



**PATH OF PROGRESS HERITAGE SYSTEM:  
VISITOR CHARACTERISTICS AND ECONOMIC IMPACTS**

Economic Impact of Tourism within a Multi-County Region

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## Executive Summary

Penn State's School of Forest Resources and the Westsylvania Corporation surveyed over 4700 visitors to the regional system of heritage centers known as the Path of Progress. This effort, conducted during the 2000 and 2001 travel seasons, established the demographics, preferences, and expenditures of visitors to 19 heritage centers in this nine-county region of southwestern Pennsylvania.

One third of this audience was from the nine-county region, with another 30% coming from other areas of Pennsylvania and almost 40% out-of-state travelers. Age-wise, there was a near-uniform distribution of visitors in their 30s, 40s, 50s, and over 60-years of age. As might be expected, the youngest age groups typically represented families with children. Visitor group size averaged 3 people at most sites.

POP visitors planned their trip anywhere from that day to several months previously. Nearly half of those interviewed credited "previous knowledge" as their prime source of information, while another 16% relied on recommendations from other persons. Road signs, travel publications, and visitor guides were used by a third of the visitors. About 60% of the visits to POP sites were made as one-day trips from home, with another 30% as 2-3 day trips, and 15% as longer vacation trips. Less than 1% of those surveyed were on guided tours.

POP tourists frequently visited other heritage sites within the immediate region. These ties were obvious in the Altoona region (Allegheny Portage Railroad, Horseshoe Curve, and Railroader's Museum), the Johnstown area (Flood Memorial, Museum, Discovery Center, and Inclined Plane) and the western portion of the POP (Ft. Necessity, Kentuck Knob, Allegheny Highlands Trail, and Fallingwater).

Those requiring overnight accommodations typically selected a major motel or hotel chain (71%), with fewer involved in campgrounds (13%) and local motels (10%). Regardless of the type of accommodation, nearly 90% rated it as "good." Food was most often purchased in major restaurant chains, fast food outlets, and auto travel centers. Again, these services were typically ranked as "good."

The primary purposes of POP visits were relaxation (60% of visitors) and education (40%). Nearly 20% also desired family or group interaction at the site, and 15% were also involved in certain types of recreation, such as hiking, picnicking, and bicycling. Overall, 98% of all visitors rated the quality of their POP site as "good."

The economic impact generated by nonresident visitors within the nine-county region during the 2001 travel season was a function of average expenditures, number of visitors, and the structure of the regional economy. Expenditures by nonresident travelers averaged \$36.45 per visitor day, with nonresident use estimated at 342 thousand visitor days.

Using an input-output model of the nine-county region, direct impacts were \$12.2 million. Secondary impacts were an additional \$5.6 million for the regional economy. This resulted in a \$8.7 million value added contribution to the region's economy. These regional impacts supported \$5.0 million in wages and salaries and 337 jobs annually. These economic benefits are a direct credit to the POP heritage tourism system.

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## **Introduction**

Between 1991 and 1995, the School of Forest Resources conducted an annual series of economic impact studies for the Southwestern Pennsylvania Heritage Preservation Commission (SPHPC). These studies interviewed visitors at heritage centers along the Commission's Path of Progress (POP) heritage route to determine the impact of the system on the region's economy.

As a component of Grant Agreement GA - 4174-8-0016, Economic Impact of Tourism within a Multi-County Region, this study updates the economic impact of the Path of Progress for the years 2000-2001. It examines an expanded set of 19 heritage centers in the nine-county region encompassed by the POP. The primary objectives of this project are to determine the economic impact of the POP system within the nine-county region and to evaluate the relative quality of the services provided at these sites and in the surrounding region. Additional information describes the types of visitors, the character of the trip planning process, their heritage itinerary, and their satisfaction with the heritage site.

## **Objectives**

This study had as its principal objective to examine the visitors to 19 heritage sites along the Path of Progress. In particular to:

1. Determine the basic demographics of visitors to the Path of Progress heritage sites.
2. Identify the particulars of their trip planning process.
3. Ascertain the linkages between heritage sites in the Path of Progress region.
4. Measure visitor expenditures in the region, as well as their satisfaction with food, lodging, and shopping services.
5. Estimate the economic impact of the nonresident visitors on the nine-county study region.
6. Evaluate the purpose of their trip and their satisfaction with the heritage site relative to these purposes.
7. Describe the growth of the Path of Progress system over the last 10 years.

## Background

The Path of Progress (POP) is a heritage route in southwestern Pennsylvania that ties together a series of 27 public and private heritage sites in the nine-county region of Bedford, Blair, Cambria, Fayette, Fulton, Huntingdon, Indiana, Somerset, and Westmoreland Counties. Established by the Southwestern Pennsylvania Heritage Preservation Commission (SPHPC), the Path seeks to link and promote heritage tourism in the region. The Commission's mission is more than just promoting what used to be; these attractions can build community pride and aid in economic development.

### The Impacts of Parks and Recreation

The recreation experience, in general, is not marketed. It is a consumer produced good (Clawson and Knetsch 1966, Cordell et al. 1990). Most recreational experiences, as pursued by the public, represent an assembly of a particular activity and an associated set of lodging, food and transportation services. Typically, some combination of public services and private markets provide this assembly of opportunities and services to recreationists. The consumers then combine these to produce their recreational experience. The overall composite is not identified within the input-output model or by standard industrial classification schemes as a unique industry

The procedures for estimating outdoor recreation impacts have been described by Propst et al. (1985), Alward and Lofting (1985), Bergstrom et al. (1990a and 1990b), and Strauss and Lord (1990 and 1991) among others. The process involves the determination of the impact region, the estimation of direct impacts and the generation of secondary impacts. The impact region may not be as obvious as with other activities, since outdoor recreation often takes place in rural areas, with secondary services coming from nearby urban centers. The direct impacts can be estimated either from the point of view of the tourist or from the industries supplying goods and services to the tourist. The first approach has the advantage of identifying all the economic transactions associated with the recreation activity. However, recreationists can be dispersed and difficult to enumerate. If the industries were surveyed, then all activities associated with that industry could be logged. However, it is difficult to evaluate all potential locations where a tourist may spend money. As a result, the full set of impacted sectors is often unknown. An additional methodological problem is identifying those recreationists originating from outside of the region and contributing “new money” to the local economy. Once the direct impacts have been identified, input-output analysis can be used to estimate the size and placement of the indirect and induced impacts. These studies typically summarize their results as multiplier effects.

During the late 1980's, the Public Area Recreational Visitor Survey (PARVS) was established in an effort to standardize the economic assessment of outdoor recreation (Cordell et al. 1992). This study established a standardized system for collecting expenditure information from visitors to public recreation sites. Of particular importance was the delineation of expenditures by location. An individual's purchases were identified as occurring near home, in transit and at the trip's destination, allowing impacts to be identified specific to their appropriate region.

Out of the PARVS effort has spun many recreational impact reports, including the impact of state parks on state economies in the south (Bergstrom et al. 1990a) and the impacts of recreation spending on rural areas (Bergstrom et al. 1990b). In the first, they examined the impacts of state park visitors to the economies of North Carolina, South Carolina, Georgia and Tennessee using the IMPLAN model and PARVS data. Average expenditures ranged from \$9.35 to \$40.08 per person per trip. Output multipliers varied from 1.80 to 2.46 with a mean of 2.08 for all sites. They found that these expenditures were consistent with other studies. While these multipliers were lower than was generally found in other industries, recreational spending was credited with generating sufficient economic activity to warrant further studies on their linkages to economic development. The second study by Bergstrom et al. (1990b) evaluated the impact of recreational spending on rural economies as opposed to the entire state economy. Five state parks in rural Georgia were selected for the analysis. Average trip expenditures ranged from \$7.42 to \$45.58 per person. Output multipliers ranged from 1.48 to 1.97, with these lower values reflecting a greater leakage of potential impacts in small rural economies.

Other studies identifying the local impacts of recreation included two analyses of U. S. coastal recreation (Johnson, et al., 1989 and Fesenmaier et al., 1989). Another study analyzed the effects of the recreational boating industry on the Texas economy (Stoll et al. 1988). Studies by Bergstrom et al. (1990) and Dean et al. (1978) examined the impacts of state parks on their respective state economies.

Johnson et al. (1989) identified the economic impact of tourist sales within six key industries along the Oregon coast. Their approach involved a survey of industries making sales to tourists. These sales were, in effect, direct impacts. The induced impacts from personal and business income were then calculated. They did not estimate indirect effects. Instead of output multipliers, the study described income coefficients, identified as the change in income from their proportion of direct sales. These ranged from .16 to .92, with the smaller from automobile service stations and retail sales and the larger tied to the amusement, food and beverage, and the lodging sectors. Note that automobile service and retail sales were largely involved in the sale of goods made elsewhere. Therefore, their impacts were limited to the markup on the goods sold. Amusement, food and beverage, and lodging industries were labor intensive and therefore tended to have larger induced effects.

Fesenmaier et al. (1978) analyzed the economic impact of recreation travel along the Texas Gulf Coast. Surveys of Texas residents revealed average regional travel expenditures of \$56.95/visitor day. The lead elements were: recreational fees (\$22.82/vd), transportation (\$18.44/vd), restaurants (\$14.17/vd), groceries (\$10.65/vd), and lodging (\$5.71/vd). When multiplied by the estimated 10.3 million visitor days, \$586 million in expenditures resulted. A Texas I/O model estimated a total output for the coastal region of \$1.19 billion, for an output multiplier of 2.04. The state-wide impacts were \$1.91 billion, for a multiplier of 3.26.

Stoll et al. (1988) examined the economic impact of recreational boating on the Texas economy. They used a mail survey of industries involved in the recreational boating trade. Type III multipliers from the Texas I/O model for these industries ranged from 2.3 to 3.3. The overall multiplier for this activity was 2.78.

Bergstrom et al. (1990) studied the economic impact of state park visitors upon state economies. Based on the national-level Public Area Recreation Visitors Study (PARVS), they

used the IMPLAN model for economic analyses. This system surveyed users and reported on the impact of nonresident visitors to the state economy. The expenditures ranged from \$9.35/vd to \$40.08/vd. There was no consistent relationship between regional visitor expenditures and direct impacts. For some activities, regional expenditures were less than direct impacts, while in others they were greater. In the situation where retail purchases were margined sectors, it would be reasonable to find expenditures greater than direct impacts. The Type II multipliers from this study ranged from 1.80 to 2.46, with the size dependent upon the economic complexity of the respective state's economy.

Dean et al. (1978) studied the economic impact of five Tennessee state parks on the state economy. Average visitor expenditures were \$2.50 to \$6.50 per visitor day (circa 1975). The study also included the impact of park budgets. Instead of an input-output analysis, the study estimated the second round impacts from the income earned by park employees and other business employment. They specified the impacts as a ratio of additional jobs in the regional economy to park jobs (averaging 3.5 additional jobs for every 10 park jobs).

There was a wide variation in the approaches found in these studies. Johnson et al. (1989) and Fesenmaier et al. (1978) made the most comprehensive studies of tourism. However, they also represented two different approaches. Johnson et al. obtained their expenditure data from a survey of producers whereas Fesenmaier et al. surveyed the tourists. The Johnson et al. study restricted their analysis to non-regional visitors. Fesenmaier et al. limited their analysis to Texas residents, and included resident expenditures as a source of impact. In the other Texas study, Stoll et al. (1988) only considered the recreational boating industry. Like Johnson et al. their analysis used receipt information from regional industries associated with recreational boating. They also included all receipts regardless of origin. In addition, they ignored other expenditures associated with recreational boating, such as food and lodging expenses.

The two state park studies used visitor interviews to estimate the impact of nonresident visitors. The Dean et al. (1978) study incorporated park expenditures on labor and maintenance, plus the money spent by recreationists, but only examined one round of secondary impacts. The Bergstrom et al. (1990) study used procedures similar to the following study. They surveyed visitors, determined nonresident expenditure profiles, and conducted an impact analysis using IMPLAN.

#### Southwestern Pennsylvania Studies

Between 1991 and 1995, the Pennsylvania State University conducted a series of marketing and economic impacts studies of the Path of Progress system (Strauss et al. 1992, 1993, 1994a, 1995a, and 1996). These tracked the development of the Path of Progress during its first five seasons.

A broader study of the all travel and tourism in the same nine-county region was conducted from 1993 to 1995 (Strauss et al. 1997). Lord et al. (1997) examined these effects on a county level, demonstrating a positive correlation between the size of the multipliers and the size of the county economy.

Lord and Strauss (1993) and Lord et al. (1996) examined the impact of recreation in the State Forest's of southwestern Pennsylvania. They found almost half of the 566 thousand visitors to a 9-county region were nonresidents. Average expenditures for nonresident visitors were \$17.91

per visitor day for winter activities, \$16.21 per visitor day for hunters and \$8.71 per visitor day for the collect of all other activities. They also included the impacts of 352 nonresident owners of cabin sites leased on State Forests. These activities generated \$2.8 million of direct output in the region and \$8.1 million of total output for a 2.85 Type III output multiplier. Over half of the output impacts were in the retail trade and the service sectors. Employment impacts included 205 jobs paying \$2.8 million in wages and salaries.

Strauss et al. (1993) looked at the expenditure patterns of hunters in the Delaware Water Gap National Recreation Area, a park area almost evenly split between Pennsylvania and New Jersey. Differences were found in the two audiences, based upon the structure of the hunting seasons. New Jersey hunters were more likely to be nonresident to the region and tended to stay longer, largely due to the availability of Sunday hunting in New Jersey which is not permitted in Pennsylvania. Average expenditures of over \$30 per visitor day were found for all hunting seasons in both states. Many of the 47 thousand visitor days in the park were from outside of the region. However, most (81%) of the expenditures by nonresident hunters also occurred outside of the region. Direct impacts were limited to \$133 thousand and total output impacts were \$268 thousand for a 2.02 output multiplier.

### Economic Impact Modeling

The economic impact of the visitor expenditures on the nine-county economy was estimated using the IMPLAN (Impact Analysis for Planning) input-output model (MIG 1997). This computer model traces the impacts of a set of final demand changes on a region's economic activity. The expenditures of nonresident visitors to the heritage sites on regional goods and services are identified as the direct impacts of the activity. As the directly impacted businesses purchase intermediate goods and services as inputs to their production process, they generate a set of indirect impacts on other enterprises in the region. These impacts are identified in terms of the total sales, valued added, and employment in each of 528 economic sectors. The ratio of direct and indirect impacts to the direct impact is often identified as a Type I multiplier.

A portion of the wages and salaries earned by residents as a result of the direct and indirect impacts is spent in the region as these people undertake their normal daily activities. The additional set of economic activity generated by this consumer spending is identified as the induced impact. The indirect and induced impacts together are termed the secondary impacts. The ratio of the sum of the direct and secondary impacts to the direct impacts is identified as the Type II multiplier.

IMPLAN includes a Type SAM multiplier that more accurately reflects the way in which people will spend additional income. Previous versions of the model had used a different method of calculating these effects known as a Type III multiplier. This latter approach has been discredited and the Type SAM multiplier is the preferred method of calculating induced effects. A further discussion of these issues can be found in Appendix A.

### Heritage Centers

The Path of Progress includes a variety of sites encompassing the 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> centuries: public parks and private museums, internationally recognized sites and local attractions, and industrial sites and outdoor attractions. The sites included in this study include:

### *Allegheny Portage Railroad NHS*

The Allegheny Portage Railroad National Historic Site is located off new Route 22 in Blair Township, Blair County. Allegheny Portage Railroad is operated by the National Park Service and incorporates a unique piece of industrial heritage. From 1834 to 1854 the State of Pennsylvania built and operated the Main Line of Public Works. This transportation system included a series of canals, shortline railroads and mountain inclined planes that enabled passengers to traverse the state from Philadelphia to Pittsburgh. When canal boats reached the Allegheny Mountain Range they were hoisted up on railcars and moved over the mountains by a system of ten inclines.

Allegheny Portage Railroad contains, among various other related artifacts, Incline Plane No. 6. Also within the park boundaries is the Skew Arch Bridge that crosses the route of Incline Plane No. 6. This bridge is architecturally unique and registered as a National Historic Site. The Lemon House, situated at the top of the incline, served as a restaurant and tavern for passengers and employees.

In 1992 the visitor center and park headquarters was transferred from the Lemon House to a new visitor center. A new amphitheater was also opened adjacent to this center. During 1993, two additional projects were started, including the reconstruction of the steam engine house atop Incline Plane No. 6 and the restoration of the bottom floor of the Lemon House to a mid 1800s motif.

Beyond Allegheny Portage Railroad's historical attractions, visitors utilize the various trails for cross country skiing, hiking, walking, jogging, and birdwatching. The park is popular for family picnics and reunions. During the peak season, the Park Service hosts a series of Saturday evening programs in the new amphitheater. These events are open to the general public and are typically well attended.

### *Allegheny Highlands Trail*

The Allegheny Highlands Trail is a 23 mile hiking and bicycling trail running from Confluence to Meyersdale in Somerset County. An additional 19 miles will eventually connect this trail to the Maryland border. When complete, the trail will connect with other trail segments to comprise the 152 mile Great Allegheny Passage running from Pittsburgh, Pennsylvania to Cumberland, Maryland, where it will connect with the C&O Canal Towpath, which leads into Washington, DC.

The various towns associated with the trail provide camping as well as bed and breakfast opportunities. Meals and refreshments can be purchased at intervals along the trail. Several of the towns also provide trail related services such as canoe rentals, bicycle shops, and information stations.

### *Heritage Discovery Center*

The Johnstown Heritage Discovery Center is an interactive interpretation of life in industrial America. Housed in the former Germania Brewery, the Discovery Center celebrates the contributions of the region's immigrants to the industrial revolution and the history and culture of the city of Johnstown. Displays immerse visitors in the life of these 19<sup>th</sup> century immigrants, both in the steel mills and as they developed their own cultural institutions.

### *East Broad Top Railroad NHL*

The East Broad Top Railroad is located off Route 994, about 1 mile west of Orbisonia, Huntingdon County. East Broad Top is a unique steam-powered narrow gauge railroad operating in its original location. It is the last existing operation of its kind east of the Mississippi River. The railroad transported coal and other raw materials, with much of the freight carried to Mount Union and offloaded to standard gauge cars on the Pennsylvania Railroad for final delivery. Although the original railroad closed its doors in 1956, the facility was left intact and restoration efforts were begun four years later.

The railroad's headquarters include the original station, shop building, roundhouse and turntable. A gift shop and ticket counter now resides in the station. East Broad Top has four operating steam locomotives and two others in need of restoration. Many of the original freight cars have been restored and are on display in the freight yard. A rare belt-driven machine shop is also awaiting restoration. Adjacent to East Broad Top is a separate entity, the Rockhill Trolley Museum, which also provides an allied opportunity for exploring transportation history.

The East Broad Top steam locomotives and classic passenger cars take turns transporting visitors through the Pennsylvania countryside. A 25 minute trip through forest and farmland brings the visitors to Colgate Grove. Here, the train turns around on a wye for their return trip to the station. Visitors are encouraged to picnic at Colgate Grove and return on a later train. Overall, East Broad Top provides an unforgettable experience.

### *Fort Ligonier*

Fort Ligonier is located at the intersection of Route 30, the Lincoln Highway, and Route 711 in Westmoreland County. Its history dates from 1758 to 1766, a time of great conflict in the Alleghenies between the British and the French. These adversaries fought for the control of the region's resources and the trade routes to the west. Fort Ligonier is a reconstructed fort situated on its original site and also includes a modern visitor center and gift shop.

The original Fort Ligonier was built in 1758 by order of General John Forbes. It was named after Sir John Ligonier, his superior officer in London. Fort Ligonier's location made it a key supply station in the British campaign to take the French-occupied Fort Duquesne on the headwaters of the Ohio River. The nation controlling this area would have an advantage in developing the interior of North America.

Fort Ligonier is the focus for Fort Ligonier Days, an annual October festival sponsored in cooperation with downtown Ligonier. The festival includes exhibits, demonstrations, craft booths, battle reenactments, sidewalk sales, and a community parade.

### *Fort Necessity NB*

The Fort Necessity National Battlefield, administered by the National Park Service, is located off US Route 40 in Fayette County. Fort Necessity commemorates the first battle between England and France for eventual control of North America. The initial battle of July 3, 1754 marked the beginning of George Washington's military ventures. Although Washington lost this engagement, it provided valuable military experience for his later career.

Fort Necessity includes the reconstructed fort and tavern, the Jumonville battlefield, and Major General Edward Braddock's grave site. Braddock, a British commander-in-chief, was killed during the subsequent Battle of Monongahela. One of the avenues built by Braddock for westward expansion eventually became the National Road, today's Route 40.

Visitors to Fort Necessity have access to interpretative tours, a film on the area's history and the visitor center. A picnic area is maintained within the park. A new visitor center, headquarters and maintenance building are in the planning stages.

### *Fort Roberdeau*

Fort Roberdeau is a reconstructed 18<sup>th</sup> century frontier fort located northeast of Altoona. Inside the stockade, the fort contains log cabins showing frontier living conditions, a working blacksmith shop, as well as a visitor center and a museum shop located in a newer 19<sup>th</sup> century barn. A 45-acre park surrounds the stockade, providing opportunities for hiking and nature study.

### *Friendship Hill NHS*

Friendship Hill is administered by the National Park Service and is located in Fayette County, approximately 25 miles from Fort Necessity National Battlefield. Friendship Hill is the former estate of Albert Gallatin, who, as secretary of the treasury, was instrumental in negotiating the end of the War of 1812. He also played a key role in the Whiskey Rebellion and helped establish the National Road.

The major attraction at the site is Gallatin's 35 room house, constructed in 1789. Representing one of America's great homesteads, the site depicts the Gallatin family and their influence on American history.

Renovation and restoration of the site was completed in 1992. The National Park Service provides various information and interpretative programs. There are also extensive hiking trails throughout the 660 acres of woodland and fields.

### *Ghost Town Trail*

Ghost Town Trail was completed in 1994 as a Rails-to-Trails project and is managed by Cambria and Indiana Trail Council as a multi-purpose facility for hikers, bikers, and other trail enthusiasts. The trail follows a series of former railroad right-of-ways from Dilltown to Nanty Glo, over an approximate 16-mile course. The eastern Dilltown entrance, located in southeastern Indiana County, includes a pavilion, rest rooms, and parking lot. In recent years, bicycle rentals and bed and breakfast facilities have been developed at the Dilltown entrance.

### *Horseshoe Curve NHL*

Horseshoe Curve National Historic Landmark is located in Blair County, approximately five miles west of downtown Altoona. Nestled in the Allegheny Mountains, the Curve is adjacent to the Altoona reservoirs and offers an expansive view of the countryside. The visitor facility is operated by the Altoona Railroaders Memorial Museum.

The Horseshoe Curve was completed by the Pennsylvania Railroad (PRR) in 1854. The project involved extensive excavations and laying of tracks, most of which was completed by manual



labor. With the completion of the Curve the Pennsylvania Main Line of Public Work was rendered obsolete. Today, the Horseshoe Curve is owned by the Consolidated Rail Corporation (Conrail). Included are three mainline tracks, carrying Conrail freight operations and Amtrak passenger trains.

In 1992, a new visitor center was opened to the public, consisting of an exhibit hall, video room and gift shop devoted to Horseshoe Curve railroading. An inclined plane facility was also provided for carrying visitors to the main train viewing area. Alternatively, visitors can use a reconfigured stairway. The train viewing area provides the visitor with a close-up vantage point to observe modern day railroads in action. This area also includes a former PRR, GP-9 diesel locomotive and a PRR watchman's tower.

The experiences of the visitor at Horseshoe Curve can be summarized by an anonymous note enclosed with a Heritage survey:

“The Horseshoe Curve is a special site. It has historical and cultural value, but, unlike most sites of a historic nature, it is still a viable and changing part of our present. It is just as exciting watching engineers of today battle the Curve as imagining how the past might have been.”

#### *Jimmy Stewart Museum*

Located in Indiana Pennsylvania, the birthplace of world renowned actor Jimmy Stewart, this museum celebrates his childhood home, award winning acting career, and military service. A biographical movie describes his career. Artifacts from the over 80 movies he made include stills, posters, as well as the Oscar he won for *The Philadelphia Story*.

#### *Johnstown Flood Museum*

The Johnstown Flood Museum is privately owned and located in downtown Johnstown, Cambria County. The museum occupies the site of the former Johnstown Public Library, a building listed on the National Register of Historic Places. The museum is situated directly across from the Johnstown Amtrak station. Travelers often visit the site in conjunction with the Johnstown to Altoona train ride over the Horseshoe Curve. A component of the train trip follows the pathway of the 1889 flood between the dam site and Johnstown.

The goal of the museum is to tell the story of the Johnstown Flood with a particular emphasis on the impact it had on the city. Johnstown was an industrial center with a strong emphasis on iron and steel production and railroading. The town attracted many people from different walks of life seeking employment and a better standard of living.

Various exhibits and photographs depict the Johnstown Flood and its effect on residents. A highlight to the museum visit is the film “The Johnstown Flood”. This film won an Oscar in 1989 for best short subject documentary.

After visiting the museum, tourists often travel to Grandview Cemetery where many of the victims were laid to rest. The cemetery, located just a few miles away, includes a monument to the flood victims as well as a gravesite for the unidentified bodies. Also near the museum is the infamous Pennsylvania Railroad stone bridge that held back the flood debris, but eventually

caught fire and killed hundreds. The bridge is still actively used by Conrail and other small railroads.

### *Johnstown Flood NM*

The Johnstown Flood National Memorial is located at the junction of US Route 219 and PA 869, adjacent to the town of St. Michael in Cambria County. The Memorial is operated by the National Park Service and consists of a visitor center, the damkeeper's house and the South Fork Dam site and former reservoir basin. Additionally, the old South Fork Fishing and Hunting Club lodge is located in nearby St. Michael and contains a new visitor center and gift shop within.

The Memorial tells the story of the Johnstown Flood of 1889 and commemorates its victims. Originally, the South Fork Dam and Western Reservoir were owned by the state of Pennsylvania to feed the Pennsylvania Mainline canals during times of drought. After this system went out of business, the site was eventually sold to a group of industrialists and businessmen from Pittsburgh. They established a summer resort called the South Fork Fishing and Hunting Club. Following years of neglect, the dam burst on May 29, 1889, taking a toll of over two thousand lives, not to mention millions of dollars in damage.

Included at the visitor center are the feature film “Black Friday”, exhibits of the region, and a series of interpretive skits and guided tours. Future improvements will include the continual refurbishing of the South Fork lodge and several cottages as they appeared at the time of the flood.

### *Johnstown Inclined Plane*

The Johnstown Inclined Plane is owned by the Cambria County Transportation Authority and is located in downtown Johnstown, Cambria County. The system can be approached from city level or from above, near the Westmont section of Johnstown. The Johnstown Inclined Plane is registered as a National Historic Site. The Inclined Plane travels 500 feet from downtown Johnstown to the top of Yoder Hill on the Laurel Ridge and is the steepest railway of its kind in the world. The Inclined Plane was completed in 1891, following the 1889 Flood, as a means for transporting Johnstown residents to their new hilltop communities. At the top of the ascent are a number of attractions that also draw visitors to the area. The museum/visitor center depicts the history of the Inclined Plane as well as informing the visitor of attractions in Johnstown and the surrounding region. There is also a restaurant, ice cream parlor, outdoor art display and gift shop nearby. Another key attraction is the observation deck, providing a panorama view of downtown Johnstown, with its backdrop of mountains. This view of the surrounding mountains permits a tracing of the path of the 1889 Flood that devastated the city.

### *Kentuck Knob*

Kentuck Knob is noted architect Frank Lloyd Wright's “other house” in southwestern Pennsylvania. Built for Isaac Newton Hagan of Uniontown, the 1958 house is an excellent example of Wright's Usonian style. The home is open to visitors year round.

### *Old Bedford Village*

Old Bedford Village is located off Business Route 220, just south of Exit 11 on the Pennsylvania Turnpike in Bedford County. Old Bedford Village is a reconstructed village from

the period, 1750 to 1850. There are over 40 original log homes and craft shops reflecting the pioneer lifestyles outside the town of Bedford. A visit to Old Bedford Village is enhanced by the interaction with craftsmen and interpreters in colonial costume found throughout the village.

Throughout the tourist season, over twelve special events and festivals are scheduled at the Village. Theater productions and dinner theater events are also provided at the Old Bedford Village Opera House. Refreshments and meals are available in the Colonial Cafe Restaurant in the visitor center.

### *Railroaders Memorial Museum*

The Altoona Railroaders Memorial is located at the north end of the Station Mall on Ninth Avenue in downtown Altoona, Blair County. The memorial consists of a visitor center located in the old Master Mechanics Building and an outdoor yard containing engines and rolling stock. As an added feature, the memorial is located directly across from the Amtrak station on Conrail's Middle Division mainline.

The purpose of the memorial is to relate the role of the Altoona Shops in the operation of the Pennsylvania Railroad. The Pennsylvania Railroad (PRR) was one of America's most important passenger and industrial transportation systems from the period 1847 to 1968. During this era, Altoona served as a center for locomotive manufacturing, repairs and rolling stock classification. Many Americans, particularly immigrant tradespeople, found employment with PRR and allied industries in the Altoona area.

Visitors to the museum find a variety of artifacts, displays and films depicting the life and times of the railroader, particularly in Altoona. There is also a model railroad display for young and old alike. The museum is the owner and operator of the K-4s Pacific locomotive, the official steam locomotive of Pennsylvania. The outdoor display also features the "Loretto", Charles Schwab's personal railcar, and the electric locomotive GG-1 (#4913), considered by some the greatest of its type ever built. Although the Altoona Shops were known for their manufacture of steam locomotives, this electric engine was also an Altoona product.

### *Somerset Historical Center*

Somerset Historical Center is located four miles north of Somerset off Route 985 in Somerset County. The site is administered by the Pennsylvania Historical and Museum Commission and is dedicated to an interpretation of the life, times, and culture of the Pennsylvania's Laurel Highlands region.

The visitor center presents the story of rural people in southwestern Pennsylvania and their everyday lifestyles. Notable on site features include the Adam Miller Farmstead, c. 1800; Walter's Mill Bridge, c. 1859, and the Hoffman and Agricultural Exhibit Halls. Included therein are an assembly of historical structures, artifacts, equipment, and machinery.

Somerset Historical Center is also the home of the Mountain Craft Days festival which celebrated its 32nd year in 2001. This is a popular folk life festival, centered upon the demonstration of authentic traditional crafts.

### *West Overton Museum*

West Overton Museums, founded in 1928 by Helen Clay Frick, is located on Route 819 between the towns of Mount Pleasant and Scottdale in Westmoreland County. West Overton Museums promotes the preservation and development of West Overton Village, a 19th century historic site. West Overton Village was named to the National Register of Historic Districts in 1985. The site provides the services of an archive, guided tours and a gift shop.

Visitors to the site may view the film, "Pillars of Fire", showing the process of turning coal into coke. They may also visit the Overholt Homestead, the Overholt Mill/Distillery, and their extensive collection of household, farm, and industrial tools. Additional historic buildings and structures, now awaiting restoration, can also be seen at the village.

## **Procedures**

### Survey Methods

Interviews of heritage visitors at 19 POP sites in the nine-county study region were conducted by college level interns employed by the Heritage Commission and coordinated by Penn State's School of Forest Resources. Survey efforts were distributed over the sites and amongst weekdays and weekend days in proportional to expected visitation levels. At each site, visitors were contacted at the visitor center and selected for interview on a random basis.

The surveys inquired as to the residence of the visitors; group characteristics; expenditure patterns; trip planning and itinerary; a rating of food, lodging, and shopping opportunities; and an evaluation and rating of the opportunities available at the heritage site. The surveys were collected using Techneos survey software running on Palm handheld computers (Techneos 2002). A hard copy of the survey instrument is found in Appendix B.

### Attendance Data

Each of the heritage sites was contacted for the purpose of determining their annual visitation during 2001. Where applicable, only those people using the visitor center were included. Where actual visitor counts were not available, the authors worked with the sites to estimate their attendance.

### Economic Impact Modeling

The survey of visitors at each site collected information as to the types of expenditures that they made in the region. Data describing the number of people covered and the trip itinerary was used to place these expenditures on a per visitor day basis. These values are then aligned with the IMPLAN industry stratification and multiplied by the sites nonresident visitation to estimate the direct impacts of the POP heritage sites. The IMPLAN model is then used to expand these values into the total (direct, indirect, and induced) economic impact associated with heritage tourism in the region.

The direct, indirect and induced impacts were described in terms of total sales, value added, and employment. Results can be identified by the lead value added industries associated with this

activity. Aggregated results will be presented for the major segments of the economy (i.e.; Services, Construction, Manufacturing, etc.).

## Results

### Survey Responses

A total of 4727 surveys were conducted over 519 survey days at 19 heritage sites during the 2000-2001 seasons (Table 1)<sup>1</sup>. An average of nine interviews was conducted per survey day.

**Table 1. Total surveys by heritage site, 2000-2001.**

Heritage Site	Survey Days	Resident	Nonresident	Total
Allegheny Portage Railroad NHS	49	132	189	321
Allegheny Highlands Trail	18	64	130	194
Heritage Discovery Center	8	41	50	91
East Broad Top Railroad NHL	36	79	277	356
Fort Ligonier	54	163	324	487
Fort Necessity NB	29	68	357	425
Fort Roberdeau	4	34	22	56
Friendship Hill NHS	14	26	48	74
Ghost Town Trail	23	173	15	188
Horseshoe Curve NHL	55	182	419	601
Jimmy Stewart Museum	22	36	107	143
Johnstown Flood Museum	28	65	171	236
Johnstown Flood NM	34	98	239	337
Johnstown Inclined Plane	27	118	81	199
Kentuck Knob	16	9	118	127
Old Bedford Village	26	107	154	261
Railroaders Memorial Museum	46	149	326	475
Somerset Historical Center	13	23	26	49
West Overton Museum	17	56	51	107
All Respondents	519	1623	3104	4727

Typical production rates on weekends at the better attended sites were in the range of 20-30 interviews per day. One-third of the respondents were resident to the nine-county study region. The remaining nonresident visitors were identified as tourist for the purposes of this study. As a general pattern, the survey days were assigned proportional to the visitation at the respective sites.

Sites receiving the most attention included Horseshoe Curve NHL (55 survey days, 601 interviews), Fort Ligonier (54, 487), Allegheny Portage Railroad NHS, (49, 321), Railroaders Memorial Museum (46, 475), and Fort Necessity NB (29, 425).

### Annual Visitation

<sup>1</sup> A survey day represents at least one interviewer surveying at a site for any part of the day. Multiple interviews may have been involved in any survey day. An interviewer may record several survey days on a given calendar day if they surveyed at more than one site on that day.

The heritage sites provided information on the number of people who visited their sites during the 2000 and 2001 seasons (Table 2). In 2000, 513,257 visitor days of attendance were recorded for the 16 sites that provided information. In 2001, with the addition of the Heritage Discovery Center, 576,811 visitor days of attendance were reported for the nineteen sites in the system.

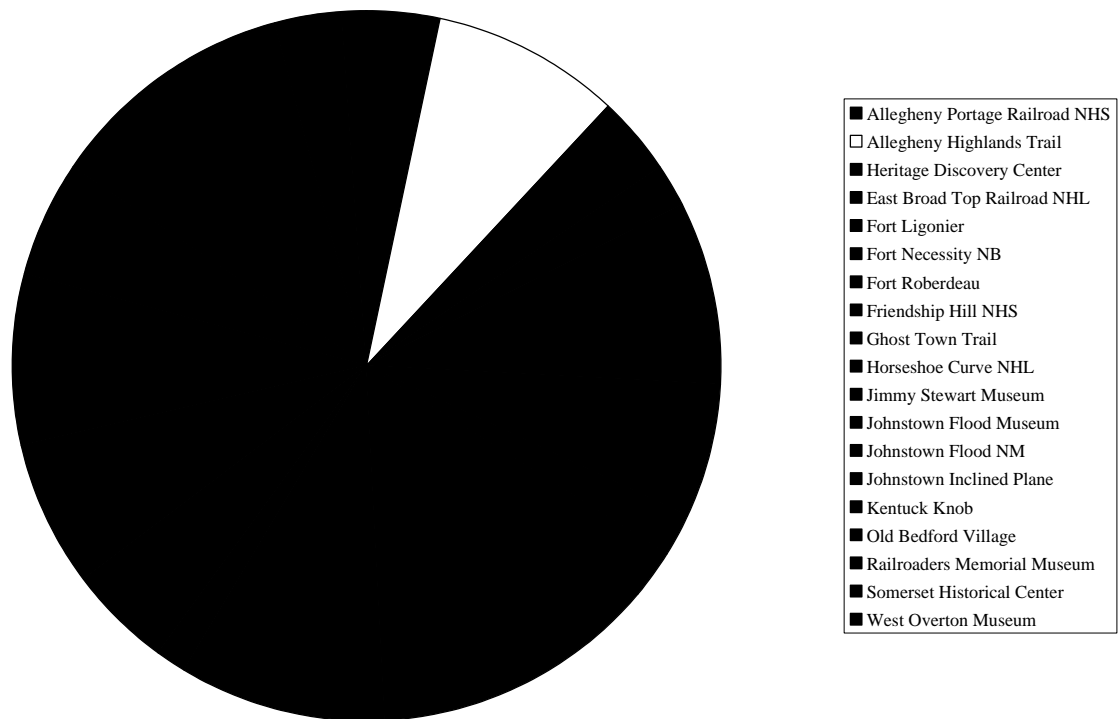
The 5 most visited sites in 2001 were: Ghost Town trail (75,000), Horseshoe Curve (55,070), Allegheny Trail (50,000), Fort Ligonier (47,498), and Inclined Plane (46,027). Several sites had visitation numbers of less than 12,000. They were: EBT (11,000), Jimmy Stewart Museum (7,950), and West Overton Museums (6,758) (Figure 1).

**Table 2. Visitor days of attendance at Path of Progress heritage sites, 2000-2001.**

Heritage Site	2000	2001
Allegheny Portage Railroad NHS	21,138	18,545
Allegheny Highlands Trail		50,000
Heritage Discovery Center		21,477
East Broad Top Railroad NHL	14,974	11,000
Fort Ligonier	42,034	47,498
Fort Necessity NB	40,595	35,239
Fort Roberdeau		12,000
Friendship Hill NHS	7,618	12,210
Ghost Town Trail	56,310	75,000
Horseshoe Curve NHL	53,009	55,070
Jimmy Stewart Museum	9,223	7,950
Johnstown Flood Museum	29,607	27,646
Johnstown Flood NM	34,325	37,753
Johnstown Inclined Plane	83,332	46,027
Kentuck Knob	26,720	30,288
Old Bedford Village	25,357	24,655
Railroaders Memorial Museum	41,676	40,252
Somerset Historical Center	16,942	17,443
West Overton Museum	10,397	6,758
All Respondents	513,257	576,811

\*The Heritage Discovery Center opened during the 2001 season.

**Figure 1. Distribution of visitation among Path of Progress sites, 2001.**



Seven sites improved their visitation from the previous year. Ghost Town Trail, Friendship Hill, Ft. Ligonier, and Kentuck Knob had the largest increases. Nine sites showed less visitation in 2001 compared to 2000. The biggest drop off can be seen at the Inclined Plane. This is largely due to the fact that the site was closed for 30 weeks in 2001 for highway construction.

Weather played a roll in some of the attendance lows because of several rainy weekends early on during the surveying season. Sites most affected by this were those with outdoor attractions or activities. Most notably: ALPO, Horseshoe Curve, and EBT.

### Visitor Characteristics

Overall, 34% of respondents were from the nine-county region with the home county often contributing the most visitors (Table 3). Another 29% were from other Pennsylvania counties (Table 4). States contiguous to Pennsylvania were the source of another 19%, with the rest of the United States contributing another 17%. Very few visitors (1%) were from other countries.

The highest proportion of visitors resident to the nine-county region was found at the Ghost Town Trail (92% residents, 54% from Cambria County), followed by Fort Roberdeau (61% residents, 50% Blair County), the Johnstown Inclined Plane (58% residents, 43% Cambria County), and West Overton Museums (52% resident, 22% Westmoreland County).

**Table 3. Residence of regional visitors to the heritage sites, 2000-2001.**

Heritage Site	Blair	Bedford	Cambria	Fayette	Westmoreland	Huntingdon	Fulton	Somerset	Indiana	Residents
Allegheny Portage Railroad NHS	<b>15.3%</b>	1.2%	15.6%	1.2%	3.7%	0.6%	0.0%	0.9%	2.5%	41.0%
Allegheny Highlands Trail	0.0%	1.0%	2.6%	10.3%	8.8%	0.0%	0.0%	<b>5.7%</b>	1.5%	29.9%
Heritage Discovery Center	0.0%	0.0%	<b>27.5%</b>	2.2%	7.7%	2.2%	0.0%	2.2%	3.3%	45.1%
East Broad Top Railroad NHL	4.8%	1.4%	3.1%	0.0%	0.3%	<b>9.0%</b>	0.8%	2.0%	0.8%	22.2%
Fort Ligonier	0.4%	1.4%	4.9%	4.3%	<b>14.6%</b>	0.6%	0.2%	2.9%	4.1%	33.4%
Fort Necessity NB	0.2%	0.7%	0.5%	<b>7.1%</b>	4.0%	0.0%	0.2%	1.2%	0.9%	14.8%
Fort Roberdeau	<b>50.0%</b>	1.8%	3.6%	0.0%	0.0%	1.8%	0.0%	1.8%	1.8%	60.8%
Friendship Hill NHS	0.0%	0.0%	2.7%	<b>16.2%</b>	9.5%	0.0%	0.0%	4.1%	0.0%	32.5%
Ghost Town Trail	4.3%	0.5%	<b>53.7%</b>	0.5%	8.5%	0.0%	0.0%	2.7%	<b>21.8%</b>	92.0%
Horseshoe Curve NHL	<b>13.8%</b>	2.0%	4.2%	1.0%	4.5%	1.0%	0.2%	1.8%	1.8%	30.3%
Jimmy Stewart Museum	2.8%	2.1%	2.8%	0.7%	6.3%	1.4%	0.7%	0.0%	<b>8.4%</b>	25.2%
Johnstown Flood Museum	2.1%	2.1%	9.3%	2.5%	3.4%	0.8%	0.8%	3.0%	2.5%	26.5%
Johnstown Flood NM	2.1%	2.4%	<b>13.4%</b>	2.1%	3.9%	0.6%	0.3%	3.0%	1.2%	29.0%
Johnstown Inclined Plane	4.5%	1.0%	<b>42.7%</b>	0.0%	2.0%	0.5%	1.0%	4.5%	1.5%	57.7%
Kentuck Knob	0.8%	0.8%	0.0%	<b>1.6%</b>	0.8%	0.8%	0.0%	0.0%	0.0%	4.8%
Old Bedford Village	5.4%	<b>15.7%</b>	8.0%	1.1%	3.8%	1.9%	0.4%	2.7%	1.9%	40.9%
Railroaders Memorial Museum	<b>17.1%</b>	1.3%	4.8%	1.1%	2.9%	1.9%	0.0%	1.5%	0.6%	31.2%
Somerset Historical Center	0.0%	2.0%	2.0%	0.0%	8.2%	0.0%	0.0%	<b>34.7%</b>	0.0%	46.9%
West Overton Museum	0.0%	0.9%	0.9%	20.6%	<b>21.5%</b>	0.9%	0.9%	2.8%	3.7%	52.2%
All Respondents	6.5%	2.2%	9.5%	3.0%	5.5%	1.5%	0.3%	2.6%	2.8%	33.8%

\* Home counties are in bold print.



**Table 4. Residence of non regional visitors to the heritage sites, 2000-2001.**

Heritage Site	Allegheny County	Rest of PA	New York	New Jersey	Delaware	Maryland	West Virginia	Ohio	Rest of U.S.	Rest of the World	Nonresidents
Allegheny Portage Railroad NHS	5.0%	19.0%	2.5%	1.2%	0.9%	5.3%	0.9%	4.4%	19.0%	0.6%	59.0%
Allegheny Highlands Trail	13.9%	21.1%	4.6%	2.6%	0.0%	5.2%	7.2%	8.2%	6.7%	0.5%	70.1%
Heritage Discovery Center	5.5%	18.7%	5.5%	3.3%	0.0%	5.5%	1.1%	2.2%	13.2%	0.0%	54.9%
East Broad Top Railroad NHL	3.1%	38.8%	3.4%	2.2%	1.1%	6.7%	0.8%	6.5%	14.9%	0.3%	77.8%
Fort Ligonier	15.8%	17.7%	2.3%	0.6%	0.4%	4.5%	2.3%	8.4%	13.6%	1.0%	66.6%
Fort Necessity NB	12.2%	18.4%	1.6%	1.6%	0.0%	7.8%	4.7%	11.8%	25.9%	1.2%	85.2%
Fort Roberdeau	0.0%	21.4%	1.8%	0.0%	0.0%	7.1%	3.6%	1.8%	3.6%	0.0%	39.2%
Friendship Hill NHS	2.7%	21.6%	1.4%	1.4%	0.0%	6.8%	13.5%	5.4%	13.5%	1.4%	67.5%
Ghost Town Trail	4.8%	1.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.5%	0.0%	8.0%
Horseshoe Curve NHL	3.8%	26.1%	5.2%	4.2%	0.3%	4.5%	0.8%	6.5%	17.0%	1.3%	69.7%
Jimmy Stewart Museum	9.8%	25.9%	2.8%	2.8%	0.0%	2.8%	0.0%	9.8%	18.9%	2.1%	74.8%
Johnstown Flood Museum	8.5%	19.1%	4.2%	4.2%	0.4%	4.7%	0.8%	8.5%	21.2%	1.7%	73.5%
Johnstown Flood NM	6.2%	23.7%	3.6%	3.3%	0.6%	5.0%	0.9%	5.9%	21.1%	0.9%	71.0%
Johnstown Inclined Plane	1.5%	13.6%	3.0%	2.5%	0.0%	2.0%	0.5%	3.5%	14.1%	1.5%	42.3%
Kentuck Knob	8.7%	24.4%	4.7%	3.9%	1.6%	6.3%	1.6%	6.3%	33.1%	4.7%	95.2%
Old Bedford Village	5.7%	22.6%	2.7%	0.0%	0.0%	6.9%	1.9%	2.3%	15.7%	1.1%	59.1%
Railroaders Memorial Museum	4.4%	24.6%	5.1%	4.6%	0.6%	3.8%	1.5%	4.4%	18.3%	1.5%	68.8%
Somerset Historical Center	4.1%	16.3%	2.0%	0.0%	0.0%	2.0%	0.0%	10.2%	18.4%	0.0%	53.1%
West Overton Museum	14.0%	13.1%	3.7%	0.0%	0.0%	2.8%	1.9%	3.7%	8.4%	0.0%	47.8%
All Respondents	7.3%	21.7%	3.4%	2.4%	0.4%	4.9%	1.9%	6.3%	16.8%	1.1%	66.2%

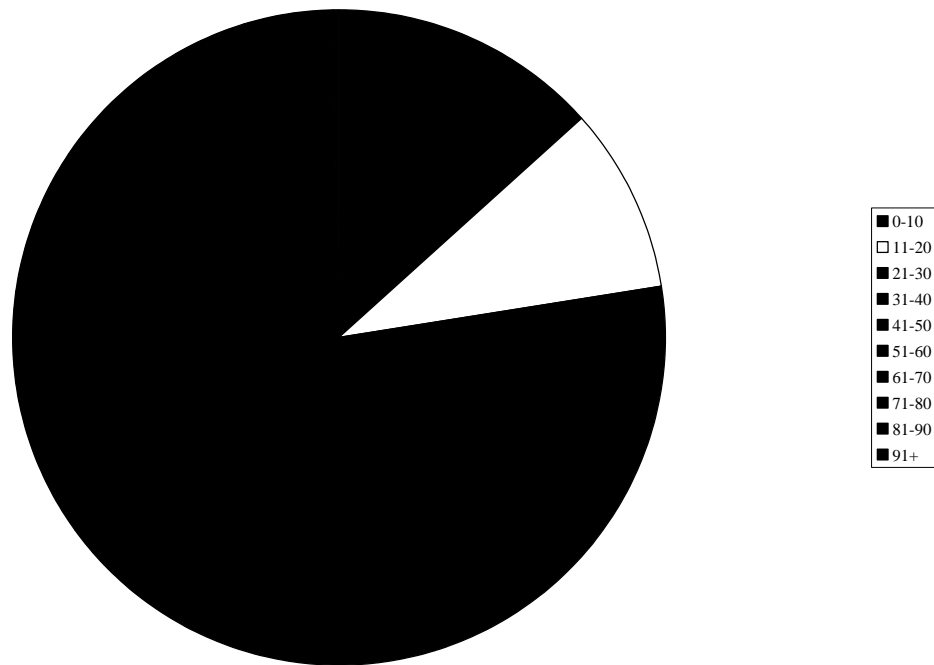
The largest proportions of nonresident visitors was observed at Kentuck Knob (95% nonresident), Fort Necessity NB (85% nonresident), East Broad Top Railroad NHL (78% nonresident), and at the Jimmy Stewart Museum (75% nonresident). Kentuck Knob also had the largest portion of international visitors (5%) and visitors from other states (62%).

In terms of gender, a potential male bias amongst the respondents was evident (68% male, 32% female), probably due to more men in family and peer groups taking responsibility for answering the surveys. Age-wise, 54% of respondents were in the range of 21-60 years old. Another 21% were under 21 years of age and 17% were in the “senior” bracket (Table 5, Figure 2)

**Table 5. Age distribution for visitors to heritage sites, 2000-2001.**

Age cohort	Percentage
0-10	13.2
11-20	9.2
21-30	6.8
31-40	16.1
41-50	19.7
51-60	17.7
61-70	12.5
71-80	4.4
81-90	0.4
91+	0.0

**Figure 2. Distribution of ages among Path of Progress visitors, 2001.**



The average group size was fairly consistent at 2.9 people (Table 6). Group sizes were the highest at the Allegheny Highlands Trail (3.8 people/group) and Fort Necessity NB (3.5 people/group). On the low end of the spectrum were Somerset Historical Center (2.3 people/group), Ghost Town Trail (2.5 people/group), and West Overton Museums (2.5 people/group).

The average visitor stayed at the site for an hour and a half (Table 7). Note that with three exceptions, all sites averaged between 1.0 and 2.0 hours on site. Not unexpectedly, the two trail systems had stays of longer duration (3.1 hours per visit at Allegheny Highlands Trail and 2.5 hours per visit at Ghost Town Trail). Fort Roberdeau's 5.4 hour average reflects several visitors who were reenactors camping at the site for the entire day.

Overall, less than 1% of visitors were on tours (Table 8). However, it was notable that 5% of West Overton Museum visitors and over 2% of Horseshoe Curve visitors were on tours.

**Table 6. Average size of groups visiting the heritage sites, 2000-2001.**

Heritage Site	People
Allegheny Portage Railroad NHS	2.6
Allegheny Highlands Trail	3.8
Heritage Discovery Center	2.9
East Broad Top Railroad NHL	2.8
Fort Ligonier	3.1
Fort Necessity NB	3.5
Fort Roberdeau	3.3
Friendship Hill NHS	2.6
Ghost Town Trail	2.5
Horseshoe Curve NHL	2.8
Jimmy Stewart Museum	2.6
Johnstown Flood Museum	2.7
Johnstown Flood NM	3.0
Johnstown Inclined Plane	2.6
Kentuck Knob	3.0
Old Bedford Village	2.9
Railroaders Memorial Museum	2.8
Somerset Historical Center	2.3
West Overton Museum	2.5
All Respondents	2.9

**Table 7. Average length of stay in hours by visitors to heritage sites, 2000-2001.**

Heritage Site	Nonresidents	Residents
Allegheny Portage Railroad NHS	1.4	1.3
Allegheny Highlands Trail	3.1	1.9
Heritage Discovery Center	1.2	1.2
East Broad Top Railroad NHL	1.6	1.4
Fort Ligonier	1.3	1.4
Fort Necessity NB	1.1	1.3
Fort Roberdeau	5.4	1.5
Friendship Hill NHS	1.3	1.7
Ghost Town Trail	2.5	1.8
Horseshoe Curve NHL	1.4	1.3
Jimmy Stewart Museum	1.5	1.5
Johnstown Flood Museum	1.8	1.3
Johnstown Flood NM	1.2	1.3
Johnstown Inclined Plane	1.0	1.0
Kentuck Knob	1.7	1.6
Old Bedford Village	1.8	2.0
Railroaders Memorial Museum	1.6	1.5
Somerset Historical Center	1.0	1.5
West Overton Museum	1.6	1.5
All Respondents	1.5	1.5

**Table 8. Proportion of heritage site visitors on a tour, 2000-2001.**

Heritage Site	On a Tour
Allegheny Portage Railroad NHS	0.0%
Allegheny Highlands Trail	0.7%
Heritage Discovery Center	0.0%
East Broad Top Railroad NHL	0.0%
Fort Ligonier	0.0%
Fort Necessity NB	0.9%
Fort Roberdeau	0.0%
Friendship Hill NHS	0.0%
Ghost Town Trail	0.7%
Horseshoe Curve NHL	2.2%
Jimmy Stewart Museum	0.8%
Johnstown Flood Museum	0.9%
Johnstown Flood NM	0.3%
Johnstown Inclined Plane	0.0%
Kentuck Knob	0.0%
Old Bedford Village	0.5%
Railroaders Memorial Museum	0.8%
Somerset Historical Center	0.0%
West Overton Museum	5.0%
All Respondents	0.7%

## Trip Planning

Nearly 60% of the visitors interviewed at the heritage sites classified their trip as one-day ventures, with another 21% classifying their visit as at 2 to 3 day trip, and another 13% involved in a longer vacation (Table 9). The remaining 9% of the audience classified their visit as either a mix of business/pleasure or as “passing through the area.”

The majority of those interviewed planned their visit either that day (29%) or during the previous 7 days (33%) (Table 10). Those who planned over a 30-day or longer period represented another 38% of the audience. This longer planning period was more representative of nonresident visitors (42%) than residents (20%). In terms of individual sites, short planning periods (that day) were noted at Somerset Historical Center (51%), Ghost Town Trail (58%), Johnstown Inclined Plane (48%), and Fort Necessity (42%). Planning periods of over a month were more likely to be observed at Kentuck Knob (28%), Railroaders Memorial Museum (27%), Horseshoe Curve (22%), and Allegheny Highlands Trail (22%).

**Table 9. Type of trip to heritage sites, 2000-2001.**

Heritage Site	Day trip	Short get-away trip (2-3 days)	Vacation (more than 3 days)	Mainly a business trip	Passing through the area	Mix of business and pleasure	Other
Allegheny Portage Railroad NHS	62%	14%	13%	1%	9%	1%	0%
Allegheny Highlands Trail	61%	21%	12%	1%	4%	1%	0%
Heritage Discovery Center	65%	19%	13%	0%	3%	0%	0%
East Broad Top Railroad NHL	61%	20%	10%	1%	7%	2%	0%
Fort Ligonier	61%	18%	12%	1%	5%	1%	1%
Fort Necessity NB	42%	27%	21%	1%	8%	0%	1%
Fort Roberdeau	79%	21%	0%	0%	0%	0%	0%
Friendship Hill NHS	70%	5%	12%	0%	9%	0%	3%
Ghost Town Trail	97%	2%	0%	0%	0%	0%	2%
Horseshoe Curve NHL	56%	25%	13%	1%	4%	0%	0%
Jimmy Stewart Museum	55%	22%	17%	0%	5%	1%	0%
Johnstown Flood Museum	49%	22%	16%	2%	8%	3%	1%
Johnstown Flood NM	50%	24%	17%	1%	9%	1%	0%
Johnstown Inclined Plane	65%	14%	9%	4%	4%	1%	3%
Kentuck Knob	43%	26%	20%	2%	7%	2%	2%
Old Bedford Village	62%	21%	11%	0%	5%	0%	0%
Railroaders Memorial Museum	52%	28%	13%	2%	4%	1%	0%
Somerset Historical Center	59%	24%	6%	0%	4%	2%	4%
West Overton Museum	79%	7%	7%	1%	4%	0%	2%
All Respondents	58%	21%	13%	1%	6%	1%	1%

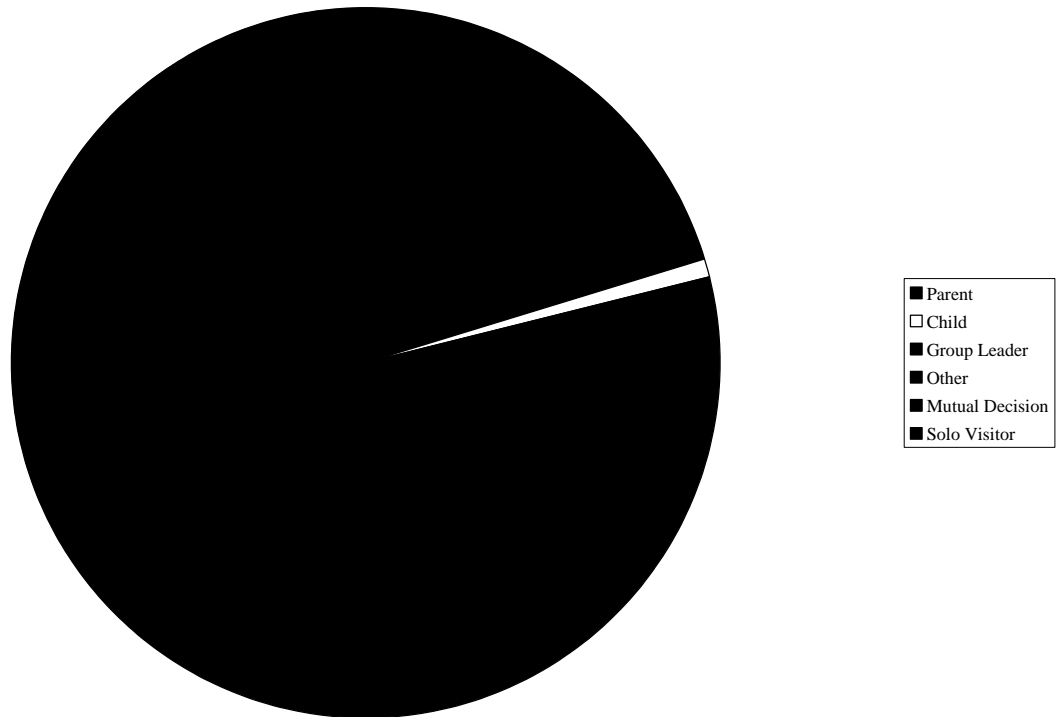
**Table 10. Length of time trip to heritage site was planned, 2000-2001.**

Heritage Site	Today	This week	This month	More than a month
Allegheny Portage Railroad NHS	33%	38%	17%	12%
Allegheny Highlands Trail	20%	40%	19%	22%
Heritage Discovery Center	16%	44%	32%	8%
East Broad Top Railroad NHL	27%	26%	29%	19%
Fort Ligonier	31%	30%	23%	16%
Fort Necessity NB	42%	32%	14%	12%
Fort Roberdeau	9%	57%	16%	18%
Friendship Hill NHS	31%	28%	28%	12%
Ghost Town Trail	58%	31%	4%	7%
Horseshoe Curve NHL	24%	29%	25%	22%
Jimmy Stewart Museum	25%	36%	19%	20%
Johnstown Flood Museum	25%	38%	21%	16%
Johnstown Flood NM	31%	32%	21%	16%
Johnstown Inclined Plane	48%	31%	11%	11%
Kentuck Knob	11%	36%	24%	28%
Old Bedford Village	30%	39%	19%	12%
Railroaders Memorial Museum	16%	28%	29%	27%
Somerset Historical Center	51%	37%	2%	10%
West Overton Museum	19%	41%	26%	14%
All Respondents	29%	33%	21%	17%

**Table 11. Identity of trip planner for heritage site visits, 2000-2001.**

Heritage Site	Parent	Child	Group Leader	Other	Mutual Decision	Solo Visitor
Allegheny Portage Railroad NHS	25%	1%	10%	3%	50%	12%
Allegheny Highlands Trail	15%	1%	25%	1%	46%	12%
Heritage Discovery Center	16%	1%	40%	0%	37%	5%
East Broad Top Railroad NHL	26%	1%	11%	1%	51%	9%
Fort Ligonier	24%	2%	15%	3%	51%	4%
Fort Necessity NB	13%	1%	27%	3%	49%	7%
Fort Roberdeau	32%	0%	25%	2%	32%	9%
Friendship Hill NHS	8%	0%	22%	1%	62%	7%
Ghost Town Trail	16%	2%	9%	4%	43%	26%
Horseshoe Curve NHL	26%	1%	17%	1%	45%	10%
Jimmy Stewart Museum	15%	4%	24%	6%	41%	10%
Johnstown Flood Museum	19%	0%	14%	3%	56%	8%
Johnstown Flood NM	15%	2%	26%	1%	46%	11%
Johnstown Inclined Plane	20%	2%	11%	2%	54%	13%
Kentuck Knob	6%	0%	41%	0%	50%	4%
Old Bedford Village	30%	1%	11%	3%	46%	9%
Railroaders Memorial Museum	21%	2%	21%	0%	48%	8%
Somerset Historical Center	18%	0%	22%	0%	39%	20%
West Overton Museum	10%	1%	40%	1%	43%	5%
All Respondents	20%	1%	19%	2%	48%	9%

**Figure 3. Distribution of trip decision makers for the Path of Progress, 2001.**



The individual making the decision to visit the area varied by site (Table 11). Overall, 20% of the groups identified the decision maker as a parent, 19% as the group leader, 48% as a mutual decision, with the remaining 12% as children (1%), solo visitors (9%), or “other” (2%) (Figure 3).

Some sites exhibited a different pattern. The lowest proportion of parent planned trips occurred at Kentuck Knob (6%) and at Friendship Hill NHS (8%). While children seldom were the decision makers, they did plan 4% of the Jimmy Stewart Museum visits. Group leaders predominated at Kentuck Knob (41%), West Overton Museum (40%), and the Heritage Discovery Center (%). Solo visitors were most likely to be found at Ghost Town Trail (26%) and Somerset Historical Center (20%).

The distribution of ages for trip planners pretty much followed the general audience, but reflecting less children planners. Overall, almost three-quarters of the planners were in the 31 to 60 age group (Table 12). Planning by visitors thirty years or younger was noted at the Allegheny Highlands Trail (16%), Ghost Town Trail (15%), and the Inclined Plane (15%).

**Table 12. Age of person planning group trip to heritage site, 2000-2001.**

Heritage Site	0-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90
Allegheny Portage Railroad NHS	1%	2%	1%	27%	21%	30%	12%	6%	1%
Allegheny Highlands Trail	0%	3%	13%	30%	30%	14%	10%	2%	0%
Heritage Discovery Center	0%	2%	4%	32%	32%	14%	9%	9%	0%
East Broad Top Railroad NHL	1%	1%	8%	26%	27%	25%	9%	4%	1%
Fort Ligonier	3%	1%	8%	26%	27%	18%	13%	5%	0%
Fort Necessity NB	0%	2%	9%	22%	34%	15%	13%	4%	0%
Fort Roberdeau	0%	0%	8%	26%	24%	21%	21%	0%	0%
Friendship Hill NHS	0%	0%	7%	7%	37%	33%	10%	7%	0%
Ghost Town Trail	2%	3%	11%	19%	33%	22%	6%	2%	0%
Horseshoe Curve NHL	1%	1%	9%	24%	22%	23%	15%	6%	0%
Jimmy Stewart Museum	0%	5%	5%	25%	20%	23%	16%	7%	0%
Johnstown Flood Museum	1%	0%	10%	20%	28%	27%	11%	3%	0%
Johnstown Flood NM	3%	1%	7%	18%	31%	21%	15%	4%	1%
Johnstown Inclined Plane	2%	2%	11%	29%	30%	13%	13%	0%	0%
Kentuck Knob	0%	0%	3%	15%	30%	28%	16%	8%	0%
Old Bedford Village	1%	3%	7%	23%	27%	29%	12%	0%	0%
Railroaders Memorial Museum	2%	1%	3%	16%	32%	26%	15%	4%	0%
Somerset Historical Center	0%	0%	3%	20%	29%	31%	11%	6%	0%
West Overton Museum	2%	0%	3%	12%	26%	34%	17%	6%	0%
All Respondents	1%	1%	7%	23%	28%	23%	13%	4%	0%

**Table 13. Gender of person planning group trip to heritage site, 2000-2001.**

Heritage Site	Male	Female
Allegheny Portage Railroad NHS	73%	27%
Allegheny Highlands Trail	67%	33%
Heritage Discovery Center	37%	63%
East Broad Top Railroad NHL	77%	23%
Fort Ligonier	59%	41%
Fort Necessity NB	61%	39%
Fort Roberdeau	47%	53%
Friendship Hill NHS	63%	37%
Ghost Town Trail	60%	40%
Horseshoe Curve NHL	72%	28%
Jimmy Stewart Museum	44%	56%
Johnstown Flood Museum	54%	46%
Johnstown Flood NM	55%	45%
Johnstown Inclined Plane	47%	53%
Kentuck Knob	41%	59%
Old Bedford Village	49%	51%
Railroaders Memorial Museum	77%	23%
Somerset Historical Center	51%	49%
West Overton Museum	43%	57%
All Respondents	62%	38%



The gender of the trip planner varied widely from the average of 62% male, 38% female (Table 13). Men were most likely to have planned trips to railroad sites; both the Railroaders Memorial Museum and East Broad Top Railroad NHL had 77% male planners, and Allegheny Portage Railroad NHS and Horseshoe Curve NHL had 73% and 72% respectively. Sites where women were more likely to have been the planners included Heritage Discovery Center (63%), Kentuck Knob (59%), West Overton Museum (57%), Jimmy Stewart Museum (56%), Johnstown Inclined Plane (53%), and Fort Roberdeau (53%).

The main sources of information about the heritage sites were previous knowledge (51%) and “someone told me” (16%) (Table 14 and Table 15). Signs along the road brought in 7% and visitor guides 6%. Print media, (newspapers and magazines) accounted for 3% each. Broadcast media was a negligible influence (1% televisions and 0% radio). Notable exceptions included the Railroaders Memorial Museum (29% newspaper), West Overton Museum (27% television), and Fort Necessity NB (22% sign on the road).

**Table 14. Sources of information about the heritage site, 2000-2001.**

Heritage Site	Newspaper	Television	Travel magazine	Sign on the road	Path of Progress Brochure	AAA	Map
Allegheny Portage Railroad NHS	7%	0%	6%	2%	2%	6%	0%
Allegheny Highlands Trail	2%	0%	4%	5%	0%	3%	0%
Heritage Discovery Center	1%	0%	3%	8%	1%	2%	2%
East Broad Top Railroad NHL	20%	0%	0%	3%	0%	2%	2%
Fort Ligonier	6%	0%	0%	8%	2%	8%	0%
Fort Necessity NB	1%	0%	1%	22%	1%	4%	4%
Fort Roberdeau	0%	0%	7%	5%	3%	0%	1%
Friendship Hill NHS	0%	0%	0%	0%	0%	0%	0%
Ghost Town Trail	0%	0%	3%	7%	1%	2%	2%
Horseshoe Curve NHL	11%	0%	1%	5%	2%	0%	0%
Jimmy Stewart Museum	2%	0%	3%	2%	1%	3%	2%
Johnstown Flood Museum	1%	4%	1%	8%	0%	4%	1%
Johnstown Flood NM	1%	2%	4%	2%	1%	8%	2%
Johnstown Inclined Plane	2%	1%	2%	7%	0%	4%	2%
Kentuck Knob	2%	0%	2%	4%	1%	4%	1%
Old Bedford Village	3%	0%	5%	9%	0%	6%	0%
Railroaders Memorial Museum	29%	0%	4%	0%	0%	0%	0%
Somerset Historical Center	3%	0%	3%	10%	1%	2%	2%
West Overton Museum	9%	27%	2%	1%	0%	2%	0%
All Respondents	3%	1%	3%	7%	1%	3%	1%

**Table 15. Sources of information about the heritage site, 2000-2001.**

Heritage Site	Radio	Previous knowledge	Visitor guide	Other travel planning service	Someone told me	Web site	Other
Allegheny Portage Railroad NHS	0%	27%	14%	4%	17%	4%	10%
Allegheny Highlands Trail	0%	52%	7%	1%	17%	6%	3%
Heritage Discovery Center	0%	49%	8%	0%	22%	4%	1%
East Broad Top Railroad NHL	1%	35%	8%	0%	19%	1%	10%
Fort Ligonier	0%	57%	6%	0%	8%	2%	2%
Fort Necessity NB	0%	45%	4%	1%	7%	4%	6%
Fort Roberdeau	0%	58%	5%	0%	11%	4%	5%
Friendship Hill NHS	0%	0%	0%	0%	100%	0%	0%
Ghost Town Trail	0%	55%	6%	1%	16%	3%	4%
Horseshoe Curve NHL	0%	59%	0%	0%	19%	1%	4%
Jimmy Stewart Museum	0%	61%	6%	0%	19%	2%	1%
Johnstown Flood Museum	1%	35%	5%	2%	27%	7%	3%
Johnstown Flood NM	0%	50%	7%	0%	17%	2%	4%
Johnstown Inclined Plane	0%	50%	8%	1%	17%	2%	4%
Kentuck Knob	0%	65%	6%	1%	13%	2%	2%
Old Bedford Village	0%	43%	5%	0%	15%	5%	7%
Railroaders Memorial Museum	0%	29%	7%	0%	29%	0%	4%
Somerset Historical Center	0%	53%	7%	0%	12%	1%	4%
West Overton Museum	0%	13%	10%	1%	25%	7%	2%
All Respondents	0%	51%	6%	1%	16%	3%	4%

### Heritage itinerary

Many of the visitor's surveyed had other heritage sites in the region on their trip itinerary. Tables 16, 17, 18, and 19 describe the cross usage of heritage attractions in the region. The list of alternate sites has been expanded beyond the survey sites to a more comprehensive list of heritage attractions. Several natural groupings present themselves. While some thematic clustering is apparent, the principal connection seems to be geographic.

The most common cross listed site was the Horseshoe Curve NHL (12% of all respondents). This site has a direct tie with the Railroaders Memorial Museum which manages the Curve and sells joint admission passes. Almost two-thirds of the Museum visitors also visited the Curve. Conversely, one-third of the Curve visitors reported visiting the Museum, indicating the prominence of this historic landmark. These two sites, along with East Broad Top Railroad, Allegheny Portage Railroad NHS, and the nearby Gallitzin Tunnels all exhibited considerable cross usage.

In the Johnstown area, the Johnstown Flood Museum, the Johnstown Flood Memorial NHS, the Johnstown Inclined Plane, and the newly opened Heritage Discovery Center attracted a common set of visitors. Half of the Heritage Discovery Center visitors reported a visit to the Flood Museum, 40% the Inclined Plane, and 21% the Flood Memorial, which is located at the South Fork Dam 10 miles outside of Johnstown. Since the Heritage Discovery Center opened after the inception of this project, it was not on the list of alternate sites. Flood Museum visitors and Flood Memorial visitors were almost identically likely (42% and 41% respectively) to visit the other site. Visitors to each of these were somewhat likely to visit the Inclined Plane, with visitors to the nearby Memorial having a greater propensity (51% to 37%). Inclined Plane visitors showed less cross usage, but still had significant ties to the other area sites.

The highest level of cross usage was reported at Kentuck Knob where two-thirds of the visitors also visited Falling Water, another and more famous Frank Lloyd Wright creation. Falling Water declined to participate in the study, but was included as an alternate site. Also linked to these two sites were Fort Necessity NB, Friendship Hill NHS, and to a lesser degree, Allegheny Highlands Trail. Falling Water was also a popular alternate for folks at Fort Necessity (19%) and Allegheny Highlands Trail (16%). Fort Necessity NB was ranked high by visitors to Friendship Hill NHS (20%), Kentuck Knob (10%) and Allegheny Highlands Trail (10%). Though linked with these other sites, visitors to Friendship Hill and Allegheny Highlands Trail were more likely to visit other sites than to have other sites listing them as secondary.

About a third of the sites showed little cross usage. These attractions are somewhat more isolated, or of lesser popularity. Somerset Historical Center visitors rarely (8%) reported visiting other heritage sites in the region on their trip. Other isolated sites included West Overton (12% visiting alternate sites), Ghost Town Trail (13%), Old Bedford Village (14%), Fort Roberdeau (14%), Jimmy Stewart Museum (15%) and Fort Ligonier (21%).

**Table 16. Cross usage of Path of Progress sites, 2000-2001.**

Alternate Sites	Interview Site				
	Allegheny Portage Railroad NHS	Allegheny Highlands Trail	Heritage Discovery Center	East Broad Top Railroad NHL	Fort Ligonier
Allegheny Portage Railroad NHS	NA	1%	2%	3%	1%
Allegheny Highlands Trail	0%	NA	0%	0%	0%
Baker Mansion	0%	1%	0%	0%	0%
Blair Limestone Co. Kiln	0%	1%	0%	0%	0%
Banks at Canoe Creek State Park					
Burnt Cabins Grist Mill	0%	1%	0%	0%	0%
Bushy Run Battlefield	0%	1%	0%	0%	4%
Cambria Iron Company NHL	0%	1%	0%	0%	0%
East Broad Top Railroad NHL	1%	1%	0%	NA	0%
Eliza Furnace	0%	1%	0%	0%	0%
Fallingwater	0%	16%	0%	1%	6%
Fort Ligonier	0%	1%	2%	1%	NA
Fort Necessity NB	1%	10%	0%	0%	6%
Fort Roberdeau	0%	1%	0%	0%	0%
Friendship Hill NHS	0%	3%	0%	0%	0%
Gallitzin Tunnels	16%	1%	0%	1%	0%
Ghost Town Trail	0%	1%	0%	0%	0%
Greenwood Furnace State Park	0%	1%	0%	0%	0%
Horseshoe Curve NHL	41%	1%	4%	10%	2%
Jimmy Stewart Museum	0%	1%	0%	0%	1%
Johnstown Flood Museum	7%	2%	49%	0%	4%
Johnstown Flood NM	9%	1%	21%	1%	3%
Johnstown Inclined Plane	6%	1%	40%	1%	3%
Kentuck Knob	0%	8%	0%	0%	1%
Linden Hall	0%	1%	0%	0%	0%
Mount Etna Furnace	0%	1%	0%	0%	0%
Nemacolin Castle	0%	1%	0%	0%	0%
Old Bedford Village	1%	1%	0%	0%	1%
Railroaders Memorial Museum	14%	1%	4%	9%	1%
Saltsburg Canal Park	0%	1%	0%	0%	0%
Seldom Seen Mine	0%	1%	0%	0%	0%
Somerset Historical Center	0%	1%	0%	0%	1%
West Overton Museum	0%	1%	0%	0%	0%
Windber Coal/Coke Heritage Museum	0%	1%	1%	0%	0%
No other sites visited	45%	77%	36%	83%	79%

**Table 17. Cross usage of Path of Progress sites, 2000-2001.**

Alternate Sites	Interview Site				
	Fort Necessity NB	Fort Roberdeau	Friendship Hill NHS	Ghost Town Trail	Horseshoe Curve NHL
Allegheny Portage Railroad NHS	0%	2%	1%	3%	14%
Allegheny Highlands Trail	4%	2%	3%	2%	0%
Baker Mansion	0%	2%	0%	1%	1%
Blair Limestone Co. Kiln Banks at Canoe Creek State Park	0%	0%	0%	0%	0%
Burnt Cabins Grist Mill	0%	0%	0%	0%	0%
Bushy Run Battlefield	1%	0%	0%	1%	0%
Cambria Iron Company NHL	0%	0%	0%	0%	0%
East Broad Top Railroad NHL	0%	0%	0%	1%	1%
Eliza Furnace	0%	0%	0%	6%	0%
Fallingwater	19%	0%	4%	2%	0%
Fort Ligonier	4%	2%	1%	1%	0%
Fort Necessity NB	NA	2%	20%	1%	0%
Fort Roberdeau	0%	NA	0%	1%	1%
Friendship Hill NHS	5%	0%	NA	0%	0%
Gallitzin Tunnels	0%	0%	0%	1%	8%
Ghost Town Trail	0%	0%	0%	NA	0%
Greenwood Furnace State Park	0%	0%	0%	0%	0%
Horseshoe Curve NHL	0%	4%	0%	3%	NA
Jimmy Stewart Museum	0%	0%	0%	2%	0%
Johnstown Flood Museum	2%	0%	0%	4%	4%
Johnstown Flood NM	1%	0%	1%	2%	4%
Johnstown Inclined Plane	0%	0%	0%	5%	4%
Kentuck Knob	6%	0%	1%	1%	0%
Linden Hall	0%	0%	1%	0%	0%
Mount Etna Furnace	0%	0%	0%	0%	0%
Nemacolin Castle	0%	0%	0%	0%	0%
Old Bedford Village	0%	0%	0%	2%	1%
Railroaders Memorial Museum	0%	4%	0%	2%	37%
Saltsburg Canal Park	0%	0%	0%	1%	0%
Seldom Seen Mine	0%	0%	0%	0%	0%
Somerset Historical Center	0%	0%	0%	1%	0%
West Overton Museum	0%	0%	0%	0%	0%
Windber Coal/Coke Heritage Museum	0%	0%	0%	0%	0%
No other sites visited	67%	86%	80%	87%	51%

**Table 18. Cross usage of Path of Progress sites, 2000-2001.**

Alternate Sites	Interview Site				
	Jimmy Stewart Museum	Johnstown Flood Museum	Johnstown Flood NM	Johnstown Inclined Plane	Kentuck Knob
Allegheny Portage Railroad NHS	1%	3%	5%	1%	0%
Allegheny Highlands Trail	0%	0%	0%	0%	2%
Baker Mansion	0%	0%	0%	0%	0%
Blair Limestone Co. Kiln	0%	0%	0%	0%	0%
Banks at Canoe Creek State Park					
Burnt Cabins Grist Mill	0%	0%	0%	0%	0%
Bushy Run Battlefield	0%	0%	0%	0%	0%
Cambria Iron Company NHL	0%	1%	0%	0%	0%
East Broad Top Railroad NHL	1%	0%	0%	0%	0%
Eliza Furnace	0%	0%	0%	0%	0%
Fallingwater	3%	2%	3%	1%	67%
Fort Ligonier	1%	1%	2%	1%	1%
Fort Necessity NB	1%	3%	2%	0%	10%
Fort Roberdeau	0%	0%	0%	0%	0%
Friendship Hill NHS	0%	0%	0%	0%	2%
Gallitzin Tunnels	1%	2%	2%	1%	0%
Ghost Town Trail	1%	0%	0%	0%	1%
Greenwood Furnace State Park	0%	0%	0%	0%	0%
Horseshoe Curve NHL	3%	7%	8%	4%	1%
Jimmy Stewart Museum	NA	0%	0%	1%	0%
Johnstown Flood Museum	8%	NA	41%	31%	1%
Johnstown Flood NM	7%	42%	NA	24%	1%
Johnstown Inclined Plane	6%	51%	37%	NA	1%
Kentuck Knob	1%	0%	0%	0%	NA
Linden Hall	0%	0%	0%	1%	0%
Mount Etna Furnace	0%	0%	0%	0%	0%
Nemacolin Castle	0%	0%	0%	0%	0%
Old Bedford Village	0%	0%	1%	1%	0%
Railroaders Memorial Museum	2%	3%	3%	4%	0%
Saltsburg Canal Park	0%	0%	0%	0%	0%
Seldom Seen Mine	1%	0%	1%	1%	0%
Somerset Historical Center	0%	0%	0%	0%	0%
West Overton Museum	0%	0%	0%	0%	0%
Windber Coal/Coke Heritage Museum	0%	0%	0%	1%	0%
No other sites visited	85%	31%	42%	58%	27%

**Table 19. Cross usage of Path of Progress sites, 2000-2001.**

Alternate Sites	Interview Site			
	Old Bedford Village	Railroaders Memorial Museum	Somerset Historical Center	West Overton Museum
Allegheny Portage Railroad NHS	0%	10%	0%	0%
Allegheny Highlands Trail	0%	0%	0%	1%
Baker Mansion	0%	1%	0%	0%
Blair Limestone Co. Kiln Banks at Canoe Creek State Park	0%	0%	0%	0%
Burnt Cabins Grist Mill	0%	0%	0%	0%
Bushy Run Battlefield	0%	0%	0%	0%
Cambria Iron Company NHL	0%	0%	0%	0%
East Broad Top Railroad NHL	0%	3%	0%	0%
Eliza Furnace	0%	0%	0%	0%
Fallingwater	2%	1%	4%	5%
Fort Ligonier	2%	0%	0%	4%
Fort Necessity NB	1%	0%	2%	6%
Fort Roberdeau	1%	0%	0%	0%
Friendship Hill NHS	0%	0%	2%	1%
Gallitzin Tunnels	1%	10%	0%	0%
Ghost Town Trail	0%	0%	0%	0%
Greenwood Furnace State Park	0%	0%	0%	0%
Horseshoe Curve NHL	4%	65%	0%	1%
Jimmy Stewart Museum	0%	0%	0%	0%
Johnstown Flood Museum	3%	5%	0%	0%
Johnstown Flood NM	3%	4%	0%	0%
Johnstown Inclined Plane	3%	4%	0%	0%
Kentuck Knob	0%	0%	2%	3%
Linden Hall	0%	0%	0%	0%
Mount Etna Furnace	0%	0%	0%	0%
Nemacolin Castle	0%	0%	0%	0%
Old Bedford Village	NA	1%	0%	1%
Railroaders Memorial Museum	1%	NA	0%	1%
Saltsburg Canal Park	0%	0%	0%	0%
Seldom Seen Mine	0%	0%	NA	1%
Somerset Historical Center	1%	0%	2%	0%
West Overton Museum	0%	0%	0%	NA
Windber Coal/Coke Heritage Museum	1%	0%	0%	0%
No other sites visited	86%	29%	92%	88%



### Non Path of Progress Itinerary

Respondents were asked to indicate whether they had visited or planned to visit any other sites in the region as a component of their trip. Overall, the two most popular alternate attractions were other historic sites (12% of respondents) and shopping malls/centers (13%) (Table 20). Cultural events scored the lowest, gathering interest from only 1% of the respondents.

Amusement parks were most frequently cited by visitors at Fort Roberdeau (11%), perhaps heading for Lakemont Park or DelGrosso Park. Antiquing was most popular with Fort Necessity visitors, possibly due to the plethora of such opportunities along Route 40, the National Pike. Visitation to shows, fairs and festivals was an alternate activity for 14% of visitors to Fort Ligonier, perhaps due to the frequency of such events in this area.

The alternate attraction itinerary seemed to depend upon the type and location of the interview site and the availability of alternatives. Visitors to the two trail systems reported the highest proportions of outdoor recreational activities (13% at Ghost Town Trail and 35% at Allegheny Highlands Trail). Heritage sites in urban centers seemed to allow for more usage of alternate attractions. For example, in Johnstown, a quarter of the Flood Museum visitors indicated that they had or would visit other historic attractions on their trip and 22% of them would visit a shopping mall or center (possibly the Galeria). Similarly, 24% of Heritage Discovery Center visitors and 22% of Inclined Plane visitors would also visit a shopping center or mall. Many visitors to these Johnstown sites also visited the Flood Memorial just outside of town; explaining why 19% of these visitors also reported visiting shopping malls or centers. Other sites having a moderate percentage of visitors listing malls or shopping centers included Jimmy Stewart Museum (located in the city of Indiana) and the Railroaders Memorial Museum and Horseshoe Curve NHL (in Altoona and just outside the city respectively).

### Expenditure Profiles

Expenditure profiles were developed for resident and nonresident visitors at each survey. Resident visitors averaged \$13.69 per visitor day, significantly less than the \$36.45 per visitor day that nonresident visitors. The differences came from lodging expenditures, as well as from marginally higher expenditure in all other categories.

The \$13.69 per visitor day spent by resident visitors was largely accumulated from on site expenditures (\$5.16/vd), food (\$3.58/vd), and transportation (\$3.42/vd) (Table 21, Figure 4). The highest level of resident expenditures was at Kentuck Knob (\$24.15/vd) and at West Overton Museum (\$23.87/vd). This was based on higher than average on site expenditures for admissions, food, and souvenirs (\$11.69/vd at Kentuck Knob and \$16.86/vd at West Overton Museum). The lowest expenditure levels were found at Friendship Hill NHS (\$7.49/vd), Ghost Town Trail (\$8.51/vd), and Allegheny Portage Railroad (\$9.53/vd). Lower on site expenditures coupled with modest levels in the other categories held costs down at these sites. One anomaly was the relatively high lodging expenditures for Fort Necessity NB (\$6.53/vd). Even though these were resident visitors, it was not unusual to find some lodging expenditures as people “got out of town.” In the case of the Battlefield, it appears that several locals were staying in a nearby resort, thereby increasing the average lodging expenditure.

**Table 20. Visits to other attractions by heritage visitors, 2000-2001.**

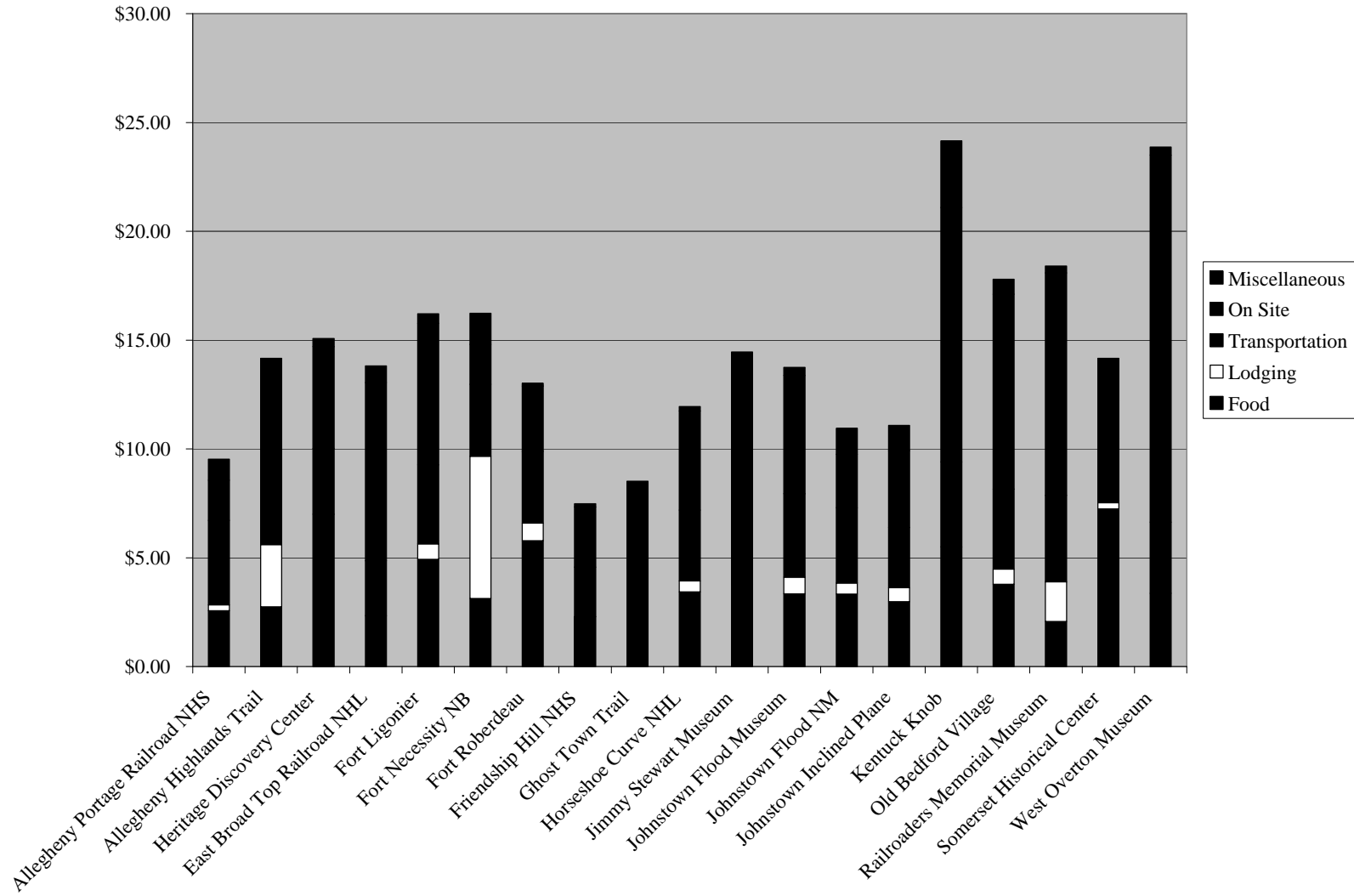
Heritage Site	Amusement Parks	Antique Centers or Shops	Cultural Events	Other Historic Sites	Outdoor Recreation Activities	Shows, Fairs or Festivals	Sporting Events	Shopping Malls/Centers
Allegheny Portage Railroad National Historic Site	4%	1%	1%	9%	2%	3%	3%	11%
Allegheny Highlands Trail	2%	3%	1%	3%	35%	1%	0%	2%
Heritage Discovery Center	1%	0%	0%	0%	1%	2%	5%	24%
East Broad Top Railroad National Historic Landmark	1%	4%	1%	14%	5%	6%	1%	3%
Fort Ligonier	8%	8%	1%	17%	5%	3%	2%	14%
Fort Necessity National Battlefield	2%	14%	2%	12%	10%	6%	0%	3%
Fort Roberdeau	11%	0%	5%	7%	2%	0%	0%	4%
Friendship Hill National Historic Site	0%	5%	0%	8%	11%	1%	0%	5%
Ghost Town Trail	4%	5%	3%	6%	13%	9%	7%	14%
Horseshoe Curve National Historic Landmark	6%	1%	0%	10%	2%	1%	4%	19%
Jimmy Stewart Museum	3%	4%	1%	11%	6%	14%	3%	20%
Johnstown Flood Museum	0%	2%	3%	25%	3%	4%	1%	22%
Johnstown Flood National Memorial	1%	1%	0%	15%	1%	3%	6%	19%
Johnstown Inclined Plane	4%	1%	2%	12%	10%	6%	3%	21%
Kentuck Knob	0%	9%	3%	8%	8%	2%	1%	3%
Old Bedford Village	4%	9%	2%	17%	7%	7%	0%	11%
Railroaders Memorial Museum	4%	0%	1%	10%	1%	1%	5%	16%
Somerset Historical Center	0%	2%	4%	10%	4%	4%	0%	4%
West Overton Museum	0%	11%	3%	5%	2%	8%	1%	7%
All Respondents	3%	4%	1%	12%	6%	4%	3%	13%

The average of \$36.45 per visitor day for nonresidents was built on an average of \$15.52/vd for lodging, \$7.10/vd at the site, \$6.74/vd for food, and \$5.42 for transportation (Table 22, Figure 5). Minor miscellaneous expenditures accumulated an additional \$1.68/visitor day. Kentuck Knob logged the highest average nonresident expenditure average (\$55.46/vd), based on the second highest lodging expenses (\$23.80/vd) and the second highest on site expenses (\$12.99/vd). The Railroaders Memorial Museum's average of \$46.93/vd was the second highest based upon the highest on site expenditures (\$13.46/vd), and the third highest lodging expenditures (\$19.86/vd). The lowest level of average nonresident expenditures was observed at Ghost Town Trail (\$13.13/vd). This site had the lowest on site expenditures (\$2.52/vd), no lodging expenses, and minimal miscellaneous expenditures (\$0.53/vd). The other sites with low nonresident expenditure averages followed the same pattern (e.g. Friendship Hill NHS, \$18.05/vd and Fort Roberdeau \$21.11/vd).

**Table 21. Average expenditures per visitor day by resident visitors to heritage sites, 2000-2001.**

Heritage Site	Food	Lodging	Transportation	On Site	Miscellaneous	Total
Allegheny Portage Railroad NHS	\$2.56	\$0.28	\$3.87	\$1.85	\$0.97	\$9.53
Allegheny Highlands Trail	\$2.74	\$2.86	\$4.18	\$2.56	\$1.82	\$14.16
Heritage Discovery Center	\$7.00	\$0.00	\$3.02	\$4.68	\$0.37	\$15.07
East Broad Top Railroad NHL	\$2.34	\$0.00	\$2.52	\$8.19	\$0.76	\$13.82
Fort Ligonier	\$4.93	\$0.71	\$3.63	\$6.50	\$0.44	\$16.21
Fort Necessity NB	\$3.13	\$6.53	\$3.31	\$1.83	\$1.43	\$16.23
Fort Roberdeau	\$5.78	\$0.81	\$3.30	\$3.00	\$0.13	\$13.02
Friendship Hill NHS	\$2.30	\$0.00	\$2.27	\$2.76	\$0.15	\$7.49
Ghost Town Trail	\$4.49	\$0.00	\$3.29	\$0.59	\$0.14	\$8.51
Horseshoe Curve NHL	\$3.43	\$0.51	\$3.25	\$4.55	\$0.21	\$11.96
Jimmy Stewart Museum	\$3.77	\$0.00	\$2.91	\$6.97	\$0.80	\$14.46
Johnstown Flood Museum	\$3.34	\$0.77	\$3.83	\$5.44	\$0.37	\$13.75
Johnstown Flood NM	\$3.33	\$0.51	\$3.46	\$2.45	\$1.20	\$10.96
Johnstown Inclined Plane	\$2.98	\$0.64	\$2.77	\$3.53	\$1.16	\$11.07
Kentuck Knob	\$5.50	\$0.00	\$3.90	\$11.69	\$3.06	\$24.15
Old Bedford Village	\$3.78	\$0.70	\$3.68	\$8.95	\$0.68	\$17.78
Railroaders Memorial Museum	\$2.07	\$1.82	\$3.97	\$10.23	\$0.31	\$18.40
Somerset Historical Center	\$7.24	\$0.29	\$2.94	\$1.76	\$1.93	\$14.16
West Overton Museum	\$3.36	\$0.00	\$3.28	\$16.86	\$0.37	\$23.87
All Respondents	\$3.58	\$0.88	\$3.42	\$5.16	\$0.66	\$13.69

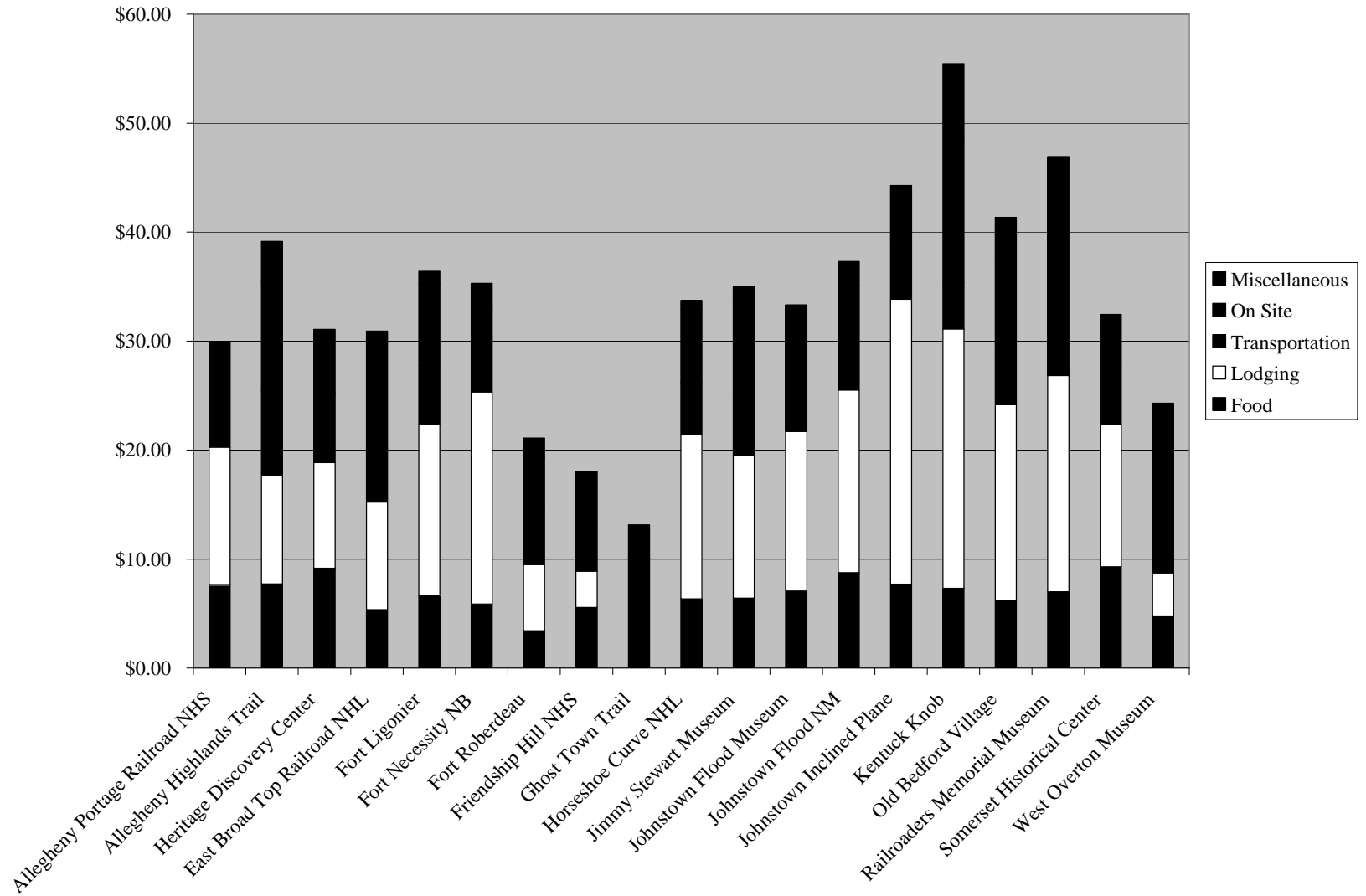
**Figure 4. Average visitor day expenditures for resident visitors to the Path of Progress, 2001.**



**Table 22. Average expenditures per visitor day by nonresident visitors to heritage sites, 2000-2001.**

Heritage Site	Food	Lodging	Transportation	On Site	Miscellaneous	Total
Allegheny Portage Railroad NHS	\$7.59	\$12.69	\$5.35	\$2.93	\$1.38	\$29.94
Allegheny Highlands Trail	\$7.72	\$9.91	\$7.83	\$9.96	\$3.72	\$39.14
Heritage Discovery Center	\$9.15	\$9.71	\$6.35	\$5.58	\$0.27	\$31.05
East Broad Top Railroad NHL	\$5.35	\$9.87	\$4.96	\$9.66	\$1.06	\$30.91
Fort Ligonier	\$6.64	\$15.71	\$5.40	\$7.52	\$1.13	\$36.40
Fort Necessity NB	\$5.87	\$19.47	\$5.07	\$2.54	\$2.34	\$35.30
Fort Roberdeau	\$3.41	\$6.08	\$5.38	\$4.50	\$1.73	\$21.11
Friendship Hill NHS	\$5.55	\$3.33	\$4.53	\$3.65	\$0.99	\$18.05
Ghost Town Trail	\$5.82	\$0.00	\$4.26	\$2.52	\$0.53	\$13.13
Horseshoe Curve NHL	\$6.34	\$15.05	\$4.85	\$6.68	\$0.80	\$33.73
Jimmy Stewart Museum	\$6.42	\$13.11	\$5.25	\$8.96	\$1.24	\$34.98
Johnstown Flood Museum	\$7.10	\$14.62	\$5.38	\$4.69	\$1.53	\$33.32
Johnstown Flood NM	\$8.75	\$16.77	\$5.77	\$3.84	\$2.17	\$37.30
Johnstown Inclined Plane	\$7.70	\$26.13	\$5.20	\$4.34	\$0.91	\$44.28
Kentuck Knob	\$7.31	\$23.80	\$4.23	\$12.99	\$7.13	\$55.46
Old Bedford Village	\$6.23	\$17.94	\$4.83	\$8.66	\$3.69	\$41.36
Railroaders Memorial Museum	\$6.99	\$19.86	\$6.30	\$13.46	\$0.31	\$46.93
Somerset Historical Center	\$9.29	\$13.10	\$5.71	\$4.33	\$0.00	\$32.43
West Overton Museum	\$4.70	\$4.02	\$7.18	\$7.80	\$0.59	\$24.27
All Respondents	\$6.74	\$15.52	\$5.42	\$7.10	\$1.68	\$36.45

**Figure 5. Average expenditures per visitor day by nonresident visitors to heritage sites, 2000-2001.**



## Economic Impacts

The 340 thousand nonresident visitors to Path of Progress heritage sites spent over \$12 million in the survey region during 2001 (Table 23). This generated an additional \$5.6 million of secondary activity among regional businesses, for a total impact of almost \$18 million. An output multiplier of 1.46 was realized from this activity. Value added (VA) impacts were \$8.7 million, including over \$5.0 million in wages and salaries in support of 337 annual jobs.

The direct impacts mostly occurred in Services (\$7.2 million), Wholesale and Retail Trade (\$2.7 million), and Institutions (\$2.0 million) (Figure 7). The latter category included the value of imported goods and services as well as receipts for government services. The secondary impacts were much more broadly based, as the businesses and employees in the region made purchases to support their production and consumption. In terms of total output, Services remained the lead sector with over 50% of the total sales impacts. Value added impacts followed a similar pattern, with Services (\$4.7 million) and Wholesale and Retail Trade (\$2.2 million) gathering 80% of the total. In a similar fashion, these two sectors were also the source of 86% of the wage impacts and 304 of the 337 jobs supported by Path of Progress tourism.

In terms of individual segments of the economy, Hotels and Lodging Places contributed \$2.9 million of value added to the regional economy (Table 24). This industry paid \$1.7 million of wages and salaries which supported 117 jobs in the region. Eating and Drinking Places were the source of \$916 thousand of value added impacts to the regional economy. This industry paid \$571 thousand of wages to 64 employees as a result of these visitor expenditures. The next largest value added sector was Other Nonprofit Organizations (\$558 thousand). This represents the operations of private Path of Progress sites. These three industries received the majority of their impacts directly from the spending of nonresident visitors, as did four of the next five on the list: Wholesale Trade (\$400 thousand VA), Automotive Dealers and Service Stations (\$343 thousand VA), Miscellaneous Retail (\$251 thousand VA), and Amusement and Recreational Services (\$237 thousand VA). Note that most of the other sectors on the list (with the exception of Food Stores) gained their impacts from the secondary activity generated by the directly impacted sectors. Highest among these was Real Estate (\$250 thousand VA), Electric Services (\$195 thousand VA), Banking (\$189 thousand VA), and Owner Occupied Dwellings (\$168 thousand VA). The latter represented the increase in home equity by people employed in the direct and secondarily impacted industries.

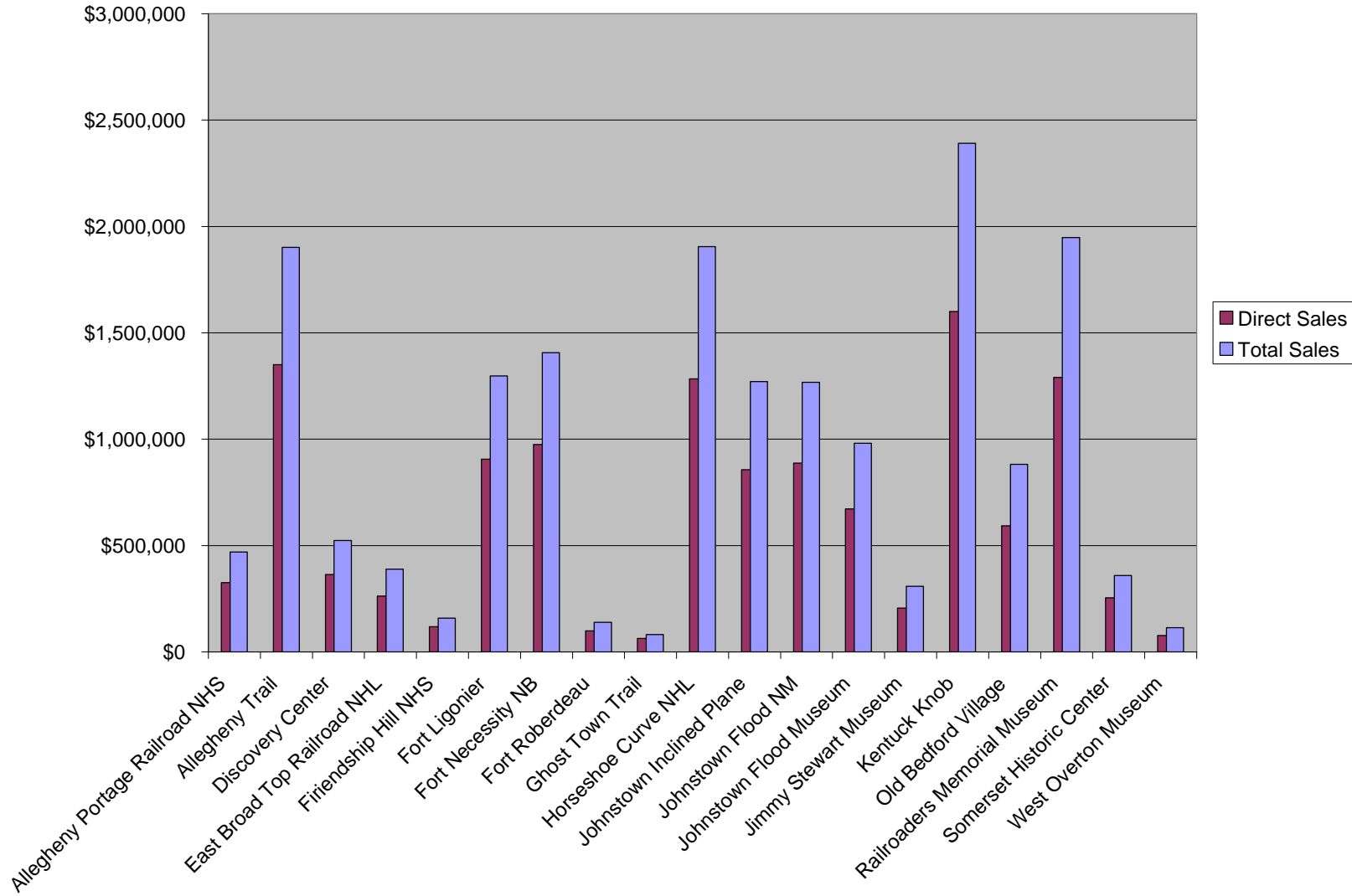
In terms of individual sites, Kentuck Knob generated the greatest impacts (\$1.2 million VA) (Table 25, Figure 7, and Figure 8). This was closely followed by the Railroaders Memorial Museum (\$943 thousand VA), Allegheny Trail (\$936 thousand VA), and Horseshoe Curve NHL (\$927 thousand VA). Sites contributing the least impact include Ghost Town Trail (\$32 thousand VA), West Overton Museum (\$53 thousand VA), and Fort Roberdeau (\$62 thousand VA). The impacts of the individual sites are presented below.

### *Allegheny Portage Railroad NHS*

The 11 thousand nonresident visitors to the Allegheny Portage Railroad NHS spent \$326 thousand in the region (Table 26). This, in turn, generated an additional \$143 thousand of secondary activity for a total sales impact of \$469 thousand. The distribution of impacts followed the general pattern, with Services and Wholesale and Retail Trade receiving the



**Figure 6. Comparison of direct and total sales impacts, by heritage site, 2001.**



majority of the impacts (\$207 thousand and \$115 thousand respectively). This activity resulted in a \$225 thousand value added contribution to the region's economy, including \$129 thousand of wages and salaries supporting 9 jobs annually. This site ranked 12<sup>th</sup> in terms of value added impacts among those surveyed. The impacts were about half of the overall average.

#### *Allegheny Highlands Trail*

Over 35 thousand nonresident visitors were reported to have used the Allegheny Highlands Trail in 2001. The \$1.35 million that they spent in the region generated an additional \$551 thousand of sales for a combined impact of almost \$2 million (Table 27). The value added component amounted to \$936 thousand, including almost a half a million dollars of wages in salaries in support of 39 annual jobs. Service industries and Wholesale and Retail Trade accounted for three-quarters of these impacts and 35 of the 39 employment positions. When the sites were ranked by value added contribution to the region's economy, this site had the third highest impact.

#### *Heritage Discovery Center*

The newly opened Heritage Discovery Center attracted almost 12 thousand nonresident visitors in 2001. They spent \$363 thousand in the region, which when coupled with the secondary impacts of \$161 thousand provided a total sales impact of over a half a million dollars (Table 28). The Wholesale and Retail Trade industries and the Services industries captured the majority of these impacts, largely based upon the direct spending by the visitors. The \$240 million of value added impacts placed this site in the bottom tier of heritage centers in terms of economic impact. The largest component of the value added impact was \$143 thousand of wages and salaries, which supported just under 10 jobs on an annual basis.

#### *East Broad Top Railroad NHL*

The 8.6 thousand nonresident visitors to this site spent a little over a quarter of a million dollars in the region (Table 29). When coupled with secondary impacts of \$127 thousand, the East Broad Top Railroad generated a modest \$390 thousand of total sales impacts in the region. The value added impacts of \$181 thousand were primarily based in the Wholesale and Retail Trade industries and the Services industries. Employee income of \$112 thousand followed the same pattern. The 7 annual jobs in the region supported by this activity were almost entirely in these two groups. This site's impacts amounted to 2% of the total path of progress impacts.

#### *Fort Ligonier*

Fort Ligonier attracted 32 thousand nonresident visitors who spent over \$900 thousand in the region (Table 30). An additional \$390 thousand of secondary sales brought the combined sales impact to \$1.3 million. The value added contribution to the region's economy was \$649 thousand, the sixth highest impact on the Path of Progress. This included \$358 thousand of wages and salaries for 24.5 annual employees. As is typical of tourism impacts, the majority occurred in the Service industries and in the Wholesale and Retail Trade industries.

#### *Fort Necessity NB*

Fort Necessity's 30 thousand nonresident visitors spent almost a million dollars in the nine-county region (Table 31). This generated an additional \$432 thousand for a combined impact of \$1.4 million in total sales by the region's businesses and industries. In terms of the region's

economy, \$718 thousand of value added impacts were realized. The wage and salary component of this amounted to \$394 thousand and covered over 26 annual positions. Once again, the majority of these impacts were placed in the Service industries and in the Wholesale and Retail Trade industries; 24 job and \$573 thousand of value added impacts were in these two groups. Fort Necessity's value added contribution to the region's economy was fifth among the Path of Progress sites.

#### *Fort Roberdeau*

Slightly less than five thousand nonresidents visited this site in 2001. Their impact was just under \$100 thousand (Table 32). An additional \$40 thousand of secondary impacts brought the total sales impact up to \$140 thousand. These visitors made a \$62 thousand value added contribution to the regional economy. The Service industries and the Wholesale and Retail Trade industries captured 80% of this impact. Wage and salary impacts amounted to \$37 thousand and supported a mere 2.3 jobs in the study region. These modest impacts were among the lowest of any of the Path of Progress sites.

#### *Friendship Hill NHS*

Friendship Hill's 8,242 nonresident visitors spent \$118 thousand in the region (Table 33). This, in turn, created \$41 thousand of additional sales which brought the total sales impact for the site to \$159 thousand. The value added contribution to the nine-county economy of \$69 thousand occurred in the usual two sectors - Service industries and Wholesale and Retail Trade industries. On an annual basis, 2.6 employment positions paying \$38 thousand in wages resulted from this activity. These modest economic impacts were some of the lowest observed in this study.

#### *Ghost Town Trail*

The impacts from 6,000 nonresident visitors to the Ghost Town Trail in 2001, included \$63 thousand of direct expenditures (Table 34). An additional \$19 thousand of secondary output resulted in a total sales impact of \$82 thousand. The value added component of this was \$32 thousand. Note that unlike most visitors, these people spent little with the Service industries in the region. Consequently, over two-thirds of the value added contribution to the regional economy was funneled through the Wholesale and Retail Trade group. The activity supported just 1.3 jobs in the region on an annual basis. The \$17.6 thousand in wages and salaries represents the typical wage structure of the Wholesale and Retail Trade group. This site's economic impact was the lowest of any in this study.

#### *Horseshoe Curve NHL*

The world famous Horseshoe Curve attracted over 38 thousand visitors from outside the nine-county region in 2001. These visitors spent \$1.3 million while visiting the area (Table 35). Secondary impacts of \$621 thousand raised the total sales impact to \$1.9 million. The value added contribution to the region's economy of \$927 thousand was one of the highest observed in this study. Once again, these impacts were concentrated in the Service industries and in the Wholesale and Retail Trade industries. Employee income from this activity amounted to \$552 thousand and supported 36 annual jobs.

### *Jimmy Stewart Museum*

In 2001, the almost six thousand visitors to the Jimmy Stewart Museum who originated from outside of the region spent \$207 thousand during their visit (Table 36). Secondary sales of \$102 thousand resulted in a total sales impact of \$309 thousand. Value added impacts of \$149 thousand were largely located in the Wholesale and Retail Trade industries and in the Services industries. The employee income portion of this was \$91 thousand and supported 5 annual positions. These impacts placed this site in the lower tier of Path of Progress sites.

### *Johnstown Flood Museum*

The 20 thousand nonresident visitors to the Flood Museum in Johnstown in 2001 spent \$672 thousand dollars in the region during their visit (Table 37). This activity stimulated an additional \$309 thousand of economic activity for a total sales impact of \$981 thousand. The value added component of that amounted to \$475 thousand, which represents the contribution to the region's gross product. Eighteen annual full and part time jobs, paying \$277 thousand were supported by this activity. Over 16 of these jobs were in the Wholesale and Retail Trade industries and in the Services industries. The Flood Museum's impacts were typical of the Path of Progress sites included in this study.

### *Johnstown Flood NM*

The Memorial's visitors in 2001 included almost 27 thousand people from outside of the nine-county region. They spent \$887 thousand with local businesses while in the region (Table 38). With the addition of secondary impacts of \$380 thousand, a total sales impact of \$1.3 million was realized. The value added contribution to the region's economy was \$630 thousand. The Wholesale and Retail Trade industries and the Services industries were the conduit for 80% of this impact. This activity provided \$348 thousand in wages and salaries, which in turn supported 24 jobs annually. These impacts placed this site in the middle of the range of impacts realized from the Path of Progress.

### *Johnstown Inclined Plane*

In 2001, the Johnstown Inclined Plane attracted 19 thousand visitors from outside of the Path of Progress region. These folks spent \$857 thousand while in the region (Table 39). This activity brought about an additional \$414 thousand in sales by the region's businesses and industries. The total sales impact was \$1.3 million. The region's economy gained \$647 thousand of value added impacts from these visitors. Typical of these tourist sites, 80% of these value added impacts were in Wholesale and Retail Trade industries and in the Services industries. The wage and salary component the value added impact amounted to \$371 thousand and supported 25 full and part time jobs. These impacts ranked 7<sup>th</sup> among the 19 Path of Progress sites.

### *Kentuck Knob*

The 29 thousand nonresident visitors spent \$1.6 million in the region in 2001, the most of any site observed here (Table 40). When combined with an additional \$790 million of secondary impacts, a combined total sales impact of \$2.4 million was estimated. These visitors generated \$1.2 million of value added impacts for the region's economy. Employee income generated by this activity amounted to \$708 million and supported over 45 annual jobs in the region. Positions in the group of Services industries accounted for 29 of these jobs. Another 12 were

located in the Wholesale and Retail Trade sectors. Kentuck Knob had the largest impacts of any site on the Path of Progress.

#### *Old Bedford Village*

Old Bedford Village's economic impacts stemmed from the 14,571 visitors who came from outside of the nine-county region during 2001. These people spent \$593 thousand while in the region (Table 41). When coupled with \$289 thousand of secondary impacts, a total sales impact of \$881 thousand was realized. The value added to the regional economy was \$434 thousand, including \$259 thousand of wages and salaries for the 17 full and part time jobs supported by this activity. Old Bedford Village's impacts were the median for the Path of Progress sites in 2001. As with the other sites, Wholesale and Retail Trade industries and in the Services industries were the conduit for most of these impacts.

#### *Railroaders Memorial Museum*

The Railroaders Memorial Museum attracted almost 28 thousand visitors from outside of the study region. Spending by these nonresidents generated \$1.3 million of direct impacts, \$658 thousand of secondary impacts, and total sales impacts of \$1.9 million (Table 42). In terms of the value added contribution to the region's economy, a \$943 thousand impact was realized. The wage and salary component of this amounted to \$579 thousand and supported 37 jobs that year. Jobs in the Services group accounted for 24 of these positions, while the Wholesale and Retail Trade industries employed another 9. The Railroaders Memorial Museum had the second highest impacts of any observed in this study.

#### *Somerset Historical Center*

The 9,262 nonresident visitors to the Somerset Historical Center spent almost a quarter of a million dollars in the region during 2001 (Table 43). An additional \$105 thousand of secondary impacts brought the total sales impact to \$359 thousand. The value added impact was \$171 thousand and included \$95 thousand of wages and salaries supporting 6.5 annual positions. Typical of tourism impacts, almost all these impacts occurred in the Wholesale and Retail Trade industries and in the Services industries. These modest impacts ranked near the bottom of Path of Progress sites.

#### *West Overton Museum*

West Overton's 3,230 nonresident visitors in 2001 were the fewest of any site in the study. These folks spent \$77 thousand while in the region (Table 44). When coupled with an additional \$36 thousand of secondary impacts, a total sales impact of \$114 thousand was created. The regional economy gained \$53 thousand of value added impacts due to this activity. Employee income generated by these visitors came to \$32 thousand and supported 2 jobs in the region. These impacts mostly occurred in the Wholesale and Retail Trade industries and in the Services industries. West Overton had the second lowest impact on the Path of Progress.

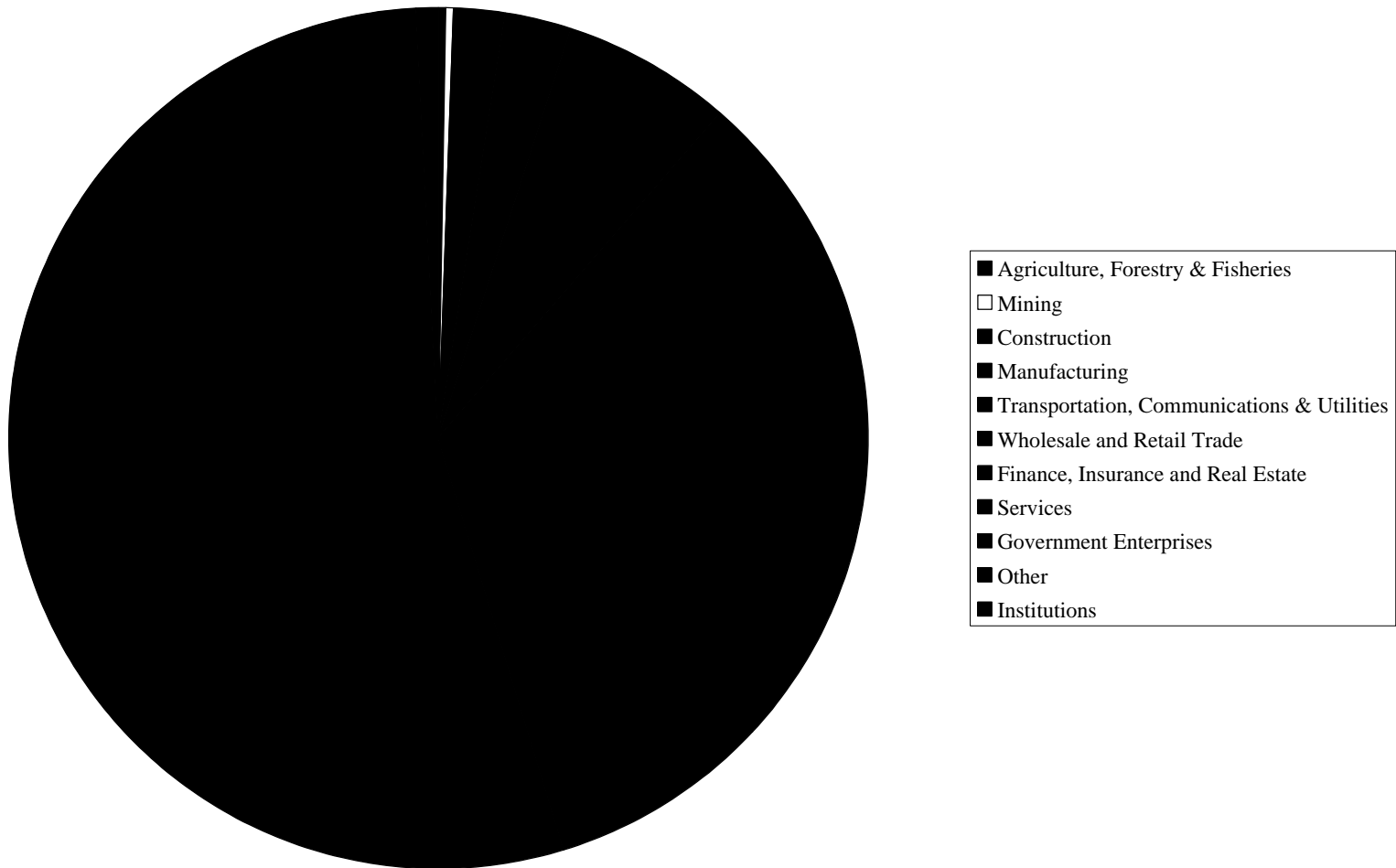
**Table 23. Regional economic impact of the Path of Progress heritage site visitors, by industry, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$21,011	\$66,692	\$87,703	\$34,565	\$16,617	1.8
Mining	\$11,089	\$20,937	\$32,026	\$18,834	\$3,757	0.2
Construction	\$0	\$273,132	\$273,132	\$153,166	\$100,319	4.4
Manufacturing	\$135,536	\$560,594	\$696,129	\$225,701	\$148,051	5.1
Transportation, Communications & Utilities	\$54,993	\$872,503	\$927,495	\$557,742	\$211,554	7.2
Wholesale and Retail Trade	\$2,745,489	\$925,393	\$3,670,882	\$2,224,112	\$1,256,822	102.4
Finance, Insurance and Real Estate	\$0	\$997,286	\$997,286	\$729,062	\$171,059	10.1
Services	\$7,182,304	\$1,748,492	\$8,930,797	\$4,711,193	\$3,049,737	202.0
Government Enterprises	\$7,826	\$140,816	\$148,642	\$64,754	\$65,815	2.6
Other	\$0	\$5,071	\$5,071	\$5,070	\$5,070	0.7
Institutions	\$2,027,908	\$0	\$2,027,908	\$0	\$0	0.0
<b>Total</b>	<b>\$12,186,156</b>	<b>\$5,610,916</b>	<b>\$17,797,072</b>	<b>\$8,724,200</b>	<b>\$5,028,802</b>	<b>336.6</b>

**Table 24. Top 15 industries impacted by Path of Progress visitors, ranked by value added, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Hotels and Lodging Places	\$5,088,478	\$7,326	\$5,095,803	\$2,887,741	\$1,693,393	117.3
Eating & Drinking	\$1,777,846	\$185,635	\$1,963,482	\$915,620	\$570,892	63.7
Other Nonprofit Organizations	\$1,578,952	\$12,182	\$1,591,134	\$558,343	\$541,989	31.4
Wholesale Trade	\$252,719	\$319,022	\$571,741	\$400,314	\$217,262	6.3
Automotive Dealers & Service Stations	\$335,283	\$100,962	\$436,245	\$342,689	\$185,530	9.5
Miscellaneous Retail	\$210,503	\$97,538	\$308,041	\$251,403	\$113,958	10.6
Real Estate	\$0	\$353,742	\$353,742	\$249,613	\$18,297	2.7
Amusement and Recreation Services- N.E.C.	\$385,711	\$17,913	\$403,624	\$236,579	\$112,245	15.2
Electric Services	\$0	\$216,314	\$216,314	\$195,536	\$38,782	0.6
Banking	\$0	\$257,725	\$257,725	\$188,971	\$63,913	2.1
Owner-occupied Dwellings	\$0	\$209,066	\$209,066	\$167,820	\$0	0.0
Food Stores	\$97,417	\$83,417	\$180,834	\$153,125	\$85,656	6.4
Maintenance and Repair Other Facilities	\$0	\$240,024	\$240,024	\$140,257	\$92,200	4.0
Hospitals	\$0	\$194,916	\$194,916	\$122,500	\$103,998	3.2
Doctors and Dentists	\$0	\$190,028	\$190,028	\$114,454	\$93,189	2.3

Figure 7. Distribution of Path of Progress value added impacts, 2001 (\$8.7 million total).

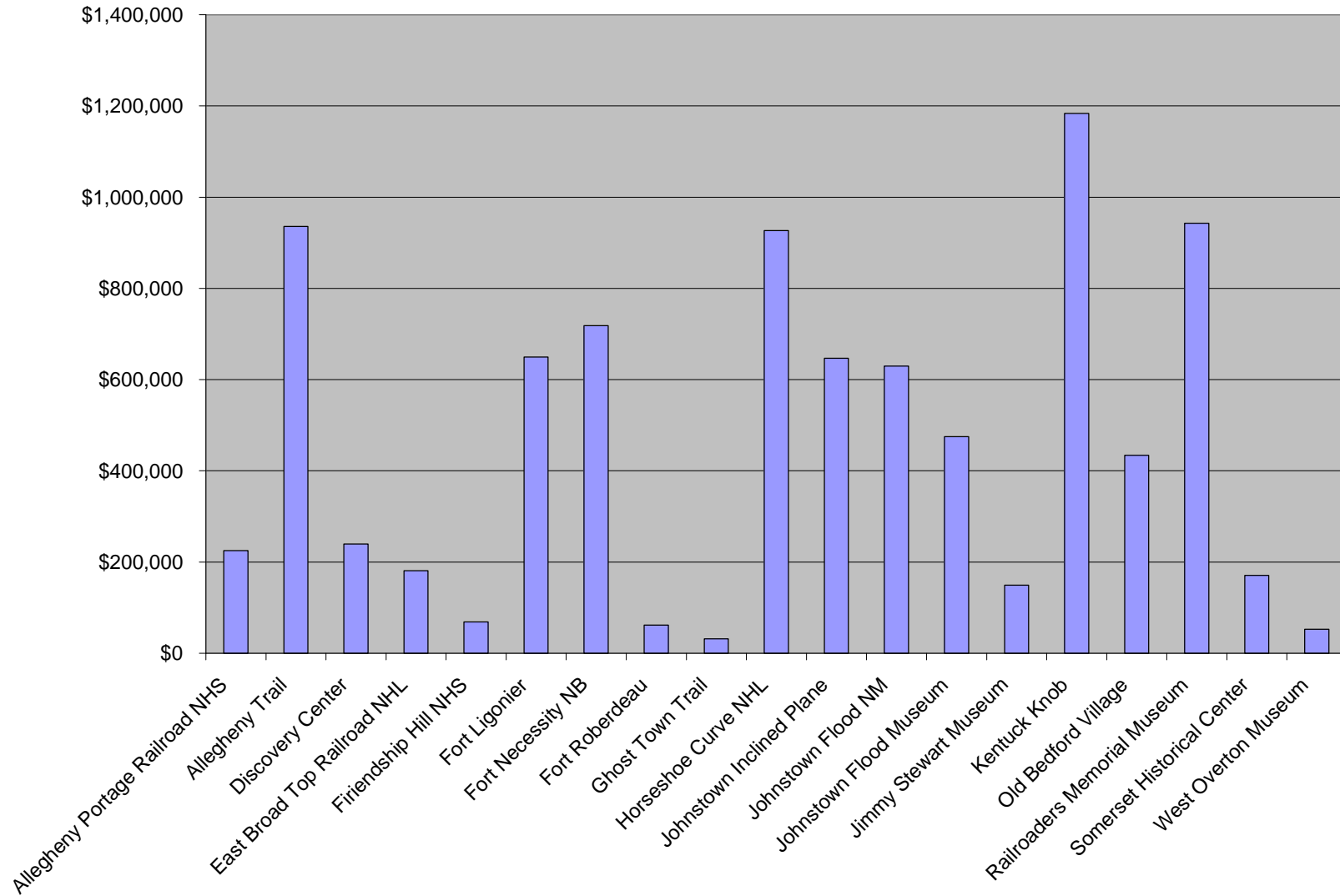


**Table 25. Regional economic impact of the Path of Progress heritage site visitors, by site, 2001.**

Heritage Site	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Allegheny Portage Railroad NHS	\$326,220	\$143,236	\$469,456	\$224,955	\$129,306	8.6
Allegheny Trail	\$1,350,696	\$551,046	\$1,901,742	\$936,067	\$487,010	38.6
Discovery Center	\$363,280	\$160,875	\$524,155	\$239,684	\$142,978	9.4
East Broad Top Railroad NHL	\$262,265	\$127,260	\$389,525	\$181,169	\$112,181	6.9
Friendship Hill NHS	\$118,249	\$40,893	\$159,142	\$68,597	\$37,835	2.6
Fort Ligonier	\$906,070	\$391,435	\$1,297,505	\$649,460	\$358,381	24.5
Fort Necessity NB	\$974,818	\$432,436	\$1,407,254	\$718,000	\$394,472	26.5
Fort Roberdeau	\$99,193	\$40,535	\$139,728	\$62,017	\$36,985	2.3
Ghost Town Trail	\$63,123	\$19,001	\$82,124	\$31,946	\$17,582	1.3
Horseshoe Curve NHL	\$1,284,079	\$620,775	\$1,904,854	\$926,951	\$552,110	35.8
Johnstown Inclined Plane	\$856,857	\$413,759	\$1,270,616	\$646,982	\$371,468	24.6
Johnstown Flood NM	\$887,385	\$380,332	\$1,267,717	\$629,565	\$347,763	24.0
Johnstown Flood Museum	\$671,996	\$309,290	\$981,287	\$475,037	\$277,203	18.2
Jimmy Stewart Museum	\$206,612	\$102,260	\$308,872	\$149,338	\$90,615	5.9
Kentuck Knob	\$1,600,049	\$790,444	\$2,390,493	\$1,183,625	\$708,009	45.4
Old Bedford Village	\$592,800	\$288,577	\$881,376	\$434,219	\$258,509	16.7
Railroaders Memorial Museum	\$1,290,445	\$657,783	\$1,948,228	\$943,014	\$579,222	36.7
Somerset Historical Center	\$254,750	\$104,689	\$359,439	\$171,044	\$94,984	6.5
West Overton Museum	\$77,271	\$36,289	\$113,560	\$52,529	\$32,189	2.0
Total	\$12,186,156	\$5,610,916	\$17,797,072	\$8,724,200	\$5,028,802	336.6



**Figure 8. Value added impacts by heritage site, 2001 (\$8.7 million total).**



**Table 26. Regional economic impact of visitors to Allegheny Portage Railroad NHS, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$186	\$1,896	\$2,083	\$823	\$408	0.0
Mining	\$389	\$578	\$967	\$572	\$111	0.0
Construction	\$0	\$6,928	\$6,928	\$3,880	\$2,540	0.1
Manufacturing	\$4,767	\$14,702	\$19,469	\$6,070	\$3,952	0.1
Transportation, Communications & Utilities	\$1,506	\$22,542	\$24,048	\$14,404	\$5,477	0.2
Wholesale and Retail Trade	\$90,887	\$24,260	\$115,147	\$68,811	\$39,152	3.2
Finance, Insurance and Real Estate	\$0	\$25,398	\$25,398	\$18,576	\$4,346	0.3
Services	\$163,368	\$43,275	\$206,642	\$110,128	\$71,592	4.6
Government Enterprises	\$56	\$3,528	\$3,584	\$1,562	\$1,598	0.1
Other	\$0	\$130	\$130	\$130	\$130	0.0
Institutions	\$65,060	\$0	\$65,060	\$0	\$0	0.0
<b>Total</b>	<b>\$326,220</b>	<b>\$143,236</b>	<b>\$469,456</b>	<b>\$224,955</b>	<b>\$129,306</b>	<b>8.6</b>

**Table 27. Regional economic impact of visitors to Allegheny Highlands Trail, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$15,540	\$9,582	\$25,121	\$8,089	\$3,550	0.5
Mining	\$1,059	\$2,110	\$3,169	\$1,859	\$375	0.0
Construction	\$0	\$27,443	\$27,443	\$15,352	\$10,055	0.4
Manufacturing	\$24,088	\$58,975	\$83,063	\$25,664	\$16,773	0.6
Transportation, Communications & Utilities	\$5,182	\$86,777	\$91,959	\$54,925	\$20,643	0.7
Wholesale and Retail Trade	\$260,280	\$97,459	\$357,739	\$223,101	\$125,637	9.8
Finance, Insurance and Real Estate	\$0	\$95,343	\$95,343	\$69,704	\$14,914	0.9
Services	\$774,839	\$159,833	\$934,671	\$528,997	\$287,513	25.5
Government Enterprises	\$5,673	\$13,010	\$18,683	\$7,861	\$7,035	0.3
Other	\$0	\$515	\$515	\$515	\$515	0.1
Institutions	\$264,036	\$0	\$264,036	\$0	\$0	0.0
<b>Total</b>	<b>\$1,350,696</b>	<b>\$551,046</b>	<b>\$1,901,742</b>	<b>\$936,067</b>	<b>\$487,010</b>	<b>38.6</b>

**Table 28. Regional economic impact of visitors to the Discovery Center, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$309	\$2,337	\$2,646	\$963	\$477	0.0
Mining	\$489	\$635	\$1,125	\$668	\$128	0.0
Construction	\$0	\$7,139	\$7,139	\$3,985	\$2,607	0.1
Manufacturing	\$6,794	\$17,477	\$24,270	\$7,392	\$4,844	0.2
Transportation, Communications & Utilities	\$2,027	\$23,810	\$25,837	\$15,179	\$5,855	0.2
Wholesale and Retail Trade	\$102,781	\$26,966	\$129,748	\$76,614	\$44,029	3.6
Finance, Insurance and Real Estate	\$0	\$27,471	\$27,471	\$20,058	\$4,638	0.3
Services	\$173,734	\$50,933	\$224,667	\$112,914	\$78,408	4.9
Government Enterprises	\$57	\$3,966	\$4,023	\$1,768	\$1,849	0.1
Other	\$0	\$142	\$142	\$142	\$142	0.0
Institutions	\$77,088	\$0	\$77,088	\$0	\$0	0.0
Total	\$363,280	\$160,875	\$524,155	\$239,684	\$142,978	9.4

**Table 29. Regional economic impact of visitors to East Broad Top Railroad, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$176	\$1,445	\$1,621	\$638	\$316	0.0
Mining	\$242	\$428	\$670	\$395	\$78	0.0
Construction	\$0	\$5,479	\$5,479	\$3,062	\$2,005	0.1
Manufacturing	\$4,129	\$13,110	\$17,238	\$5,630	\$3,732	0.1
Transportation, Communications & Utilities	\$1,059	\$17,839	\$18,898	\$11,049	\$4,266	0.1
Wholesale and Retail Trade	\$46,342	\$19,834	\$66,177	\$42,094	\$23,471	1.8
Finance, Insurance and Real Estate	\$0	\$21,745	\$21,745	\$15,855	\$3,743	0.2
Services	\$166,642	\$43,960	\$210,602	\$100,846	\$72,859	4.5
Government Enterprises	\$40	\$3,310	\$3,350	\$1,489	\$1,600	0.1
Other	\$0	\$111	\$111	\$111	\$111	0.0
Institutions	\$43,635	\$0	\$43,635	\$0	\$0	0.0
Total	\$262,265	\$127,260	\$389,525	\$181,169	\$112,181	6.9

**Table 30. Regional economic impact of visitors to Fort Ligonier, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$401	\$5,061	\$5,462	\$2,301	\$1,140	0.1
Mining	\$1,110	\$1,687	\$2,798	\$1,652	\$324	0.0
Construction	\$0	\$20,804	\$20,804	\$11,684	\$7,649	0.3
Manufacturing	\$9,874	\$37,611	\$47,486	\$14,633	\$9,525	0.3
Transportation, Communications & Utilities	\$3,968	\$66,089	\$70,058	\$42,700	\$16,053	0.5
Wholesale and Retail Trade	\$246,907	\$67,136	\$314,043	\$188,875	\$106,608	8.9
Finance, Insurance and Real Estate	\$0	\$72,200	\$72,200	\$52,903	\$12,531	0.8
Services	\$471,182	\$110,905	\$582,087	\$330,146	\$200,009	13.2
Government Enterprises	\$163	\$9,577	\$9,740	\$4,202	\$4,177	0.2
Other	\$0	\$365	\$365	\$365	\$365	0.0
Institutions	\$172,463	\$0	\$172,463	\$0	\$0	0.0
Total	\$906,070	\$391,435	\$1,297,505	\$649,460	\$358,381	24.5

**Table 31. Regional economic impact of visitors to Fort Necessity NB, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$714	\$5,173	\$5,887	\$2,556	\$1,255	0.1
Mining	\$813	\$1,735	\$2,548	\$1,492	\$302	0.0
Construction	\$0	\$23,431	\$23,431	\$13,186	\$8,640	0.4
Manufacturing	\$10,636	\$40,325	\$50,960	\$16,259	\$10,568	0.4
Transportation, Communications & Utilities	\$3,165	\$73,524	\$76,689	\$46,989	\$17,607	0.6
Wholesale and Retail Trade	\$211,277	\$72,901	\$284,178	\$173,594	\$97,815	7.9
Finance, Insurance and Real Estate	\$0	\$80,587	\$80,587	\$59,052	\$14,131	0.9
Services	\$583,738	\$123,617	\$707,356	\$399,712	\$239,029	16.1
Government Enterprises	\$283	\$10,741	\$11,024	\$4,757	\$4,724	0.2
Other	\$0	\$402	\$402	\$402	\$402	0.1
Institutions	\$164,192	\$0	\$164,192	\$0	\$0	0.0
Total	\$974,818	\$432,436	\$1,407,254	\$718,000	\$394,472	26.5

**Table 32. Regional economic impact of visitors to Fort Roberdeau, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$133	\$555	\$689	\$251	\$123	0.0
Mining	\$171	\$171	\$342	\$205	\$38	0.0
Construction	\$0	\$1,803	\$1,803	\$1,004	\$656	0.0
Manufacturing	\$2,363	\$3,976	\$6,339	\$1,992	\$1,293	0.0
Transportation, Communications & Utilities	\$690	\$5,856	\$6,546	\$3,809	\$1,479	0.0
Wholesale and Retail Trade	\$19,733	\$6,426	\$26,159	\$18,247	\$9,851	0.7
Finance, Insurance and Real Estate	\$0	\$7,030	\$7,030	\$5,132	\$1,201	0.1
Services	\$48,999	\$13,635	\$62,634	\$30,860	\$21,801	1.4
Government Enterprises	\$41	\$1,046	\$1,087	\$480	\$505	0.0
Other	\$0	\$37	\$37	\$37	\$37	0.0
Institutions	\$27,062	\$0	\$27,062	\$0	\$0	0.0
<b>Total</b>	<b>\$99,193</b>	<b>\$40,535</b>	<b>\$139,728</b>	<b>\$62,017</b>	<b>\$36,985</b>	<b>2.3</b>

**Table 33. Regional economic impact of visitors to Friendship Hill NHS, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$135	\$820	\$955	\$314	\$156	0.0
Mining	\$251	\$216	\$467	\$280	\$52	0.0
Construction	\$0	\$1,825	\$1,825	\$1,012	\$660	0.0
Manufacturing	\$3,361	\$4,831	\$8,192	\$2,329	\$1,478	0.1
Transportation, Communications & Utilities	\$1,002	\$6,453	\$7,456	\$4,363	\$1,693	0.1
Wholesale and Retail Trade	\$48,363	\$7,779	\$56,142	\$33,745	\$19,253	1.6
Finance, Insurance and Real Estate	\$0	\$6,961	\$6,961	\$5,096	\$1,117	0.1
Services	\$26,007	\$11,052	\$37,060	\$21,011	\$12,984	0.8
Government Enterprises	\$34	\$918	\$951	\$409	\$405	0.0
Other	\$0	\$38	\$38	\$38	\$38	0.0
Institutions	\$39,096	\$0	\$39,096	\$0	\$0	0.0
<b>Total</b>	<b>\$118,249</b>	<b>\$40,893</b>	<b>\$159,142</b>	<b>\$68,597</b>	<b>\$37,835</b>	<b>2.6</b>

**Table 34. Regional economic impact of visitors to Ghost Town Trail, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$112	\$543	\$655	\$187	\$93	0.0
Mining	\$170	\$116	\$286	\$172	\$31	0.0
Construction	\$0	\$666	\$666	\$362	\$235	0.0
Manufacturing	\$2,509	\$2,741	\$5,250	\$1,390	\$881	0.0
Transportation, Communications & Utilities	\$717	\$2,762	\$3,479	\$1,951	\$782	0.0
Wholesale and Retail Trade	\$34,374	\$4,021	\$38,396	\$22,821	\$13,052	1.1
Finance, Insurance and Real Estate	\$0	\$2,929	\$2,929	\$2,141	\$417	0.0
Services	\$0	\$4,826	\$4,826	\$2,731	\$1,904	0.1
Government Enterprises	\$23	\$380	\$403	\$172	\$169	0.0
Other	\$0	\$18	\$18	\$18	\$18	0.0
Institutions	\$25,217	\$0	\$25,217	\$0	\$0	0.0
<b>Total</b>	<b>\$63,123</b>	<b>\$19,001</b>	<b>\$82,124</b>	<b>\$31,946</b>	<b>\$17,582</b>	<b>1.3</b>

**Table 35. Regional economic impact of visitors to Horseshoe Curve NHL, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$473	\$6,696	\$7,169	\$3,076	\$1,522	0.2
Mining	\$1,172	\$2,236	\$3,408	\$2,005	\$400	0.0
Construction	\$0	\$29,488	\$29,488	\$16,535	\$10,831	0.5
Manufacturing	\$11,066	\$61,953	\$73,018	\$24,032	\$15,894	0.6
Transportation, Communications & Utilities	\$4,239	\$94,174	\$98,413	\$58,887	\$22,360	0.8
Wholesale and Retail Trade	\$270,347	\$99,695	\$370,043	\$220,801	\$125,590	10.4
Finance, Insurance and Real Estate	\$0	\$109,597	\$109,597	\$80,061	\$19,022	1.1
Services	\$805,698	\$200,540	\$1,006,238	\$513,960	\$348,572	22.0
Government Enterprises	\$164	\$15,846	\$16,009	\$7,043	\$7,369	0.3
Other	\$0	\$550	\$550	\$550	\$550	0.1
Institutions	\$190,919	\$0	\$190,919	\$0	\$0	0.0
<b>Total</b>	<b>\$1,284,079</b>	<b>\$620,775</b>	<b>\$1,904,854</b>	<b>\$926,951</b>	<b>\$552,110</b>	<b>35.8</b>

**Table 36. Regional economic impact of visitors to Jimmy Stewart Museum, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$23	\$970	\$993	\$442	\$219	0.0
Mining	\$200	\$358	\$558	\$329	\$65	0.0
Construction	\$0	\$4,598	\$4,598	\$2,573	\$1,685	0.1
Manufacturing	\$874	\$10,568	\$11,442	\$3,894	\$2,585	0.1
Transportation, Communications & Utilities	\$622	\$14,878	\$15,500	\$9,208	\$3,501	0.1
Wholesale and Retail Trade	\$49,545	\$16,428	\$65,973	\$39,247	\$22,167	1.9
Finance, Insurance and Real Estate	\$0	\$17,735	\$17,735	\$12,943	\$3,041	0.2
Services	\$126,778	\$34,016	\$160,794	\$79,443	\$56,025	3.5
Government Enterprises	\$28	\$2,619	\$2,647	\$1,170	\$1,238	0.0
Other	\$0	\$90	\$90	\$90	\$90	0.0
Institutions	\$28,542	\$0	\$28,542	\$0	\$0	0.0
Total	\$206,612	\$102,260	\$308,872	\$149,338	\$90,615	5.9

**Table 37. Regional economic impact of visitors to Johnstown Flood Museum, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$277	\$3,582	\$3,859	\$1,613	\$798	0.1
Mining	\$684	\$1,174	\$1,858	\$1,095	\$216	0.0
Construction	\$0	\$14,865	\$14,865	\$8,333	\$5,456	0.2
Manufacturing	\$7,307	\$31,338	\$38,645	\$12,513	\$8,191	0.3
Transportation, Communications & Utilities	\$2,509	\$47,908	\$50,417	\$30,233	\$11,470	0.4
Wholesale and Retail Trade	\$164,430	\$51,147	\$215,578	\$128,437	\$73,175	6.0
Finance, Insurance and Real Estate	\$0	\$54,815	\$54,815	\$40,070	\$9,448	0.6
Services	\$380,179	\$96,426	\$476,605	\$249,025	\$164,613	10.5
Government Enterprises	\$103	\$7,757	\$7,860	\$3,441	\$3,557	0.1
Other	\$0	\$278	\$278	\$278	\$278	0.0
Institutions	\$116,507	\$0	\$116,507	\$0	\$0	0.0
Total	\$671,996	\$309,290	\$981,287	\$475,037	\$277,203	18.2

**Table 38. Regional economic impact of visitors to Johnstown Flood NM, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$496	\$5,153	\$5,649	\$2,293	\$1,134	0.1
Mining	\$985	\$1,602	\$2,587	\$1,525	\$301	0.0
Construction	\$0	\$19,706	\$19,706	\$11,061	\$7,242	0.3
Manufacturing	\$11,670	\$38,071	\$49,741	\$15,312	\$9,914	0.3
Transportation, Communications & Utilities	\$3,722	\$63,544	\$67,266	\$40,877	\$15,394	0.5
Wholesale and Retail Trade	\$270,141	\$66,431	\$336,572	\$200,011	\$113,549	9.6
Finance, Insurance and Real Estate	\$0	\$69,338	\$69,338	\$50,796	\$11,902	0.7
Services	\$427,750	\$106,949	\$534,699	\$303,294	\$183,960	12.2
Government Enterprises	\$194	\$9,185	\$9,378	\$4,043	\$4,012	0.2
Other	\$0	\$354	\$354	\$354	\$354	0.0
Institutions	\$172,426	\$0	\$172,426	\$0	\$0	0.0
Total	\$887,385	\$380,332	\$1,267,717	\$629,565	\$347,763	24.0

**Table 39. Regional economic impact of visitors to Johnstown Incline Plane, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$242	\$4,393	\$4,636	\$2,132	\$1,054	0.1
Mining	\$654	\$1,543	\$2,197	\$1,285	\$262	0.0
Construction	\$0	\$21,592	\$21,592	\$12,149	\$7,961	0.3
Manufacturing	\$4,751	\$38,839	\$43,590	\$14,335	\$9,476	0.3
Transportation, Communications & Utilities	\$2,222	\$67,394	\$69,616	\$42,445	\$15,929	0.5
Wholesale and Retail Trade	\$169,669	\$67,116	\$236,784	\$139,309	\$79,528	6.7
Finance, Insurance and Real Estate	\$0	\$75,767	\$75,767	\$55,444	\$13,354	0.8
Services	\$567,477	\$126,247	\$693,724	\$374,890	\$238,813	15.5
Government Enterprises	\$104	\$10,496	\$10,600	\$4,620	\$4,716	0.2
Other	\$0	\$373	\$373	\$373	\$373	0.0
Institutions	\$111,736	\$0	\$111,736	\$0	\$0	0.0
Total	\$856,857	\$413,759	\$1,270,616	\$646,982	\$371,468	24.6



**Table 40. Regional economic impact of visitors to Kentuck Knob, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$1,054	\$7,335	\$8,390	\$3,732	\$1,822	0.2
Mining	\$772	\$2,552	\$3,324	\$1,934	\$402	0.0
Construction	\$0	\$36,863	\$36,863	\$20,682	\$13,557	0.6
Manufacturing	\$13,457	\$77,544	\$91,001	\$31,949	\$20,926	0.7
Transportation, Communications & Utilities	\$2,914	\$117,272	\$120,187	\$71,944	\$27,218	0.9
Wholesale and Retail Trade	\$320,867	\$125,248	\$446,115	\$280,751	\$155,332	12.3
Finance, Insurance and Real Estate	\$0	\$139,676	\$139,676	\$101,997	\$24,172	1.4
Services	\$1,048,077	\$262,752	\$1,310,830	\$660,646	\$454,144	28.8
Government Enterprises	\$582	\$20,495	\$21,077	\$9,284	\$9,728	0.4
Other	\$0	\$707	\$707	\$707	\$707	0.1
Institutions	\$212,325	\$0	\$212,325	\$0	\$0	0.0
Total	\$1,600,049	\$790,444	\$2,390,493	\$1,183,625	\$708,009	45.4

**Table 41. Regional economic impact of visitors to Old Bedford Village, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$177	\$2,772	\$2,949	\$1,330	\$656	0.1
Mining	\$411	\$986	\$1,398	\$818	\$166	0.0
Construction	\$0	\$13,586	\$13,586	\$7,620	\$4,993	0.2
Manufacturing	\$4,627	\$28,490	\$33,118	\$11,387	\$7,487	0.3
Transportation, Communications & Utilities	\$1,427	\$43,331	\$44,758	\$26,820	\$10,150	0.3
Wholesale and Retail Trade	\$127,191	\$46,174	\$173,365	\$107,006	\$59,675	4.8
Finance, Insurance and Real Estate	\$0	\$51,093	\$51,093	\$37,320	\$8,848	0.5
Services	\$374,785	\$94,459	\$469,244	\$238,335	\$162,794	10.3
Government Enterprises	\$126	\$7,427	\$7,553	\$3,325	\$3,482	0.1
Other	\$0	\$258	\$258	\$258	\$258	0.0
Institutions	\$84,054	\$0	\$84,054	\$0	\$0	0.0
Total	\$592,800	\$288,577	\$881,376	\$434,219	\$258,509	16.7

**Table 42. Regional economic impact of visitors to Railroaders Memorial Museum, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$215	\$6,090	\$6,305	\$2,871	\$1,422	0.2
Mining	\$1,093	\$2,224	\$3,317	\$1,950	\$390	0.0
Construction	\$0	\$30,184	\$30,184	\$16,917	\$11,082	0.5
Manufacturing	\$5,919	\$65,477	\$71,395	\$24,494	\$16,342	0.6
Transportation, Communications & Utilities	\$8,520	\$96,014	\$104,534	\$62,520	\$23,964	0.9
Wholesale and Retail Trade	\$222,475	\$102,251	\$324,726	\$192,700	\$109,946	9.0
Finance, Insurance and Real Estate	\$0	\$114,785	\$114,785	\$83,759	\$19,999	1.1
Services	\$890,792	\$223,064	\$1,113,856	\$549,600	\$387,382	24.0
Government Enterprises	\$103	\$17,121	\$17,223	\$7,629	\$8,123	0.3
Other	\$0	\$573	\$573	\$573	\$573	0.1
Institutions	\$161,330	\$0	\$161,330	\$0	\$0	0.0
<b>Total</b>	<b>\$1,290,445</b>	<b>\$657,783</b>	<b>\$1,948,228</b>	<b>\$943,014</b>	<b>\$579,222</b>	<b>36.7</b>

**Table 43. Regional economic impact of visitors to Somerset Historical Center, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$311	\$1,913	\$2,224	\$798	\$395	0.0
Mining	\$323	\$460	\$782	\$463	\$90	0.0
Construction	\$0	\$5,376	\$5,376	\$3,016	\$1,974	0.1
Manufacturing	\$6,492	\$10,658	\$17,151	\$4,844	\$3,144	0.1
Transportation, Communications & Utilities	\$1,558	\$17,523	\$19,081	\$11,463	\$4,382	0.1
Wholesale and Retail Trade	\$72,469	\$18,265	\$90,734	\$53,776	\$30,981	2.6
Finance, Insurance and Real Estate	\$0	\$18,827	\$18,827	\$13,792	\$3,238	0.2
Services	\$114,972	\$29,079	\$144,050	\$81,703	\$49,599	3.3
Government Enterprises	\$41	\$2,493	\$2,534	\$1,093	\$1,086	0.0
Other	\$0	\$96	\$96	\$96	\$96	0.0
Institutions	\$58,584	\$0	\$58,584	\$0	\$0	0.0
<b>Total</b>	<b>\$254,750</b>	<b>\$104,689</b>	<b>\$359,439</b>	<b>\$171,044</b>	<b>\$94,984</b>	<b>6.5</b>

**Table 44. Regional economic impact of visitors to West Overton Museum, 2001.**

Industry	Direct Sales	Secondary Sales	Total Sales	Value Added	Employee Income	Employment
Agriculture, Forestry & Fisheries	\$34	\$376	\$410	\$157	\$78	0.0
Mining	\$98	\$126	\$224	\$133	\$25	0.0
Construction	\$0	\$1,359	\$1,359	\$753	\$492	0.0
Manufacturing	\$853	\$3,908	\$4,761	\$1,580	\$1,045	0.0
Transportation, Communications & Utilities	\$7,941	\$4,813	\$12,754	\$7,976	\$3,330	0.2
Wholesale and Retail Trade	\$17,409	\$5,856	\$23,266	\$14,172	\$8,011	0.6
Finance, Insurance and Real Estate	\$0	\$5,989	\$5,989	\$4,364	\$997	0.1
Services	\$37,288	\$12,925	\$50,213	\$22,953	\$17,738	1.0
Government Enterprises	\$11	\$904	\$915	\$407	\$440	0.0
Other	\$0	\$33	\$33	\$33	\$33	0.0
Institutions	\$13,637	\$0	\$13,637	\$0	\$0	0.0
Total	\$77,271	\$36,289	\$113,560	\$52,529	\$32,189	2.0

## Local Services Ratings

Respondents who reported expenses for food, lodging, or other shopping were asked about the type and quality of service they received.

### *Lodging*

Major chain hotels were the preferred accommodations, attracting 71% of the overnight visitation (Table 45). Another 10% of visitors stayed in locally owned hotels. Camping in public and private campgrounds accounted for 13% of overnight stays. Very few of the visitors rated their stay as poor (1% overall). Across all respondents, 87% rated their lodging as good. Slightly lower levels of satisfaction were observed at local campgrounds (74% rated as good) and local hotels (79% good). The average expenditure per visitor day ranged from a low of \$24.89 at private campgrounds to a high of \$95.81 for the "Other" category. This latter category included a large proportion of visitors staying at resorts.

In terms of individual lodging places, Holiday Inn was used by 16% of overnight visitors (Table 46). Other popular places were Hampton Inn (10%), Days Inn (10%), and Comfort Inn (9%). Ratings were the highest for the Hampton Inn (98% good). Note that in general, and perhaps not unsurprisingly, the more used lodging places received the highest ratings. Other less frequented sites had lower ratings.

### *Eating and Drinking Places*

The well known chain restaurants and fast food establishments each attracted most of the nonresident trade (Table 47). Resident visitors followed a similar pattern, though they were somewhat less likely to eat at a chain restaurant. A significant proportion of visitors also ate at local restaurants (28% of both nonresident and resident visitors). Overall and not surprisingly, local visitors were somewhat less likely to utilize restaurants during their trip.

**Table 45. Rating of accommodations by overnight visitors to Path of Progress sites, 2000-2001.**

Accommodations	# of Visitors	Expenditure per visitor day	Rating		
			Good	Adequate	Poor
Bed and Breakfast	4%	\$56.48	93%	7%	0%
Hotel - major chain	71%	\$46.55	89%	11%	1%
Hotel - local	10%	\$57.28	79%	20%	1%
Public campground	7%	\$31.45	93%	7%	0%
Private campground	6%	\$24.89	74%	22%	3%
Other	2%	\$95.81	95%	5%	0%
All Respondents	100%	\$46.72	87%	12%	1%

965 of 3104 nonresident respondents reported overnight lodging.

**Table 46. Rating of most common lodging places for overnight visitors to Heritage Sites, 2000-2001.**

Lodging Place	% of stays	Good	Adequate	Poor
Holiday Inn	16%	93%	7%	0%
Hampton Inn	10%	98%	2%	0%
Days Inn	10%	89%	10%	1%
Comfort Inn	9%	94%	6%	0%
Ramada	6%	82%	15%	3%
Super 8	5%	78%	20%	2%
Econo Lodge	4%	72%	26%	2%
Motel 6	4%	85%	15%	0%
Ohiopyle Campground	3%	94%	6%	0%
Best Western	3%	85%	11%	4%
Summit Inn	2%	94%	6%	0%
Chalk Hill Lodge	2%	53%	40%	7%

**Table 47. Type of eating places used by visitors to the Path of Progress sites, 2000-2001.**

	Nonresident	Resident
Fast food chain	42%	38%
Local fast food	2%	1%
Local restaurant	28%	28%
Food stand, take-out	6%	7%
Other	1%	2%
Restaurant chain	40%	26%

1832 of 4727 visitors reported restaurant expenditures.

Note that visitors may have eaten at multiple locations.

McDonald's, though far from the highest rated eating establishment, did attract the most visitors of all eating establishments (Table 48). In general, the most heavily used establishments were the nationally recognized chains. Availability and familiarity seem to be the common theme. Note that while there were relatively few visitors rating their establishment as poor, many of them declined to rate the place as good. The highest rated sites were Applebees (100%), Olive Garden (96%), Hoss's (95%), and Kentucky Fried Chicken (95%).

**Table 48. Rating of restaurant where the most money was spent by heritage site visitors, 2000-2001.**

Restaurant	Percent of Audience	Good	Adequate	Poor
McDonald's	14%	76%	21%	2%
Denny's	6%	94%	6%	0%
Eat n Park	5%	89%	11%	0%
Hoss's	5%	95%	3%	2%
Burger King	5%	78%	21%	1%
Wendy's	5%	80%	20%	0%
Perkin's	3%	94%	6%	0%
Pizza Hut	3%	69%	31%	0%
Red Lobster	3%	93%	7%	0%
King's	2%	94%	6%	0%
Sheetz	2%	90%	10%	0%
Long John Silver's	2%	82%	18%	0%
Pondarosa	2%	89%	7%	4%
Subway	2%	89%	11%	0%
Arby's	1%	92%	8%	0%
Olive Garden	1%	96%	4%	0%
Incline Plane	1%	92%	4%	4%
Applebees	1%	100%	0%	0%
Dairy Queen	1%	89%	11%	0%
Kentucky Fried Chicken	1%	95%	5%	0%

1747 of 4727 respondents identified the specific restaurant where they spent the most.

### *Other Shopping*

Relatively few visitors engaged in miscellaneous shopping unrelated to the heritage sites during their trip. Those that did were most likely to be at a mall, or some specialty store (Table 49). Relatively few visitors were taking advantage of antiquing opportunities (6%). Most of the expenditures were for manufactured goods (\$46) rather than services (\$8) (Table 50).

**Table 49. Location of additional shopping by visitors to heritage sites, 2000-2001.**

Mall	Souvenir	Antique	Drug Store	Other
36%	17%	6%	13%	44%

5% of the audience engaged in additional shopping.

**Table 50. Average expenditures by heritage site visitors making additional stops for shopping, 2000-2001.**

Manufactured goods	Services
\$46.42	\$7.68

## Site Ratings

### *Overall Ratings*

Visitors were asked to rate their site in terms of overall quality as well as the quality of specific attributes. As a group, most respondents rated their site visit as good (98%), with a small percentage describing it as adequate (2%) (Table 51). The proportion of good ratings ranged from 100% at the Heritage Discovery Center and at Fort Roberdeau to 94% at Fort Necessity NB and Somerset Historical Center. The only site to receive any poor ratings was Old Bedford Village (2%), where 96% still rated it as good.

Visitors were asked to rank those attributes that contributed to their decision to visit a particular heritage site and to indicate the quality of that aspect of their site visit. These included relaxation, educational, family/peer group interaction, picnicking, hiking, nature study, group sports, and other recreational opportunities.

Relaxation opportunities were important to 57% of visitors overall (Table 52). These opportunities were important to the largest portions of the audience at Fort Roberdeau (77%), Ghost Town Trail (69%), East Broad Top Railroad NHL (66%), and Horseshoe Curve NHL (66%). Relatively low importance was attached to relaxation by visitors to Somerset Historical Center (35%) and Johnstown Flood Museum (36%). For those visitors indicating relaxation opportunities as important, 98% indicated that the site's provision of these opportunities was good. Fort Necessity and Kentuck Knob had slightly lower levels of good ratings (94% and 93% respectively).

**Table 51. Overall quality rating by visitors to heritage sites, 2000-2001.**

Heritage Site	Good	Adequate	Poor
Allegheny Portage Railroad NHS	99%	1%	0%
Allegheny Highlands Trail	97%	3%	0%
Heritage Discovery Center	100%	0%	0%
East Broad Top Railroad NHL	96%	3%	0%
Fort Ligonier	98%	2%	0%
Fort Necessity NB	94%	6%	0%
Fort Roberdeau	100%	0%	0%
Friendship Hill NHS	97%	3%	0%
Ghost Town Trail	98%	2%	0%
Horseshoe Curve NHL	98%	2%	0%
Jimmy Stewart Museum	99%	1%	0%
Johnstown Flood Museum	99%	1%	0%
Johnstown Flood NM	99%	1%	0%
Johnstown Inclined Plane	97%	3%	0%
Kentuck Knob	97%	3%	0%
Old Bedford Village	96%	3%	2%
Railroaders Memorial Museum	99%	1%	0%
Somerset Historical Center	94%	6%	0%
West Overton Museum	97%	3%	0%
All Respondents	98%	2%	0%

When asked if educational opportunities were important, 38% responded in the affirmative (Table 53). The two sites with the highest responses to educational opportunities were Fort Necessity NB (61%) and Johnstown Flood Museum (59%). In contrast, the two trail systems had a much lower expectation of educational opportunities as an important aspect of their visit (3% at Ghost Town Trail, and 2% at Allegheny Highlands Trail). The overall rating for educational opportunities was 97% good. As might be expected, the two sites for which most people didn't anticipate educational opportunities were also the sites with the highest proportions of acceptable and poor ratings. The Allegheny Highlands Trail had educational ratings of 0% good, 67% acceptable, and 33% poor. Ghost Town Trail fared better, with 83% good and 17% acceptable.

Opportunities for family or peer groups to interact socially struck a chord with 21% of the respondents (Table 54). This aspect was most important with visitors to Allegheny Highlands Trail (35%) and Fort Necessity (33%). Ratings were generally high (98%). Somewhat of an exception was Kentuck Knob, were 10% rated these opportunities as acceptable and another 3% rated them as poor.

**Table 52. Rating of RELAXATION opportunity by heritage site visitors for whom this opportunity was important, 2000-2001.**

Heritage Site	% of Audience	Good	Acceptable	Poor
Allegheny Portage Railroad NHS	62%	98%	2%	0%
Allegheny Highlands Trail	62%	97%	3%	0%
Heritage Discovery Center	47%	98%	2%	0%
East Broad Top Railroad NHL	66%	100%	0%	0%
Fort Ligonier	54%	98%	2%	0%
Fort Necessity NB	45%	94%	6%	0%
Fort Roberdeau	77%	100%	0%	0%
Friendship Hill NHS	49%	97%	3%	0%
Ghost Town Trail	69%	99%	1%	0%
Horseshoe Curve NHL	66%	98%	2%	0%
Jimmy Stewart Museum	52%	99%	1%	0%
Johnstown Flood Museum	36%	98%	2%	0%
Johnstown Flood NM	51%	97%	3%	0%
Johnstown Inclined Plane	57%	99%	1%	0%
Kentuck Knob	45%	93%	7%	0%
Old Bedford Village	65%	98%	2%	0%
Railroaders Memorial Museum	63%	99%	1%	0%
Somerset Historical Center	35%	100%	0%	0%
West Overton Museum	50%	98%	2%	0%
All Respondents	57%	98%	2%	0%



**Table 53. Rating of EDUCATION opportunity by heritage site visitors for whom this opportunity was important, 2000-2001.**

Heritage Site	% of Audience	Good	Acceptable	Poor
Allegheny Portage Railroad NHS	37%	100%	0%	0%
Allegheny Highlands Trail	2%	0%	67%	33%
Heritage Discovery Center	53%	98%	2%	0%
East Broad Top Railroad NHL	21%	96%	4%	0%
Fort Ligonier	49%	97%	3%	0%
Fort Necessity NB	61%	91%	8%	1%
Fort Roberdeau	43%	100%	0%	0%
Friendship Hill NHS	49%	94%	6%	0%
Ghost Town Trail	3%	83%	17%	0%
Horseshoe Curve NHL	25%	99%	1%	0%
Jimmy Stewart Museum	31%	100%	0%	0%
Johnstown Flood Museum	59%	100%	0%	0%
Johnstown Flood NM	49%	100%	0%	0%
Johnstown Inclined Plane	19%	97%	3%	0%
Kentuck Knob	49%	89%	10%	2%
Old Bedford Village	35%	93%	3%	3%
Railroaders Memorial Museum	46%	100%	0%	0%
Somerset Historical Center	39%	95%	5%	0%
West Overton Museum	48%	94%	6%	0%
All Respondents	38%	97%	3%	0%

**Table 54. Rating of FAMILY/PEER GROUP INTERACTION opportunity by heritage site visitors for whom this opportunity was important, 2000-2001.**

Heritage Site	% of Audience	Good	Acceptable	Poor
Allegheny Portage Railroad NHS	14%	100%	0%	0%
Allegheny Highlands Trail	35%	97%	3%	0%
Heritage Discovery Center	15%	100%	0%	0%
East Broad Top Railroad NHL	20%	100%	0%	0%
Fort Ligonier	22%	96%	4%	0%
Fort Necessity NB	33%	99%	1%	0%
Fort Roberdeau	29%	100%	0%	0%
Friendship Hill NHS	27%	95%	5%	0%
Ghost Town Trail	26%	96%	4%	0%
Horseshoe Curve NHL	16%	98%	2%	0%
Jimmy Stewart Museum	17%	100%	0%	0%
Johnstown Flood Museum	13%	100%	0%	0%
Johnstown Flood NM	12%	95%	5%	0%
Johnstown Inclined Plane	21%	100%	0%	0%
Kentuck Knob	25%	87%	10%	3%
Old Bedford Village	19%	98%	2%	0%
Railroaders Memorial Museum	22%	98%	2%	0%
Somerset Historical Center	4%	100%	0%	0%
West Overton Museum	28%	93%	7%	0%
All Respondents	21%	98%	2%	0%

Overall, only 4% of the visitors indicated that picnicking opportunities were an important reason for their visit (Table 55). Those for whom picnicking was an important reason generally rated this aspect as good (90%), with no one responding with a poor rating. Individual site ratings ranged from 100% good at Railroaders Memorial Museum, Fort Roberdeau, and Fort Necessity NB to only 67% good at Fort Ligonier and 0% at Kentuck Knob. Note that only 2% of Kentuck Knob visitors were there for the picnic opportunities and at Fort Ligonier only 1% was there for picnicking.

Hiking opportunities were rated as important to only 4% of the respondents (Table 56). However, 98% of these people rated their site as good for this activity. The two trail systems and Allegheny Portage Railroad NHS have significant hiking opportunities and tended to attract people with these expectations (33% at Ghost Town Trail, 22% at Allegheny Highlands Trail, and 12% at Allegheny Portage Railroad NHS). While overall ratings were high, note that 33% of the people at Fort Ligonier and 17% of Fort Necessity visitors only rated these opportunities as acceptable. However, since only 1% of the audience at these two sites indicated that hiking was a reason for their visit, it seemed that most people were aware of the lack of such opportunities at these sites.

Nature study was seldom an expected attribute of the heritage sites (less than 1% of visitors) (Table 57). Visitors for whom it was important tended to rate the opportunities as good (88%). The three sites where hiking was an important opportunity were also the sites where nature study opportunities ranked the highest; Allegheny Highlands Trail, Ghost Town Trail, and Fort

**Table 56. Rating of HIKING opportunity by heritage site visitors for whom this opportunity was important,**

**Table 55. Rating of PICNICKING opportunity by heritage site visitors for whom this opportunity was important, 2000-2001.**

Heritage Site	% of Audience	Good	Acceptable	Poor
Allegheny Portage Railroad NHS	9%	96%	4%	0%
Allegheny Highlands Trail	9%	94%	6%	0%
Heritage Discovery Center	0%	Not applicable		
East Broad Top Railroad NHL	9%	94%	6%	0%
Fort Ligonier	1%	67%	33%	0%
Fort Necessity NB	1%	100%	0%	0%
Fort Roberdeau	4%	100%	0%	0%
Friendship Hill NHS	0%	Not applicable		
Ghost Town Trail	6%	91%	9%	0%
Horseshoe Curve NHL	6%	91%	9%	0%
Jimmy Stewart Museum	0%	Not applicable		
Johnstown Flood Museum	0%	Not applicable		
Johnstown Flood NM	2%	75%	25%	0%
Johnstown Inclined Plane	5%	89%	11%	0%
Kentuck Knob	2%	0%	100%	0%
Old Bedford Village	4%	89%	11%	0%
Railroaders Memorial Museum	0%	100%	0%	0%
Somerset Historical Center	0%	Not applicable		
West Overton Museum	0%	Not applicable		
All Respondents	4%	90%	10%	0%

**2000-2001.**

Heritage Site	% of Audience	Good	Acceptable	Poor
Allegheny Portage Railroad NHS	12%	100%	0%	0%
Allegheny Highlands Trail	22%	98%	2%	0%
Heritage Discovery Center	0%	Not applicable		
East Broad Top Railroad NHL	1%	100%	0%	0%
Fort Ligonier	1%	67%	33%	0%
Fort Necessity NB	1%	83%	17%	0%
Fort Roberdeau	0%	Not applicable		
Friendship Hill NHS	4%	100%	0%	0%
Ghost Town Trail	33%	98%	2%	0%
Horseshoe Curve NHL	1%	100%	0%	0%
Jimmy Stewart Museum	0%	Not applicable		
Johnstown Flood Museum	0%	100%	0%	0%
Johnstown Flood NM	1%	100%	0%	0%
Johnstown Inclined Plane	1%	100%	0%	0%
Kentuck Knob	2%	100%	0%	0%
Old Bedford Village	0%	Not applicable		
Railroaders Memorial Museum	0%	Not applicable		
Somerset Historical Center	0%	Not applicable		
West Overton Museum	0%	Not applicable		
All Respondents	4%	98%	2%	0%

**Table 57. Rating of NATURE STUDY opportunity by heritage site visitors for whom this opportunity was important, 2000-2001.**

Heritage Site	% of Audience	Good	Acceptable	Poor
Allegheny Portage Railroad NHS	0%	100%	0%	0%
Allegheny Highlands Trail	2%	100%	0%	0%
Heritage Discovery Center	0%	Not applicable		
East Broad Top Railroad NHL	0%	Not applicable		
Fort Ligonier	0%	50%	50%	0%
Fort Necessity NB	0%	100%	0%	0%
Fort Roberdeau	2%	100%	0%	0%
Friendship Hill NHS	1%	100%	0%	0%
Ghost Town Trail	2%	100%	0%	0%
Horseshoe Curve NHL	0%	Not applicable		
Jimmy Stewart Museum	0%	Not applicable		
Johnstown Flood Museum	0%	100%	0%	0%
Johnstown Flood NM	0%	100%	0%	0%
Johnstown Inclined Plane	1%	100%	0%	0%
Kentuck Knob	1%	0%	100%	0%
Old Bedford Village	0%	Not applicable		
Railroaders Memorial Museum	0%	Not applicable		
Somerset Historical Center	0%	Not applicable		
West Overton Museum	0%	Not applicable		
All Respondents	0%	88%	12%	0%

Ligonier each had 2% of their audience indicating that nature study opportunities were an important aspect of their trip. Acceptable ratings were recorded by 50% of these people at Fort Ligonier and by all of the nature study people at Kentuck Knob. The small number of visitors choosing this opportunity as important lessens the reliability of these results.

Group sports opportunities were rarely an important factor in people's visits (less than 1% of all visits) (Table 58). Ghost Town Trail was something of an exception with 4% indicating that these opportunities were an important aspect of their visit. Among the visitors who did indicate that group sporting opportunities were an important component of their visit, the rating of these opportunities was universally good.

Visitors were also asked if other recreational opportunities at the heritage site were important to their visit. Overall, 6% of those interviewed indicated that this was the case (Table 59). The two trail systems had the largest proportions of visitors agreeing that other recreational opportunities were important (45% at Allegheny Highlands Trail and 54% at Ghost Town Trail; mostly bicycling). The overall rating of these opportunities was 91% good, 8% acceptable, and a negligible number of poor ratings. While these high ratings were common, a few sites had lower ratings. At the Horseshoe Curve NHS, only 70% of the people indicating that other recreation opportunities were important rated these opportunities as good. At East Broad Top Railroad NHL, only 75% ranked these opportunities as good. At one site, West Overton Museum, of the people selecting other recreational opportunities as important, 20% rated the sites provision of them as poor. However, note that only 5% of the 107 people interviewed at this site indicated that these opportunities were important. Therefore, the 20% poor rating came from one person.

**Table 58. Rating of GROUP SPORTS opportunity by heritage site visitors for whom this opportunity was important, 2000-2001.**

Heritage Site	% of Audience	Good	Acceptable	Poor
Allegheny Portage Railroad NHS	0%		Not applicable	
Allegheny Highlands Trail	1%	100%	0%	0%
Heritage Discovery Center	0%		Not applicable	
East Broad Top Railroad NHL	0%	100%	0%	0%
Fort Ligonier	0%	100%	0%	0%
Fort Necessity NB	0%		Not applicable	
Fort Roberdeau	0%		Not applicable	
Friendship Hill NHS	0%		Not applicable	
Ghost Town Trail	4%	100%	0%	0%
Horseshoe Curve NHL	0%	100%	0%	0%
Jimmy Stewart Museum	0%		Not applicable	
Johnstown Flood Museum	0%		Not applicable	
Johnstown Flood NM	0%	100%	0%	0%
Johnstown Inclined Plane	1%	100%	0%	0%
Kentuck Knob	0%		Not applicable	
Old Bedford Village	0%		Not applicable	
Railroaders Memorial Museum	0%		Not applicable	
Somerset Historical Center	0%		Not applicable	
West Overton Museum	1%	100%	0%	0%
All Respondents	0%	100%	0%	0%

**Table 59. Rating of OTHER RECREATIONAL opportunity by heritage site visitors for whom this opportunity was important, 2000-2001.**

Heritage Site	% of Audience	Good	Acceptable	Poor
Allegheny Portage Railroad NHS	3%	100%	0%	0%
Allegheny Highlands Trail	45%	94%	6%	0%
Heritage Discovery Center	0%	Not applicable		
East Broad Top Railroad NHL	1%	75%	25%	0%
Fort Ligonier	2%	83%	17%	0%
Fort Necessity NB	1%	100%	0%	0%
Fort Roberdeau	2%	100%	0%	0%
Friendship Hill NHS	0%	Not applicable		
Ghost Town Trail	54%	93%	7%	0%
Horseshoe Curve NHL	2%	70%	30%	0%
Jimmy Stewart Museum	10%	100%	0%	0%
Johnstown Flood Museum	3%	83%	17%	0%
Johnstown Flood NM	2%	83%	17%	0%
Johnstown Inclined Plane	13%	88%	13%	0%
Kentuck Knob	2%	100%	0%	0%
Old Bedford Village	1%	100%	0%	0%
Railroaders Memorial Museum	0%	100%	0%	0%
Somerset Historical Center	18%	78%	22%	0%
West Overton Museum	5%	80%	0%	20%
All Respondents	6%	91%	8%	0%

### *Individual Site Ratings*

Ratings for the relaxation, educational, group interaction, and recreational opportunities at each heritage site are given below. Note that the number of samples often limited the reliability of these results.<sup>2</sup> Respondents were asked the reason for their ratings. These answers were generally in support of the positive ratings they had attached to the various attributes of their visit. The positive responses were not reviewed here, but can be made available as needed. Quotes from the open ended questions were restricted to acceptable or poor ratings. Rather than a comprehensive review, responses were included if they were common to many respondents or provided a unique view. The judgment of the authors was relied upon for these selections.

#### *Allegheny Portage Railroad NHS*

The Allegheny Portage Railroad NHS was rated by 99% of the visitors as having a good overall quality (Table 60).

Opportunities for relaxation ranked as important by 62% of the visitors. Almost all of them (98%) indicated that they found these opportunities to be good. Educational opportunities were important of 37% of the audience, in line with the general survey average. All of these people

<sup>2</sup> For example, at Allegheny Portage Railroad NHS, 9% of the 321 surveys indicated that picnicking opportunities were an important aspect of their trip. This represented just fewer than 30 people. Of this group, the 4% that merely rated these opportunities as acceptable was the result of one individual selecting such a response (Table 60)

found such opportunities as good. Family and peer group interaction opportunities were important to only 14% of the audience, somewhat lower than the average of 21%. All respondents indicating that these opportunities were important rated them as good.

In terms of activities, 9% of the audience stated that picnicking opportunities were an important aspect of their visit. This was amongst the highest levels observed for this variable. Most (96%) of these people seeking picnicking opportunities agreed that the opportunities at this site were good. The acceptable rating came from one respondent that noted that the picnic area is not accessible through the main park. Hiking opportunities were important for 12% of the audience, the highest of any non trail site in the survey. These opportunities were judged as good by all those rating it as important. The number of people looking for nature study opportunities was negligible. None of the respondents indicated that they were looking for group sporting opportunities. For those seeking other recreational opportunities (3% of the audience), all of them found the facilities adequate for this purpose.

#### Allegheny Highlands Trail

Almost all (97%) of the visitors to this trail system rated the overall quality as good (Table 61).

Relaxation opportunities were important to 62% of the respondents. Ratings for this aspect were almost universally good (97%). As befits a trail with no interpretative facilities, only 2% of the visitors indicated that educational opportunities were an important aspect of their visit. Of that small number, two-thirds rated these opportunities as acceptable, one-third as poor. The comments accompany these ratings refer to a lack of signs and bad guides [*sic*]. Opportunities for family and peer group interactions as important to 35% of the visitors, the highest proportion for this quality among any site. As with all sites, the ratings were almost universally good (97%).

A relatively high number of visitors (9%) were looking for picnicking opportunities associated with the trail. 94% of these people found such opportunities as good, with the remaining rating them as acceptable. Not surprising, 22% of the visitors were looking for hiking opportunities as a component of their visit. Almost all (98%) ranked these opportunities as good. Nature study opportunities were only important to 2% of the visitors. While small, this was relatively high for the study. All respondents who indicated nature study as important found the opportunities to be good on the trail. Group sports opportunities were important to only 1% of the people interviewed. This small fraction all rated such opportunities as good. Other recreational opportunities were rated as important by 45% of the audience, second only to the Ghost Town

**Table 60. Ratings for Allegheny Portage Railroad NHS, 2000-2001 (n=321).**

	% of Audience	Good	Acceptable	Poor
Relaxation	62%	98%	2%	0%
Education	37%	100%	0%	0%
Family/Peer Group Interactions	14%	100%	0%	0%
Picnicking	9%	96%	4%	0%
Hiking	12%	100%	0%	0%
Nature Study	0%	100%	0%	0%
Group Sports	0%	Not applicable		
Other Recreation	3%	100%	0%	0%
Overall Site Rating		99%	1%	0%

**Table 61. Ratings for Allegheny Highlands Trail, 2000-2001 (n=194).**

	% of Audience	Good	Acceptable	Poor
Relaxation	62%	97%	3%	0%
Education	2%	0%	67%	33%
Family/Peer Group Interactions	35%	97%	3%	0%
Picnicking	9%	94%	6%	0%
Hiking	22%	98%	2%	0%
Nature Study	2%	100%	0%	0%
Group Sports	1%	100%	0%	0%
Other Recreation	45%	94%	6%	0%
Overall Site Rating		97%	3%	0%

Trail audience. Bicycling and walking were other recreational opportunity most cited and most people rated them as good. However, 6% did rate them as merely acceptable. The comments accompanying these acceptable ratings refer to the roughness of the trail and a need for picnic tables and benches.

#### Heritage Discovery Center

The Heritage Discovery Center experience was rated as good by all respondents (Table 62).

Almost half of the people indicated that relaxation opportunities were important, with almost uniform approval of the Heritage Discovery Center's provision of this aspect of their visit. One individual noted the presence of loud noise and only rated the relaxation qualities as acceptable. Over half the visitors indicated that educational opportunities were an important facet of their experience. Almost all of them found these opportunities to be good. The sole acceptable comment referred to the lack of opportunities for small children. Opportunities for family/peer group interactions were important to 15% of the people completing the survey. All of them were satisfied with these opportunities.

Picnicking, hiking, nature study, group sports, and other recreational opportunities were not ranked as an important aspect of their visit by any of the respondents, owing to the nature of the Heritage Discovery Center.

**Table 62. Ratings for Heritage Discovery Center, 2000-2001 (n=91).**

	% of Audience	Good	Acceptable	Poor
Relaxation	47%	98%	2%	0%
Education	53%	98%	2%	0%
Family/Peer Group Interactions	15%	100%	0%	0%
Picnicking	0%	Not applicable		
Hiking	0%	Not applicable		
Nature Study	0%	Not applicable		
Group Sports	0%	Not applicable		
Other Recreation	0%	Not applicable		
Overall Site Rating		100%	0%	0%

### East Broad Top Railroad NHL

Visitors to East Broad Top Railroad NHL were generally happy with the overall quality of their experience (Table 63).

Relaxation opportunities were important to two-thirds of the audience, relatively high among the sites in this study. They were in complete agreement that their experience could be rated as good. One-fifth of the audience was looking for educational opportunities as a part of their visit. Most (96%) rated these opportunities as good. The acceptable ratings were accompanied by comments on the need for more information on steam engines and a desire to have more history explained. The fifth of the audience that was looking for family/peer group interactions had these expectations met.

East Broad Top was one of the sites with relatively high importance attached to picnicking opportunities (9% of visitors). Most visitors were not disappointed (94% good). One respondent did note the need for more tables. Hiking opportunities were of importance to only a few of the visitors. However, that small number was satisfied with these opportunities. Nature study was not indicated by any of the respondents as being important to their trip. The negligible number of visitors looking for group sports opportunities rated them as good. Other recreational opportunities were important to only 1% of the audience. Three-quarters of these people found such opportunities to be good, with the other quarter indicating that they were acceptable.

### Fort Ligonier

The overall Fort Ligonier experience was rated as good by 98% of the respondents (Table 64).

As with most sites, relaxation opportunities were important to many of the visitors (54%). These opportunities were rated as good by almost all visitors. Comments accompanying the acceptable ratings included the need for more places to sit. Educational opportunities were important to half of the visitors. Satisfaction with these opportunities was rated as good by 97% of the visitors. Acceptable ratings for the educational opportunities included comments about the need for tours, a lack of activities for children, a desire for more interactive opportunities, and difficulty in identifying what was real. Family and peer group interaction opportunities were important to 22% of the respondents, about average for the entire heritage study. Again, almost all found these opportunities to be good.

Picnicking, hiking, nature study, group sports, and other recreational opportunities were only

**Table 63. Ratings for East Broad Top Railroad NHL, 2000-2001 (n=356).**

	% of Audience	Good	Acceptable	Poor
Relaxation	66%	100%	0%	0%
Education	21%	96%	4%	0%
Family/Peer Group Interactions	20%	100%	0%	0%
Picnicking	9%	94%	6%	0%
Hiking	1%	100%	0%	0%
Nature Study	0%	Not applicable		
Group Sports	0%	100%	0%	0%
Other Recreation	1%	75%	25%	0%
Overall Site Rating		96%	3%	0%



**Table 64. Ratings for Fort Ligonier, 2000-2001 (n=487).**

	% of Audience	Good	Acceptable	Poor
Relaxation	54%	98%	2%	0%
Education	49%	97%	3%	0%
Family/Peer Group Interactions	22%	96%	4%	0%
Picnicking	1%	67%	33%	0%
Hiking	1%	67%	33%	0%
Nature Study	0%	50%	50%	0%
Group Sports	0%	100%	0%	0%
Other Recreation	2%	83%	17%	0%
Overall Site Rating		98%	2%	0%

important to a small percentage of the people visiting the Fort. This small group of people split their ratings for these opportunities between good and acceptable. One suggestion among the acceptable picnicking ratings was for more tables outside.

#### Fort Necessity NB

Almost all Fort Necessity NB visitors rated overall quality to be good (Table 65). However, note that the 94% good rating was among the lowest of all heritage sites.

The 45% of Battlefield visitors looking for relaxation opportunities were typical, with 94% finding this aspect of their experience to be good. Those rating relaxation opportunities at Fort Necessity as merely acceptable noted a lack of picnic tables and benches. Educational opportunities were important to 61% of the audience, the most of any heritage site in the system. Over 90% of the visitors rated these opportunities as good, with another 8% indicating that they were acceptable. Comments about the educational opportunities included the need to update the film and a desire for more information. Opportunities for family and peer group interactions were important to one-third of the visitors to this site, the second highest proportion found. Almost all of these people indicated that these opportunities were good.

Very few of the audience indicated that outdoor activities were important to their visit. Where they did, the ratings were good, with the exception of hiking where 17% (one respondent) indicated their experience was merely acceptable due to a lack of scenery.

**Table 65. Ratings for Fort Necessity NB, 2000-2001 (n=425).**

	% of Audience	Good	Acceptable	Poor
Relaxation	45%	94%	6%	0%
Education	61%	91%	8%	1%
Family/Peer Group Interactions	33%	99%	1%	0%
Picnicking	1%	100%	0%	0%
Hiking	1%	83%	17%	0%
Nature Study	0%	100%	0%	0%
Group Sports	0%	Not applicable		
Other Recreation	1%	100%	0%	0%
Overall Site Rating		94%	6%	0%

### Fort Roberdeau

All of the visitors to Fort Roberdeau rated their experience as good (Table 66).

The opportunity for relaxation was important to over three-quarters of the respondents at the Fort. This was the highest level seen among all heritage sites. These people all rated these opportunities as good. The educational opportunities at Fort Roberdeau were rated as good by the 43% of the respondents who indicated them to be important to their trip. A smaller proportion (29%) found family or peer group interaction opportunities important. They were, however, full satisfied with these opportunities.

Only a small proportion indicated any of the outdoor activities were important (picnicking 4%, hiking 0%, nature study 2%, group sports 0%, and other recreation 2%). Those that did were universally happy with the opportunities presented.

### Friendship Hill NHS

At Friendship Hill NHS, most visitors (97%) rated their experience as good (Table 67).

Relaxation was important to 49% of the audience at Friendship Hill NHS. Half the respondents were looking for educational opportunities as an element of their visit. Family and peer group interaction opportunities were important to a smaller number of visitors (27%). The vast majority of these peoples found the site did a good job of providing these opportunities (94%, 95%, and 97% respectively).

**Table 66. Ratings for Fort Roberdeau, 2000-2001 (n=56).**

	% of Audience	Good	Acceptable	Poor
Relaxation	77%	100%	0%	0%
Education	43%	100%	0%	0%
Family/Peer Group Interactions	29%	100%	0%	0%
Picnicking	4%	100%	0%	0%
Hiking	0%	Not applicable		
Nature Study	2%	100%	0%	0%
Group Sports	0%	Not applicable		
Other Recreation	2%	100%	0%	0%
Overall Site Rating		100%	0%	0%

**Table 67. Ratings for Friendship Hill NHS, 2000-2001 (n=74).**

	% of Audience	Good	Acceptable	Poor
Relaxation	49%	97%	3%	0%
Education	49%	94%	6%	0%
Family/Peer Group Interactions	27%	95%	5%	0%
Picnicking	0%	Not applicable		
Hiking	4%	100%	0%	0%
Nature Study	1%	100%	0%	0%
Group Sports	0%	Not applicable		
Other Recreation	0%	Not applicable		
Overall Site Rating		97%	3%	0%

Few of these visitors considered the outdoor recreation opportunities as important to their visit. A small percentage did indicate that hiking (4%) and nature study (1%) were an important component of their visit. These people rated the sites provision of the services as good.

#### Ghost Town Trail

Ghost Town Trail visitors rated the trail very high (98% good) (Table 68).

Relaxation was important to 69% of the trail users, almost all of whom rated that aspect of their trip as good. Educational opportunities were not important to the trail visitors (3%), though 83% of this group did rate these opportunities as good. The lone visitor giving an acceptable rating wished for more signs along the trail. Family or peer group interaction opportunities were important to about a quarter of the visitors. Their satisfaction level was high (96% good).

Picnicking opportunities were important to only 6% of the visitors. While 91% of them rated these opportunities as good, another 9% indicated that they were merely acceptable. As might be expected, hiking opportunities were important to a larger portion of the visitors (33%), almost all of whom (98%) indicated that these opportunities were good. Only a small number of the visitors to this trail were interested in nature study or group sports (2% and 4% respectively). Other recreational opportunities were important to 54% of these visitors. Many of these people were bicycling. Most of them (93%) were satisfied with this aspect of their visit. The acceptable ratings were accompanied by comments about the dust from the slag piles and a desire for shops and campsites on the trail.

**Table 68. Ratings for Ghost Town Trail, 2000-2001 (n=188).**

	% of Audience	Good	Acceptable	Poor
Relaxation	69%	99%	1%	0%
Education	3%	83%	17%	0%
Family/Peer Group Interactions	26%	96%	4%	0%
Picnicking	6%	91%	9%	0%
Hiking	33%	98%	2%	0%
Nature Study	2%	100%	0%	0%
Group Sports	4%	100%	0%	0%
Other Recreation	54%	93%	7%	0%
Overall Site Rating		98%	2%	0%

### Horseshoe Curve NHL

Most people surveyed at the Horseshoe Curve NHL rated this landmark as good (98%) (Table 69).

Relaxation was a goal of two-thirds of the visitors. Almost all of them (98%) indicated that they were satisfied with this feature of the site. Educational opportunities were only important to a quarter of the visitors, 99% of whom rated these opportunities as good. Family and peer group interaction opportunities were sought after by 16% of the audience. Again, these people were almost entirely satisfied with the sites provision of interaction opportunities. Comments by respondents answering with acceptable ratings mentioned a need for more seating and a request to cut some trees for an improved view.

While picnicking opportunities were important to 6% of the visitors, the other outdoor recreational opportunities were less so. Other recreational opportunities were important to 2% of the respondents, hiking 1%, and the others a very negligible amount if at all. The 9% who rated the picnicking opportunities as simply good mentioned a desire for a pavilion and complained about odors from the restrooms. The visitors looking for other recreational opportunities had mixed ratings for this feature (70% good, 30% acceptable).

### Jimmy Stewart Museum

Visitors to the Jimmy Stewart Museum almost overwhelming rated the museum's quality as good (Table 70). Relaxation was important to 52% of the respondents, all of whom rated the Museum experience as satisfying this need. Educational opportunities, important to 31% of the audience, were unanimously rated as good. Opportunities for family or peer group interactions were important to only 17% of the visitors - all of whom were satisfied. Recreational opportunities were not a factor in their visit to this downtown museum; a mere 10% expressed an interest in only one activity, other recreation, which they rated nonetheless as good.

**Table 69. Ratings for Horseshoe Curve NHL, 2000-2001 (n=601).**

	% of Audience	Good	Acceptable	Poor
Relaxation	66%	98%	2%	0%
Education	25%	99%	1%	0%
Family/Peer Group Interactions	16%	98%	2%	0%
Picnicking	6%	91%	9%	0%
Hiking	1%	100%	0%	0%
Nature Study	0%	Not applicable		
Group Sports	0%	100%	0%	0%
Other Recreation	2%	70%	30%	0%
Overall Site Rating		98%	2%	0%

**Table 70. Ratings for Jimmy Stewart Museum, 2000-2001 (n=143).**

	% of Audience	Good	Acceptable	Poor
Relaxation	52%	99%	1%	0%
Education	31%	100%	0%	0%
Family/Peer Group Interactions	17%	100%	0%	0%
Picnicking	0%	Not applicable		
Hiking	0%	Not applicable		
Nature Study	0%	Not applicable		
Group Sports	0%	Not applicable		
Other Recreation	10%	100%	0%	0%
Overall Site Rating		99%	1%	0%

### Johnstown Flood Museum

Overall satisfaction with the Johnstown Flood Museum was high as 99% rated the experience as good (Table 71). Relaxation opportunities were important to 36% of the visitors, 98% of whom ranked these opportunities as good. Educational benefits were sought by 59% of the respondents, the second highest level of any site in the survey. They all ranked these opportunities as good. Only 13% of the visitors indicated that family/peer group interaction opportunities were an important aspect for their visit. However, they too all ranked these opportunities as good. As befits an indoor facility of this type, recreational opportunities were only important to a small number of visitors. Where these opportunities were sought, they garnered a good rating, with the exception of a 17% acceptable rating for the other recreation category.

### Johnstown Flood NM

The Johnstown Flood NM experience was rated as good by 99% of the people interviewed (Table 72).

Half of the audience was seeking relaxation opportunities. With the exception of a small number (3%) who rated it as merely acceptable, the remainder of these people rated this aspect of their experience as good. There were several individuals that indicated that the film was depressing enough to distract from the relaxation opportunities. Educational opportunities were important to half the visitors, all of whom rated this aspect of their trip as good. Only 12% of the audience was interested in family or peer group interaction opportunities, with 95% of them

**Table 71. Ratings for Johnstown Flood Museum, 2000-2001 (n=143).**

	% of Audience	Good	Acceptable	Poor
Relaxation	36%	98%	2%	0%
Education	59%	100%	0%	0%
Family/Peer Group Interactions	13%	100%	0%	0%
Picnicking	0%	Not applicable		
Hiking	0%	100%	0%	0%
Nature Study	0%	100%	0%	0%
Group Sports	0%	Not applicable		
Other Recreation	3%	83%	17%	0%
Overall Site Rating		99%	1%	0%

**Table 72. Ratings for Johnstown Flood NM, 2000-2001 (n=337).**

	% of Audience	Good	Acceptable	Poor
Relaxation	51%	97%	3%	0%
Education	49%	100%	0%	0%
Family/Peer Group Interactions	12%	95%	5%	0%
Picnicking	2%	75%	25%	0%
Hiking	1%	100%	0%	0%
Nature Study	0%	100%	0%	0%
Group Sports	0%	100%	0%	0%
Other Recreation	2%	83%	17%	0%
Overall Site Rating		99%	1%	0%

rating such opportunities as good, while a small number indicating that there was not enough to entertain children at the site.

The museum itself seems to be the principal reason for peoples' visit, as only 2% indicated that picnicking opportunities were important to their visit (with a 75% good rating). The acceptable ratings referred negatively to the bathroom facilities. Hiking opportunities were important to only 1% of the visitors, who were satisfied with their experience. Nature study and group sports opportunities were important to a negligible number of visitors, who nonetheless rated this aspect as good. Of the 2% for whom other recreational opportunities were important, 83% indicated that these opportunities were good, with the remaining respondents indicating them to be acceptable.

#### Johnstown Inclined Plane

Visitors contacted at the Inclined Plane were generally satisfied with their experience, as 97% of gave an overall rating of good (Table 73).

Relaxation opportunities were important to 57% of the visitors, who generally rated this quality of the site as good. The number of people seeking educational opportunities was relatively low. However, the 19% seeking these opportunities generally rated them as good. All of the 21% who were looking for family or peer group interaction opportunities were satisfied with this aspect of their visit.

Five percent of the audience indicated that picnicking opportunities were an important aspect of their visit. This aspect gained a good rating by 89% of these people. Hiking, nature study, and group sports opportunities at this downtown site were only important to a small portion of the visitors. The 1% of the audience that was seeking these kinds of opportunities rated each of them as good. Other recreational opportunities were sought by 13% of the visitors, 88% of whom found this aspect of their visit to be good, with the remaining 13% indicating that it was acceptable.

**Table 73. Ratings for Johnstown Inclined Plane, 2000-2001 (n=199).**

	% of Audience	Good	Acceptable	Poor
Relaxation	57%	99%	1%	0%
Education	19%	97%	3%	0%
Family/Peer Group Interactions	21%	100%	0%	0%
Picnicking	5%	89%	11%	0%
Hiking	1%	100%	0%	0%
Nature Study	1%	100%	0%	0%
Group Sports	1%	100%	0%	0%
Other Recreation	13%	88%	13%	0%
Overall Site Rating		97%	3%	0%

### Kentuck Knob

Kentuck Knob's visitors were happy with their overall experience; 97% of them rated the sites overall quality as good (Table 74).

Relaxation opportunities were important to 45% of the visitors, with 93% of those people indicating that this feature of the site was good. Educational opportunities were an important aspect of the visit for half of the respondents. A small number rated these opportunities as simply acceptable (10%) or as poor (2%). The respondents providing acceptable ratings mentioned a desire for more information and knowledgeable guides. Opportunities for family or peer group interactions were indicated as important by a quarter of the audience. Though generally satisfied, 10% rated this aspect of their visit as only acceptable and an additional 3% found it to be poor.

Recreational opportunities played a small part in people's motivation to visit this site. Picnicking opportunities were sought by 2% of the visitors. This rating received an acceptable rating by these visitors, indicating a somewhat lukewarm level of satisfaction. Hiking, on the other hand, while only of interest to 2% of the respondents, was rated at the good level by them. Nature study was only of interest to 1% of the audience at Kentuck Knob. They rated these opportunities as just acceptable. Group sporting opportunities were not of interest to visitors. The small percentage that expressed in interest in other recreational opportunities rated them as good.

**Table 74. Ratings for Kentuck Knob, 2000-2001 (n=127).**

	% of Audience	Good	Acceptable	Poor
Relaxation	45%	93%	7%	0%
Education	49%	89%	10%	2%
Family/Peer Group Interactions	25%	87%	10%	3%
Picnicking	2%	0%	100%	0%
Hiking	2%	100%	0%	0%
Nature Study	1%	0%	100%	0%
Group Sports	0%	Not applicable		
Other Recreation	2%	100%	0%	0%
Overall Site Rating		97%	3%	0%

### Old Bedford Village

Old Bedford Village's overall rating, while 96% good, was the only heritage sites in the survey to receive any poor ratings in this category (Table 75).

Almost two-thirds of the visitors to the Village were looking for relaxation opportunities as a component of their experience. Satisfaction levels were high for this element of their visit. Educational opportunities were cited by 35% of the visitors as an important aspect of their visit. Though 93% rated this aspect of the site as good, it is notable that 3% indicated it as only acceptable, and another 3% as poor. These inferior ratings were accompanied by several comments desiring more interpreters and guides in the buildings. Opportunities for family or peer group interaction were important to 19% of the visitors. They were generally satisfied with this part of their experience.

Four percent of the visitors were interested in picnicking opportunities. They gave this aspect of their visit an 89% good rating. None of the visitors contacted considered hiking, nature study, or group sports opportunities as an important aspect of their visit. The 1% who indicated that other recreational opportunities were important rated those opportunities as good.

### Railroaders Memorial Museum

The Railroaders Memorial Museum garnered overall site ratings of good by 99% of the people interviewed (Table 76). Relaxation opportunities were important to 63% of the visitors who gave this aspect generally good ratings. Educational opportunities were unanimously ranked as good by the 46% of the audience that were looking for them as a component of their visit. Family or peer group interactions were important to 22% of the visitors. For the most part, they rated this feature as good.

Visitors to the Museum were, in general, not looking for recreational opportunities as a component of their visit. A negligible number indicated that picnicking and other recreational opportunities were important to their visit. This small number all rated such opportunities as good. No one indicated that hiking, nature study, or group sports were important features that they were looking for at this downtown site.

**Table 75. Ratings for Old Bedford Village, 2000-2001 (n=261).**

	% of Audience	Good	Acceptable	Poor
Relaxation	65%	98%	2%	0%
Education	35%	93%	3%	3%
Family/Peer Group Interactions	19%	98%	2%	0%
Picnicking	4%	89%	11%	0%
Hiking	0%	Not applicable		
Nature Study	0%	Not applicable		
Group Sports	0%	Not applicable		
Other Recreation	1%	100%	0%	0%
Overall Site Rating		96%	3%	2%



**Table 76. Ratings for Railroaders Memorial Museum, 2000-2001 (n=475).**

	% of Audience	Good	Acceptable	Poor
Relaxation	63%	99%	1%	0%
Education	46%	100%	0%	0%
Family/Peer Group Interactions	22%	98%	2%	0%
Picnicking	0%	100%	0%	0%
Hiking	0%	Not applicable		
Nature Study	0%	Not applicable		
Group Sports	0%	Not applicable		
Other Recreation	0%	100%	0%	0%
Overall Site Rating		99%	1%	0%

### Somerset Historical Center

The assessment of overall quality at Somerset Historical Center was 94% good (Table 77). While quite high, it is worth noting that this tied for the lowest proportion of good ratings of any site sampled.

Relaxation opportunities were important to 35% of visitors, all of whom found this aspect of their site visit to be good. Educational opportunities were important to 39% of the respondents - nineteen of twenty rated such opportunities as good. The acceptable rating was associated with a desire for more guides. Opportunities for family or peer group interaction were important to only 4% of the visitors surveyed. This was the lowest level observed among the heritage sites on the Path of Progress. This small number did rate this feature of their visit as good.

None of the respondents indicated that picnicking, hiking, nature study, or group sports opportunities were an important component of their visit. A sizable number (18%) did indicate that they were looking for unspecified other recreational opportunities. Most of these people (78%) were rated this aspect of their visit as good, with the remaining choosing an acceptable rating.

**Table 77. Ratings for Somerset Historical Center, 2000-2001 (n=49).**

	% of Audience	Good	Acceptable	Poor
Overall Site Rating		94%	6%	0%
Education	39%	95%	5%	0%
Family/Peer Group Interactions	4%	100%	0%	0%
Picnicking	0%	Not applicable		
Hiking	0%	Not applicable		
Nature Study	0%	Not applicable		
Group Sports	0%	Not applicable		
Other Recreation	18%	78%	22%	0%
Relaxation	35%	100%	0%	0%

## West Overton Museum

Visitors to West Overton Museum were generally satisfied with their experience as indicated by the 97% who choose an overall rating of good (Table 78).

Relaxation opportunities were important to half of the visitors and rated as good by almost all who were looking for the same (98% rated it as good). Almost half of the visitors were interested in educational opportunities. For the most part, they were satisfied with these opportunities as indicated by the 94% who rated them as good. Family and peer group interaction opportunities at the site were of interest to 28% of the respondents. They were generally satisfied with this feature of the site (93% good, 7% acceptable).

Picnicking, hiking, and nature study opportunities were not an important site trait in the eyes of any of the people interviewed. A small number, 1%, were interested in group sports opportunities and rated them as good. A slightly larger number (5%) were looking for other recreational opportunities. Opinions were split on this aspect with 80% rating it as good and the remaining 20% (one person) indicating that they found such opportunities at the Museum to be poor.

### Summary and Conclusions

The Path of Progress was created with an eye to linking the heritage resources in the nine-county region; promoting the relics of lost industries for tourism based economic development; and aiding in community development by improving the quality of life and providing conditions favorable for attracting and retaining business and industry.

This study indeed found linkages between the heritage sites along the Path of Progress. The linkages seemed to be both thematic and geographical. To some extent these work in parallel. For example, railroad related sites tended to be clustered around Altoona, while Johnstown has its flood related attractions. Certainly, the Path of Progress does create travel linkages and many sites offer information on other components of the Path. Nonetheless, it does seem that the Allegheny Ridge remains as much of a barrier today as it was when the Allegheny Portage Railroad and later the Horseshoe Curve were constructed.

Overall, visitors were satisfied with the lodging opportunities. Major chain hotels tended to be rated higher than locally owned hotels. Similarly, public campgrounds were rated somewhat higher than private facilities. In terms of individual establishments, it was no surprise that the

**Table 78. Ratings for West Overton Museum, 2000-2001 (n=107).**

	% of Audience	Good	Acceptable	Poor
Relaxation	50%	98%	2%	0%
Education	48%	94%	6%	0%
Family/Peer Group Interactions	28%	93%	7%	0%
Picnicking	0%	Not applicable		
Hiking	0%	Not applicable		
Nature Study	0%	Not applicable		
Group Sports	1%	100%	0%	0%
Other Recreation	5%	80%	0%	20%
Overall Site Rating		97%	3%	0%

more popular places generally received the best ratings. The results for eating and drinking establishments were somewhat mixed. It seemed that some folks visited major chain fast food establishments for their convenience rather than their quality; while few were rated as poor, adequate ratings were common for several establishments.

Generally, visitors were satisfied with their experience on site. Overall 94 to 100% rated their experience as good. Poor ratings were quite rare. Opportunities for relaxation were the most sought after aspect measured. These were almost exclusively rated as high, no one rating them as poor. Educational opportunities were important to many visitors. Where these opportunities were important, they tended to be rated highly. Family and peer group interaction opportunities were important to a fifth of the audience and here also overall satisfaction levels were high. Picnicking opportunities were not in general rated as important. However, where they were, people were mostly satisfied with that aspect of their experience. Hiking was important to a significant number of people only at the two trail systems and at Allegheny Portage Railroad NHS. Satisfaction was high at those sites. Nature study and group sporting opportunities were not particularly sought at the heritage sites. Nonetheless, ratings for these attributes tended to be good. "Other recreational opportunities" were sought at several sites, most notably at the two trail systems. Again, satisfaction was usually high where significant numbers sought these attributes. In general, the questions about these site attributes had a certain flavor of "preaching to the choir;" where people rated these aspects as important, they tended to rank them highly. The negatives tended to occur at sites where most people weren't looking for that type of experience. It seems that overall, visitors had a reasonable expectation of the type of experience offered by the various heritage sites.

While tourism's impact on the region's economy is an important goal of the Path of Progress, many of its other benefits may not be so easily measured. Parks, museums, and other heritage sites do much for the quality of life of the people residing in the nine-country region. The evaluations of visitors' satisfaction certainly shows that people were pleased with their experience and receiving the benefits they sought in their visit. Money spent by these folks may not add additional dollars to the local economy, but it does represent their investment in these resources and provides an indication of the value they place on these opportunities. Furthermore, there is reason to believe that there can be economic benefits tied to quality of life issues. Businesses with higher quality environments may attract and retain employees at somewhat lower wage rates (The Native Forest Council c1999). This in turn may aid in attracting and retaining businesses within the region, thereby further contributing to the benefits accruing to local residents.

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## **Appendix A: Note on Induced Impacts**

The traditional input-output model is designated as an open model, because of the presence of exogenous sectors (the institutions). When the household sector is treated as if was a regional industry and included in the endogenous portion of the model, this is referred to as closing the model with respect to the household. This has the effect of increasing the impacts as consumers re-spend their wages and salaries within the region. The output multipliers from the basic open model are referred to as Type I multipliers. When the model is closed with respect to the household, the expanded multipliers are referred to as Type II multipliers. The Type I effects are referred to as indirect impacts. The additional impacts of household spending encompassed in the Type II multipliers are designated as induced impacts. Together they may be designated as secondary impacts.

Miernyk et al. (1967) suggested an alternate method of calculating induced impacts. This approach considered the induced effects to be dependent on the household's marginal propensity to consume locally, as opposed to the average propensity to consume used in the Type II calculations. This was method was felt to be superior when in-migration was not a factor in the impacts, because people acquiring additional income do not necessarily just scale up their purchases. After all, how many glasses of milk can one drink? The multipliers resulting from the alternate method were designated Type III multipliers. Charney and Leones (1997) demonstrated that IMPLAN's use of employment to calculate induced effects resulted in induced effects that were constant across sectors, independent of variations in wage rates in the direct and indirect sectors. As a result, the IMPLAN "Type III" multipliers tended to underestimate impacts for high wage sectors and overestimate impacts for low wage sectors and, as such, should be avoided.

IMPLAN's latest versions reflect these concerns. To address this issue, they have developed a "Type SAM" multiplier, which is based upon the models Social Accounting Matrix (SAM). The SAM traces the interactions between the institutions (households, government, capital, etc.) and the industries in the economy.

Tourism impacts are concentrated in lower wage sectors. As a result, IMPLAN Type III estimates will over inflate the induced multiplier. Table 79 compares the old Type III multipliers used in previous studies with the traditional Type II multipliers and the Type SAM multipliers.

**Table 79. Comparisons of Type II, Type III, and Type SAM impacts.**

	Multipliers			Impacts		
	Type II	Type III	Type SAM	Type II	Type III	Type SAM
Direct	1.00	1.00	1.00	\$12,140,392	\$12,140,392	\$12,140,392
Indirect	0.25	0.25	0.25	\$3,040,403	\$3,040,403	\$2,977,390
Induced	0.28	1.29	0.22	\$3,410,565	\$15,624,982	\$2,622,599
Total	1.53	2.54	1.46	\$18,591,360	\$30,805,777	\$17,740,381
VA	0.76	1.38	0.72	\$9,224,783	\$16,770,603	\$8,705,747
Wages	0.44	0.76	0.41	\$5,299,167	\$9,234,734	\$5,018,676
Jobs*	28.91	46.13	27.68	351	560	336

\* Job multipliers are based on \$1,000,000 of direct impacts.

## **Appendix B: Hard Copy of the Survey Instrument**



## SPHPC Impacts

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- 1 Hello. I'm representing the SW Pennsylvania Heritage Commission and would appreciate the opportunity of asking someone in your party a few questions relative to your visit at this site and your travel plans in this region. Our study will help the Commission to improve the operation of this heritage site. These questions will take about five minutes.
- 2 The first part of the survey will ask about your party, your travel schedule, and your expenditures in the region.
- 3 Where do you live?

State?

- Pennsylvania
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri

## SPHPC Impacts

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- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming
- District of Columbia
- American Samoa
- Guam
- Northern Mariana Islands
- Puerto Rico
- Virgin Islands
- Other U.S. territories or possessions
- Not from United States

### 4 Which county?

- Adams
- Allegheny
- Armstrong
- Beaver
- Bedford
- Berks
- Blair
- Bradford

## SPHPC Impacts

---

- Bucks
- Butler
- Cambria
- Cameron
- Carbon
- Centre
- Chester
- Clarion
- Clearfield
- Clinton
- Columbia
- Crawford
- Cumberland
- Dauphin
- Delaware
- Elk
- Erie
- Fayette
- Forest
- Franklin
- Fulton
- Greene
- Huntingdon
- Indiana
- Jefferson
- Juniata
- Lackawanna
- Lancaster
- Lawrence
- Lebanon
- Lehigh
- Luzerne
- Lycoming
- McKean
- Mercer
- Mifflin
- Monroe
- Montgomery
- Montour
- Northampton
- Northumberland
- Perry
- Philadelphia

## SPHPC Impacts

---

- Pike
- Potter
- Schuylkill
- Snyder
- Somerset
- Sullivan
- Susquehanna
- Tioga
- Union
- Venango
- Warren
- Washington
- Wayne
- Westmoreland
- Wyoming
- York

5 What is your ZIP Code?

Answer: \_\_\_\_\_

6 What Country?

---

---

7 How many people are in your immediate travel party?

Answer: \_\_\_\_\_

8 Next we would like to find out the age and gender of the people in your party.

Your age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50

## SPHPC Impacts

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- 51-60
- 61-70
- 71-80
- 81-90
- 90+

9 What gender?

- Male
- Female

10 Now we would like to find out the age and gender of everyone else in your group.

Person 2's age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 90+

11 Gender?

- Male
- Female

12 Person 3's age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70

## SPHPC Impacts

---

- 71-80
- 81-90
- 90+

13 Gender?

- Male
- Female

14 Person 4's age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 90+

15 Gender?

- Male
- Female

16 Person 5's age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 90+

17 Gender?

## SPHPC Impacts

---

- Male
- Female

18 Person 6's age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 90+

19 Gender?

- Male
- Female

20 Person 7's age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 90+

21 Gender?

- Male
- Female

22 Person 8's age?

- 0-10

## SPHPC Impacts

---

- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 90+

23 Gender?

- Male
- Female

24 Person 9's age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 90+

25 Gender?

- Male
- Female

26 Person 10's age?

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70



## SPHPC Impacts

---

- 71-80
- 81-90
- 90+

27 Gender?

- Male
- Female

28 Who planned this trip?

- Parent
- Child
- Group Leader
- Mutual Decision
- Other

29 How old is the person who planned this trip

- 0-10
- 11-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 90+

30 What gender is the person who planned this trip?

- Male
- Female

31 When did you decide to visit this site?

- Today
- This week (last 7 days)
- This month (last 30 days)
- Planned more than a month ago

## SPHPC Impacts

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32 What was the primary source of information that led you to this site (select the one that best applies)?

- Path of Progress brochure
- Visitor guide
- Newspaper
- Television
- Radio
- Web site
- AAA
- Other travel planning service
- Travel magazine
- Sign on the road
- Map
- Previous knowledge
- Someone told me
- Other

33 Describe the other source of information:

---

---

34 Have you visited or do you plan to visit any other heritage sites during this trip (check as many as apply)?

- Allegheny Portage Railroad National Historic Site
- Allegheny Trail
- Baker Mansion
- Burnt Cabins Grist Mill
- Bushy Run Battlefield
- Blair Limestone Co. Kiln Banks at Canoe Creek State Park
- Cambria Iron Company National Historic Landmark
- East Broad Top Railroad National Historic Landmark
- Eliza Furnace
- Fallingwater
- Fort Ligonier
- Fort Necessity National Battlefield
- Fort Roberdeau
- Friendship Hill National Historic Site
- Gallitzin Tunnels
- Ghost Town Trail

## SPHPC Impacts

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- Greenwood Furnace State Park
- Horseshoe Curve National Historic Landmark
- Jimmy Stewart Museum
- Johnstown Flood Museum
- Johnstown Flood National Memorial
- Johnstown Inclined Plane
- Kentuck Knob
- Linden Hall
- Mount Etna Furnace
- Nemaquin Castle
- Old Bedford Village
- Railroaders Memorial Museum
- Saltsburg Canal Park
- Seldom Seen Mine
- Somerset Historical Center
- West Overton Museum
- Windber Coal/Coke Heritage Museum

35 Have you visited or do you plan to visit any other attraction during this trip (check as many as apply)?

- Amusement Parks
- Antique Centers or Shops
- Cultural Events
- Other Historic Sites
- Outdoor Recreation Activities
- Shows, Fairs or Festivals
- Sporting Events
- Shopping Malls/Centers

36 How would you best characterize your trip to this area?

- Day trip
- Short get-away trip (2-3 days)
- Vacation (more than 3 days)
- Mainly a business trip
- Passing through the area
- Mix of business and pleasure
- Other

37 Are you here on a tour or with a chartered trip?

- Yes

## SPHPC Impacts

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No

38 Now we would like to discuss your expenditures in the region over the past 24 hours.

Whole dollar amounts will be sufficient.

39 How many people in your party were covered by these expenditures?

Answer: \_\_\_\_\_

40 The first set of expenditures are those that occurred at this site.

41 What entrance fees (if any) did you pay?

Answer: \_\_\_\_\_

42 Did you purchase any books or other publications?

Answer: \_\_\_\_\_

43 Souvenir purchases?

Answer: \_\_\_\_\_

44 Food purchases on site?

Answer: \_\_\_\_\_

45 Did you have any other on site expenditures?

Yes

No

46 How much of the other on site expenditures was for manufactured goods?

## SPHPC Impacts

---

Answer: \_\_\_\_\_

47 How much was spent on services?

Answer: \_\_\_\_\_

48 Next we would like to know about your transportation expenses.

49 How much did you spend on fuel in the region?

Answer: \_\_\_\_\_

50 How much did you spend on tolls?

Answer: \_\_\_\_\_

51 Did you have any charter or tour expenses with a regional operator?

Answer: \_\_\_\_\_

52 Did you have any other transportation expenses in the region, such as repairs or other services?

Yes

No

53 How much did you spend for each of the following?

\_ Oil, Transmission fluid, radiator coolant, etc.?

\_ Repairs?

\_ Tires?

\_ Other transportation expenditures?

54 Did you have any lodging expenses?

Yes

No

55 How would you describe the place you stayed?

## SPHPC Impacts

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- Bed and Breakfast
- Hotel - major chain
- Hotel - local
- Public campground
- Private campground
- Other

56 How much did you spend there (including food)?

Answer: \_\_\_\_\_

57 What was the name of the place where you stayed?

---

---

58 How would you rate the place at which you stayed?

- Good
- Adequate
- Poor

59 Next we are interested in any other food purchases you made.

60 Did you eat in a restaurant or purchase any other prepared food?

- Yes
- No

61 At what type of place did you eat (check all that apply)?

- Fast food chain
- Local fast food
- Restaurant chain
- Local restaurant
- Food stand, take-out
- Other

62 How much did you spend (in total)?

## SPHPC Impacts

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Answer: \_\_\_\_\_

63 What was the name of the restaurant at which you spent the most?

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64 How would you rate that restaurant?

- Good
- Adequate
- Poor

65 How much did you spend for groceries?

Answer: \_\_\_\_\_

66 The next questions concern your expenses for photography.

67 How much did you spend for film and developing (include disposable cameras)?

Answer: \_\_\_\_\_

68 How much did you spend on video tape?

Answer: \_\_\_\_\_

69 Did you do any shopping or make any other expenditures on this trip?

- Yes
- No

70 Where did you shop or make other expenditures (check all that apply)?

- Mall
- Souvenir store
- Antique store
- Drug store
- Other

## SPHPC Impacts

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71 Describe the other type of shopping:

---

---

72 How much did you spend on manufactured goods?

Answer: \_\_\_\_\_

73 How much did you spend on services?

Answer: \_\_\_\_\_

74 In this section of the interview, we are interested in learning about the types of benefits you received from visiting this site.

We're almost done!!

75 How long have you been at this site?

(hours)

Answer: \_\_\_\_\_

76 How would you rate the overall quality of this site?

- Good
- Adequate
- Poor

77 Were any of the following recreational opportunities at this site a reason for your visit?

- Picnicking



## SPHPC Impacts

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- Hiking
- Nature Study
- Group Sports
- Other

78 How would you rate the picnicking opportunities at this site?

- Good
- Adequate
- Poor

79 What was the primary reason for your response?

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---

80 How would you rate the hiking opportunities at this site?

- Good
- Adequate
- Poor

81 What was the primary reason for your response?

---

---

82 How would you rate the nature study opportunities at this site?

- Good
- Adequate
- Poor

83 What was the primary reason for your response?

---

---

84 How would you rate the group sports opportunities at this site?

## SPHPC Impacts

---

- Good
- Adequate
- Poor

85 What was the primary reason for your response?

---

---

86 What were the other recreational opportunities?

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87 How would you rate the other recreational opportunities at this site?

- Good
- Adequate
- Poor

88 What was the primary reason for your response?

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89 Were any of the following opportunities at this site a reason for your visit?

- Educational opportunities
- Family/peer group interactions
- Relaxation opportunities

90 How would you rate the educational opportunities at this site?

- Good
- Adequate
- Poor

91 What was the primary reason for your response?

## SPHPC Impacts

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92 How would you rate the family/peer group interaction opportunity at this site?

- Good
- Adequate
- Poor

93 What was the primary reason for your response?

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94 How would you rate the relaxation opportunities at this site?

- Good
- Adequate
- Poor

95 What was the primary reason for your response?

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96 Thank you for participating.

Where was this survey conducted?

- Allegheny Portage Railroad National Historic Site
- Allegheny Trail
- Baker Mansion
- Burnt Cabins Grist Mill
- Bushy Run Battlefield
- Blair Limestone Co. Kiln Banks at Canoe Creek State Park
- Cambria Iron Company National Historic Landmark
- East Broad Top Railroad National Historic Landmark
- Eliza Furnace

## SPHPC Impacts

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- Fallingwater
- Fort Ligonier
- Fort Necessity National Battlefield
- Fort Roberdeau
- Friendship Hill National Historic Site
- Gallitzin Tunnels
- Ghost Town Trail
- Greenwood Furnace State Park
- Horseshoe Curve National Historic Landmark
- Jimmy Stewart Museum
- Johnstown Flood Museum
- Johnstown Flood National Memorial
- Johnstown Inclined Plane
- Kentuck Knob
- Linden Hall
- Mount Etna Furnace
- Nemaquin Castle
- Old Bedford Village
- Railroaders Memorial Museum
- Saltsburg Canal Park
- Seldom Seen Mine
- Somerset Historical Center
- West Overton Museum
- Windber Coal/Coke Heritage Museum

97 Enter interviewers initials.

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