

Tourism Focus Group Results

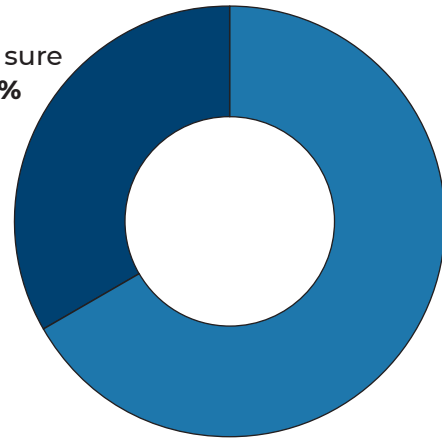
Hosted in partnership with the
North Central Pennsylvania
Launchbox on October 13, 2021.



1.

Overall, I am **satisfied with the direction the tourism industry** is headed in our region.

I am not sure
33.33%

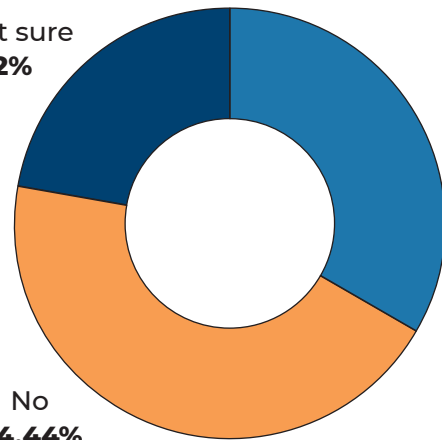


Yes
66.67%

2.

My community understands the **value of tourism.**

I am not sure
22.22%



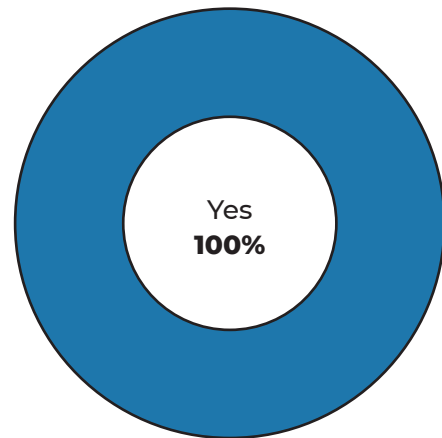
Yes
33.33%

No
44.44%

3.

Overall, tourism in the region **positively impacts the community.**

Yes
100%



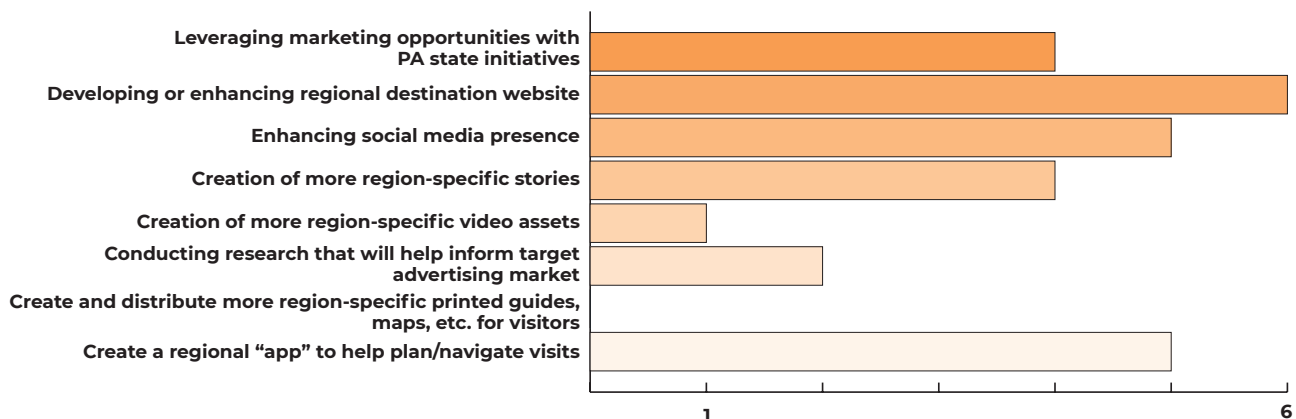
4.

What specific outcome would you like your region to achieve in the next three to five years that **would increase the economic impact of tourism or enhance the vitality of the region** as a destination?

- Wifi
- Sup stand up paddleboard too
- More small businesses centered around recreational/tourism hubs. Support activities related to site locations (hiking, kayaking, etc)
- Better wifi
- Yes to housing!!!
- Affordable housing for middle income families
- Collaboration in the region to target marketing for multiple places to visit. To make it more than one destination
- Multistate
- Work on completing the PA Wilds loop of the Industrial Heritage multistage trail system.
- Potential for guided tours throughout the region to visit the various sites. Trains perhaps?
- Motorized vehicle trails

5.

Thinking from the perspective of your regional tourism marketing/management organization, please indicate how you would **prioritize the following marketing tactics to advance the economic impact of tourism** in your area?



6.

How would you **prioritize planning and management tactics** to advance the economic impact of tourism?

- First** Develop transportation alternatives for visitors in the region
- Second** Increase visitation to the region during off-peak seasons
- Third** Manage tourism growth in order to preserve local assets (natural & cultural)
- Fourth** Alleviate congestion during peak tourism season in areas of high visitation

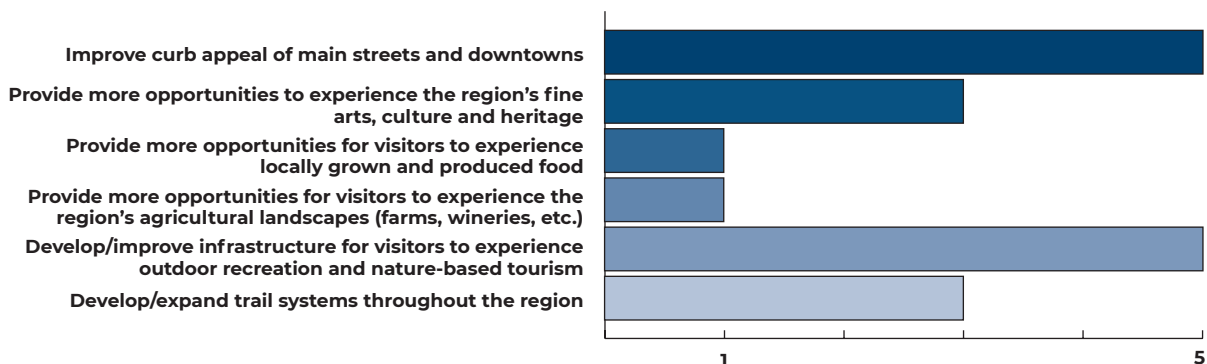
7.

How would you **prioritize investments in training and capacity building**?

- First** Increase local capacity for grant writing and fund development to fund tourism related projects
- Second** Improve quality and professionalism of customer service at tourism-related businesses
- Third** Develop skills, knowledge, and networks to build local capacity for development and managing tourism
- Fourth** Increase local capacity for tourism marketing

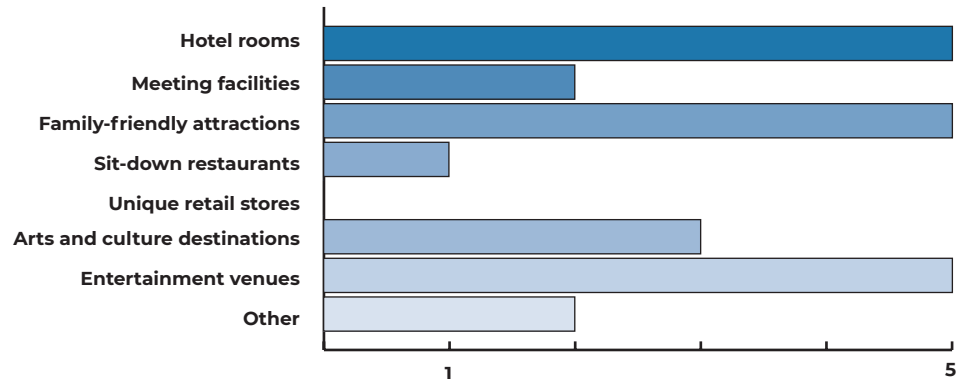
8.

How would you **prioritize development** within your communities? Choose top THREE.



9.

What **tourism amenities** are most needed in your community? Select your top three.



10.

Do you **survey your patrons to ask them how they heard about your business or community**? If so, what are some common answers?

- Social media
- Grew up here or had family here at one point
- Facebook
- Chamber of commerce, word of mouth
- Family roots
- An event
- Word of mouth

11.

What could local, regional, or state tourism organizations do to **help you grow your business or increase visitation**?

- Recorded stories scan on qr code on the trails
- Facade grants
- Wayfinding
- Program grants help fund events
- Reasonable and fair priced advertising or promotional opportunities
- Larger tourism budgets
- Grant money
- Better communication about events so we don't overlap with a neighboring area

12.

Are there any **“undiscovered gems”** in your community from a tourism standpoint? If so, what are they?

- Hops Farms
- Covered Bridge
- community days, corn mazes
- Local farms have events that are not well attended but very family friendly & amazing to experience

13.

If you could narrow down your **community’s allure for tourism** in one phrase or sentence, what would it be?

- Friendly faces helping people enjoy the beauty and tranquility that is our rural lifestyle and landscape.
- outdoors
- Bilgers Rocks - a 300Million year old rock structure that houses a unique fern that grows no where else in PA
- Perfect spot to go on vacation and relax rather than being stressed and running spot to spot.
- Sportsmens Paradise
- Peaceful
- Dark Skies