

# Analysis of Tourism in the Raystown Region

April 2010



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## **Executive Summary**

We are interested in what tourists do in the Raystown Region, how much money they spend in the region, and the types of services or products for which they would travel to the region. The Huntingdon County Enterprise Zone, along with JCEL (Juniata College Center for Entrepreneurial Leadership), Partners for Economic Progress (PEP) and Huntingdon County Business and Industry (HCBI), compiled a survey tool to help analyze key aspects of tourists' trips to the Raystown Region. The data collected by the survey can be especially useful for businesses determining whether particular markets exist in the Raystown Region. This survey describes trends in income levels, budgets for trips to the Raystown Region, lodging trends while visiting, activities planned during trips to the region, likelihood of returning to the Raystown Region, and reason for traveling to the Raystown Region.

It was found that 97.12% of the tourists were in the Raystown Region for pleasure instead of business. It was also found that the most common place for tourists to stay while visiting the Raystown Region were camp sites, with nearly 63% of the tourists indicating this option. The two largest annual household level income groups were \$35,000 – \$49,999 and \$50,000 – \$74,000, each containing 20.23% of the surveyed tourists. A total of 75% of the tourists indicated that they plan to spend between \$0 and \$500 on their trips to the Raystown Region and of the 736 total tourists that indicated their planned budgets, it was found that they expected to spend between \$128,178 and \$493,000 in the Raystown Region as a whole. It was also found that the largest group of tourists surveyed was from zip code Huntingdon (16652 at 19.21%). The top two activities that tourists planned on their trips to the Raystown Region were swimming and boating/water sports. Each activity accounted for more than 50% of the surveyed tourists' population. It was also found that the number one attraction that tourists indicated that they

would like to see in the Raystown Region is an aquarium. A little over 50% of the tourists indicated that they first discovered the Raystown Region through local family members, while another 36% indicated that they used Raystown.org to help plan a trip to the Raystown Region.

## **Introduction**

The Huntingdon County's Enterprise Zone, Partners for Economic Progress (PEP), Juniata College Center for Entrepreneurial Leadership (JCEL), and Huntingdon County Business and Industry (HCBI) are three organizations explicitly interested in better understanding tourists and their habits in the Raystown Region. Because of their rapid growth in the region, tourists are of particular interest to businesses in the Raystown Region. A survey was developed by JCEL with the assistance of Song Gao, an Assistant Professor of Economics at Juniata College, and distributed by JCEL summer employees through face-to-face interactions with tourists in many locations around the Raystown Region (a list of the face-to-face survey locations and survey itself are available in the appendix). Through this survey, data was collected on topics such as lodging while in the Raystown Region, the products and services tourists would enjoy utilizing while in the Raystown Region, activities that tourists plan for during visits to the Raystown Region and other general information in an attempt to demonstrate the desires and needs for particular services in the County. With a better understanding of how and where tourists are spending their time and money and what services are being utilized both in and out of the county, the above mentioned organizations will be able to better understand what types of services tourists are utilizing and what types of businesses tourists will stimulate the most in Huntingdon County.

## Methods

Participants either filled out an online survey available at [www.hcbi.com/tourismsurvey](http://www.hcbi.com/tourismsurvey) or took surveys face-to-face at different locations in the County. All participants were made aware that their assistance was greatly appreciated and beneficial to JCEL, PEP and Huntingdon County's Enterprise Zone and that all companies that participated in the surveying process will be given access to the information, data, and results collected from the surveying instrument. It was also made clear that the results from the data would also be shared with prospective businesses considering a location in the Raystown Region; however, any personal data from the surveys will not be distributed and will only be used for determining overall results.

All questions which could be answered by filling in a bubble were coded as a 1 for a filled in bubble and a 0 for a non filled in bubble. Open ended questions, along with other fill in the blank questions, were directly entered into the spreadsheet with no coding. For this reason, along with the fact that there were so few open ended questions and that of those open ended questions, so few were completed, we will be omitting them entirely (except for the zip code entries) from the analysis of the data collected.

## Analysis

There were 973 surveys that were used in this study of tourism in the Raystown Region.

We begin with an introduction to the average tourist. An overwhelming majority, 97.12 %, of the tourists indicated that they were visiting the Raystown Region for pleasure as opposed to

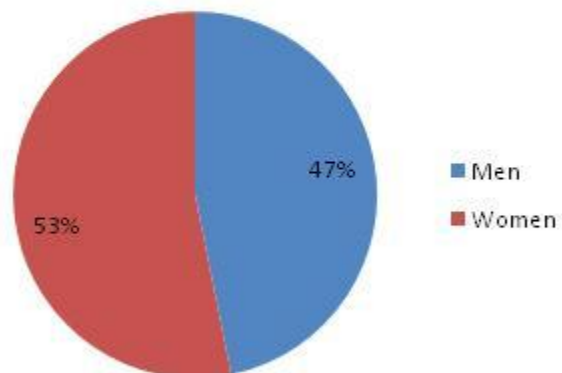
Length of Stay		
Length	Count	Percent
< 1 Full Day	394	40.83%
1-3 Days	193	20%
3-7 Days	289	29.95%
8 + Days	89	9.22%

business. The chart to the left shows the breakdown for the length of stay of the surveyed tourists. Note that only 965 of the 973 tourists answered the question of how long they stayed in the region. Of

those 956 that did answer, the largest group was found to have 40.83% or 394 of the 956 tourists falling into the category of staying in the Raystown Region for less than one full day. This makes sense, since the majority of the tourists surveyed were locals. The second largest group, 29.95% or 289 of the surveyed tourists, indicated that they stayed in the region between three and seven days, while less than 10%, 89 of 956 surveyed tourists, indicated staying in the region for more than eight days.

It was found that 47% of the total surveyed tourists' population and their guests in the region were men and 53% of the total surveyed tourists' population and their guests were women. When each surveyed tourist was asked how many men

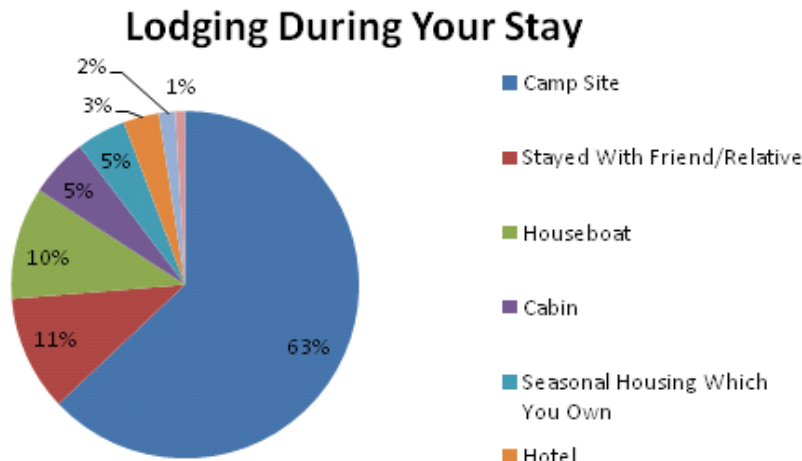
## Men Versus Women



and women accompanied them on their visits to the Raystown Region, it was found that 42.28%, or 520 out of 973 surveyed tourists, indicated that one male accompanied them while another 30.88%, or 429 out of 973 surveyed tourists, indicated that one female accompanied them.

Those accompanying the original 973 tourists on their visit to the Raystown Region reveal that 1,224 of the accompanying people were men, and that 1,389 were women. It was also found that 90.19% of the surveyed tourists indicated that they had visited the Raystown Region in the past.

Now that we know that the vast majority of the surveyed tourists have previously been to the Raystown Region, it is interesting to look at where these tourists are staying when in the region. When tourists were asked where they lodged during a stay in the Raystown Region, a campsite was the most popular choice followed by staying with friends or relatives, which was closely followed by houseboats. From the pie chart, we quickly notice that the majority, 62.96%,

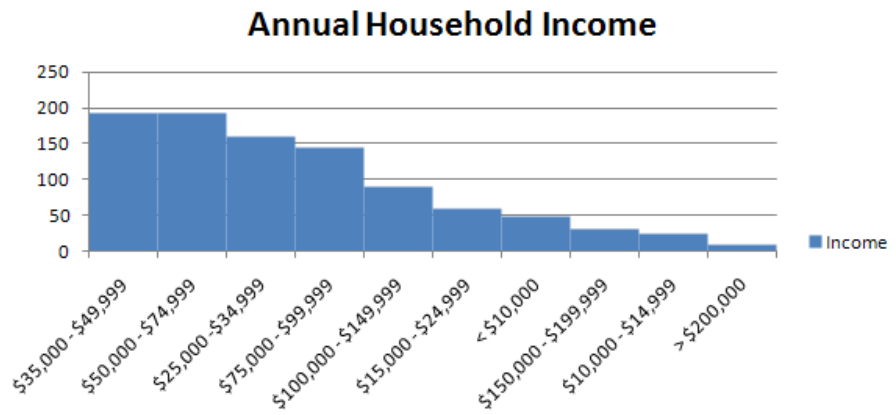


of the tourists surveyed do indeed stay at campsites, while the bottom lodging options cabin, seasonal housing which they own,

rental property and bed and breakfasts only account for 15.83 percent of the total surveyed tourist population. The campsites, staying with friends and relatives, or in houseboats accounts for a total of 84.16%.

Next, we will look at the annual household income levels for tourists in the Raystown Region. From the graph

to the right, we observe that the two largest income levels of tourists in the Raystown Region are \$35,000 - \$49,999 and



\$50,000 - \$74,999 each accounting for 20.23% of the surveyed tourists. If we combine the top four income level ranges, we find that 57.32% of the surveyed tourists indicated that they fall within the income level of \$25,000 to \$74,999. However, the average income level fell between \$75,000 and \$149,999.

Now that we know the annual household income levels of the surveyed tourists, we will take a look at the total budget for trips to the Raystown Region. From the chart below, we see that the largest budget range for tourists was the range of \$0 to \$500, with 75% or 552 out of the 736 of the

surveyed tourists

answering this

question. That

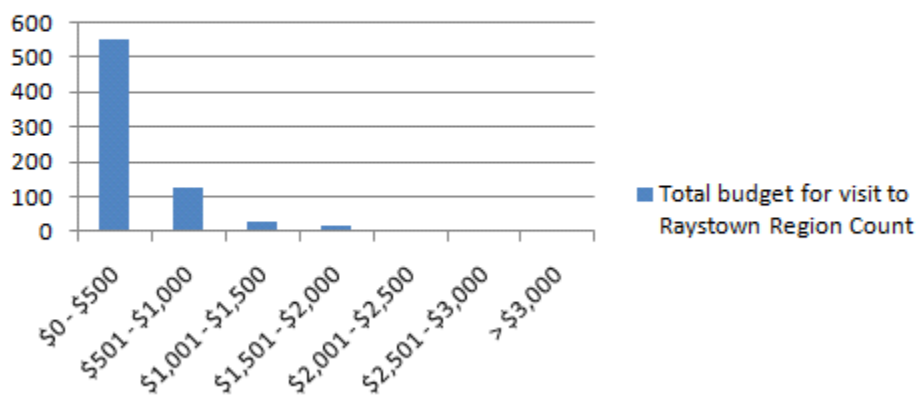
indicates that those

552 surveyed

tourists that spend

between \$0 and

**Total Budget For A Visit To The Raystown Region**



\$500, up to \$276,000 is spent in the Raystown Region just by this group of tourists. Another

\$64,128 to \$192,000 is spent by the 128, or 17.39%, tourists that fell into the group that plans to spend between \$501 and \$1000. If we now combine the two largest budget ranges of \$0 to \$500 and \$501 to \$1000, we find that 680 of the 736, or 92% of the, tourists that answered this question fall into this new category. This new category plans to spend between \$64,128 and \$404,000 on a vacation to the Raystown Region. When we estimate the total amount of money spent in the Raystown Region by the 736 tourists who answered this question, we find that they plan to spend between \$128,178 and \$493,000 on their vacation. Looking at these figures alone, we can see why tourism is truly worthwhile in the Raystown Region. If 736 tourists expect to spend upwards of \$490,000, the sheer amount of money brought in by tourism has a positive effect on the economy in the Raystown Region.

It was also possible to see from where the majority of the tourists were coming, by looking at the zip code data. The table on the right shows all of the zip code locations that contributed more than 1.00% of the tourists to the Raystown Region. It is

Town Name	Zip Codes	Count out of 958	Percentage
Huntingdon	16652	184	19.21%
Mount Union	17066	49	5.11%
Lewistown	17044	44	4.59%
Petersburg	16669	22	2.30%
Altoona	16601	20	2.09%
Tyrone	16686	18	1.88%
Alexandria	16611	17	1.77%
Mifflintown	17059	14	1.46%
Altoona	16602	13	1.36%
Duncansville	16635	12	1.25%
Mapleton Depot	17052	12	1.25%
MC Veytown	17051	11	1.15%
Hollidaysburg	16648	10	1.04%
Madera	16661	10	1.04%

important to notice that the largest contributor was the zip code 16652 (Huntingdon) which contributed 19.21% of the total tourists surveyed in the region. (See Appendix - map)

Another important statistic is the one describing what activities tourists have planned during their visit to the Raystown Region. Understanding what activities tourists are utilizing while in the region can help businesses in the area determine where the majority of tourists will be found. For example, if the top activity planned on a visit to the Raystown Region was “railroads”, then a good location for businesses to target tourists is on and near railroad stations and railroad museums.

It turns out that the number one planned activity of tourists in the Raystown Region was swimming: 56.32% or 548 out of the 973 tourists indicated this. The next largest activities reported was boating and water sports, ranking in at 51.08% or 497 of the 973 tourists surveyed.

The top six activities planned for by tourists while visiting the Raystown Region are given in the table to the right. Note that the count

What Activities Have You Planned to Include During This Visit To the Raystown Region?		
Activity	Count	Percent
Swimming	548	56.32%
Boating/Water Sports	497	51.08%
Camping	370	38.03%
Hunting/Fishing	305	31.35%
Family/Friends Getaway	241	24.77%
Hiking/Biking	207	21.27%

for each activity is based on a total of 973 surveyed tourists. It was possible to group these top six planned activities to determine if tourists in the Raystown Region planned related activities

during

their

visits.

The two

Activities planned together	Count	Out of	Percentage
Swimming and Boating/Water Sports	334	1045	30.96%
Swimming and Camping	281	918	30.61%
Swimming and Hunting/Fishing	220	853	25.79%
Swimming and Family/Friends Getaway	180	789	22.81%
Swimming and Hiking/Biking	145	755	19.20%

following tables represent groups of planned activities separated by those that involve swimming, the number one activity, and all others.

For example, if a tourist planned to go swimming did they also plan on doing water sports, if a tourist planned on camping did they also plan on hunting or fishing, and if

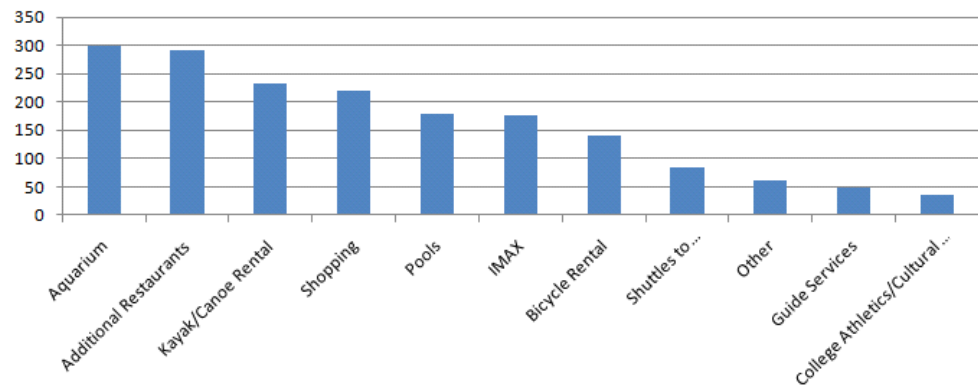
Activities planned together	Count	Out of	Percentage
Boating/Water Sports and Camping	261	867	30.10%
Boating/Water Sports and Hiking/Biking	143	704	20.31%
Boating/Water Sports and Hunting	221	802	27.55%
Boating/Water Sports and Family/Friends Getaway	177	738	23.98%
Camping and Family/Friends Getaway	151	611	24.71%
Camping and Hunting/Fishing	194	675	28.74%
Camping and Hiking/Biking	126	577	21.83%
Hunting/Fishing and Family/Friends Getaway	122	546	22.34%
Hiking/Biking and Family/Friends Getaway	86	448	19.19%
Hunting/Fishing and Hiking/Biking	95	512	18.55%

the tourist reported planning for scrapbooking did they also plan on genealogical work?

When tourists were asked the question of what products or services would they be willing to purchase or attractions they would visit if they were available in the Raystown Region the

number one response was an aquarium, with 30.92% or 299 out of 967 tourists that answered this question. The

**During This Visit To The Raystown Region, What Products Or Services Would You Have Been Willing To Purchase Or Attractions To Visit If They Were Available?**



choice of aquarium was closely followed by the need for additional restaurants with 30.20% or 292 tourists choosing this response.

The lowest two services that tourists would be willing to pay for or visit if available in the Raystown Region were Guided Services, at only 4.96%, and college athletics/cultural events at

3.62%. With 24.1% of tourists choosing kayak/canoe rentals, a business allowing tourists the option to use these products may do well.

Of the total number of tourists surveyed, 86.74% or 844 did not answer the question, “if they were planning to build

purchase a home in the

Raystown Region, how soon

they would do so.” If we

leave the 86.74% that did not

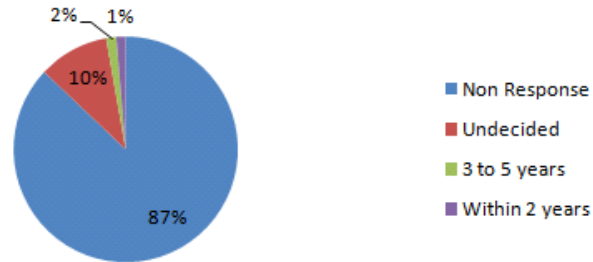
answer the question out, we

find that 75.96% or 98 out of 129 tourists were undecided; 10.85% or 14 of 129 tourists were

planning to purchase or build a home within three to five years; and 10.07% or 13 out of 129

surveyed tourists planned to build or purchase a home in the region within the next two years.

**If You Are Planning To Build Or Purchase A Home In The Raystown Region, How Soon Will You Do This?**



There were two questions in the survey that were based on Likert scales that ranged from unlikely to likely. Those two questions were how likely are you to return to the Raystown

Region and how likely are you to recommend the Raystown Region to a friend? It was found

that 93.48%, or 688 out of 736 tourists indicated that they were likely to return to the Raystown

Region. It was also found that 93.19%, or 684 out of 734 tourists indicated that they were also

likely to recommend the Raystown Region to friends.

It is interesting to note that the majority of the surveyed tourists indicated that they first discovered the Raystown Region through family members who

How Did You First Discover the Raystown Region?		
Method of Discover	Count out of 729	Percent
Family is Local	372	51.03%
Referral	210	28.81%
Other	83	11.39%
Visitors Bureau	24	3.29%
Media	17	2.33%
Online	14	1.92%
Travel Agent	6	0.82%
Travel Show	3	0.41%

live in the region. The next largest group discovered the Raystown Region through referral. It is not surprising that so few of the tourists discovered the Raystown Region through anything other than family and referral, since 93.19% of the tourists indicated earlier that they were likely to recommend the region to friends and family.

A follow up question inquiring about the tools/resources that tourists used to plan their trips to Raystown received the following responses. The largest tool/resource used was

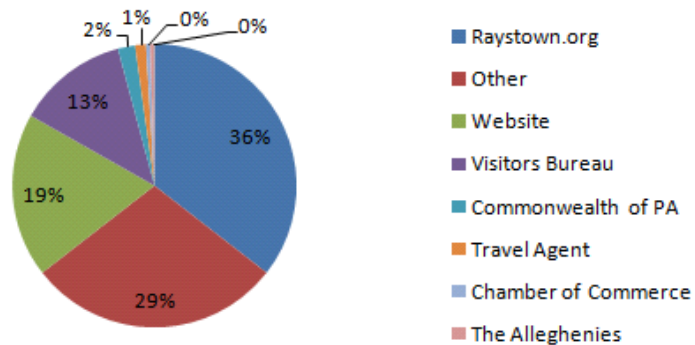
Raystown.org with 146 or 35.52% of the surveyed

tourists using the site. It is important to note that

Raystown.org is maintained by the Visitors' Bureau, and when the two

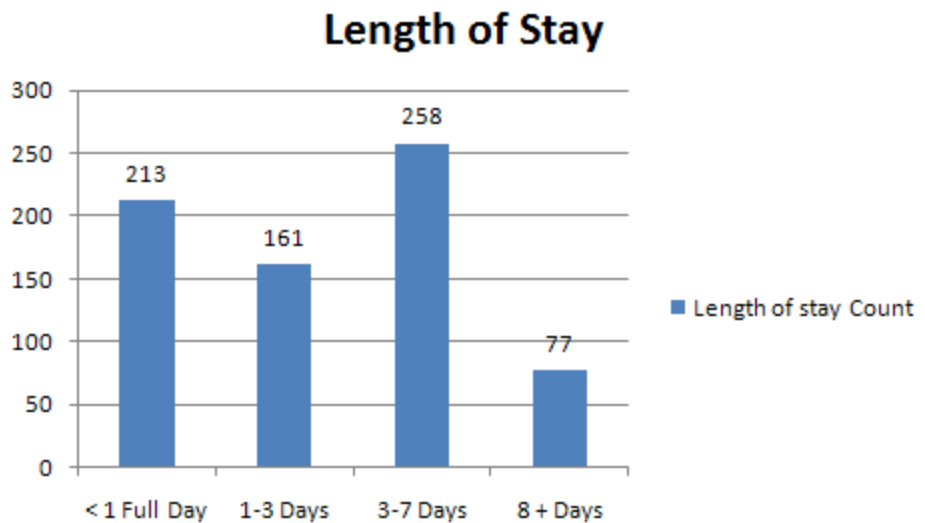
are combined, it was found that 198 or 48.17% of the surveyed tourists used those resources to plan their trip.

**What Tools/Resources Did You Use To Plan Your Trip To Raystown?**



After the analysis of the survey was complete, it was decided that it would be interesting to remove tourists who were already from the Raystown Region from the data collected (for a list of the zip codes removed, see the appendix). After they were removed, the same statistics were run on the following questions: Have you visited the Raystown Region in the past? How did you first discover the Raystown Region? What is the length of stay? How likely are you to return to the Raystown Region? How likely are you to recommend the Raystown Region to a friend? What lodging will you use during your stay? What activities have you planned to include during this visit to the Raystown Region? What tools or resources did you use to plan your trip to the

Raystown Region?  
And, what is your  
total budget for this  
visit to the Raystown  
Region? We did this  
to see if there were  
any significant

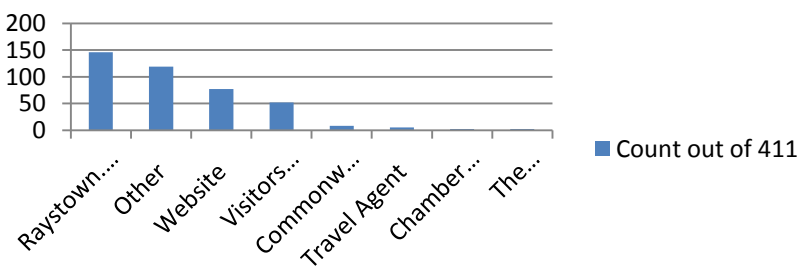


changes. It turns out that there was only one with significant change in the outcomes, and it was the length of stay of tourists in the Raystown Region (all other, including the length of stay can be found in the appendix). As shown by the graph on the right, we see that the group of tourists staying for 3-7 days is the largest, followed by less than one full day, followed by 1-3 days, and eight or more days, respectively. This is a dramatic change from the original data containing tourist from the Raystown Region. Before the removal of the tourists from the Raystown Region, tourists staying for less than one full day was the largest group of tourists, followed by 3-7 days. It appears that tourists visiting the Raystown Region from outside of the removed zip codes stay longer than tourists from within the zip codes that were removed.

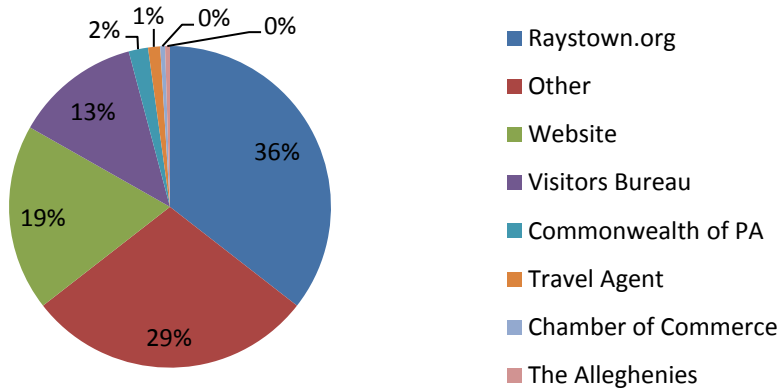
## Conclusion

It was found that 97.12% of the tourists were in the Raystown Region for pleasure instead of business, and that the number of women outnumbered the number of men, with a ratio of 53% to 47% respectively. It was found that the most common place for tourists to stay while visiting the Raystown Region was camp sites, with nearly 63% of the tourists indicating this option. The two largest annual household level income groups were \$35,000 – \$49,999 and \$50,000 – \$74,000, each containing 20.23% of the surveyed tourists. A total of 75% of the tourists indicated they plan to spend between \$0 and \$500 on their trips to the Raystown Region, and of the 736 total tourists that indicated their planned budgets, it was found that they were expected to spend between \$128,178 and \$493,000 in the Raystown Region as a whole. It was also found that the largest group of tourists surveyed was from Huntingdon (zip code 16652) at 19.21%. The top two activities that tourists planned on their trips to the Raystown Region were swimming and boating/water sports. Each activity accounted for more than 50% of the surveyed tourists' population. It was also found that the number one attraction that tourists indicated that they would like to see in the Raystown Region is an aquarium. Approximately 50% of the tourists indicated that they first discovered the Raystown Region through local family members, while another 36% indicated that they used Raystown.org to help plan a trip to the Raystown Region.

**Appendix**

	<p><b>Locations Where the Surveys Were Distributed</b></p> <p>7 Points Marina          7 Points Beach          7 points campgrounds          Visitors Bureau          Wake Up reception          7 points reception          Resort Campgrounds          Resort-Proud Mary          Resort Check in          Boat Launches:</p> <ul style="list-style-type: none"> <li>• Snyder’s Run</li> <li>• Weaver Falls</li> <li>• Shy Beaver</li> <li>• James Creek</li> <li>• Aitch</li> <li>• 7 Points</li> <li>• Tatman Run</li> </ul>																			
<p style="text-align: center;"><b>What Tools/Resources Did You Use To Plan Your Trip To Raystown?</b></p>  <table border="1"> <caption>Data for 'What Tools/Resources Did You Use To Plan Your Trip To Raystown?'</caption> <thead> <tr> <th>Tool/Resource</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Raystown...</td> <td>145</td> </tr> <tr> <td>Other</td> <td>115</td> </tr> <tr> <td>Website</td> <td>75</td> </tr> <tr> <td>Visitors...</td> <td>50</td> </tr> <tr> <td>Commonw...</td> <td>15</td> </tr> <tr> <td>Travel Agent</td> <td>10</td> </tr> <tr> <td>Chamber...</td> <td>5</td> </tr> <tr> <td>The...</td> <td>5</td> </tr> </tbody> </table>		Tool/Resource	Count	Raystown...	145	Other	115	Website	75	Visitors...	50	Commonw...	15	Travel Agent	10	Chamber...	5	The...	5	
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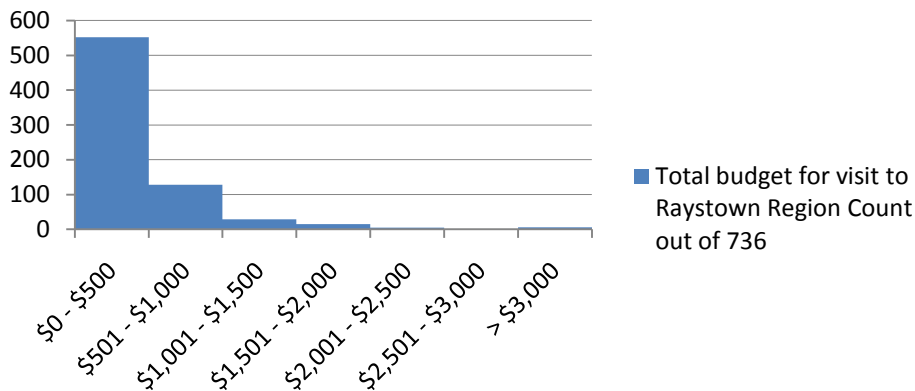
## What Tools/Resources Did You Use To Plan Your Trip To Raystown?



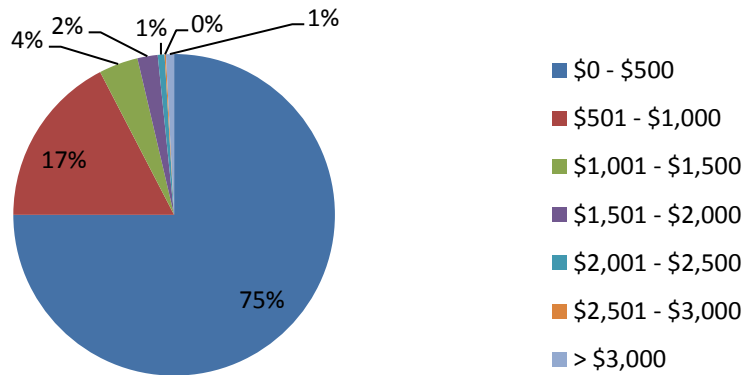
### Total budget for visit to Raystown Region

Budget	Count out of 736	Percent
\$0 - \$500	552	75%
\$501 - \$1,000	128	17.39%
\$1,001 - \$1,500	29	3.94%
\$1,501 - \$2,000	15	2.04%
\$2,001 - \$2,500	5	0.68%
\$2,501 - \$3,000	1	0.14%
> \$3,000	6	0.82%

## Total Budget For A Visit To The Raystown Region



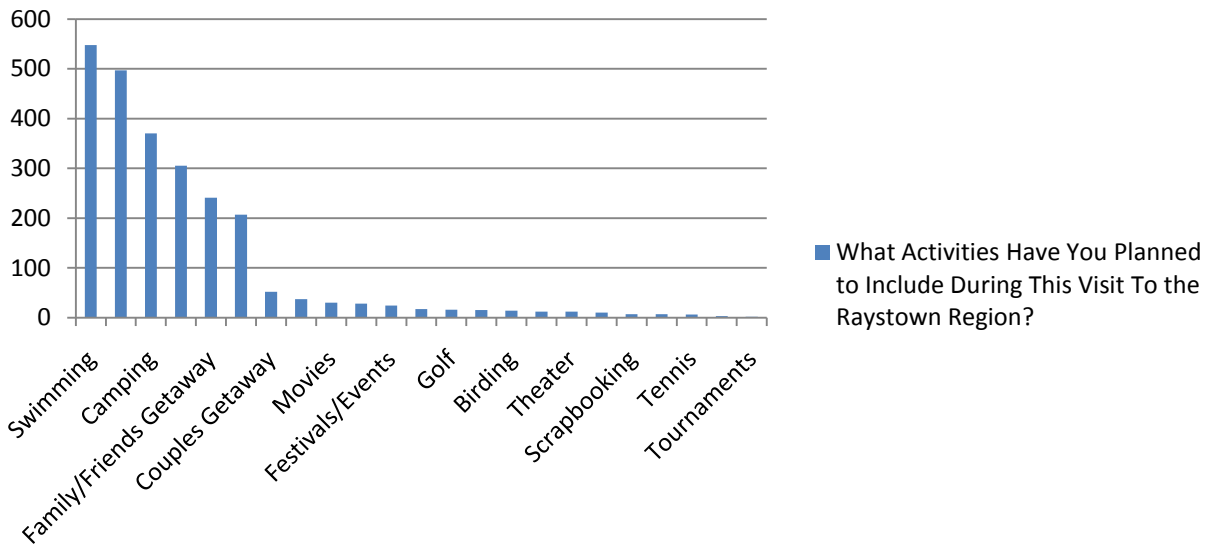
## Total Budget for Visit the Raystown Region



### What Activities Have You Planned to Include During This Visit To the Raystown Region?

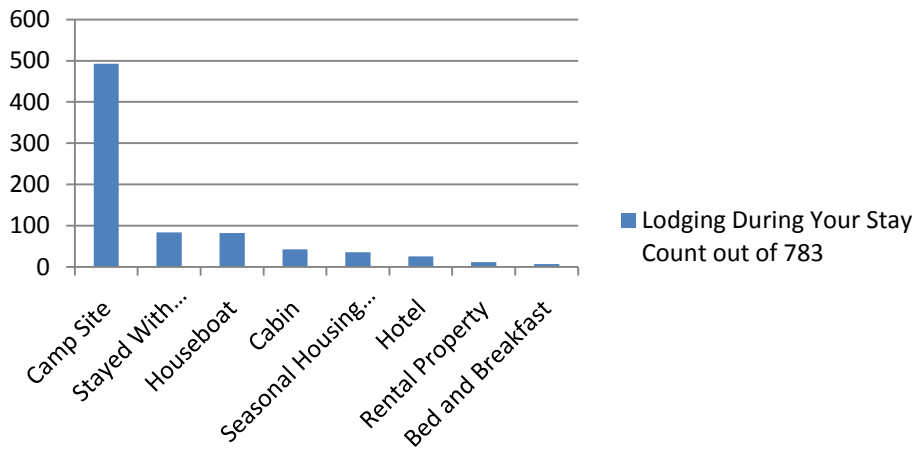
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Boating/Water Sports	497	51.08%
Camping	370	38.03%
Hunting/Fishing	305	31.35%
Family/Friends Getaway	241	24.77%
Hiking/Biking	207	21.27%
Couples Getaway	52	5.34%
Other	37	3.80%
Movies	30	3.08%
Heritage, History & Museums	28	2.88%
Festivals/Events	24	2.47%
Caving	17	1.75%
Golf	16	1.64%
Railroads	15	1.54%
Birding	14	1.44%
ATV Riding	12	1.23%
Theater	12	1.23%
Horseback Riding	10	1.03%
Scrapbooking	7	0.72%
State Parks	7	0.72%
Tennis	6	0.62%
Genealogy	3	0.31%
Tournaments	2	0.21%

## What Activities Have You Planned to Include During This Visit to the Raystown Region?

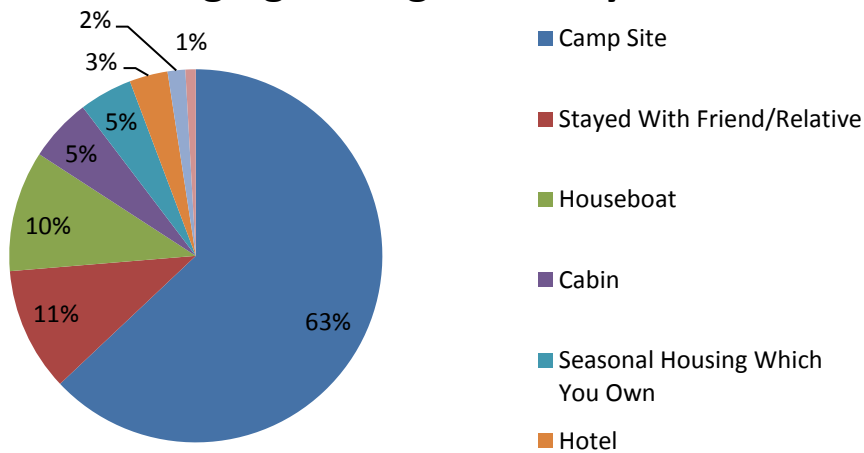


Lodging During Your Stay	Count out of 783	Percent
Camp Site	493	62.96%
Stayed With Friend/Relative	84	10.73%
Houseboat	82	10.47%
Cabin	43	5.49%
Seasonal Housing Which You Own	36	4.60%
Hotel	26	3.32%
Rental Property	12	1.53%
Bed and Breakfast	7	0.89%

### Lodging During Your Stay



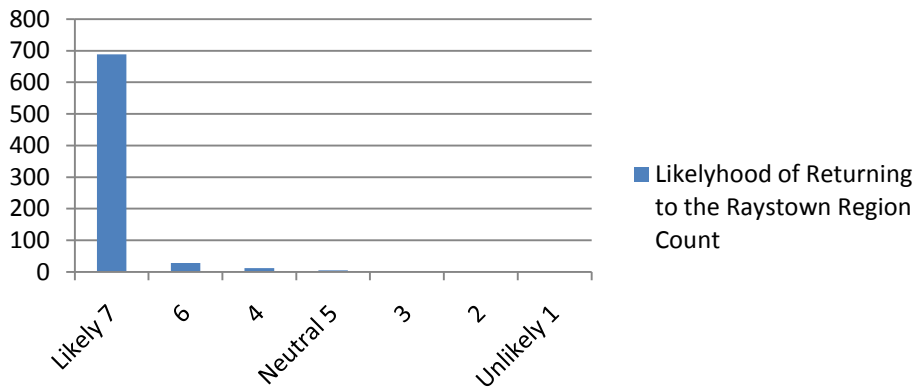
### Lodging During Your Stay



### Likelihood of Returning to the Raystown Region

Likelihood of returning to the Raystown Region	Count	Percent
Likely 7	688	93.48%
6	28	3.80%
4	12	1.63%
Neutral 5	5	0.68%
3	3	0.41%
2	0	0%
Unlikely 1	0	0%

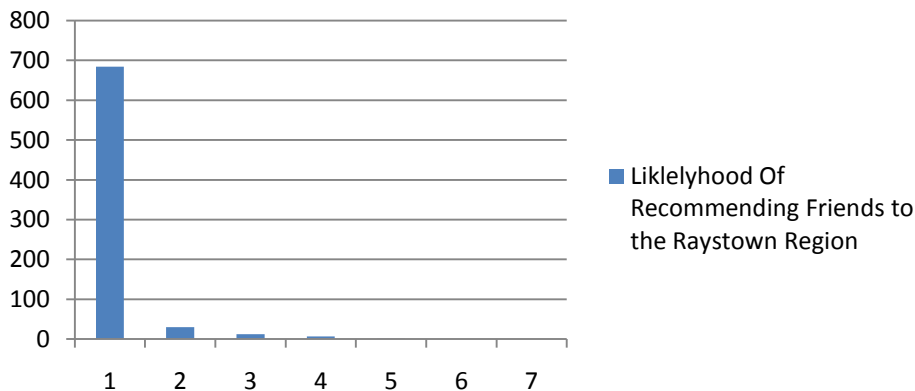
## Likelihood Of Returning To The Raystown Region



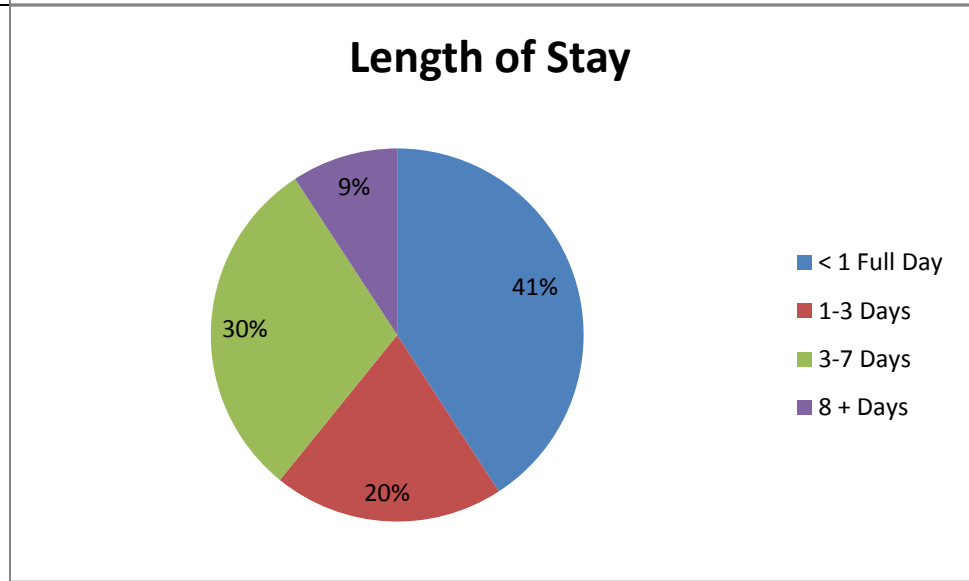
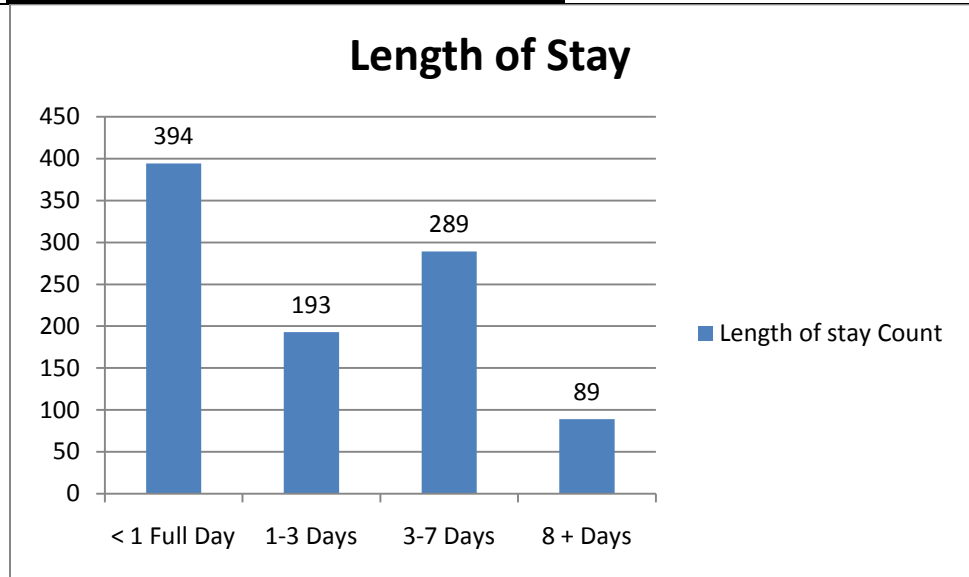
### Likelihood of recommending to the Raystown Region to a friend

Likelihood	Count	Percent
Likely 7	684	93.19%
6	30	4.09%
4	12	1.63%
Neutral 5	7	0.95%
Unlikely 1	1	0.14%
3	0	0%
2	0	0%

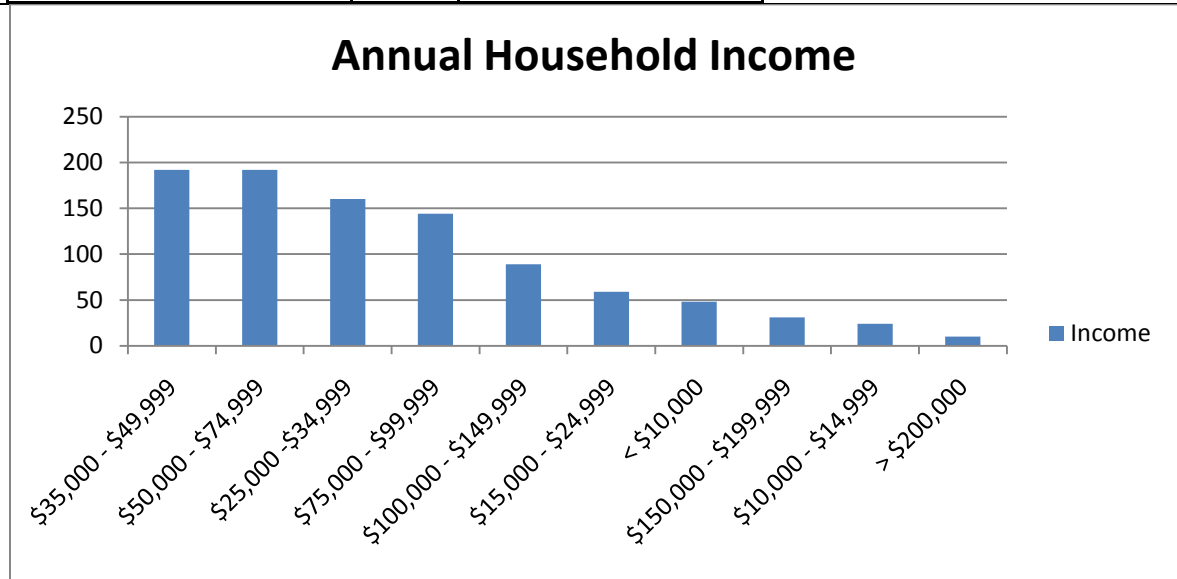
## Likelihood Of Recommending Friends To The Raystown Region



Length of stay		
Length	Count	Percent
< 1 Full Day	394	40.83%
1-3 Days	193	20%
3-7 Days	289	29.95%
8 + Days	89	9.22%

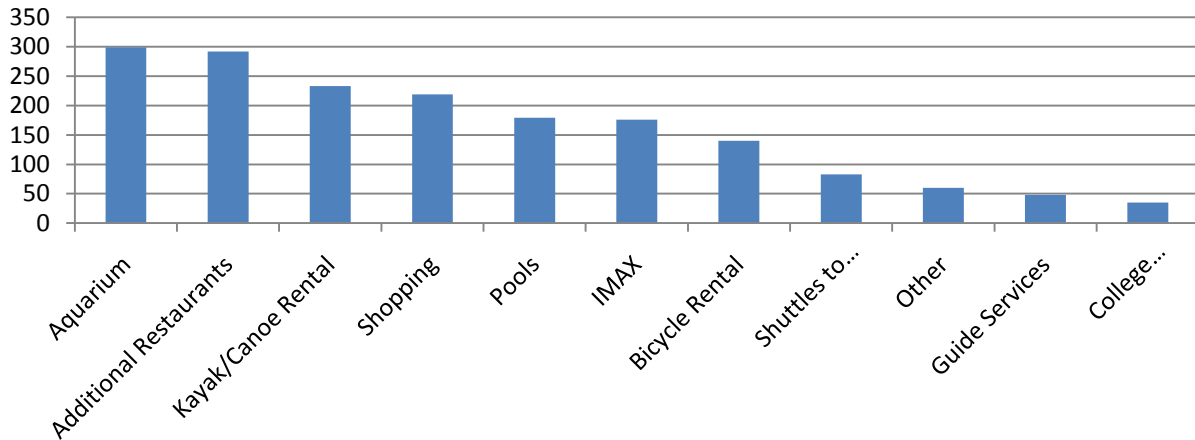


Annual household income		
Income Level	Count	Percent
< \$10,000	48	5.06%
\$10,000 - \$14,999	24	2.53%
\$15,000 - \$24,999	59	6.22%
\$25,000 - \$34,999	160	16.86%
\$35,000 - \$49,999	192	20.23%
\$50,000 - \$74,999	192	20.23%
\$75,000 - \$99,999	144	15.17%
\$100,000 - \$149,999	89	9.38%
\$150,000 - \$199,999	31	3.27%
> \$200,000	10	1.05%

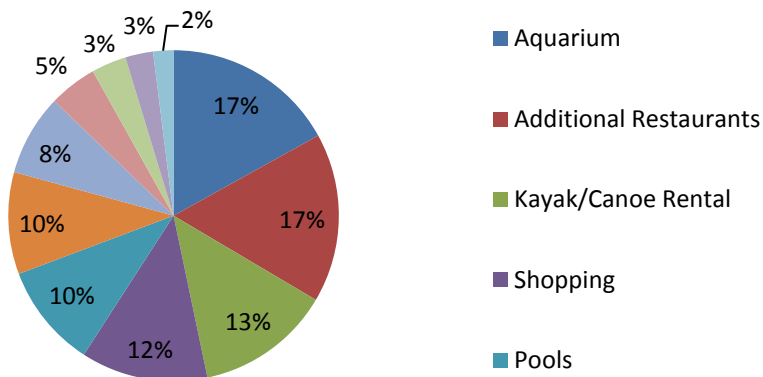


During this visit to the Raystown Region, what products or services would you have been willing to purchase or attractions to visit if they were available?		
Product/Service	Count out of 967	Percent
Aquarium	299	30.92%
Additional Restaurants	292	30.20%
Kayak/Canoe Rental	233	24.10%
Shopping	219	22.65%
Pools	179	18.51%
IMAX	176	18.20%
Bicycle Rental	140	14.48%
Shuttles to Shopping/Entertainment	83	8.58%
Other	60	6.20%
Guide Services	48	4.96%

## During This Visit To The Raystown Region, What Products Or Services Would You Have Been Willing To Purchase Or Attractions To Visit If They Were Available?

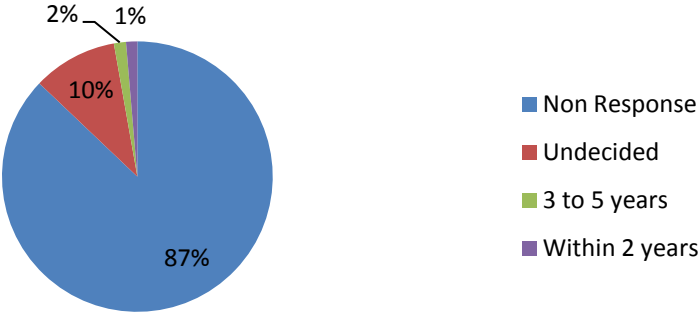


## During This Visit To The Raystown Region, What Products Or Services Would You Have Been Willing To Purchase Or Attractions To Visit If They Were Available?

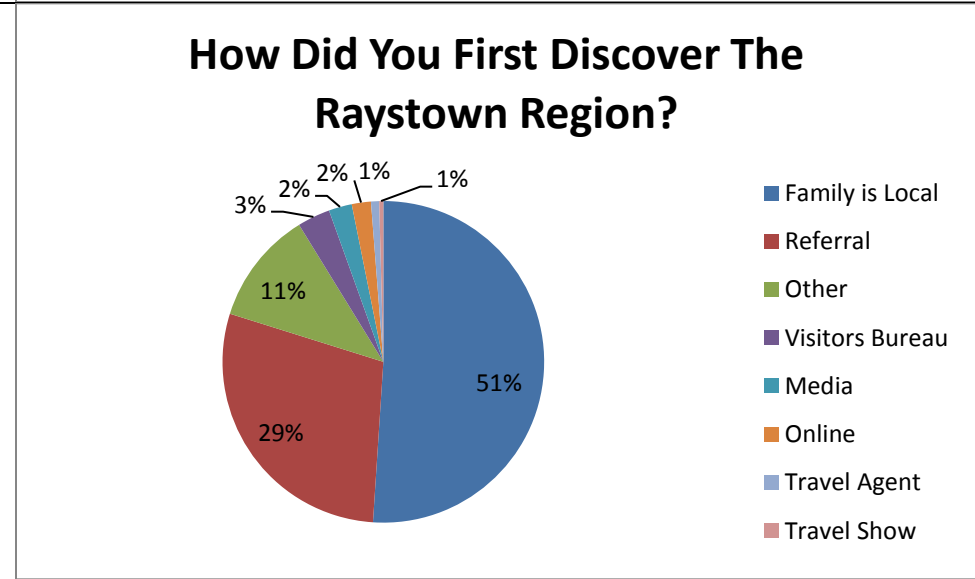
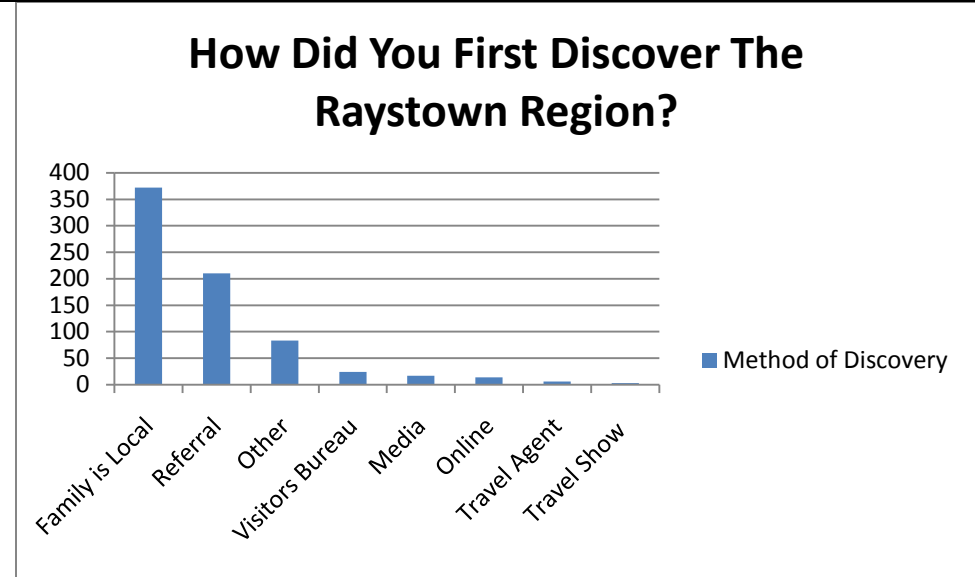


If you are planning to build or purchase a home in the Raystown Region, how soon will you do this?		
Time Period	Count	Percent
Non Response	844	86.74203
Undecided	98	10.07194
3 to 5 years	14	1.438849
Within 2 years	13	1.336074
This Year	4	0.4111

**If You Are Planning To Build Or Purchase A Home In The Raystown Region, How Soon Will You Do This?**

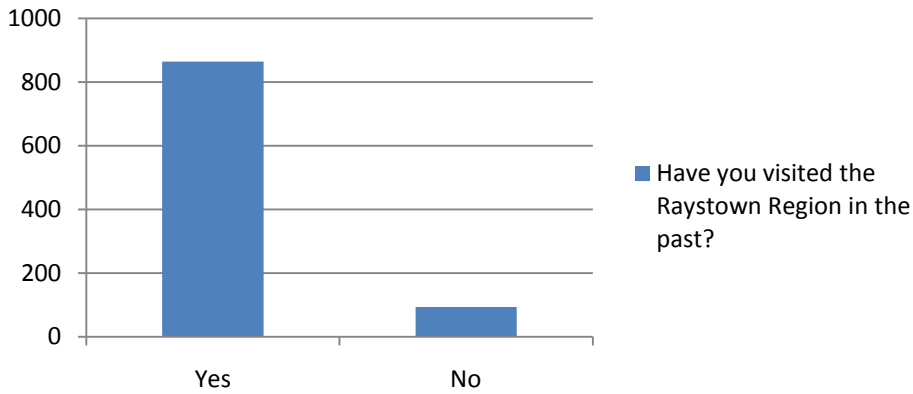


How did you first discover the Raystown Region?		
Method of Discover	Count out of 729	Percent
Family is Local	372	51.03%
Referral	210	28.81%
Other	83	11.39%
Visitors Bureau	24	3.29%
Media	17	2.33%
Online	14	1.92%
Travel Agent	6	0.82%
Travel Show	3	0.41%

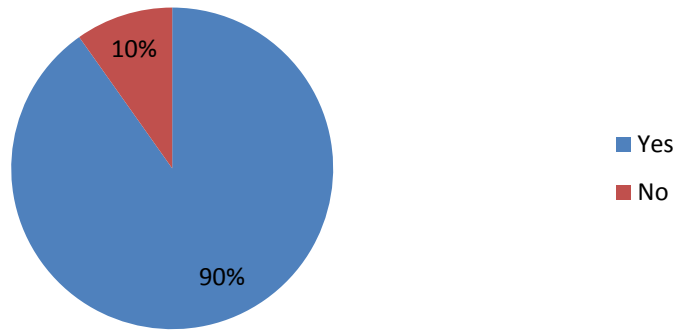


Have you visited the Raystown Region in the past?		
Answer	Count	Percent
Yes	864	90.19%
No	94	9.81%

### Have You Visited the Raystown Region in the Past?



### Have You Visited the Raystown Region in the Past?

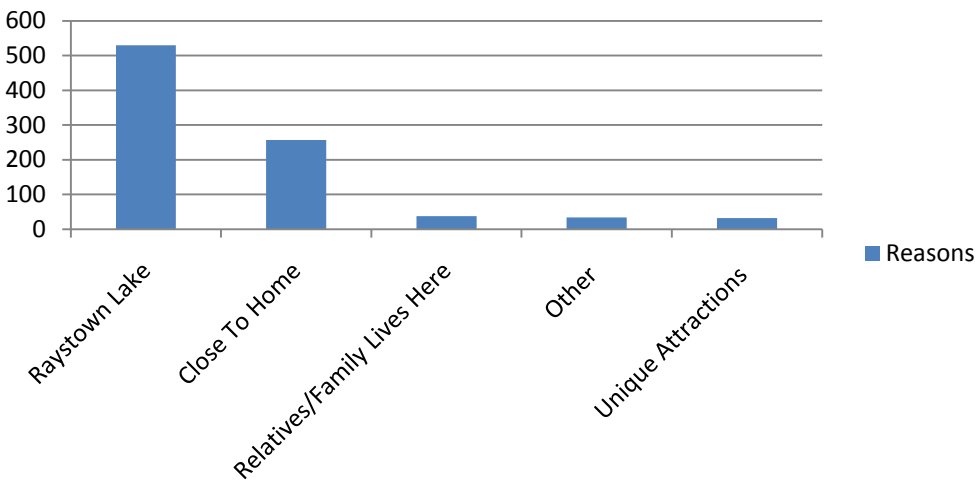


### Why did you choose to come to the Raystown Region?

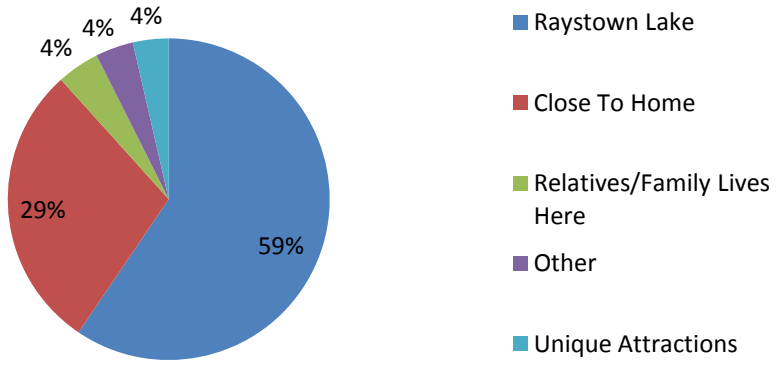
Reason	Count	Percent
Raystown Lake	530	59.48%
Close To Home	257	28.84%
Relatives/Family Lives Here	38	4.26%
Other	34	3.82%

Unique Attractions	32	3.59%
--------------------	----	-------

### Why Did You Choose To Come To The Raystown Region?



### Why Did You Choose To Come To The Raystown Region?





Zip Codes	Count out of 958	Percentage
16652	184	19.21%
17066	49	5.11%
17044	44	4.59%
16669	22	2.30%
16601	20	2.09%
16686	18	1.88%
16611	17	1.77%
17059	14	1.46%
16602	13	1.36%
16635	12	1.25%
17052	12	1.25%
17051	11	1.15%

16648	10	1.04%
16661	10	1.04%
16673	9	0.94%
15522	8	0.84%
21212	8	0.84%
16662	7	0.73%
17201	7	0.73%
17257	7	0.73%
16647	6	0.63%
16693	6	0.63%
16870	6	0.63%
17004	6	0.63%
17745	6	0.63%
18601	6	0.63%
17060	5	0.52%
17075	5	0.52%
15108	4	0.42%
15550	4	0.42%
16659	4	0.42%
16678	4	0.42%
22033	4	0.42%
15010	3	0.31%
15120	3	0.31%
15642	3	0.31%
15650	3	0.31%
15851	3	0.31%
15946	3	0.31%
16657	3	0.31%
16877	3	0.31%
17011	3	0.31%
17020	3	0.31%
17022	3	0.31%
17055	3	0.31%
17084	3	0.31%
17202	3	0.31%
17241	3	0.31%
17264	3	0.31%
17315	3	0.31%

17325	3	0.31%
17364	3	0.31%
17402	3	0.31%
17821	3	0.31%
17841	3	0.31%
18069	3	0.31%
18602	3	0.31%
15237	2	0.21%
15537	2	0.21%
15626	2	0.21%
15748	2	0.21%
15904	2	0.21%
15905	2	0.21%
15952	2	0.21%
16623	2	0.21%
16625	2	0.21%
16627	2	0.21%
16630	2	0.21%
16637	2	0.21%
16664	2	0.21%
16672	2	0.21%
16801	2	0.21%
16803	2	0.21%
16823	2	0.21%
16841	2	0.21%
16844	2	0.21%
16866	2	0.21%
17007	2	0.21%
17009	2	0.21%
17015	2	0.21%
17032	2	0.21%
17037	2	0.21%
17049	2	0.21%
17050	2	0.21%
17063	2	0.21%
17078	2	0.21%
17225	2	0.21%
17243	2	0.21%

17363	2	0.21%
17406	2	0.21%
17543	2	0.21%
17545	2	0.21%
17547	2	0.21%
17566	2	0.21%
17601	2	0.21%
17603	2	0.21%
17963	2	0.21%
18091	2	0.21%
18201	2	0.21%
19014	2	0.21%
19104	2	0.21%
19312	2	0.21%
19382	2	0.21%
20180	2	0.21%
21229	2	0.21%
21702	2	0.21%
21722	2	0.21%
21740	2	0.21%
21755	2	0.21%
21771	2	0.21%
44085	2	0.21%
10013	1	0.10%
10037	1	0.10%
10611	1	0.10%
11004	1	0.10%
11136	1	0.10%
11356	1	0.10%
12059	1	0.10%
12757	1	0.10%
14211	1	0.10%
14221	1	0.10%
14560	1	0.10%
14606	1	0.10%
14862	1	0.10%
15060	1	0.10%
15066	1	0.10%

15104	1	0.10%
15106	1	0.10%
15116	1	0.10%
15126	1	0.10%
15147	1	0.10%
15227	1	0.10%
15235	1	0.10%
15236	1	0.10%
15412	1	0.10%
15491	1	0.10%
15521	1	0.10%
15530	1	0.10%
15536	1	0.10%
15546	1	0.10%
15554	1	0.10%
15601	1	0.10%
15613	1	0.10%
15619	1	0.10%
15657	1	0.10%
15666	1	0.10%
15679	1	0.10%
15722	1	0.10%
15724	1	0.10%
15856	1	0.10%
15902	1	0.10%
15909	1	0.10%
15914	1	0.10%
15921	1	0.10%
15923	1	0.10%
15930	1	0.10%
15934	1	0.10%
15937	1	0.10%
15942	1	0.10%
15951	1	0.10%
16052	1	0.10%
16056	1	0.10%
16057	1	0.10%
16201	1	0.10%

16233	1	0.10%
16287	1	0.10%
16412	1	0.10%
16508	1	0.10%
16522	1	0.10%
16603	1	0.10%
16606	1	0.10%
16633	1	0.10%
16634	1	0.10%
16641	1	0.10%
16646	1	0.10%
16649	1	0.10%
16650	1	0.10%
16656	1	0.10%
16658	1	0.10%
16660	1	0.10%
16667	1	0.10%
16679	1	0.10%
16683	1	0.10%
16684	1	0.10%
16685	1	0.10%
16695	1	0.10%
16780	1	0.10%
16851	1	0.10%
17013	1	0.10%
17016	1	0.10%
17018	1	0.10%
17019	1	0.10%
17026	1	0.10%
17028	1	0.10%
17029	1	0.10%
17031	1	0.10%
17034	1	0.10%
17035	1	0.10%
17038	1	0.10%
17042	1	0.10%
17054	1	0.10%
17057	1	0.10%

17058	1	0.10%
17062	1	0.10%
17067	1	0.10%
17070	1	0.10%
17073	1	0.10%
17074	1	0.10%
17087	1	0.10%
17089	1	0.10%
17090	1	0.10%
17094	1	0.10%
17099	1	0.10%
17102	1	0.10%
17110	1	0.10%
17111	1	0.10%
17112	1	0.10%
17161	1	0.10%
17222	1	0.10%
17228	1	0.10%
17233	1	0.10%
17236	1	0.10%
17240	1	0.10%
17252	1	0.10%
17253	1	0.10%
17260	1	0.10%
17265	1	0.10%
17268	1	0.10%
17307	1	0.10%
17316	1	0.10%
17339	1	0.10%
17340	1	0.10%
17345	1	0.10%
17353	1	0.10%
17362	1	0.10%
17372	1	0.10%
17403	1	0.10%
17504	1	0.10%
17519	1	0.10%
17522	1	0.10%

17529	1	0.10%
17540	1	0.10%
17554	1	0.10%
17569	1	0.10%
17701	1	0.10%
17702	1	0.10%
17741	1	0.10%
17748	1	0.10%
17751	1	0.10%
17758	1	0.10%
17764	1	0.10%
17801	1	0.10%
17814	1	0.10%
17820	1	0.10%
17832	1	0.10%
17842	1	0.10%
17844	1	0.10%
17866	1	0.10%
17870	1	0.10%
17922	1	0.10%
18007	1	0.10%
18052	1	0.10%
18072	1	0.10%
18073	1	0.10%
18088	1	0.10%
18092	1	0.10%
18116	1	0.10%
18562	1	0.10%
18603	1	0.10%
18612	1	0.10%
18631	1	0.10%
18830	1	0.10%
18940	1	0.10%
18974	1	0.10%
18976	1	0.10%
19036	1	0.10%
19044	1	0.10%
19061	1	0.10%

19067	1	0.10%
19103	1	0.10%
19128	1	0.10%
19241	1	0.10%
19314	1	0.10%
19320	1	0.10%
19343	1	0.10%
19350	1	0.10%
19360	1	0.10%
19375	1	0.10%
19380	1	0.10%
19403	1	0.10%
19438	1	0.10%
19460	1	0.10%
19468	1	0.10%
19522	1	0.10%
19540	1	0.10%
19567	1	0.10%
19592	1	0.10%
19610	1	0.10%
20177	1	0.10%
20590	1	0.10%
20850	1	0.10%
20901	1	0.10%
21034	1	0.10%
21043	1	0.10%
21053	1	0.10%
21074	1	0.10%
21207	1	0.10%
21217	1	0.10%
21222	1	0.10%
21225	1	0.10%
21234	1	0.10%
21704	1	0.10%
21742	1	0.10%
21774	1	0.10%
21776	1	0.10%
21783	1	0.10%

21797	1	0.10%
22602	1	0.10%
25411	1	0.10%
25642	1	0.10%
26753	1	0.10%
27028	1	0.10%
29210	1	0.10%
29928	1	0.10%
30248	1	0.10%
32073	1	0.10%
32539	1	0.10%
34714	1	0.10%
36080	1	0.10%
43031	1	0.10%
43082	1	0.10%
43450	1	0.10%
44111	1	0.10%
44142	1	0.10%
45342	1	0.10%
50479	1	0.10%
50579	1	0.10%
52203	1	0.10%
60652	1	0.10%
70094	1	0.10%
93245	1	0.10%
<b>Zip Codes Removed</b>		
16611		
17213		
17066		
17239		
16621		
17243		
16622		
16669		
16623		
16674		
16634		
17249		

16638
17253
16647
17255
16652
17260
16657
16683
17052
17264
16660
16685
17060
16877

Length of stay	Count	Percent
3-7 Days	258	36.39%
< 1 Full Day	213	30.04%
1-3 Days	161	22.71%
8 + Days	77	10.86%

What tools/resources did you use to plan your trip to Raystown?		
Answer	Count	Percent
Raystown.org	125	37.43%
Other	93	27.84%
Website	65	19.46%
Visitors Bureau	38	11.38%
Commonwealth of PA	6	1.80%
Travel Agent	4	1.20%
Chamber of Commerce	2	0.60%
The Alleghenies	1	0.30%



Total budget for visit to Raystown Region		
Budget	Count out of 736	Percent
\$0 - \$500	375	69.32%
\$501 - \$1,000	114	21.07%
\$1,001 - \$1,500	27	4.99%
\$1,501 - \$2,000	14	2.59%
\$2,001 - \$2,500	4	0.74%
\$2,501 - \$3,000	1	0.18%
> \$3,000	6	1.11%

What Activities Have You Planned to Include During This Visit To the Raystown Region?		
Activity	Count	Percent
Swimming	394	55.10%
Boating/Water Sports	391	54.69%
Camping	291	40.70%
Hunting/Fishing	232	32.45%
Family/Friends Getaway	191	26.71%
Hiking/Biking	157	21.96%
State Parks	63	8.81%
Couples Getaway	45	6.29%

Other	30	4.20%
Movies	28	3.92%
Heritage, History & Museums	26	3.64%
Festivals/Events	21	2.94%
Caving	14	1.96%
Golf	14	1.96%
Birding	13	1.82%
Railroads	12	1.68%
Theater	10	1.40%
ATV Riding	8	1.12%
Horseback Riding	8	1.12%
Scrapbooking	6	0.84%
Tennis	5	0.70%
Genealogy	2	0.28%
Tournaments	1	0.14%
Lodging During Your Stay		
Lodging During Your Stay	Count	Percent
Camp Site	370	61.67%
Houseboat	69	11.50%
Stayed With Friend/Relative	52	8.67%
Cabin	42	7.00%
Seasonal Housing Which You Own	26	4.33%
Hotel	25	4.17%
Rental Property	11	1.83%
Bed and Breakfast	5	0.83%
Likelihood of Returning to the Raystown Region		
Likelihood of returning to the Raystown Region	Count	Percent
Likely 7	512	92.75%
6	23	4.17%
4	11	1.99%
Neutral 5	4	0.72%
3	2	0.36%
2	0	0.00%
Unlikely 1	0	0.00%
Likelihood of recommending to the Raystown Region to a friend		
Likelihood	Count	Percent

Likely 7	510	92.73%
6	23	4.18%
4	9	1.64%
Neutral 5	7	1.27%
Unlikely 1	1	0.18%
3	0	0.00%
2	0	0.00%

How did you first discover the Raystown Region?		
Method of Discover	Count	Percent
Family is Local	240	43.24%
Referral	192	34.59%
Other	71	12.79%
Visitors Bureau	22	3.96%
Media	11	1.98%
Online	13	2.34%
Travel Agent	3	0.54%
Travel Show	3	0.54%

Have you visited the Raystown Region in the past?		
Answer	Count	Percent
Yes	619	87.43%
No	89	12.57%

What is your zip code? \_\_\_\_\_

Are you visiting the Raystown Region for  Business  Pleasure

How many people are traveling with you on this trip? \_\_\_\_\_ Children (0-12) \_\_\_\_\_ Teens (13-18) \_\_\_\_\_ Adults

Of all the adults in your party on this trip \_\_\_\_\_ are men \_\_\_\_\_ are women

Length of Stay  
< 1 full day  1-3 days  3-7 days  8+ days  Date of arrival: \_\_\_\_\_ Date of Departure: \_\_\_\_\_

Lodging during your stay  
 Camp Site (Tent or RV)  Hotel  Bed and Breakfast  Houseboat  Rental Property  Cabin  
 Seasonal Housing which you own  Stayed with friend/relative

Have you visited the Raystown Region in the past?  
Yes  No  If yes, how many times in the past 10 years? \_\_\_\_\_

Annual Household Income  
< \$10,000  \$10,000 - \$14,999  \$15,000 - \$24,999  \$25,000 - \$34,999  \$35,000 - \$49,999   
\$50,000 - \$74,999  \$75,000 - \$99,999  \$100,000 - \$149,999  \$150,000 - \$199,999  > \$200,000

### Raystown Region Tourism Survey

What activities have you planned to include during this visit to the Raystown Region? (check all that apply)

- |                          |                          |                          |                          |                          |                             |                          |                                               |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|-----------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> |                                               |
| Hiking/Biking            | Hunting/Fishing          | Horseback Riding         | Birding                  | Couples Getaway          | Heritage, History & Museums | Boating/Water Sports     |                                               |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> |                                               |
| Family/Friends Getaway   | Camping                  | Festivals/Events         | ATV riding               | Caving                   | Golf                        | Tennis                   | Movies                                        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>    | <input type="checkbox"/> | <input type="checkbox"/>                      |
| Swimming                 | Scrapbooking             | Genealogy                | Railroads                | State Parks              | Theater                     | Tournaments              | If 'Other', please specify:<br>_____<br>_____ |

What is your total budget for this visit to the Raystown Region?

- |                          |                          |                          |                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| \$0 - \$500              | \$501 - \$1000           | \$1001 - \$1500          | \$1501 - \$2000          | \$2001 - \$2500          | \$2501 - \$3000          | More than \$3000         |

On this visit to the Raystown Region, have you or will you visit any local communities?

If yes, where did you or will you visit? \_\_\_\_\_  
If no, why not? \_\_\_\_\_

During this visit to the Raystown Region, what products or services would you have been willing to purchase or attractions to visit if they were available? (check all that apply)

- |                          |                          |                                      |                          |                          |                          |                                   |                          |
|--------------------------|--------------------------|--------------------------------------|--------------------------|--------------------------|--------------------------|-----------------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          | <input type="checkbox"/> |
| IMAX                     | Aquarium                 | Shuttles to Shopping/ Entertainment  | Guide Services           | Bicycle Rental           | Kayak/Canoe Rental       | College Athletics/Cultural Events | Additional Restaurants   |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>             |                          |                          |                          |                                   |                          |
| Pools                    | Shopping                 | If 'Other', please specify:<br>_____ |                          |                          |                          |                                   |                          |

If you are planning to build or purchase a home in the Raystown Region, what is the purpose? (choose only one)

- |                          |                          |                          |                              |
|--------------------------|--------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>     |
| Relocation               | Vacation Home            | Retirement Home          | Vacation and Retirement Home |

**If you are planning to build or purchase a home in the Raystown Region, how soon will you do this?**

(choose only one)

- This year       Within 2 Years       3 to 5 Years       Undecided

**How did you first discover the Raystown Region?**

- Referral       Travel Agent       Family is local       Media       Travel Show       Visitors Bureau       Online: \_\_\_\_\_  
\_\_\_\_\_       Other: \_\_\_\_\_  
\_\_\_\_\_

**What tools/resources did you use to plan your trip to Raystown?**

- Travel Agent       Raystown.org       Chamber of Commerce       Commonwealth of PA       The Alleghenies       Visitors Bureau       Website(s) \_\_\_\_\_  
\_\_\_\_\_       Other: \_\_\_\_\_  
\_\_\_\_\_

**Why did you choose to come to the Raystown Region?**

- Close to Home       Raystown Lake       Unique Attractions       Relatives/Family Live Here       Other: \_\_\_\_\_

**How likely are you to return to Raystown Region?**

- Unlikely                   Neutral                   Likely

**How likely are you to recommend the Raystown Region to a friend?**

- Unlikely                   Neutral                   Likely

If you would like to fill out the survey online, please visit [www.hcbi.com/tourismsurvey](http://www.hcbi.com/tourismsurvey)  
If you have any additional comments, email [surveyproject@hcbi.com](mailto:surveyproject@hcbi.com)

***Thank you for taking the time to fill out our survey. We rely on your feedback to help us improve our services.  
Your input is greatly appreciated.***

