rate, which was 45%. Within New England's primary markets, all metro areas held strong growth trends, in excess of 4% per year, with the exception of Providence/New Bedford and Springfield, Massachusetts where the trend changes were less. Boston (49.1%) and New York City (47.3%) held the highest household participation rates for vacation travel in this portion of the total market area. New England's secondary market was strong with overall vacation travel rates slightly above the national rate. Philadelphia and Harrisburg, Pennsylvania were the strongest growth markets for vacation travel in this market area. Scranton-Wilkes Barre, PA and Syracuse, NY were stable market with some growth but less than 2% per year. All of the tertiary market area exhibited strong growth patterns from 1995 through 1999 for vacation travel. Baltimore (46.4%) and Washington, DC (47.3%) were the strongest.

**Table 1. Travel patterns for New England destination markets for 1999 with trends for 1995-1999.**

	<u>Travel</u>	<u>Travel Trend</u>	<u>Vacation Travel</u>	<u>Vac. Travel Trend</u>
National Rates	37.9%	G	45.0%	SG
All New England Markets	39.0%	S	46.6%	SG
<i>Primary Markets:</i>	39.4%	S	47.1%	SG
Albany	38.3%	SG	45.5%	SG
Bangor	34.1%	SG	41.9%	SG
Boston	40.2%	SG	49.1%	SG
Burlington/Plattsburgh	36.4%	G	41.9%	SG
Hartford/New Haven	40.2%	S	39.5%	SG
New York City Metro	39.8%	S	47.3%	SG
Portland/Auburn	36.4%	SG	42.3%	SG
Providence/New Bedford	37.5%	S	45.0%	G
Springfield	36.0%	S	43.2%	S
<i>Secondary Markets:</i>	37.9%	SG	45.8%	SG
Philadelphia	39.0%	SG	47.3%	SG
Scranton-Wilkes Barre	34.1%	NG	41.4%	S
Harrisburg, PA	36.8%	SG	43.2%	SG
Syracuse, NY	37.5%	D	45.0%	S
<i>Tertiary Markets:</i>	38.8%	SG	46.0%	SG
Baltimore	38.3%	SG	46.4%	SG
Cleveland	39.4%	G	46.4%	SG
Pittsburgh	36.0%	S	43.2%	SG
Washington, DC	40.6%	SG	47.3%	SG

Key: SD=Strong Decline (>-2%/yr). D=Decline (>0 to -2%/yr). NG= No Growth (at or near %/yr). S=Stable (positive, but less than 2%/yr). G=Growth (2% to 4%/yr.). SG=Strong Growth (>4%/ yr).

**Recreation and Sport Lifestyle Market Activity by Geographic Markets.** Of these four activities, the activity with the strongest growth during this period was biking. Nearly 21% of all households in the total market area participated and the growth trend exceeded 4% per year. The rate was about equal to the national participation rate for the activity. Tennis enjoyed a rebound in the Northeast market with a strong growth pattern and rates that exceed the national rates for the activity. Household participation rates for tennis were 6.8% nationally and 8.0% for the Northeast regional markets. The rates for skiing exceeded the national rates, but the growth was not as strong as the national trends. Growth in household participation for skiing was up over 4% per year at the national level. Household participation rates for skiing were 8.3% nationally and 9.6% for the Northeast regional markets. Surprisingly, the household rate for golf did not grow as rapidly as in early portions of the decade in the Northeast. Nationally, golf has enjoyed a strong growth trend in the late 90s. Household participation rates for golf were 21.2% nationally and 19.9% for the Northeast regional markets. Recreation and sport lifestyle markets may be found in Table 2.

**Golf Lifestyle.** The rates were slightly lower than the national participation rates for golf in this region and the trend pattern was only about 2-4% growth per year. Most all of the markets within this area grew only slightly or were stable. However,

substantial variation exists within the metro area for the game of golf. While Albany, NY (23.1%); Boston (22.5%), and Hartford (22.7%) household participation rates were higher than the national average (21.2%) for golf, the trends within these markets were stable to moderate in growth. Other markets, Portland (18%) and Bangor (16.1), Maine had rates below the national and regional rates even though the markets were growing. Overall, the secondary and tertiary markets are more active golf markets with several of these metro markets holding rates in excess of 20% (Syracuse, NY-25.9%; Cleveland, Ohio-26.1%; and Pittsburgh, Pennsylvania-22.9%). However, none of those other areas exceeded growth rates for golf of more than 4% per year. Cleveland and Pittsburgh experience no growth during the 1995 to 1999 period. Still, next to biking, this activity enjoys the highest household participation rates of the four activities examined.

**Tennis Lifestyle.** Tennis, which has traditionally held strong rates in the Northeast, has indeed rebounded in the last half of the 90s. While the rates have not increased to those of the 70s and early 80s, the trends here indicate strong growth nationally and in the Northeast market areas. The Northeast market metro areas held rates that are higher than the national averages and several are growing at rates exceeding 4% per year. Much of the growth in tennis may be fuel by the New York City metro area with a household participation rate of 9.4% and a strong growth

trend exceeding 4% per year. Boston is also a good tennis market with a household rate of 8.4%, but it only experienced moderate growth. Providence/New Bedford (7.1% participate) experienced a strong growth trend for tennis. Hartford/New Haven has a high participation rate, but the growth trend was moderate. Of the secondary markets, Philadelphia has the highest participation rate for tennis (7.7%) while the growth trend is only moderate. Scranton/Wilkes Barre (4.2%) and Syracuse (5.7%) have lower rates but strong growth trends. The strongest tertiary market for tennis is Washington with a strong growth trend pattern and a household participation rate of 9.3%. All other tertiary markets are either stable or moderate growth markets for tennis.

**Bicycling Lifestyle.** Biking now comes in many different forms; however, across the board in the Northeast all markets are growing and the rates are near or exceed the national averages. All primary, secondary and tertiary markets are growing. Primary metro areas with high bicycling rates include Springfield, Massachusetts and Burlington, Vermont; however, six of the nine areas have rates in excess of 22%. The overall rates in the secondary markets are not as high. Philadelphia (20.2%) and Syracuse (21% are highest here. In the tertiary markets, Washington has the highest rate of 21.6% and Pittsburgh the lowest with only 16% participating.

**Table 2. Recreation and sport activity rates for New England destination markets for 1999 with trend of 95-99.**

Markets:	Golf	Golf Trend	Tennis	Tennis Trend	Ski	Ski Trend	Bike	Bike Trend
National Rates	21.2%	SG	6.8%	SG	8.3%	SG	20.8%	SG
All NE. Mkts	19.9%	G	8.0%	SG	9.6%	G	20.7%	SG
<i>Primary Markets</i>	18.9%	G	8.6%	G	11.0%	G	21.6%	SG
Albany	23.1%	S	6.5%	G	13.1%	NG	22.0%	SG
Bangor	16.1%	G	4.8%	SG	12.1%	NG	19.3%	SG
Boston	22.5%	G	8.4%	G	14.7%	G	22.7%	SG
Burlington/Plattsburgh	19.3%	S	6.4%	G	20.0%	NG	24.5%	SG
Hartford/New Haven	22.7%	S	8.0%	G	11.0%	NG	20.4%	SG
New York City Metro	17.0%	G	9.4%	SG	9.0%	G	21.2%	SG
Portland/Auburn	18.0%	G	5.8%	G	15.6%	NG	22.3%	SG
Providence/New Bedford	20.4%	G	7.1%	SG	10.4%	G	22.3%	SG
Springfield	21.0%	NG	6.2%	G	10.2%	D	23.1%	SG
<i>Secondary Markets</i>	20.1%	S	6.7%	G	8.1%	G	19.2%	SG
Harrisburg, PA	20.6%	G	5.6%	G	6.4%	G	17.3%	SG
Philadelphia	19.7%	G	7.7%	G	8.3%	G	20.2%	SG
Scranton-Wilkes Barre	17.4%	S	4.2%	SG	7.0%	S	15.2%	SG
Syracuse, NY	25.9%	S	5.7%	SG	10.5%	D	21.0%	SG
<i>Tertiary Markets</i>	21.6%	S	7.5%	SG	7.6%	G	20.0%	SG
Baltimore	18.4%	G	7.8%	SG	7.9%	G	20.2%	SG
Cleveland	26.1%	NG	5.5%	SG	6.0%	G	20.8%	SG
Pittsburgh	22.9%	NG	4.8%	G	6.7%	S	16.0%	SG
Washington, DC	19.1%	G	10.5%	SG	9.3%	SG	21.6%	SG

Key: SD=Strong Decline (>-2%/yr). D=Decline (>0 to -2%/yr). NG= No Growth (at or near %/yr). S=Stable (positive, but less than 2%/yr). G=Growth (2% to 4%/yr.). SG=Strong Growth (>4%/ yr).

**Outdoor Recreation Lifestyle Market Activity by Geographic Markets.** Of these four activities (interest in wildlife and the environment, camping/hiking, hunting and fishing), the activity with the strongest growth during this period was fishing. Nearly 29% of all households in the U.S. fish and the growth trend exceeded 4% per year from 1995 to 1999. Both fishing and camping/hiking were strong growth markets in the Northeast from 1995 to 1999, each exceeded a growth rate of 4% per year; however, in both activities the household participation rates were below the national rates. Before one jumps to conclusions on these activities, it was clear that there

was wide variability within the metro areas markets in the Northeast. For example, the rates for camping and hiking topped 41.5% in Bangor, Maine and only 15% in the New York City metro area. Similar patterns of wide variability were also found in hunting and fishing. After years of growing interest in wildlife and the environment, the rate of interest both nationally (15.5%) and within the overall Northeast market (15.5%) have declined. However, the decline was less than 2% per year. For interest in camping and hiking, the Northeast enjoyed strong growth trends with an overall household participation rate of 20.6% compared to the national average of 26.8%. Hunting

enjoyed a stable pattern of activity during the 1995 to 1999 period both nationally and in the Northeast. The national rate was 16.6% and in the Northeast 11.3%. Although rates are far below the national participation rates, the stability and moderate growth in selected markets helped to maintain the overall market

interest. Although the fishing rates for the overall region held strong growth trends, the household rate for the Northeast (21.3%) is still below the national rate (28.8%). Participation rates and trends for the outdoor recreation activities may be found in Table 3.

**Table 3. Outdoor Activity Rates for New England destination markets for 1999 with trend of 95-99.**

Markets:	Wildlife		Camp/Hike		Hunt		Fish	
	Rate	Trend	Rate	Trend	Rate	Trend	Rate	Trend
National Rates	15.5%	D	26.8%	G	16.6%	S	28.8%	SG
All NE. Mkts	15.6%	D	20.6%	SG	11.3%	S	21.3%	SG
<i>Primary Markets</i>	15.9%	SD	19.9%	SG	9.2%	S	19.8%	G
Albany	18.3%	D	30.3%	SG	17.3%	S	25.6%	SG
Bangor	22.6%	S	41.5%	SG	30.9%	S	40.3%	SG
Boston	16.3%	D	24.1%	SG	8.6%	S	19.6%	SG
Burlington/Plattsburgh	21.1%	D	37.8%	SG	26.2%	S	32.3%	SG
Hartford/New Haven	15.7%	D	22.8%	SG	9.8%	S	21.3%	SG
New York City Metro	15.0%	D	15.0%	SG	6.8%	NG	17.3%	SG
Portland/Auburn	20.3%	D	36.7%	D	21.4%	S	31.7%	D
Providence/New Bedford	15.0%	SD	21.2%	SG	8.1%	G	21.0%	SG
Springfield	17.2%	D	26.3%	SG	12.8%	G	23.9%	SG
<i>Secondary Markets</i>	15.9%	SD	21.4%	SG	15.1%	S	23.7%	SG
Harrisburg, PA	16.6%	D	26.0%	SG	22.2%	D	25.6%	SG
Philadelphia	15.0%	SD	18.2%	SG	10.6%	S	21.3%	SG
Scranton-Wilkes Barre	16.9%	S	25.5%	NG	25.7%	D	30.2%	D
Syracuse, NY	19.1%	S	30.3%	SG	18.8%	NG	28.8%	SG
<i>Tertiary Markets</i>	14.7%	SD	21.7%	SG	13.6%	S	22.8%	SG
Baltimore	15.7%	SD	20.1%	SG	11.0%	S	21.0%	SG
Cleveland	14.3%	SD	23.3%	SG	12.6%	NG	24.8%	SG
Pittsburgh	14.3%	SD	22.5%	SG	20.8%	S	25.3%	SG
Washington, DC	14.9%	SD	20.9%	SG	11.5%	S	20.2%	SG

Key: SD=Strong Decline (>-2%/yr). D=Decline (>0 to -2%/yr). NG= No Growth (at or near %/yr). S=Stable (positive, but less than 2%/yr). G=Growth (2% to 4%/yr.). SG=Strong Growth (>4% yr).

**Interest in Wildlife & Environment.** The household participation rate (15.6%) for interest in the environment and wildlife in the Northeast overall market was about the same rate as the national rate (15.5%); but both nationally and regionally the interest has declined. Nearly all metro areas in the Northeast experienced a decline in interest in this activity (14 of 17 areas declined) with one metro area in the primary (Providence/New Bedford) and secondary (Philadelphia) markets experiencing strong decline of more than 4% per year. All of the tertiary markets experienced the same level of declining interest. Still, all but two metro areas (Providence/New Bedford and New York City) had rates above the regional and national rates for the activity. Scranton-Wilkes Barre and Syracuse were stable markets, but Harrisburg and Philadelphia declined. Three of four tertiary markets held rates that were lower than national or regional averages and all four markets declined strongly, more than 4% per year. While metro markets also do vary substantially and are declining; in 10 of 17 metro areas the rates

of interest in wildlife and environment are still above the national rate.

**Camping/Hiking Lifestyles.** In 14 of the 17 metro areas, strong growth patterns in participation for camping and hiking occurred. Only Portland, Maine (36.7%) and Scranton-Wilkes Barre (25.5%) held decline or no growth trends, but both areas held above average rates during the period. Overall, the primary market area for camping and hiking is in a strong market growth trend. While the small metro areas have higher participation rates, 8 of 9 experienced strong growth. Rates varied widely within the region, too. New York held a 15% rate while Bangor, Maine a 41.5% rate. The secondary market area found one market area with above average participation rates (Syracuse, 30.3%), but three of the four held patterns of strong growth. The rates were lower than the other regional and national averages in all of the tertiary markets, but each market held growth trend patterns above 4% per year.

**Hunting Lifestyles.** Hunting probably held the most variability of any activity when the metro areas were examined. For example, Bangor, Maine held a participation rate of 30.9% that was stable compared to New York City with a rate of 6.8% and no growth. Overall, the primary market was found to be stable. Six of the metro areas had stable participation rates for hunting. Moderate growth was found in two markets – Providence/New Bedford (8.1%) and Springfield, Massachusetts (12.8%). The New York City metro area experienced no growth during this period. Bangor, Maine (30.9%); Burlington, Vermont (26.2%) and Portland, Maine (21.4%) held the highest participation rates for hunting in the primary market area. In the secondary market area, the overall market trend was stable. However, variation within these markets was also substantial. One market actually grew, Philadelphia, but it held only a 10.6% participation rate. Two markets, Harrisburg (22.2%) and Scranton-Wilkes Barre (25.7%) actually declined, but their rates were twice that of Philadelphia. Syracuse possessed a no growth change pattern. Finally, three of the tertiary markets held a stable trend pattern -- Baltimore (11.0%), Pittsburgh (20.8%) and Washington, DC (11.5%) while Cleveland (12.6%) experienced no change in participation trends for hunting. No metro areas experienced strong growth for hunting during this period.

**Fishing Lifestyles.** Fifteen of the 17 metro markets held strong growth patterns during the period. In the primary market, nearly all markets held high growth rates for fishing. Only the Portland, Maine market declined. Rates for fishing varied widely in the primary market. Rates were highest in Bangor (40.3%) and Burlington (32.3%) and lowest in Boston (19.6%) and New York City (17.3%). In the secondary markets, the overall trend was strong growth with only Scranton-Wilkes Barre declining in participation rates. Harrisburg (25.6%) and Syracuse (28.8%) exceeded the regional participation rate (21.3%). All of the tertiary markets held strong growth trends for fishing. Pittsburgh (25.3%) had the highest participation rate in this area.

**Fitness Lifestyle Market Activity by Geographic Markets.** Both of these activities (fitness walking and fitness/exercise programs) maintained stable trends patterns. Nearly 37% of all households in the U.S. engage in fitness walking and 36%

participate in a fitness/exercise program in 1999. All of the markets, primary, secondary and tertiary held stable activity interest for both activities. Participation rates varied only slightly between metro areas.

**Fitness Walking Lifestyles.** In the primary markets, 8 of the 9 markets actually grew; however New York, which held the lowest participation rate of 37.3%, remained stable during the period. In the secondary markets, Syracuse (39.1%) had the highest participation rates and the strongest growth trend. Philadelphia (37.3%) and Harrisburg (37.3%) were growth markets and Scranton-Wilkes Barre (39.1%) was stable. In the tertiary markets, Baltimore (36.5%) and Washington DC (35.8%) grew and Pittsburgh (39.1%) and Cleveland (36.2%) were stable.

**Fitness/Exercise Program Lifestyle.** Overall, the Northeast (37.8%) market held participation rates higher than the national rate (36.2%) and each of the market areas within the Northeast; the primary, secondary and tertiary; experienced stable patterns of change. Each of the market areas was stable. Within the primary market, both Portland, Maine (35.8%) and Providence/New Bedford (37.3%) were growth markets. All others were stable. Boston (39.8%) held the highest participation rate for fitness programs. In the secondary markets, Harrisburg (33%) and Scranton-Wilkes Barre (29.7%) grew and Philadelphia (37.6%) and Syracuse (34.4%) were stable. Philadelphia held the highest participation rate. In the tertiary markets, all metro areas were stable. Washington, DC (43.4%) held the highest participation rate. Table 4 contains these data.

**Cultural Activity and History/Heritage Interest Activity by Geographic Markets.** Of these two activities, interest in cultural activities grew the most, but interest in history and heritage experienced moderate growth (less than 2% growth). Nearly 17% of all households in the U.S. showed interest in cultural activities and nearly 6% expressed interest in history and heritage. The rates in the Northeast overall were higher for cultural activities (19.3%). Rates for interest in history and heritage were only slightly lower in the Northeast (5.7%). See Table 4 for these data.

**Table 4. Fitness and Cultural/Historic Activities for New England destination markets for 1999 with trend of 95-99.**

<i>Markets:</i>	Fitness	Fit Walk	Fit/Ex.	Cult.	Cult.Act.	Hist. &	Hist.
	<u>Walk</u>	<u>Trend</u>	<u>Fit./Exer</u>	<u>Trend</u>	<u>Activity</u>	<u>Heritage</u>	<u>Herit. Trd</u>
National Rates	36.9%	S	36.2%	S	16.7%	SG	G
All NE Mkts	37.2%	S	37.8%	S	19.3%	SG	G
<i>Primary Markets</i>							
	37.8%	S	38.3%	S	20.3%	SG	G
Bangor	42.4%	G	32.2%	S	13.2%	SG	SG
Portland/Auburn	41.7%	G	35.8%	G	15.7%	SG	SG
Boston	41.0%	G	39.8%	S	20.2%	SG	SG
Burlington/Plattsburgh	40.2%	G	35.1%	S	16.2%	SG	SG
Albany	40.2%	G	35.1%	S	17.0%	SG	G
Springfield	40.2%	G	35.8%	S	16.4%	G	G
Hartford/New Haven	39.9%	G	38.4%	S	19.0%	SG	G
Providence/New Bedford	42.8%	G	37.3%	G	16.9%	SG	S
New York City Metro	37.3%	S	38.7%	S	21.7%	SG	G
<i>Secondary Markets</i>							
	36.9%	S	35.7%	S	16.4%	SG	G
Harrisburg, PA	37.3%	G	33.0%	G	14.9%	SG	G
Philadelphia	37.3%	G	37.6%	S	17.9%	SG	G
Scranton-Wilkes Barre	39.1%	S	29.7%	G	11.7%	SG	S
Syracuse, NY	39.2%	SG	34.4%	S	16.0%	SG	G
<i>Tertiary Markets</i>							
	35.9%	S	38.2%	S	19.2%	SG	G
Baltimore	36.5%	G	37.3%	S	19.4%	SG	SG
Washington, DC	35.8%	G	43.4%	S	23.5%	SG	G
Pittsburgh	39.1%	S	33.7%	S	15.9%	SG	G
Cleveland	36.2%	S	35.8%	S	16.0%	SG	S

Key: SD=Strong Decline (>-2%/yr). D=Decline (>0 to -2%/yr). NG= No Growth (at or near %/yr). S=Stable (positive, but less than 2%/yr). G=Growth (2% to 4%/yr.). SG=Strong Growth (>4%/ yr).

**Cultural Activity Lifestyles.** In the primary markets, 8 of the 9 markets actually grew more than 4% per year (strong growth) for cultural activity interest. Interest was strongest in Boston (20.2%) and New York City (21.7%). Strong growth of more than 4% was also experienced in all of the secondary and tertiary markets for cultural activities. Rates were highest in Philadelphia (17.9%) and Syracuse (16%). In the other markets, Washington, DC (23.5%) and Baltimore (19.4%) held the highest interest in cultural activities.

**History and Heritage Interest Lifestyle.** In the primary market, four areas, Bangor, Portland, Boston and Burlington all experienced strong growth trends. Philadelphia and Harrisburg were growth markets and Scranton-Wilkes Barre was stable. In the tertiary markets, Baltimore and Washington DC grew and Pittsburgh and Cleveland were stable.

### Conclusions and Implications

Earlier studies indicated that the New England travel markets had rebounded in the mid- to late 90s. However, the areas targeted by New England destinations revealed further trends in the market. The SRDS *Lifestyle Market Analyst* provides an excellent source of secondary data

about these markets. In this study, we were able to group New England's markets into primary, secondary and tertiary areas. Findings from these markets provide additional insights into the markets and trends within them.

The Simmons data, which formed the baseline data about New England destination travelers, are usually dated and do not provide a representative sampling of the typical metro areas targeted by tourism destinations. However, advancements in the data did provide opportunities for more directed analysis of the New England destination travelers. The SRDS data provide current up-to-date market data on regional metro areas throughout the Northeast. The data are current and because yearly data are provided, trend analysis is possible. The data are usually inexpensive and readily available at major university libraries.

Data collected and analyzed here provide information on grow, stable and decline activities. We found that travel, and particularly vacation traveled had in fact increased. Broad cross sections of activities were examined by three major market areas. In these markets, we attempted to determine where the active tourism markets resided, and

what do they do? How large is the market and what is the trend in the market area?

Some interesting new findings were documented in this study. For the travel markets, the target areas were stable for domestic travel, but vacation travel had strong growth patterns. Tennis and bicycling held strong growth patterns in the focused market areas. Golf continued to grow, but a slightly slower pace. Downhill skiing enjoyed a higher than national participation rate in the primary markets and the markets did continue to grow moderately. For outdoor recreation, we found surprisingly that interest in the environment and wildlife had declined across all markets while interest in camping, hiking and fishing held strong growth pattern changes. Furthermore, variability in these activities and markets offered widely different market conditions. The fitness markets were stable and interest in cultural activities and interest in history and cultural activities continued to grow in interest.

However, one should note that the information collected through the SRDS data do not indicate if these markets either have or actually will travel to New England. The link to activity participation and travel is only an association. There are no links in the data to actually know where the households traveled only that they did take domestic or vacation travel trips in the last year. One would expect that the associations are strong. People who travel on vacation are likely to go on trips, which are within a reasonable distance from home. While there may be a likelihood that a portion of this travel was to New England, one cannot be conclusive on this assumption. This is a significant limitation to these data although this is overcome in the Simmons data. Furthermore, data in the SRDS only highlight the number of households and participation rates and do not address the volume of participation or actual number of trips taken.

The insights from taking the two data sets together and examining the results provide us even more thorough understanding of the New England travel market. For example, we know that the New England destination traveler is a highly active outdoors type and a large portion of the New England destination travelers are individuals who travel frequently. We now know that over 40% of all New England based travelers take four or more trips per year. Furthermore, we now know that travel to New England is much more disbursed than one might be perceived. For example from Simmons we found that 41% of the New England destinations travelers take trips in May through August and another 17% come during the fall foliage season - September and October. When these findings are combined with a look at the target markets regions - primary, secondary and tertiary, we more fully understand where the markets may actually exist. We know that the vacation travel market is strong and that the primary markets have the highest participation rates. Furthermore we know that 8 of 10 metro markets in the primary target region are going at rates greater than 4% per year. Knowing that New England based travelers participate at levels well above national participation rates for selected sport and outdoor recreation activities, we can also target these markets.

In other activities, it was clear that some markets are changing and great differences exist between major metro areas and smaller areas. For example, we found that interest in the environment and wildlife had slowed over the last half of the decade. On the other hand, other significant differences existed. For example, in hunting and fishing, household participation rates in Bangor, Maine (the rate for hunting was 30.9% and for fishing 40.3%) were more than twice the rate of the New York City metro area (hunting rate - 6.8% and fishing rate - 17.3%).

Within recreation, travel, sport and cultural activity markets more insights were gained by examining the geographic markets where people live. New England destination travelers are from active households. This research tells both where they are likely to come from but also if those same markets are growing, are stable or are declining within these lifestyle pursuits. This review of New England destination travelers and their respective markets further enhances our understanding of the market potential of the Northeast and opportunity to attract those potential travelers. We also see that the markets are changing. A simple review of national and even regional trends and activity patterns can be misleading unless one examines carefully each of the individual markets. These markets are dynamic, some drastically different and ever changing. This monitoring of trends and activities by markets will continue to be necessary if New England is to maintain its status as a major destination tourism region.

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# Founder's Forum

## NOTES ON MY TRIP THROUGH NEBRASKA, OR SOME ALTERNATIVE MARKETING PRINCIPLES FOR PARKS AND RECREATION

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I started working on this talk on December 19<sup>th</sup> last year. That was the day I began my trip home from Colorado at the end of my fall semester sabbatical. While traveling through Nebraska I started seeing things that I just couldn't believe. Not just a single thing, but one thing after another. This had to be an omen. I knew immediately that I had found the topic for my Founder's Forum presentation.

I was going to call this the highlights of my trip through Nebraska, but that title was already taken (it was included on the list of shortest books ever written). Let's just call it, Notes on My Trip Through Nebraska, or Some Alternative Marketing Principles For Parks And Recreation.

I saw Nebraska's scenic overlook – yes they have one, on I-80 near the western border of the state. Didn't stop there, neither did anyone else. I think it's because you already have a pretty good view of the whole field from the highway. In fact after hours of uninterrupted views of the field that is Nebraska, you don't need a scenic overlook.

This observation was validated after my return when I went on the internet to look up Nebraska. Sure enough, there was a web-camera offering uninterrupted live views of, you guessed it, a field in Nebraska.

So, what are some of the tourist attractions in Nebraska? They include:

- *Buffalo Bill ranch*
- *Cabela's factory outlet (this one really did draw a crowd)*
- *Pony Express statue*
- *Omaha, home of Omaha steaks, where you can get four 5 ounce steaks for \$50.00, or is it five 4-ounce steaks. What difference does it make; they're too small anyway and certainly fairly low on the value scale.*

But the number #1 attraction in Nebraska is . . . *Pioneer Village*

How do I know? From the many signs advertising this fact. We'll come back to this later.

Do you know there is an actual sign on I-80 in Nebraska that says: (I'm not making this up)

*Monument Ahead  
Do Not Stop or Slow Down*

This was followed by numerous signs warning you of the amount of fine for stopping or slowing down (\$100), and an enormous London Bridge-type structure across the

highway. Just a bridge, no roads hooking up to it but just a bridge in the middle of nowhere, that you couldn't slow down to look at.

This led me to wonder, what are these people trying to do here. I tried to think of Nebraska's tourism slogan and eventually found it on the internet. Does anyone know it? You'll kick yourself when I tell you. Actually I found three slogans:

- *America's Heartland*
- *Cornhusker State*
- *The Tree Planters' State*

Obviously none of these are any good. Here are some possible alternatives they could consider:

- *Bring your own music* (although they do have both kinds of music there)
- *You can make good time in Nebraska* (In Nebraska, they don't have a lower speed limit for construction zones. All they want you to do is slow down to 75)
- *Sagebrush highway* (symbolizing the fun of running a slalom course down the interstate, avoiding the sagebrush whistling across the highway)
- *You can't get to Colorado without driving through Nebraska first* (this would only work for those coming from the northeast)

Or they could take a lesson from some of our own northeastern states. You know the familiar ones:

- *Someone loves New York*
- *Virginia has its lovers*

We're so embarrassed about the Pennsylvania slogan that you can't even find it on the PA website. But you can find some other interesting stuff there.

Like a list of rejected slogans for Arizona's tourism theme:

- *Arizona – Bring your camera and your Grandma*
- *Arizona – A Yucca minute*
- *Arizona – Where you can have a dirt lawn and its OK*
- *Get your AZ over here*
- *Arizona – the zippy zone*
- *Hug a zonie*
- *Arizona has the hots for you*

Closer to home, the Pocono Mountains recently unveiled its new slogan: "Pocono Mountains – more to love." You see, they were trying to shed the image some people hold of the Poconos as a tacky honeymoon capital. The heart-shaped logo in the new slogan represents the river and highway running through the Delaware Water Gap, rather than a bathtub. They better put a footnote on that slogan to explain that to potential visitors.

Northumberland (Ontario) solved its identity crisis through the slogan, "Real Ontario, Real Country, Real Close." They had nearly 1,800 catchy phrases submitted, and chose "We're close, We're country, We're waiting." A professional marketing consultant massaged those words into the final version, keeping two of the original six words. Should have gone with the rejected one, "did someone say party?"

Enough of that. Let me return to the planning phase of my trip to set the stage. I was on sabbatical last fall and getting ready to return from Fort Collins, CO to my home in Pennsylvania. The first decision was, should I go through Kansas or Nebraska. Tough decision. Kansas, Nebraska, Kansas, Nebraska. How do you decide. As it turns out, it doesn't make much difference. I looked at weather forecasts and travel distances and chose Nebraska. Besides, even though I was warned about Nebraska, I had already come out by way of Kansas and knew it didn't have much to offer.

Let's back up even farther and discuss the rocket box. Do you all know what a rocket box is? It's one of those yuppy, aerodynamic cartop carriers. (Not the Sears cartop carrier, which is just a box). I bought the rocket box before my family came out for a visit over Thanksgiving. I figured this was the best way to transport the five of us (with luggage and skis) in a Mazda 626 for about ten days (it beat out the next best option of renting another car by a wide margin). One of the reasons for choosing the rocket box was a marketing ploy – they would install it on my car for free. I knew the Sears box would require tools, which I didn't have. I also remembered hearing somewhere that you needed to put a small person (like a child or preferably a midget, because they are stronger) *inside* the box to install it on your car. Wishing to avoid this problem, I selected the rocket box.

Now here comes a marketing principle in action. I asked the sales person how much the rocket box would affect my gas mileage. He said not to worry about it, not much at all, maybe 1 mpg, 2 mpg at worst. Sounded good to me, but I was skeptical. From then on I started watching my mileage closely. The initial results were startling. I was losing about 10 mpg on my Mazda 626. I didn't panic, figuring that there were other factors involved. I was now transporting a full load of 5 people plus gear up and down the Rocky Mountains. Certainly this load was not equivalent to my normal highway driving conditions. I continued to keep track after the family returned home, all the way through my return to Pennsylvania. The rocket box continued to subtract a good 6-7 miles per gallon regardless of driving conditions.

This led me to my first basic marketing principle:

## NEVER TELL THE CUSTOMER THE TRUTH.

I was forewarned of this principle several years ago by the Dilbert comic, which stated, "that just appears to be customer fraud. It's actually marketing."

You don't have to lie outright. Maybe just stretch the truth, exaggerate, or leave something out. Consider some other well known marketing campaigns demonstrating this principle:

"Save a buck or two" (1-800-Collect) – compared to what, putting up your own telephone lines. I guess it sounds better than "One of the more expensive ways you can make a long distance call"

"At last value in State College" (Motel 6) – this is on a sign outside Harrisburg on the way to State College. It makes you wonder, where is the value in a place that replaced a nice mom and pop motel that had some character, with a shoebox with a roof that charges at least \$10 more per night. I say at least \$10 because they always prominently display the room rate on their sign, and it is different almost everyday. The slogan should have read, "we'll get as much out of you as we can."

I had the opportunity to collect some tourism-related examples from Pigeon Forge, TN a week ago. (I was on a class trip, not just traveling around for fun). So many examples to choose from:

- *Anita Bryant Music Mansion Theatre: The largest theatre in the Smokies*
- *Dixie Stampede: The most fun place to eat in the Smokies, I guarantee it (Dolly Parton)*
- *Elwood Smooch's Hillbilly Hoedown: The happiest show in the Smokies*

The Pigeon Forge Travel Planner lists a lot of details for all of these places, such as

- 32 magnificent horses, beautiful belles, and beak to beak ostrich races (Dixie Stampede)

What is the underlying theme of these marketing strategies? I believe it is the use of numbers, and especially superlatives like #1, world's largest, newest, highest, happiest, whatever it is.

So what is principle #2:

## QUANTIFY, QUANTIFY, QUANTIFY.

Now let's return to Nebraska's Pioneer Village for examples of these marketing principles in action.

Claim	Principle in Action	What's wrong with this
5 million satisfied visitors (on a billboard)	Principle 1: an obvious lie, completely unbelievable	Yellowstone doesn't have 5 million visitors, when did they start counting, and how do they know they were satisfied,
12 miles south of I-80 (on a billboard)	Principle 1: Way too honest/ Principle 2: Unfortunate use of numbers	Nobody wants to travel 12 extra miles out of their way (each direction) in Nebraska. Alternative: how about "just off the interstate"
50,000 Historic Items (on a billboard)	Principle 2: Inappropriate use of numbers	I have 50,000 historic items just in my garage; this has no drawing power. It is like Dr. Evil getting his numbers confused ("why make trillions when we can make billions")
Real name of place: Harold Warp's Pioneer Village (from the Internet)	Principle 1: Too much information	Harold may be a local hero, but we never heard of him. Better to leave this out, which they do except on their website.
28 buildings on 20 acres, 90 room Pioneer Motel, 100 antique tractors (from the Internet)	Principle 2: Overkill on numbers	This stuff is probably accurate. But who's counting. There was a whole lot more of this quantification on the website.

This marketing campaign did not increase my interest in visiting Pioneer Village.

Here are some other ludicrous examples of marketing to think about.

There are now ads on television for the new gold one dollar coin. Does anyone have one? Have you even seen one? Why market something where demand is so high that supply can't hope to keep up? How about marketing the Susan B. Anthony silver dollar. Or just don't worry about it. Who cares what kind of money people use?

Along the same line, there was a newspaper story and some ads about a company that has developed vending machines to count your coins, in exchange for a 9% commission. They offered a coupon for a free dollar coin as an incentive for trying their machines. Now, is there any need whatsoever for this service? What is so difficult about counting your change? Just spend it, or take it to a bank and they'll count it for free.

I saw a news story last week about a power company investing in research to reduce the flatulence among cows. (again, I'm not making this up). It seems the power company may get off the hook for its pollution emissions if it can mitigate the damage some other way, as in reducing cow farts, which appear to be a sizable problem in some areas.

Closer to our own field of study, power companies are now paying for research to determine if the lakes created by their dams are actually a factor in peoples' decision to visit the lake. You see, if someone just happens to visit the lake for some other reason besides the lake being there, then the power company doesn't have to pay for that person's share of the upkeep of the lake's facilities.

This reminds me of an early personal research memory. I was a master's student at Texas A&M and we went out to start a new project at Lake Amistad on the Mexico border. I was anxious to pilot test some new questions we had written attempting to measure anglers' attitudes towards

catching fish. "Consumptive propensity," we called it. This was early in the evolution of human dimensions, but the multiple satisfaction approach to fish and game management was gaining momentum, and it seemed useful to measure how important the harvest was to the overall fishing experience. Useful to us I guess, but not to the old boy who happened to be my first respondent, who greeted me with the statement, "what kind of damn fool questions are these, anyway."

Well I recovered from that challenge, and along with several others in the room, have continued to explore the concept of consumptive propensity, which does offer the resource manager a tool for segmenting user groups and managing for a quality recreational experience. So let's return to the power company research on why people visit the lake. While it seems like a straightforward matter (put a lake there and people will come to it), people are now haggling over how to ask the question so the benefits can be partitioned into those that were induced by the power project and those that were not. And the power company is lobbying its hardest for the question format that will yield the lowest percentage of "project-induced benefits." This may set a new standard for misuse of the benefits-based management concept.

Let's look at one final area of dubious research – economic impact analysis. I don't mean to offend anyone here (god knows I've done some of this research myself), but what is the point of it. Once they asked us to study the economic impact of football at Penn State University. Why bother? I didn't even know they were thinking about dropping football. Penn State's football program does not need to justify its existence (basketball, on the other hand, might be another matter). People spend a lot on it, everyone knew that before the study, and they still knew it afterward. But now they could put a number on it. So what? You know the irony of it; shortly after we showed that home football games pump some \$40 million into the local economy, a one dollar "impact fee" was added to the price of tickets to compensate the local governments for the extra services required on football Saturdays.

Last week I was astounded with a misuse of economic impact data. I listened to the acting superintendent of the Great Smoky Mountains National Park describe a current hot issue. The Cherokee tribe in Cherokee, NC had asked the park for several hundred acres in order to build new schools. It seems there is no other suitable land in the city and property values are so high because of the new casino. Besides, the casino generates \$2.5 billion in economic impact, which is greater than the sum total generated by Gatlinburg, Pigeon Forge, and Sevierville combined. Sounds compelling, right? When asked where the 2.5 billion dollars went, he said that 93% of it went back to the customers who put the money in the slot machines in the first place. Now that's not economic impact, it's just money changing hands, back and forth.

Let's do a hand-on exercise to demonstrate this point. Everyone take the largest bill in your billfold and hand it to the person sitting on your right. Then continue to pass those bills all around your table until you have your original bill back. (This exercise assumes honesty at the tables, the speaker is not responsible for any lost money). If we assume 100 people exchanged on average \$10, and did this ten times, we just created \$10,000 worth of economic activity. Do you think we could use this information to negotiate with the Omni hotel for a better rate? No. Why not. Because they are smarter than that. We too need to know the difference between bogus numbers and real ones.

Economic impact analysis is often applied to justify tourism development and marketing. Let me share with you the text found on a favorite t-shirt. I picked up this shirt in Sedona Arizona last fall, because it impressed me more than any other shirt I saw (which was quite a few in that tourism Mecca). It read:

*Go into the desert alone  
Sit on a cactus  
Pick up the bugs  
Go without telling anyone  
Pick up the snakes  
Go without water*

*We thank you for you visit  
Now go home*

Sedona Arizona

That captures the gist of it. No one wants tourists in their backyard. Nor in their town or the neighboring forest or park. They just want the money. Now there is the challenge for researchers and managers. Figure out how to get people to send their money without actually visiting or using the resource.

We have a good example with sportsmen. Hunting and angling groups are concerned that their numbers are declining, and are even calling for research aimed at increasing participation. Well, when is the last time you heard about an under exploited fish or game species. How could there be a problem of too few hunters and anglers? The problem is that fewer sportsmen means less license revenue, which impacts bureaucratic budgets. We need to find alternative funding strategies that remove agency programs from such problems. Perhaps the current funding initiatives relative to watchable wildlife and nonconsumptive recreation activities will lessen this problem in the future.

Let's think about bottled water as a final example. Consider two scenes observed in my home community. The first is a series of vending machines outside a large discount department store. These machines sell various beverages, including Coca-cola products, Pepsi products, and bottled water. Isn't it interesting that the companies that spend millions on advertising can sell their sodas for 35 or 40 cents a can, while the adjacent machine charges a dollar for the raw material that the soda companies start with before making their products. We all know there is no point in marketing Coke and Pepsi. People either like one more than the other (and would never buy the other one), or they don't care and buy whichever one is on sale. In either case they are not likely to be influenced by the companies' marketing campaigns.



On the other hand, you see very little marketing of bottled water, and it commands a high price that is unquestioned by consumers. This is demonstrated by the second scene,

which features a bottled water machine standing right next to a water fountain in a public high school. I wished I could be there at night to get a picture of them filling the bottles from the fountain and putting them in the machine.



Here they are charging a dollar for something that you can get for free very easily. How can they do this? It's not just that school kids these days have more money than they know what to do with. I've seen the same thing at the stadium and other places as well. I think people like to buy bottled water because they know it is good for them. It doesn't need marketing because it sells itself.

We can learn from this in marketing our parks and natural areas. In many cases, people are attracted to them because they know they are good. And they are willing to pay for them just the way they are. In essence parks are like bottled water. They can sell themselves. Let's learn to take advantage of their natural qualities and not worry about too many "improvements."

And let's not put up a sign saying, "Park ahead – do not stop or slow down." The National Park Service recently embarked on its "Message Project," which sought to find out what the American people think about their national parks. One of the things they learned was that, in many places, visitors are getting the message that the parks are being "loved to death," and they (the visitors) are the cause of the problem. This message must change. It is important to address the visitor impacts that underlie this image, by

restoring damaged areas and reducing visitor conflicts. At the same time, park information services should try to instill in visitors the idea that the parks are very much alive and worth protecting.

Thank you and enjoy the rest of the conference.

For Further Information:

<http://www.visitnebraska.org/>

<http://www2.pioneervillage.com/pv/>

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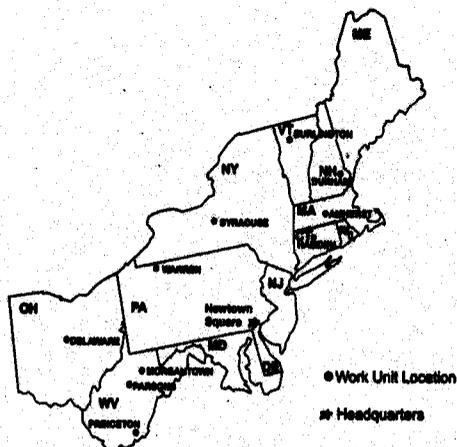
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Contains articles presented at the 2000 Northeastern Recreation Research Symposium. Contents cover management and planning, economics of outdoor recreation and tourism, tourism, characteristics of outdoor recreationists, ethnicity and culture, methodological issues, and marketing and management in outdoor recreation and tourism.

**Keywords:** tourism, outdoor recreation, ethnicity, recreation marketing






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