Travel/Tourism Related Economic Analysis for Garrett County, Maryland

Prepared for:

Garrett County Chamber of Commerce
15 Visitors Center Drive
McHenry, MD 21541

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Prepared by:

Jinyang Deng

Recreation, Parks, &
Tourism Resources
West Virginia University
Morgantown, WV 26506

Kathryn Gazal
School of Natural
Resources
West Virginia University
Morgantown, WV 26506

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EXECUTIVE SUMMARY

This year-round tourism market survey for Garrett County/Deep Creek Lake Area was conducted in 20 (vs. 21 during the period 2008-2009) locations/events across the county. A total of 4,357 (vs. 4,931) non-local visitors were approached with 2,693 (vs. 2,692, almost the same) of them being willing to fill out the questionnaire, resulting in a response rate of 61.4% (vs. 54.6%).

Survey results indicate that Garrett County is a leisure/vacation destination with the majority of respondents reporting leisure/vacation as their primary reason (84.7% vs. 82.5%) for visiting the county, followed by visiting family and relatives (10.6% vs. 14.5%) while only 2.1% (vs. 3.5%) of them visited the county for business. The majority of respondents were repeat visitors (77.8% vs. 81.8%) with 41.7% (vs. 51.3%) of them having visited the county for more than 10 times in the past. The average number of visits in the previous 12 months is 6.0 (vs. 6.8 times). Most visitors (79.1% vs. 75.4%) stayed at least one night with the average length of stay being 3.3 nights (vs. 4.7 nights). Summer visitors stayed the longest (4.2 nights vs. 6.1 nights). The average group size is 5.4 (vs. 4.9), ranging from a minimum of 1 to a maximum of 50 persons.

It is estimated that the annual visitation was 1,398,150 (vs.1,117,744) person-trips for the survey period with a total visitor spending of $314.79 million ($243.32 million). Garrett County as a four-season destination is competitive with similar resort destinations in West Virginia, in that visitor spending of $314.79 for the county was much higher than that for those West Virginia counties with ski resorts. The county is also competitive in Maryland with more annual person-trips than most counties in the state.

It is estimated that visitors of the county had a total economic impact (including direct, indirect and induced effects) of $360.50 million in sales, have supported approximately 4000 jobs, and contributed $181 million in value added to the county's economy. This consists of direct impacts of $241.11 million in sales, 3,046 jobs in employment, and $120.77 million in value added.

Garrett County Tourism Market Survey

Introduction

The World Tourism Organization estimates that international tourism arrivals reached 1.4 billion in 2018 with total tourism receipts being $US 1.7 trillion for the same year (WTO, 2019). Ceballos-Lascurain cites a WTO estimate that nature-based tourism generates 7% of the total international tourism expenditure (Lindberg, Furze, Staff, & Black, 1997). A study undertaken for the World Resources Institute found that this type of tourism is increasing at an annual rate of between 10% and 30% (Reingold, 1993).

The term nature-based tourism is generally applied to tourism activities that depend on the use of natural resources which remain in a relatively undeveloped state, including scenery, topography, waterways, vegetation, wildlife, and cultural heritage (Ceballos-Lascurain, 1996). Garrett County, as one of the important nature-based tourism destinations in the Appalachian region, has many natural and cultural assets that attract millions of domestic and international tourists each year. As with many other counties in states along the Appalachian region, tourism has been playing an increasingly important role in economic promotion and revitalization for the county. In order to remain competitive in the tourism market, it is necessary to understand the tourism demand and to ensure it matches with the tourism supply in the area. This requires a comprehensive and systematic survey be conducted for the county. To this end, the Recreation, Parks, and Tourism Resources Program (RPTR) at West Virginia University (WVU) was contracted in 2008-2009 by the Garrett County Chamber of Commerce to conduct a four-season survey at varying locations within the county. In 2019, WVU RPTR program got the opportunity again to conduct a replica survey for the same area. Reported here are results from the year-long survey based on data collected from March 1, 2019 to February 29, 2020.

Visitor Survey Methods

This is a four-season face to face onsite self-administered survey that started on March 1, 2019 and ended in February 29, 2020. At least a total of 2,400 visitors were proposed to be surveyed with 600 visitors for each season so that a sampling error of 3% can be achieved.

A questionnaire was developed by drawing upon findings from tourism literature and with inputs from the Garrett County Chamber of Commerce. This questionnaire consists of six sections: visitors' trip characteristics; tourism activities and shopping behavior, visitors' perceptions of Garrett County as a tourism destination; visitors' wants and needs of commercial attractions; visitors' spending in Garrett County; and background information (see Appendix A). As with the first round of survey, prior to the actual survey being conducted, the questionnaire was pre-tested and was reviewed and acknowledged for use by WVU's IRB (Institutional Review Board).

Visitors were randomly approached at 20 locations/events by a survey team made up of WVU graduate and undergraduate students majoring in recreation, parks, and tourism resources with major assistance from Sarah Duck, Vice President of Tourism & Marketing at the Garrett County Chamber of Commerce. Different from the 2008-2009 survey where coupons were used as an incentive for encouraging visitors to take part in the survey, participants who filled out a questionnaire during the current survey period (2019-2020) were provided an opportunity to win a $500 VISA Gift Card by entering their names and email addresses (if they wish to provide) in a drawing. For a detailed description of the survey locations, surveyors, and response rates, please see Appendix B.

Visitor Survey Results

Response Rate

A total of 4,378 individuals who reported to be outside visitors were surveyed when approached at the 20 locations/events across the county. Of this number, 21 were identified as locals after a further look at their reported zip codes. These 21 locals were then screened out and excluded from analysis. Thus, the total number of non-local visitors approached is 4,357. Of this number, 2,693 were willing to fill out the questionnaire, resulting in a response rate of 61.4% (Table 1).

Table 1. Survey location and response rate

No.	Survey location	Number of visitors surveyed	Percent (%)	Number of visitors approached*	Response rate (%)
1	Arrowhead	55	2.04	118	46.6
2	ASCI	38	1.41	53	71.7
3	Bill's Marine Service	9	0.33	40	22.5
4	Celtic Festival	25	0.93	32	78.1
5	Craft Show	63	2.34	83	75.9
6	Discovery Center	141	5.24	206	68.4
7	Deep Creek Dunk	20	0.74	42	47.6
8	Englanders Antique Mall & Grill	74	2.75	159	46.5
9	Farmers Market	17	0.63	36	47.2
10	Firefly Farms	29	1.08	62	46.8
11	Firework Show	37	1.37	43	86.0
12	Garrett County Fair	3	0.11	13	23.1
13	Honi Honi	196	7.28	319	61.4
14	Penn Alps	173	6.42	435	39.8
15	Schoolhouse Earth	76	2.82	157	48.4
16	Smiley's Fun Zone	2	0.07	8	25.0
17	Swallow Falls	957	35.54	1468	65.2
18	Arts and Wine Festival	58	2.15	127	45.7
19	WISP	720	26.74	951	75.7
20	Autumn Glory Parade	0	0	5	0.0
	Total	**2693**	**100.0**	**4,357**	**61.8**

Note. *A total of 559 individuals reported to be locals at the time of survey, and as locals they were not asked to fill out the questionnaire.

Of the 2,693 visitors surveyed at the 20 locations, 957 were surveyed at Swallow Falls, accounting for 35.5% of the survey sample, followed by WISP with 720 or 26.7% of visitors being surveyed in the resort. More visitors were surveyed at Swallow Falls during the current survey period because of the closure of the Discovery Center in the fall season.

Of the 2,693 returned questionnaires, 12 were found to be completely blank and one was filled by an individual from Argentina who worked at WISP on a "work & travel" agreement. These 13 questionnaires were removed, resulting in 2,680 usable questionnaires. The following results are based on these usable questionnaires with missing data omitted using casewise deletion, if not otherwise indicated.

Trip Characteristics

Reasons for visiting the county

Table 2 presents reasons expressed by visitors for visiting Garrett County. The majority (84.7%) of respondents reported leisure/vacation as their primary reason for visiting the county, followed by visiting family and relatives (10.6%) while only 2.1% of visitors reported business as their primary reason. In addition, 3.8% of respondents reported some other primary reasons for visiting the area (e.g., being part time residents/second home owners, attending festivals/events/fairs, visiting school, volunteer, and passing through, etc.).

Table 2. Reasons for visiting Garrett County

		Business	Leisure/vacation	Visit family/relatives	Others
Year	Primary	2.1	84.7	10.6	3.8
	Secondary	2.3	6.1	8.8	1.0
	Equal	0.7	0.7	2.3	0.5

Frequency of visits

Overall, approximately 41.7% of respondents have visited the county for more than 10 times in the past while 22.1% of them were first time visitors. In addition, 26.0% and 10.2% of respondents reported having visited the county for 2-5 times and 6-10 times, respectively (Figure 1).
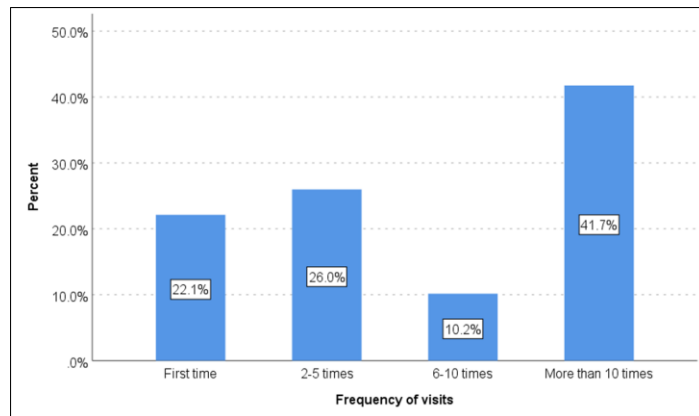
Figure 1. Overall frequency of visits to Garrett County

If lumped together, then 77.8% of respondents were repeat visitors as opposed to 18.2% of them being first time visitors (Figure 2).
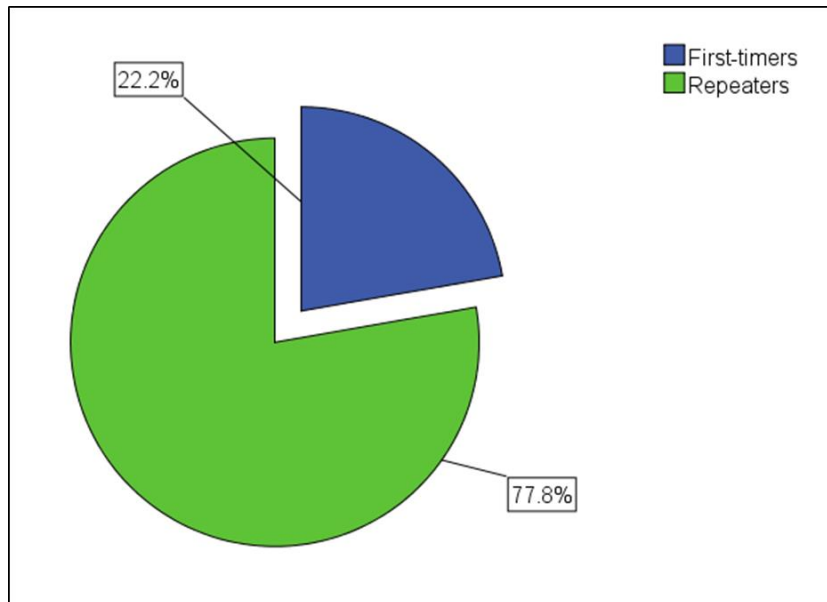
Figure 2. Percent of visitors by past experience

Frequency of visits in the previous 12 months

Visitors were also asked to report how many times they have visited the county and the Deep Creek Lake Area in the preceding 12 months. The average frequency of visits was 6.0, ranging from 0 to 365 times. A detailed description of the average frequency of visits by visitor type is presented in Table 3. As shown, second home owners visited the county most frequently with the average number of visits being 16.6, followed by day trippers (7.5) while short-term RV/camping ground users were among the least frequent visitors to the county with the mean frequency of visits being 1.8 times.

Table 3. Frequency of visits in the preceding 12 months by visitor type

Visitor type	Mean*	Std. Deviation	Minimum	Maximum
Day trippers	7.5	22.79	1	365
Hotel/motel	3.3	17.81	1	300
Bed & Breakfast	4.4	15.45	1	100
Stay with friends/family	4.8	12.66	1	150
Short-term RV/Camping ground	1.8	1.85	1	12
Cabins	2.1	4.28	1	50
Vacation rental home	2.3	8.10	1	180
Second home owner	16.6	17.65	1	150
Others	4.8	18.56	1	120
Total	6.0	16.20	1	365

Overnight visitors versus day trippers

The majority of respondents (79.1%) stayed at least one night in the county while the remaining 20.9% were day trippers or visitors who stopped at the survey locations while passing through the county en route to other places (Figure 3).
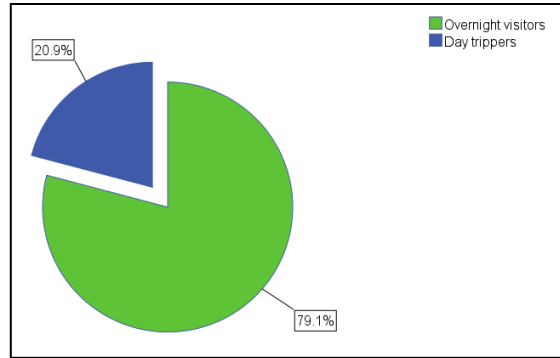
A more detailed description of the percent of overnight visitors by location is presented in Table 4. As indicated in the table, Deep Creek Dunk, Arrowhead, Farmers Market were almost inclusively patronized by overnight visitors while customers to Penn Alps were largely day trippers (73.4%).

Table 4. Percent of overnight visitors/day trippers by location/event

No.	Survey location	Stay-over visitors (%)	Day trippers (%)
1	Deep Creek Dunk	95.0	5.0
2	Arrowhead	94.1	5.9
3	Farmers Market	94.1	5.9
4	ASCI	89.5	10.5
5	Honi Honi	84.7	15.3
6	Firefly Farms	84.6	15.4
7	WISP	84.1	15.9
8	Swallow Falls	83.2	16.8
9	Craft Show	81.8	18.2
10	Englanders Antique Mall & Grill	81.7	18.3
11	Firework Show	80.6	19.4
12	Discovery Center	78.7	21.3
13	Bill's Marine Service	77.8	22.2
14	Autumn Glory Parade	74.1	25.9
15	Schoolhouse Earth	71.6	28.4
16	Garrett County Fair	66.7	33.3
17	Arts and Wine Festival	66.7	33.3
18	Smiley's Fun Zone	50.0	50.0
19	Celtic Festival	36.0	64.0
20	Penn Alps	26.6	73.4
	Overall	79.1	20.9

Note. Ordered from the highest to the lowest by the percentage of overnight visitors.

More specifically, among all types of visitors including day trippers, 14.8% stayed at their own second homes and 25.3% at vacation rental homes, the largest percent among all stay-over visitors. In addition, 12.9%, 11.5%, 8.4%, and 2.9% of visitors stayed with family/friends, at hotels/motels, in cabins, and at short-term RV/camping grounds (Figure 4).
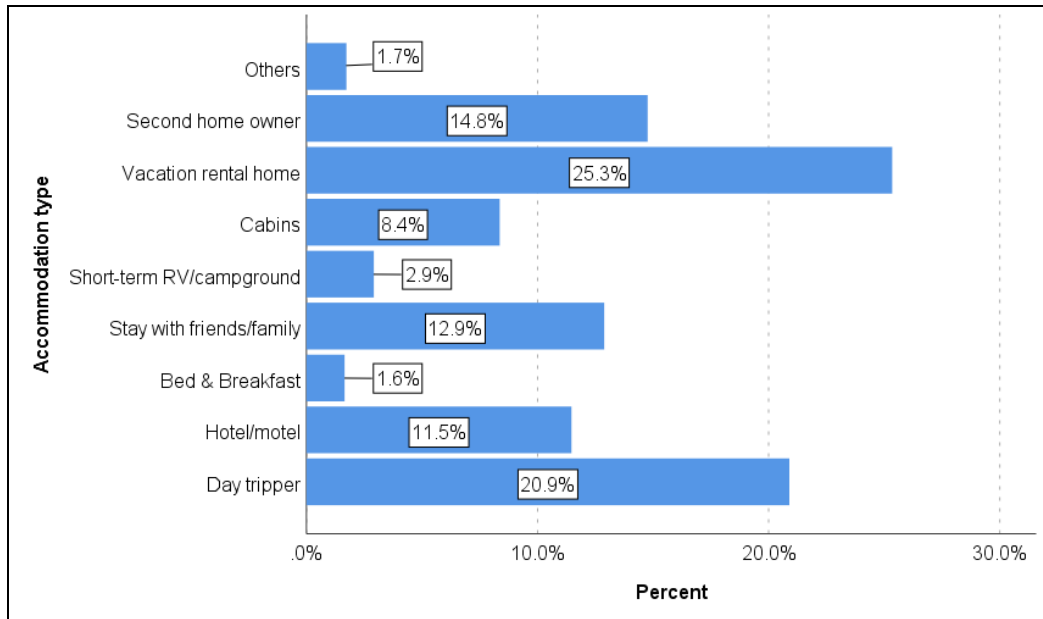
Figure 4. Percent of visitors by visitor type

It should be noted that not all second home owners have stayed in their own second homes while visiting the county. Some might have stayed with their friends or relatives, some others might just be day trippers but owned a second home for rent. As shown in Figure 5, about 16.4% of respondents reported to be second home owners as compared to 14.8% of respondents who reported having stayed in their second homes.
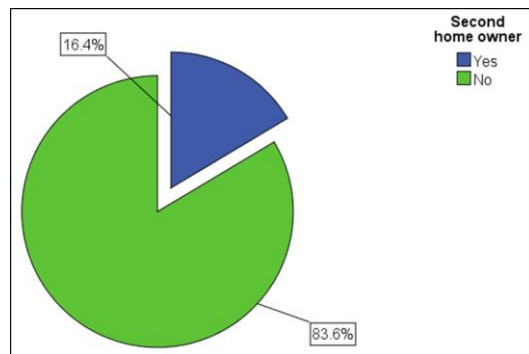
Figure 5. Second home ownership

In terms of number of nights by accommodation type, second home owners stayed an average of 5.02 nights during their trips, ranging between 1 and 165 nights. On average, visitors stayed 3.66 nights at vacation rental homes, 2.89 nights in short-term RV/camping ground, 2.67 nights with family/friends, and 2.61 nights in other types of accommodation such as time share, Airbnb, and condominiums. Hotel/motel guests had the shortest length of stay (2.09 nights) among all lodging types. Overall, visitors stayed an average of 3.33 nights during the surveyed months (Table 5).

Table 5. Number of nights by lodging type

Accommodation	Mean	Std. Deviation	Minimum	Maximum
Hotel/motel	2.09	1.16	1	8
Bed & Breakfast	2.41	1.46	1	10
Stay with friends/family	2.67	1.85	1	21
Short-term RV/Camping ground	2.89	2.59	1	20
Cabins	2.62	1.35	1	10
Vacation rental home	3.66	7.16	1	120
Second home owner	5.02	10.73	1	165
Others	2.61	1.29	1	8
Overall	3.33	6.29	1	165

Note. A few visitors reported more than one type of accommodation; only the first type is reported here.

Group size

Table 6 presents group size by visitor type. As shown, the average group size is 5.41 persons, ranging from 3.30 persons for Bed & Breakfast to 8.62 persons for vacation rental homes.

Table 6. Group size by visitor type

Table 6. Group size by visitor type

Visitor type	Mean	Std. Deviation	Minimum	Maximum
Day trippers	3.67	4.14	1	34
Hotel/motel	3.97	4.13	1	36
Bed & Breakfast	3.30	2.71	1	15
Stay with friends/family	4.53	3.45	1	24
Short-term RV/Camping ground	4.12	3.73	1	31
Cabins	6.04	5.57	1	35
Vacation rental home	8.62	5.96	1	50
Second home owner	4.54	3.08	1	22
Others	4.14	4.17	1	24
Overall	5.41	4.97	1	50

Group type

Figure 6 shows the percent of visitors with kids aged below 17. The majority of respondents (58.7%) were adult visitors while the rest (41.3%) of visitors travelled with at least one kid aged below 17. Visitors were more likely to travel with kids in summer (51.6%) and winter (51.1%) than in spring (36.4%) and fall (24.3%).
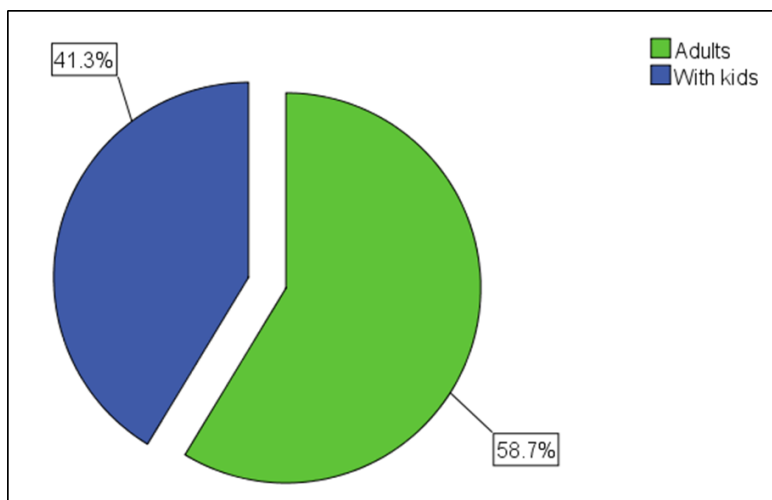
Figure 6. Percent of visitors with/without kids

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Table 7 presents the average number of kids in groups with kids only. As the table indicates, the average number of kids was 2.89, ranging between 1.60 for visitors who stayed in Bed & Breakfast and 3.65 for groups staying in vacation rental homes. Day trippers had an average number of 2.40 kids. Visitors who stayed in vacation rental home were more likely than other types of visitors to travel with kids in three seasons: spring (3.59), summer (3.09), and winter (4.46). Day trippers travelled with an average number of 3.04, 2.12, 2.06, and 1.86 kids for the four seasons, respectively.

Table 7. Number of kids by visitor type with groups with kids only

Visitor Type	Mean	Std. Deviation	Minimum	Maximum
Day trippers	2.40	3.08	1	20
Hotel/motel	2.48	3.57	1	36
Bed & Breakfast	1.60	0.55	1	2
Stay with friends/family	2.39	1.72	1	12
Short-term RV/Camping ground	2.46	3.46	1	22
Cabins	3.03	3.12	1	18
Vacation rental home	3.65	2.81	1	20
Second home owner	2.62	1.85	1	15
Others	1.50	0.53	1	2
Overall	**2.89**	**2.78**	**1**	**36**

If all groups considered, the average number of kids for was 1.13, ranging between 0.20 for visitors who stayed in Bed & Breakfast and 1.85 for groups staying in vacation rental homes. Day trippers had an average number of 0.64 kids. The number of kids for visitors who stayed in vacation rental home were consistently higher than any other types of visitors for all four seasons: spring (1.60), summer (1.61), fall (1.16), and winter (3.15). Day trippers travelled with an average number of 1.05, 0.70, 0.28, and 0.46 kids for the four seasons, respectively.

Economic Impact Analysis

"The economic impact of tourism is a fundamental selling point for pursuing the development of tourism, and consequently, it has been studied and analyzed substantially over the years" (Wilton & Nickerson, 2006). Tourism economic-impact analyses usually involve the spending of visitors. "The best way to measure the impact of visitor spending is to use surveys to determine the amount and type of goods that travelers tend to purchase, and then to estimate the portion of output visitors support in key industries" (Lovejoy, 2003, p. 7). In most studies, total visitor spending is estimated by multiplying personal trip spending by person-trips.

For this study, using visitor spending data collected from the survey and estimated person-trips, the regional economic impacts of tourism in Garrett County, Maryland was estimated using the IMPLAN (Impact Analyses and Planning) Software. This software was developed originally by the U.S. Forest Service in cooperation with the Federal Emergency Management Agency and the U.S. Department of the Interior's Bureau of Land Management to assist in land and resource management planning. Regional economic impacts were valued in terms of additional outputs (or sales), employment (number of jobs) and value added (employee income, propriety income, other property income, and indirect business taxes). Impacts can be categorized into direct, indirect and induced effects. Direct effects represent the first round of spending by the visitors in the study area. The indirect and induced effects are considered as the ripple effects of spending in the area. Indirect effect arises as local vendors increase their spending on goods, services and employees to meet higher demand for their products due to the visitors while the induced effect arises from the increased demand created by the employees of the activity and the employees of its suppliers spending their incomes in the study area (Parks, 2005).

Spending in Garrett County

Daily spending per person is estimated based on spending per person at the time of survey divided by the number of nights that the respondent has stayed so far at the time of survey. Daily spending per person is then projected to trip spending per person by multiplying by the reported length of stay. Finally, group spending is estimated by multiplying personal trip spending by the group size (ref. Frechtling, 2006). Only those aged 10 years or over were counted in the group size calculation for this market survey.

For a given item (i.e., lodging, groceries, eating, etc.), a respondent may pay for that item for the whole group. Under some other circumstances, the same respondent may report purchasing one item (i.e., souvenirs) for himself/herself while, in the meantime, s/he may also purchase the same item for the group. Thus, estimating personal spending at the time of survey depends on the way the respondent paid for an item. Personal spending at the time of survey is the sum of estimated spending on each item, which is estimated by the following formulas:

$$\text{Spending per person at the time of survey} = \ S_P \qquad (1)$$

$$\text{Or} = \frac{S_p + S_g}{GS} \qquad (2)$$

$$\text{Or} = \frac{S_g}{GS} \qquad (3)$$

Where S_P, S_g and GS refer to the personal spending, group spending, and group size, respectively. Equations 1, 2, and 3 each apply to the following circumstances: spending on an item only for the respondent by the respondent while no reported spending for the group on the item; spending on an item for the respondent by the respondent who also reported spending on

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that item for the group; and spending for the group by the respondent whose personal spending on the item is reported to be zero.

Based on the estimated spending per person at the time of survey, daily spending per person, trip spending per person, and trip spending per group are estimated as follows:

$$\text{Daily spending per person} = \frac{spending\ per\ person\ at\ the\ time\ of\ survey}{number\ of\ nights\ stayed\ so\ far} \qquad (4)$$

Trip spending per person = daily spending per person * total number of nights   (5)

Trip spending per group = trip spending per person * group size   (6)

It should be noted that estimated personal spending for each day and for the whole trip depends on how the group size is treated. In this report, kids aged 10 years below were not considered as part of a group for spending estimation.

It should also be noted that for such items as air travel, rental car, lodging, and gas, a visitor was more likely to spend money on those items for the whole trip at the time of survey. Thus, for these items, number of nights stayed so far equals the total number of nights when personal daily spending and group spending are estimated.

Daily spending per person by visitor type

Table 8 presents daily spending per person by visitor types. As shown, day trippers spent an average of $81.8 per person per day, higher than second home owners who spent an average of $73.8 during the current trip. In contrast, B & B visitors spent an average of $209.9 per day, the highest among all visitor types. All visitor types considered, the total average spending was $114.7 per person per day, an 22.0% up over the period 2008-2009.

Table 8. Daily spending per person by visitor type

Visitor type	Air	Rental car/ bus travel	Gas	Lodging	Restaurants	Groceries	Shopping	Admissions and fees	Others	Total*	Change %
Day trippers	1.7	0.2	16.0	0.0	25.6	6.8	14.5	15.3	1.7	81.8 (63.3)	29.2%
Hotel/motel	2.5	2.3	14.3	76.6	45.7	8.4	9.8	27.5	2.3	189.3 (171.2)	10.3%
B&B	1.6	4.8	17.9	103.8	39.5	10.5	23.4	8.4	0.0	209.9 (192.7)	8.9%
Stay with friends or family	1.9	0.9	12.4	0.9	26.6	14.0	10.7	16.4	0.4	84.1 (75.3)	11.7%
Short-term RV/Camping ground	0.0	0.3	14.6	17.1	17.7	12.8	8.0	12.2	1.3	84.0 (50.3)	67.0%
Cabins	3.3	1.3	10.0	68.2	26.2	14.2	7.1	13.6	1.1	145.1 (130.9)	10.8%
Vacation rental home	3.4	0.9	7.9	76.1	20.0	13.6	6.0	13.8	1.8	143.4 (119.0)	20.5%
Second home owners**	0.5	0.1	10.3	0.0	26.1	17.9	5.9	11.3	1.7	73.8 (68.7)	7.4%
Others	4.8	2.3	14.1	74.8	39.1	18.5	6.5	17.6	1.2	178.9 (114.3)	56.5%
Total	2.2	0.9	11.9	34.3	26.9	12.4	9.1	15.6	1.5	114.7 (94.0)	22.0%

Note. *values in parenthesis refer to the first round of survey 10 years ago. **Property values and mortgage payment reported by second home owners were not considered for estimation. This also applies to spending calculations for each season.

Trip spending per person by visitor type

Table 9 shows the trip spending per person by visitor types. B & B guests spent the most $504.6, followed by visitors who stayed in other types of lodging ($468.6), and vacation home renters ($444.8). Overall, visitor spending per person per trip was $283.4, an increase of 10.5% over the period 2008-2009.

When looking at the personal trip spending on specific categories, hotel/motel visitors spent the most ($98.7) per person on dinning out in restaurants and bars, closely followed by other types of visitors ($97.3), and B & B guests ($90.5). On average, each visitor spent $63.1 per trip on restaurants and bars. In terms of groceries, second home owners spent the most ($61.25) while the grand mean for all groups was $33.9/per trip. With regards to shopping, B & B guests spent the most ($67.5), followed by visitors who stayed with family and friends ($24.8). The average personal trip spending on shopping was $20.1.

Table 9. Trip spending per person by visitor type

Visitor type	Air	Rental car/ bus travel	Gas	Lodging	Restaurants	Groceries	Shopping	Admissions and fees	Others	Total*	Change %
Day trippers	1.7	0.2	16.0	0.0	25.6	6.8	14.5	15.3	1.7	81.8 (63.3)	29.2%
Hotel/motel	12.3	9.5	24.6	163.7	98.7	19.5	22.9	54.9	4.1	410.3 (393.9)	4.2%
B&B	16.1	9.6	37.5	231.0	90.5	29.1	67.5	23.2	0.0	504.6 (377.1)	33.8%
Stay with friends or family	7.2	2.1	26.7	2.4	65.7	33.5	24.8	37.1	1.5	200.9 (240.7)	-16.5%
Short-term RV/Camping ground	0.0	0.4	34.6	40.1	50.6	36.0	23.7	25.2	11.4	221.8 (155.2)	42.9%
Cabins	14.7	4.2	23.1	162.3	62.8	36.0	17.9	32.3	5.2	358.4 (430.9)	-16.8%
Vacation rental home	11.5	3.0	21.3	242.9	58.0	44.9	17.0	39.1	7.1	444.8 (422.4)	5.3%
Second home owners**	1.3	0.4	31.2	0.0	89.2	61.3	24.0	26.0	11.1	244.4 (299.7)	-18.5%
Others	9.7	4.6	34.3	207.0	97.3	49.5	16.3	47.6	2.4	468.6 (365.4)	76.0%
Total	7.5	2.8	23.9	94.0	63.1	33.9	20.2	32.7	5.3	283.4 (256.7)	10.4%

Note. *values in parenthesis refer to the first round of survey 10 years ago. **Property values and mortgage payment reported by second home owners were not considered for estimation. This also applies to spending calculations for each season.

Group spending by visitor type

Trip spending per group by visitor types is presented in Table 10. As shown, vacation rental home visitors spent an average of $2,719.6 per trip per group, the highest among all visitor types, followed by others ($1,793.6), cabin users ($1,601.1), hotel/motel guests ($1,211.0). Among all visitor types, day trippers spent the lowest with an average amount of $264.6 per group. The total average group trip spending is $1,248.0, 21.1% more than the survey period 2008-2009.

A close look at the group trip spending on specific categories shows that vacation rental home users spent the most on restaurants and bars ($323.0), groceries ($286.0), and admissions and fees ($254.2). The average spending by all groups on restaurants/bars, groceries, shopping, and admissions and fees was $232.5, $151.7, $73.3, and $158.1, respectively.

Table 10. Trip spending per group by visitor type

Visitor type	Air	Rental car/ bus travel	Gas	Lodging	Restaurants	Groceries	Shopping	Admissions and fees	Others	Total*	Change %
Day trippers	17.7	1.2	41.4	0.0	70.4	21.2	45.5	64.0	3.1	**264.6** (162.2)	63.2%
Hotel/motel	49.4	13.1	62.4	507.3	263.8	59.6	66.6	182.1	6.6	**1211.0** (1091.5)	10.9%
B&B	16.1	9.6	77.0	467.7	183.4	56.3	133.6	45.4	0.0	**989.0** (800.8)	23.5%
Stay with friends or family	17.4	6.0	85.8	5.4	224.9	125.4	84.0	166.1	4.5	**719.4** (671.5)	7.1%
Short-term RV/Camping ground	0.0	2.0	98.2	112.8	139.1	102.7	59.5	71.8	16.2	**602.2** (408.5)	47.4
Cabins	82.8	12.1	104.3	713.2	253.0	160.3	55.9	186.9	32.7	**1601.1** (1455.7)	10.0%
Vacation rental home	82.0	20.2	131.9	1461.1	323.0	286.0	97.8	254.2	63.4	**2719.6** (2881.9)	-5.6%
Second home owners**	4.1	1.5	111.8	0.0	287.7	196.5	74.2	104.3	25.9	**805.9** (948.5)	-15%
Others	18.8	7.6	102.9	656.6	309.3	327.1	65.9	241.8	4.7	**1734.6** (1942.1)	-10.7%
Total	40.7	9.2	91.9	465.3	232.5	151.7	73.3	158.1	25.2	**1248.0** (1030.6)	21.1%

*values in parenthesis refer to the first round of survey 10 years ago. **Property values and mortgage payment reported by second home owners were not considered for estimation. This also applies to spending calculations for each season.

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Estimation of person-trips

Total person-trips can be estimated based on survey data and actual data of a specific visitor type. Theoretically, for a given variable, the sample percent of a visitor type equals the population percent of that visitor type as expressed below:

$$\frac{S_i}{S_t} = \frac{p_i}{p_t} \quad \text{or} \qquad (7)$$

$$P_t = \frac{S_t * P_i}{S_i} \qquad (8)$$

Where S_i: number of visitors surveyed for visitor type i

S_t: total number of visitors surveyed

P_i: total actual number of visitors for visitor type i

P_t: total population

Since S_i and S_t can be obtained through survey, the total visitor population can be estimated if the actual number of visitors for visitor type P_i is known. Garrett County has documented the total number of overnight visitors who have stayed in cabins during the survey period. This number is 29,503 person-trips for the year 2019. Based on the survey, cabin users visited the county 2.09 times on average in the previous year. Assuming this frequency of visits remains the same for the survey period, the number of cabin users was 14,117 persons.

It should be noted that Swallow Falls State Park was over-surveyed, partially due to the closure of the Discovery Center since fall 2019. As a result, more visitors were surveyed at the park to meet the sample quota. If compared with the number (which was 571) surveyed during the period 2008-2009, an extra of 386 visitors was surveyed at the park during the current survey period (a total of 957 visitors was surveyed in spring, summer, and fall 2019). This oversample at the park has increased the chance for a visitor to be sampled as a cabin guest, and then inflated the percentage of cabin users in the overall sample. For example, visitors surveyed at the park were more likely to report staying in a cabin, resulting in a higher percentage of cabin users

found in the park with an average of 12.1% for the whole year (13.2% in spring, 10.7% in summer, and 12.5% in fall). Thus, an extra of 386 visitors surveyed in the park may result in an extra of 47 cabin users (12.1% * 386 = 46.9). Excluding the 47 cabin users would reduce the overall percentage of cabin users to 6.4% from the original percentage of 8.1%. If all the 386 visitors were surveyed at the Discovery Center, an extra of 31 cabin users would be added, 16 less than surveyed at the park, due to the small chance (8.1% vs. 12.1% at the park) of a visitor being sampled as a cabin user at the center (386 * 8.1% = 31.2). In this scenario, the overall percentage of cabin users would be 7.5%. To more accurately reflect the cabin user percentage, the percent of 7.2% (close to 7.5%) from the winter survey was used for the estimation of total visits in the county as this number is free of the influence of the two sites: the park and the center.

Another factor that may influence the accurate estimation of total visits to the county is the frequency of visits for the survey period which is hard to know. As with the survey in the period 2008-2009, the current survey also asked visitors to report their frequency of visits in the previous year and use it as a proxy for the frequency of visits for the current period. This is not without problem as visitation is largely subject to many unexpected external factors (i.e., disease, weather, price, etc.) which would result in visitation volume being different from year to year. To correct this, as with the survey during the period 2008-2009, only frequency of visits reported in the recent season (that is, winter for the current survey) was used for the estimation because it reflects the frequency of visits for the survey period more realistically than other seasons during which reported frequency of visits goes beyond the survey year to the year of 2018.

As shown in Table 11, cabin users surveyed accounted for 7.17% of total number of visitors surveyed. Based the above formulas, total number of visitors is estimated at 196,880 persons (i.e., 14,117/0.0717), which can then be used to estimate the number of visitors of other visitor types by multiplying the number of 196,880 by the percent of a visitor type. Finally, person-trips for a given visitor type can be derived by multiplying the number of visitors of the visitor type by the

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frequency of visits of that visitor type. The total person trips by this approach was 1,398,150 (vs. 1,117,744 for the period 2008-2009) for the survey year (Table 11).

Table 11. Estimation of person-trips*

Visitor type	Percent (% of persons surveyed)	Persons	Frequency of visits	Person-trips	Percent (% of person-trips)
Day trippers	22.09	43,491	10.58	460,133	32.9
Hotel/motel	11.46	22,562	2.84	64,077	4.6
Bed & Breakfast	1.65	3,249	1.86	6,042	0.4
Stay with friends/family	12.88	25,358	3.36	85,203	6.1
Short-term RV/Camping ground	2.91	5,729	5.0	28,646	2.0
Cabins	7.17	14,116	2.09	29,503	2.1
Vacation rental home	25.35	49,909	3.63	181,170	13.0
Second home owner	14.76	29,059	18.36	533,532	38.2
Others	1.73	3,406	2.89	9,843	0.7
Total	100.00	196,800	100.00	**1,398,150**	100.00

Note. Because of the adjustment made to the cabins, the difference was added to the day trippers as they were under sampled compared to the period 2008-2009.

Table 11 shows that second home owners accounted for 38.2% (vs. 42.6%) of all person-trips, followed by day trippers (32.9% vs. 37.0%) and vacation home renters (13.0% vs. 4.3%). Bed & Breakfast guests accounted for the smallest percent of total person-trips (0.4% vs. 0.3%) with the total person-trips being 6,042.

The estimated visitor spending by visitor type and spending category is presented in Table 12. As shown, the total visitor spending was $314.79 (vs. $243.32) million, an increase of 29.4% over the previous survey period. Specifically, second home owners spent $130.38 million, the most of all visitor types, accounting for 41.4% of the total spending, followed by vacation rental home renters ($80.59 million, 25.6%). In terms of spending by category, spending on food (i.e., restaurants, bars, etc.) amounted to $86.20 million, accounting for 27.4% of the total spending, followed by lodging ($62.96 million, 20.0%), and groceries ($50.66 million, 16.1%).

Table 12. Estimation of visitor spending ($ millions) (2019-2020)

	Air	Rental car/ bus travel	Gasoline	Lodging	Restaurants	Groceries	Shopping	Admissions and fees	Others	Total	Percent (%)
Day trippers	0.76	0.10	7.35	0.00	11.77	3.14	6.68	7.06	0.80	37.65	11.96
Hotel/motel	0.79	0.61	1.57	10.50	6.33	1.25	1.47	3.52	0.26	26.29	8.35
Bed & Breakfast	0.10	0.06	0.23	1.40	0.55	0.18	0.41	0.14	0.00	3.05	0.97
Stay with friends/family	0.61	0.18	2.27	0.21	5.59	2.85	2.11	3.16	0.13	17.12	5.44
Short-term RV/Camping ground	0.00	0.01	0.99	1.15	1.45	1.03	0.68	0.72	0.33	6.35	2.02
Cabins	0.43	0.12	0.68	4.79	1.85	1.06	0.53	0.95	0.15	10.57	3.36
Vacation rental home	2.09	0.55	3.85	44.00	10.51	8.14	3.08	7.09	1.28	80.59	25.60
Second home owner	0.67	0.20	16.63	0.00	47.60	32.68	12.81	13.87	5.91	130.38	41.42
Others	0.07	0.03	0.24	0.93	0.62	0.33	0.20	0.32	0.05	2.79	0.89
Total	5.53	1.85	33.81	62.96	86.27	50.66	27.96	36.83	8.92	314.79	100.00
Percent (%)	1.76	0.59	10.74	20.00	27.40	16.09	8.88	11.70	2.83	-	100.00

Estimation of seasonal person-trips

Using the above formulas 7 and 8, seasonal person-trips can also be estimated. However, information about the frequency of visits is not available for each season, because visitors were asked to report how many times they visited the county in the previous year as a whole while they were not asked to specifically indicate how many times they visited the county in each season. As a result, seasonal person-trips cannot be estimated based on the formulas, due to the lack of information. Alternatively, seasonal person-trips can be roughly estimated using data on heads on beds, that is, to use the percent of heads on beds for a season as the percent for the total person-trips of that season. As shown in Table 13, the total person-trips for each season were 212,920 (vs. 164,308, 29.6%) for spring, 464,254 (vs. 402,388, 15.4%) for summer, 332,695 (vs. 240,315, 38.4%) for fall, and 388,381 (vs. 310,733, 25.0%) for winter, respectively.

Table 13. Percent of heads on beds by season

		Head on beds	Percent (%)	Estimated person-trips
Spring	2019 March	13,092		
	2019 April	12,622		
	2019 May	16,854		
	Subtotal	**42,568**	15.23	212,920
Summer	2019 June	27,121		
	2019 July	38,078		
	2019 August	27,617		
	Subtotal	**92,816**	33.20	464,254
Fall	2019 June	23,865		
	2019 July	23,158		
	2019 August	19,491		
	Subtotal	**66,514**	23.80	332,695
Winter	2019 December	22,865		
	2020 January	27,012		
	2020 February	27,750		
	Subtotal	**77,627**	27.77	388,281
	Total	**279,525**	**100.0**	**1,398,150**

Source: Garrett County Chamber of Commerce, 2020

Estimation of seasonal spending

Due to lack of information about the frequency of visits by visitor type for each season, seasonal spending cannot be estimated by visitor type. However, seasonal spending can be roughly estimated by multiplying the seasonal average spending of a visitor type by the total seasonal person-trips of that visitor type. It should be noted that spending estimated in this way will be inflated because day trippers, who accounted for more than 30% of total person-trips, did not pay for lodging and they also spent much less than other visitor types. To address this issue, an adjustment ratio needs to be used. This ratio can be calculated by dividing the total yearly spending of $314.79 million by the total yearly spending estimated by multiplying the seasonal average spending of a visitor type by the total seasonal person-trips of that visitor type. This ratio is 0.769 (i.e., 314.79/409.36) (vs. 0.797 for the survey period 2008-2009). Table 14 reports the estimated results of adjusted seasonal spending.

Table 14. Estimated seasonal spending ($ millions)

Season	Average trip spending per person	person-trips	Seasonal spending	Adjusted seasonal spending	Percent (%)
Spring	221.6	212,920	47.18	**36.28**	11.53
Summer	305.5	464,254	141.83	**109.06**	34.65
Fall	281.6	332,695	93.69	**72.04**	22.89
Winter	326.2	388,281	126.66	**97.40**	30.95
Total	-	1,398,150	409.36	314.79	100.00

As shown in Table 14, seasonal spending for each season was $36.28 million (vs. $22.89 million, 58.50%) for spring, $109.06 million (vs. $95.54 million, 14.15%) for summer, $72.04 million (vs. $49.82 million, 44.60%) for fall, and $ 97.40 million (vs. $75.09 million, 29.71%) for winter, respectively, with summer spending accounting for 34.65% (vs. 39.26%) of the total spending, followed by winter (30.95% vs. 30.86%).

Results of IMPLAN analysis

The summary of regional economic impacts of tourism in Garrett County, Maryland is presented in Table 15. Based on all visitor types, visitors of the county had a total economic impact (including direct, indirect and induced effects) of $360.50 million in sales, have supported approximately 3,949 jobs, and contributed to the county's economy approximately $181.22 million in value added. This consists of direct impacts of $241.11million in sales, 3,046 jobs in employment, and $120.77 million in value added.

Due to the data treatment from visitors' spending being different in the current IMPLAN (i.e., the direct output equals the total visitor's spending when the software was used 10 years ago, however, the two numbers are not the same applying the current version with direct output of $241.11 million being significantly lower than the total visitors' spending of $314.79 million), an item by item comparison of findings between the two survey periods was not provided.

Table 15. Estimated Regional Economic Impacts of Visitor Spending in Garrett County, Maryland (Values in 2020 Dollars)*

Economic impacts	Day tripper	Hotel/motel	Bed & breakfast	Stay with friends/family	Short-term RV/campground	Cabins	Vacation rental home	Second home owner	Others	Overall**
Direct										
Output ($ millions)	27.52	22.22	2.50	11.93	4.92	8.62	67.52	93.91	2.22	241.11
Employment (jobs)	357	274	28	162	60	101	771	1267	27	3046
Value added ($ millions)	11.79	11.65	1.36	5.47	2.36	4.61	36.73	45.67	1.15	120.77
Indirect										
Output ($ millions)	10.20	6.62	0.69	4.25	1.62	2.48	18.95	31.34	0.68	76.83
Employment (jobs)	69	50	5	29	12	19	150	215	5	556
Value added ($ millions)	4.87	3.20	0.34	2.01	0.78	1.21	9.29	14.89	0.33	36.92
Induced										
Output ($ millions)	4.48	3.92	0.44	2.06	0.85	1.52	11.89	16.89	0.39	42.44
Employment (jobs)	37	32	4	17	7	12	97	138	3	347
Value added ($ millions)	2.49	2.17	0.24	1.14	0.47	0.84	6.59	9.36	0.22	23.52
Total										
Output ($ millions)	42.21	32.66	3.63	18.23	7.38	12.62	98.36	142.13	3.30	360.50
Employment (jobs)	463	356	37	208	78	132	1018	1620	35	3949
Value added ($ millions)	19.14	17.03	1.94	8.62	3.61	6.67	52.62	69.92	1.69	181.22

Note: *due to the data treatment from visitors' spending being different in the current IMPLAN (i.e., the direct output equals the total visitor's spending when the software was used 10 years ago, however, the two numbers are not the same applying the current version with direct output of $241.11 million being significantly lower than the total visitors' spending of $314.79 million), an item by item comparison of findings was not provided. **Values in the column.

"Overall" are not the addition of the values in the corresponding rows because of the way that the data were treated in the IMPLAN analysis.

Comparison with West Virginia and Maryland counties

Due to the lack of information about visitor spending at the county level in the year 2019 for

counties in Maryland, a comparison was made with the neighbor state West Virginia. Table 16

lists 13 West Virginia counties with visitor spending over $100 million in 2008 and 2018. The

average spending for the 13 counties was $258.1 million in 2008 and $261.9 million in 2018,

respectively, with an increase of 6.5%. Five counties in the list witnessed a decline in visitors'

Table 16. Counties of West Virginia with visitor spending over $100 million

County	Spending ($ mn)		Change (%)
	2008	**2018**	
Berkeley	139.3	155.7	11.8
Cabell	126.1	117.7	-6.7
Greenbrier	215.5	227.5	5.6
Hancock	426.6	285.4	-33.1
Harrison	102.4	151.8	48.2
Jefferson	731.4	842.6	15.2
Kanawha	589.8	580.2	-1.6
Mercer	110.9	111.3	0.4
Monongalia	129.5	192.7	48.8
Ohio	377.4	333.7	-11.6
Pocahontas	101.9	111.7	9.6
Raleigh	185.9	164.0	-11.8
Wood	118.7	130.1	9.6
Average	**258.1**	**261.9**	**6.5**

Source: Adopted from Dean Runyan Associates, 2018.

spending over the 10-year time period. Visitor spending of $314.79 million (vs. $243.22 million,

an increase of 29.4%) for Garrett County is much higher than that for Mercer ($111.3 vs. $110.9

million, an increase of 0.4%) where the Winterplace Ski Resort is located and Pocahontas

($111.7 million vs. $101.9 million, 9.6%) where the Snowshoe Mountain Ski Resort is located.

Visitor spending in Garrett County is also much higher than that in Tucker County ($46.4 million

vs. $43.0 million, 7.9%, not listed in the table) where two ski areas are located: Canaan Valley

Ski Area and Timberline Ski Resort. This implies that Garrett County as a ski and four-season resort is highly competitive with similar destinations in the region.

Within Maryland, the top two destinations are Baltimore City and Ocean City. In 2006, Baltimore City had 7,607,320 person-trips with 53.8% being day trips while Ocean City had 3,846,080 person-trips with 22.7% being day trips. Both cities together accounted for 40.5% of total Maryland trips. In 2018, Maryland accommodated 41.9 million person-trips with a total of visitor spending of $18.1 billion (Maryland Office of Tourism, 2018) (note, this estimation is higher than that made by Outdoor Industry Foundation, 2017, whereas the total recreation spending was $14.0 billion with 109,000 direct jobs). Assuming the two cities had the same percent of total Maryland trips in 2019 as they had in 2006, then 17.0 million trips (i.e., 40.5% * 41.9) were made to the two cities, with the rest of 22 counties receiving 24.9 million trips in total with each of these counties receiving 1.1 million trips on average, which are lower than 1.4 million person-trips for Garrett County. Thus, Garrett County is also competitive as compared to most destinations in Maryland.

Interestingly, the total person-trips of 1,398,150 estimated for the year 2019 are quite comparable with the total number of 1,427,887 documented by Maryland Department of Natural Resources (DNR) for the state park visitation in the same year. Although a direct comparison does not make too much sense as the DNR visitation reflects multiple counts of the same person at different locations, and thus it overcounted the actual person-trips. However, it does not count people who visited other parts of the county, although some people who visit one or several units

of the park system mat also visit other sites of the county for shopping, eating during or other purposes during the same trip. Nonetheless, the DNR data can provide a reference point by which the current estimation can be judged/gauged. It should be noted that the estimation of 1,117,744 for the survey period 2008-2009 is also quite comparable with the DNR documentation of 1,200,522 for the year 2007. In addition, if the frequency of visits for the whole year (which would largely reflect the vitiation of previous year for the reason explained earlier) was applied, the total estimated person-trips would be 1,192,619 for the year 2018, which is also quite comparable with the total visitation of 1,178,009 documented by DNR. Thus, the method used in this project is reliable and valid (as DNR data are valid).

Conclusion

The travel industry is one of the world's largest industries. In the USA, expenditures from domestic and international travelers contributed $1.1 trillion to the country's GDP in 2018, (Lock, 2019). According to the Outdoor Industry Association (2017), the annual economic contribution (in terms of consumer spending) of active outdoor recreation (i.e. hiking, biking, camping, fishing, snow sports, etc.) is $887 billion to the nation in 2017, with the total contribution coming from the south Atlantic region (where Maryland is located) being $179.1bilion, the largest amount by region. Specifically, for Maryland, the outdoor recreation economy generates $14.0 billion in consumer spending with 109,000 direct jobs. Garrett County, as an important active outdoor recreation destination in the state, has been playing an important role in tourism promotion and development. However, information about visitors' profiles, their wants and needs, and their economic contribution to the local economy is unknown. Obviously, such information can "provide real value to targeted customers, motivate purchase, and fulfill consumer needs" (Kotler, Bowen, & Makens, 2005). To this end, we were contracted to conduct

a comprehensive year-round tourism market survey on behalf of the Garrett County Chamber of Commerce 10 years ago and contracted again in 2019 for a replica study.

The current year-round survey was carried out in 20 locations/events determined by the Garrett County Chamber of Commerce to be representative of the county's visitor population. Results indicate that Garrett County is an important leisure/vacation destination of regional significance for domestic visitors with visitors from 31states being identified, including the primary market Maryland and secondary market composed of three neighboring states such as West Virginia, Pennsylvania, and Virginia. A good indication for the county as a major leisure/vacation area is that 77.8% of visitors were repeat patrons, and 79.1% stayed overnight with an average length of stay for all lodging types including those staying with friends or family being 3.3 nights. The average group size for all visitor types is 5.4 persons.

It is estimated that the annual visitation was 1,398,150 (vs.1,117,744) person-trips for the survey period with a total visitor spending of $314.79 million ($243.32 million). Garrett County as a four-season destination is competitive with similar resort destinations in West Virginia, in that visitor spending of $314.79 for the county was much higher than that for those West Virginia counties with ski resorts. The county is also competitive in Maryland with more annual person-trips than most counties in the state.

It is estimated that visitors of the county had a total economic impact (including direct, indirect and induced effects) of $360.50 million in sales, have supported approximately 4000 jobs, and contributed $181 million in value added to the county's economy. This consists of direct impacts of $241.11 million in sales, 3,046 jobs in employment, and $120.77 million in value added.

Acknowledgement

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Garrett County/Deep Creek Lake Area Tourism Market Survey

West Virginia University

with support from

The Garrett County Chamber of Commerce

2019-2020

Questionnaire #._____

Survey Interviewer_____

Date & Time_____

Location _____

Weather_____

INSTRUCTIONS

Please answer the following questions by circling the number next to the most appropriate answer or by writing your answer in the space provided. **All information collected will be kept confidential. If for any reason you do not want to answer a particular question, please skip it**. This research survey has been acknowledged for use by West Virginia University's IRB (Institutional Review Board). It will take you about 10 minutes to complete the questionnaire. Thank you very much!

SECTION I: Trip Characteristics

1. Please tick (√) where appropriate to indicate your reason(s) for visiting Garrett County/Deep Creek Lake Area?

	Primary reason	Secondary reason	Equally important
a. Business			
b. Leisure/vacation			
c. Visit family and relatives			
d. Other (Please specify)_____			

If for business, please specify_____

2. How many times have you visited the Garrett County/Deep Creek Lake Area?

a. This is my first time   b. 2-5 times   c. 6 -10 times   d. More than 10 times

3. Including this visit, how many times have you visited the Garrett County/Deep Creek Lake Area in the previous 12 months? _____

4. Do you plan to stay overnight?   a. Yes   b. No (**If No, please proceed to next question**)

If Yes, please indicate the type of accommodation, total trip length (nights to stay), nights you have stayed so far for this trip in the Garrett County/Deep Creek Lake Area (please skip those that do not apply to you).

Accommodation type	Total number of nights **for this trip only**	Nights you stayed so far **for this trip only**
1. Hotel/motel		
2. Bed and breakfast		
3. Stay with Friends or family		
4. Short-term RV/Camping ground		
5. Cabins		
6. Vacation rental home		
7. Second home owner		
8. Other (please specify)_____		

5. Including yourself, how many people are traveling with you on this trip? _____

6. Of those with you today, how many are children in following age groups?

Infant - 2 Yrs ___   3-5 Yrs ___   6-9 Yrs ___   10 - 13 Yrs ___   14 - 17 Yrs ___   Not applicable___

7. How long in advance did you plan your trip to the Garrett County/Deep Creek Lake Area? _____

8. What other destinations did you consider when you planned your trip to the Garrett County/Deep Creek Lake Area?

_____

SECTION II: Tourism Activities and Shopping Behavior

Listed below are activities that you can participate in during your stay in the county. Please check those activities in the county you have done during your trip, will do during your trip, or will do in the future (please skip those that do not apply to you)**.**

Activities	Have done During this trip	Will do during this trip	Will do in the future
1. Adventure Sports Center International			
2. ATV			
3. Bicycling/Mountain biking			
4. Camping			
5. Canoeing/Kayaking: flat water			
6. Canoeing/Kayaking: white water			
7. Carriage/Sleigh Rides			
8. Cooking in			
9. Cross Country Skiing/Snowshoeing			
10. Dining out			
11. Downhill Skiing			
12. Family Entertainment Center (Arcade, etc.)			
13. Farm Tours			
14. Fishing			
15. Fly Fishing			
16. Go Carts/Mountain Coaster			
17. Golf			
18. Guided Tours			
19. Hiking			
20. Historical Sightseeing			
21. Horseback Riding			
22. Hunting			
23. Mini Golf			
24. Motor Boating			
25. Motorcycling			
26. Personal Watercraft			
27. Photography			
28. Rock Climbing			
29. Sailing			
30. Swallow Falls			
31. Theater/ Movie			
32. Water Sports (tubing, skiing, etc.)			
33. Wisp Resort			
Others (please specify)			
1.			
2			
3			

2. Please specify any activities that you are looking for but could not find or you felt were inadequate during your stay in the county

_____; _____ ;_____

3. Please indicate the importance of the following items for your trip to this area.

Items	Not important at all	Slightly important	Moderately important	Very Important	Extremely Important
1. Local food products	1	2	3	4	5
2. Books & music	1	2	3	4	5
3. Collectibles/jewelry	1	2	3	4	5
4. Art galleries	1	2	3	4	5
5. Antiques	1	2	3	4	5
6. Souvenirs (i.e., T shirts, mugs, etc.)	1	2	3	4	5
7. Locally made products (i.e., crafts, etc.)	1	2	3	4	5
8. Glassware/pottery	1	2	3	4	5
9. Amish products (i.e., quilts, furniture, etc.)	1	2	3	4	5
10. Sporting goods	1	2	3	4	5
11. Farm market sales	1	2	3	4	5
12. Dining out	1	2	3	4	5

4. Please circle the number in the following table to indicate the items you have purchased or plan to purchase during your stay in the Garrett County/Deep Creek Lake Area.

1	Local food products	5	Antiques	9	Amish products (quilts, furniture, etc.)
2	Books & music	6	Souvenirs (i.e., T shirts, mugs, etc.)	10	Sporting goods
3	Collectibles/jewelry	7	Locally made products (i.e., crafts, etc.)	11	Farm market sales
4	Art galleries	8	Glassware/pottery	12	Dining out

5. Please specify any goods or services, if any, that you are looking for but could not find during your stay in the Garrett County/Deep Creek Lake Area.

_____; _____ ;_____

SECTION III: Perceptions of Deep Creek Lake Area as a Tourism Destination

1. Listed below are specific attractions offered in the Garrett County/Deep Creek Lake Area. Please indicate how important each attraction is in terms of attracting visitors in your opinion by circling your response.

Items	Not important at all	Slightly important	Moderately important	Very Important	Extremely Important
1. Camping	1	2	3	4	5
2. Farm tours/Corn maze	1	2	3	4	5
3. Historical sites	1	2	3	4	5
4. Festivals/events	1	2	3	4	5
5. Golf courses	1	2	3	4	5
6. Trails	1	2	3	4	5
7. Scenery (mountain, river)	1	2	3	4	5
8. Ski resort	1	2	3	4	5
9. Whitewater rafting	1	2	3	4	5
10. State parks/state forests	1	2	3	4	5
11. Water sports	1	2	3	4	5
12. Fall foliage	1	2	3	4	5
13. Fishing	1	2	3	4	5
14. Real estate tour/search	1	2	3	4	5

2. Please check all sources from which you heard about Garrett County/Deep Creek Lake Area.

1. TV ☐
2. Newspaper ☐
3. Travel shows ☐
4. Social media ☐
5. Internet search engine ☐
6. Internet ads ☐
7. Visitor information center ☐
8. Word of mouth ☐
9. Magazines ☐
10. Brochures/pamphlets/vacation guides ☐
11. Radio ☐
12. Billboards ☐
13. Others (please specify)_____ ☐

3. Please indicate the importance of these information sources in marketing the Garrett County/Deep Creek Lake Area.

Items	Not important at all	Slightly important	Moderately important	Very Important	Extremely Important
1. TV	1	2	3	4	5
2. Newspaper	1	2	3	4	5
3. Travel shows	1	2	3	4	5
4. Social media	1	2	3	4	5
5. Internet search engine	1	2	3	4	5
6. Internet ads	1	2	3	4	5
7. Visitor information center	1	2	3	4	5
8. Word of mouth	1	2	3	4	5
9. Magazines	1	2	3	4	5
10. Brochures/pamphlets/ vacation guides	1	2	3	4	5
11. Radio	1	2	3	4	5
12. Billboards	1	2	3	4	5

4. Please indicate how dissatisfied or satisfied you are with each of the following activities/services?

Items	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied
1. Cultural/entertainment	1	2	3	4	5
2. Beauty of scenery/landscape	1	2	3	4	5
3. Helpfulness of employees	1	2	3	4	5
4. Food service and cuisine	1	2	3	4	5
5. Safety/security	1	2	3	4	5
6. Value for price	1	2	3	4	5
7. Recreation/outdoor activities	1	2	3	4	5
8. Local products	1	2	3	4	5
9. Nightlife	1	2	3	4	5
10. Parking	1	2	3	4	5
11. Condition of roads	1	2	3	4	5
12. Hospitality of local people	1	2	3	4	5
13. Overall experience	1	2	3	4	5

5. Please indicate how likely you will revisit or recommend Garrett County/Deep Creek Lake Area to others.

Items	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree
1. Will visit again	1	2	3	4	5
2. Will recommend to family/others	1	2	3	4	5
3. Will say positively about the area	1	2	3	4	5

SECTION IV: Visitors' Wants and Needs of Commercial Attractions

1. Listed below are phrases about commercial attractions that can meet your needs and wants in Garrett County/Deep Creek Lake Area. Please indicate how much you disagree or agree with each phrase by circling your response.

Items	Strongly disagree	Mildly disagree	Neutral	Mildly agree	Strongly agree
1. Opportunities for children	1	2	3	4	5
2. Have a good time with family	1	2	3	4	5
3. Rural life activities	1	2	3	4	5
4. To experience local flavor	1	2	3	4	5
5. Inclement weather activities	1	2	3	4	5
6. Opportunities to learn/to be edu-tained	1	2	3	4	5
7. Adventure seeking	1	2	3	4	5
8. To be entertained/theater	1	2	3	4	5
9. Nature observation/study	1	2	3	4	5
10. Rest/relaxation	1	2	3	4	5
11. Nightlife	1	2	3	4	5

2. Please circle a number in the following scale to indicate the extent to which you are interested in relocating your family or business to the Garrett County/Deep Creek Lake Area?

Not interested at all 1	Slightly interested 2	Moderately interested 3	Very interested 4	Extremely interested 5

If you are interested, what are the reasons?

_____

_____

_____

What are any barriers to relocating?

_____

_____

_____

May we send you relocation information? Yes_____   No_____

If yes, can we have your email or physical address?

_____

_____

_____

SECTION V: Your Spending in the Garrett County/Deep Creek Lake Area

To better understand the economic impact of tourism in the county, we are interested in finding out the approximate amount of money you have spent in the Garrett County/Deep Creek Lake Area including travel to and from your home (Please give your best estimate in where appropriate to indicate how much you spent so far for yourself or for your group)**.**

Items	Amount spent **so far** in Garrett Count/Deep Creek Lake Area **for this trip**	
	For yourself	For the group
1. Air travel		
2. Rental car/bus travel		
3. Gasoline, automobile service, repair		
4. Lodging (hotel, motel, condos, etc.)		
5. Restaurants and bars (food & beverages, etc.)		
6. Groceries, take-out food/drinks, sundries		
7. Shopping (souvenirs, gifts, clothing, etc.)		
8. Admissions and Fees (i.e., tickets for events, activities, museums, etc.)		
9. Others (Please specify)_____		

SECTION VI: Background Information

1. Gender （person surveyed）　　　　　Female_____　　　　　Male_____
　　How many females_____ and males_____in your group (age 18 or older)

2. Age (*Please check the single best answer*)

18-25_____　　　26-39_____　　　40-54_____　　55-60_____　　　61+____

3. Marital status: Married_____　　　Single_____　Divorced _____　　Widowed_____

4. How many of your child(ren) is/are living with you? _____

5. What is the highest level of education you have completed? (*Please check the single best answer*)

Less than high school degree____　　　　　　　　High school degree or equivalent ____

Undergraduate or post-secondary degree____　　　　Graduate school degree ____

6. What was your approximate gross household income from all sources before taxes in the previous year? (*Please circle the single best answer*)

Less than $20,000_____　　　　　$20,001 to 40,000_____　　　　　$40,001 to 60,000_____

$60,001 to $80,000_____　　　　　$80,001 to 100,000_____　　　　　$100,000 +_____

7. Place of Residence (*If from another country, only country name is needed*)

Country or State of Residence _____   Zip Code _____

8. Are you a second home owner in the Garrett County/Deep Creek Lake Area?

No_____ (please skip to question 9)

Yes, then in which month(s) and how many days in the previous year has

your property been occupied? (*Please give your best estimate*).

A: By you and/or your family

Which Months? (Please tick √ where appropriate in the following table)

January		July	
February		August	
March		September	
April		October	
May		November	
June		December	

Total # days in previous year _____

B: By Renters

Which Months? (Please tick √ where appropriate in the following table)

January		July	
February		August	
March		September	
April		October	
May		November	
June		December	

Total # days in previous year _____

9. Do you have any other comments?

_____

_____

_____

_____

_____

_____

_____

Thank you once again for your time and cooperation.

Appendix B: A summary of survey locations and response rates

Spring

March 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate (%) (excluding locals)	Name and email provided
			Complete	Not complete	Visitors	Locals		
March 2nd (Saturday)	Ben McKeen Jinyang Deng	WISP	50	3	61	4	86.9%	44 out of 50 (88%)
9th (Saturday)	Ben McKeen	WISP	50	2	70	3	74.3%	44 out of 50 (88%)
16th (Saturday)	Holly Stokely Ben McKeen	WISP WISP	68	2	85	4	82.4%	64 (out of 68) (94%)
23rd (Saturday)	Holly Stokely	Penn Alps	18	1	41	15	46.3%	16 out of 18 (89%)
	Ben McKeen	Honi Honi	11	1	25	8	44.0%	11 out of 11 (100%)
	Breanna Jenkins Ben McKeen	Arrowhead	13	0	19	15	68.4%	12 out of 13 (92%)
30th (Saturday)	Breanna Jenkins	Schoolhouse Earth	14	1	30	3	46.7%	14 (out of 14) (100%)
	Holly Stokely	Honi Honi	8	2	17	7	58.8%	7 (out of 8) 87.5%
	Ben McKeen	Englanders Antique Mall & Grill	5	0	15	3	33.3%	5 (out of 5) (100%)
Total			237	12	363	62	68.6%	217 (out of 237) (91.6%)

April 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate (%) (excluding locals)	Name and email provided
			Complete	Not complete	Visitors	Locals		
March 6 (Saturday)	Ben McKeen	Penn Alps	17	1	46	12	37.0%	11 (out of 17) 64.7%
	Breanna Jenkins	Swallow Falls	46	2	71	2	67.6%	46 (out of 46) 100%
13 (Saturday)	Breanna Jenkins	Schoolhouse Earth	3	1	17	5	17.6%	3 (out of 3) 100%
	Ben McKeen	Swallow Falls	40	6	73	1	54.8%	33 (out of 40) 82.5%
20 (Saturday)	Holly Stokely	Smiley's	2	0	8	4	25.0%	1 (out of 2) 50.0%
	Deng	Swallow Falls	46	0	64	1	71.9%	30 (out of 46) 65.2%
27 (Saturday)	Breanna Jenkins	Schoolhouse Earth	10	0	33	3	30.3%	10 (out of 10) 100%
	Holly Stokely	Swallow Falls	43	2	50	0	86%	32 (out of 43) 74.4%
	Ben McKeen	Englanders Antique Mall & Grill	6	1	14	10	42.9%	1 (out of 6) 16.7
28 (Sunday)	Ben	Swallow Falls	16	3	25	0	64%	14 (out of 16) 87.5%
	Breanna	Discovery center	11	0	11	0	100%	11 (out of 11) 100%
Total			240	16	412	38	62.1%	192 (out of 240) 80.0%

May 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate (%) (excluding locals)	Name and email provided (for complete only)
			Complete	Incomplete	Visitors	Locals		
May 4 (Saturday)	Breanna	Penn Alps	6	0	25	3	24.0%	5 (out of 6) 83.3%
	Holly	Discovery Center	22	6	31	2	90.3%	22 (out 22) 100%
	Ben	Swallow Falls	25	7	40	2	80%	17 (out of 25) 68%
11 (Saturday)	Ben	Schoolhouse	15	2	30	4	36.7%	7 (out of 11) 63.6%
12 (Sunday)	Ben	Discovery Center	17	2	19	2	100%	10 (out of 12) 83.3%
18 (Saturday)	Breanna	Honi Honi	35	1	52	1	67,3%	33 (out of 35) 94.3%
19 (Sunday)	Breanna	Swallow Falls	31	0	41	3	75.6%	30 (out of 31) 96.8%
25 (Saturday)	Ben	Schoolhouse	16	2	26	5	61.5%	10(out of 12) 83.3%
	Breanna	Englanders	8	0	21	7	38.1%	8 (out of 8) 100%
Total			175	20	285	29	68.4%	142 (out of 175) 81.1%

Summer

June 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate	Name and email provided (for complete only)
			Complete	Incomplete	Visitors	Locals		
June 1 (Saturday)	Breanna Ben	Celtic Festival	25	0	32	5	78.1%	25 (out of 25) 100%
June 4 (Tues)	Breanna	Swallow Falls	33	2	41	0	85.4%	33 (out of 33) 100%
8 (Saturday)	Breanna	Honi Honi	39	1	54	4	72.2%	39 (out of 39) 100%
15 (Saturday)	Breanna	Schoolhouse	11	0	21	3	52.4%	11 (out of 11) 100%
	Ben	Discovery center	24	1	44	2	54.5%	22 (out of 24) 91.7%
22 (Saturday)	Breanna	Arrowhead	10	0	39	9	25.6%	10 (out of 10) 100%
29 (Saturday)	Ben	Firefly Farm	11	3	22	1	63.6%	11 (out of 11) 100%
	Connor	Englanders	8	0	22	11	36.4%	8 (out of 8) 100%
	Breanna	Swallows	30	2	48	1	66.7%	28 (out of 30) 93.3%
Total			191	9	323	36	58.8%	187 (out of 191) 97.9%

July 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate	Name and email provided (for complete only)
			Complete	Not finished	Visitors	Locals		
July 4 (Firework show) (Thursday)	Ben	WISP parking lot	21	0	24	1	87.5%	20 (out of 21) 95.2%
	Breanna	Scenic overlook on Rt. 219	14	2	19	2	84.2%	10 (out of 14) 71.4%
July 6 (Saturday)	Breanna	ASCI	16	0	20	1	80.0%	16 (out of 16) 100%
July 10 (Wed)	Breanna	Swallow falsl	24	3	37	3	73.0%	23 (out of 24) 95.8%
13 (Saturday)	Ben	Swallow Falls	37	1	48	0	79.2%	36 (out of 37) 97.3%
	Deng	Discovery center	29	0	40	9	72.5%	23(out of 29) 79.3%
16 (Tus)	Breanna	Swallow Falls	12	0	29	5	41.4%	11(out of 12) 91.75
July 20 (Saturday)	Ben	Penn Alps	8	0	16	5	50.0%	7(out of 8) 87.5%
	Breanna	Honi Honi	23	0	37	0	62.2%	21(out of 23) 91.3%
July 25 (Thursday)	Breanna	Swallow Falls	26	4	57	1	52.6%	26 (out of 26) 100%
27 (Saturday)	Ben	FireFly Farms	4	0	12	1	33.3%	4(out of 4) 100%
	Breanna	Englanders Antique Mall & Grill	9	1	19	16	52.6%	8(out of 9) 88.9%
Total			223	23	358	44	68.7%	205 (out of 223) 91.9%

August 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate (excluding locals)	Name and email provided (for complete only)
			Complete	Incomplete	Visitors	Locals		
Aug. 3 (Saturday)	Ben (270 Mosser Rd, McHenry, MD 21541)	the Garrett County Fairgrounds	3	0	13	14	23.1%	2 (out of 3) 66.7%
	Breanna	Discovery center	16	0	32	1	50.0%	15(out of 16) 93.8%
Aug. 10 (Saturday)	Ben	ASCI	15	0	19	2	78.9%	15 (out of 15) 100%
Aug. 11 (Sunday)	Ben	Swallow Falls	34	5	52	0	75.0%	33(out of 34) 97%
Aug. 14 (Wed)	Ben (open from 10 to 1)	Oakland Farmers Market	8	0	15	4	53.3%	8(out of 8) 100%
Aug 17 (Saturday)	Ben	Swallow fall	31	0	62	3	50%	31 (out of 31) 100%
Aug 24 (Saturday)	TBD	Penn Alps	4	0	28	8	14.3%	4(out of 4) 100%
Aug 25 (Sunday)	Ben	Honi Honi	12	0	50	12	24.0%	11(out of 12) 91.75
		Swallow Falls	21	2	59	4	35.6%	18 out of (21) 85.7%
Aug. 31 (Saturday)	Abigail Connor	Swallow Falls Discovery center	39 14	4 0	104 30	20 1	41.3% 46.7%	39 (out of 39) 100% 13(out of 14) 92.9%
	Ben	Englanders Antique Mall & Grill	8	0	15	1	53.3%	8 (out of 8) 100%
	Total		205	11	479	70	45.1%	197 (out of 205) 96.1%

Fall

September 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate	Name and email provided (for complete only)
			Complete	Not finished	Visitors	Locals		
Sept. 7th (Saturday)	Ben Abigail James	Art & Wine Festival	57	1	127	25	45.7%	57 (out of 57) 100%
Sept. 15th (Sunday)	James	Swallow Falls	42	2	67	3	62.7%	37 (out of 42) 88%
Sept 21 (Saturday)	Ben	ASCI	7	0	14	0	50%	6 (out of 7) 86%
	Ben	Swallow Falls	13	2	32	1	46.9%	12 (out of 13) 92%
	Eric	Bill's	5	3	18	0	44.4%	0 (out of 5) 0%
Sept 28 (Saturday)	Ben	Honi Honi	9	2	20	2	45	9(out of 9) 100%
	Abigail	Bill's	1	2	24	2	4.2%	1 (out of 1) 100%
Sept 29 (Sunday)	James	Swallow Falls	46	1	70	6	65.7%	43 (out of 46) 93%
Total			180	13	372	39	51.9%	165 (out of 180) 92%

October 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate	Name and email provided (for complete only)
			Complete	Not finished	Visitors	Locals		
Oct. 5th (Saturday)	Abigail Deng	Penn Alps Bill's Swallow Falls	4 0 48	0 0 2	82 0 66	6 0 2	4.87% Cold/windy 75.8%	4 (out of 4) 100% 16(out of 48) 33.3%
Oct 12nd (Saturday)	Eric Ben	Parade Craft show	0 25	0 4	5 38	4 7	0% 76.3%	24 (out of 25) 96%
Oct 13rd (Sunday)	Eric James	Craft show Swallow falls	31 30	4 1	47 42	14 2	74.5% 73.8%	27 (out of 31) 87.1% 29 (out of 30) 96.7%
Oct 19 (Saturday)	James	Swallow falls	59	1	83	0	72.3%	51 (out of 59) 86.4%
	Abigail Ben	Farmer market	11	0	21	8	52.4%	11 (out of 11) 100%
	Abigail Ben	Honi Honi	15	1	19	0	84.2%	15 (out of 15) 100%
Oct. 20 (Sunday)	James	Swallow Falls	0	0	0	0	Rainy and wet	
Oct 24 (Thursday)	James	Swallow Falls	11	0	22	0	50%	11(out of 11) 100%
Oct 26 (Saturday)	Abigail Eric	Penn Alps Englanders	6 6	0 1	23 17	11 11	26.1% 41.2%	5 (out of 6) 83.3% 4 (out of 6) 66.7%
Total			246	14	465	65	55.9%	197 (out of 246) 80%

November 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate	Name and email provided (for complete only)
			Complete	Not finished	Visitors	Locals		
Nov 2 (Saturday)	Abigail	Swallow Falls	11	0	33	0	33.3%	11 (out of 11) 100%
	Eric	Arrowhead	0	1	3	9	33.3%	0
	Eric	Englanders	1	0	6	5	16.7%	0
Nov. 9 (Saturday)	Ben	Firefly	9	0	20	2	45%	9(out of 9) 100%
	Eric	Swallow Falls	33	2	44	0	79.5%	100%
	Deng	Arrowhead	12	11	40	4	57.5%	17 (out of 33) 51.5% 2(out of 12) 16.7%
Nov. 10 (Sunday)	Deng	Swallow Falls	19	3	30	0	73.3%	6(out of 19) 31.6%
	Deng	Penn Alps	3	3	13	5	46.2%	1 (out of 3) 33.3%
Nov 16 (Saturday)	Abigail Ben	Swallow Falls	2	1	12	0	25%	1 (out 2) 50%
	Abigail Ben	Honi Honi	12	1	13	0	100%	9 (out of 12) 75%
Nov. 17 (Sunday)	Deng	Swallow Falls	28	1	31	4	96.8%	13 (out of 28) 46.4%
Nov 23 (Saturday)	Abigail Ben	Firefly Honi Honi	2 13	0 0	8 19	3 2	25% 68.4%	2 (out of 2) 100% 13 (out of 13) 100%
	Deng	Swallow Falls	22	2	35	3	68.6	6 (out of 22) 27.2%
	Deng	Penn Alps	2	1	8	4	37.5%	1 (out of 2) 50%
Nov. 26 (Tuesday)	Deng	Swallow Falls	7	0	8	1	87.5	3 (out of 7) 42.9%
Nov. 30 (Saturday)	James Ben	Penn Alps Honi Honi	10 3	7 0	29 4	4 1	58.6% 75%	9 (out of 10) 90% 3 (out of 3) 100%
Total			189	33	356	47	62.4%	106 (out of 189) 56.1%

55

Winter

December 2019

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate	Name and email provided (for complete only)
			Complete	Not finished	Visitors	Locals		
Dec. 7 (Saturday)	Medeline	Penn Alps	14	3	26	9	65.4%	6 (out of 14) 43%
	Eric	Arrowhead	8	0	14	9	57.1%	1 (out of 8) 12.5%
	Deng	Englanders	9	2	15	16	73.3%	1 (out of 9) 11.1%
Dec. 14 (Saturday)	Madeline	Penn Alps	8	1	15	2	60%	4 (out 0f 8) 50%
	Eric/Ben	WISP	12	1	19	6	68.4%	6(out of 12) 50%
Dec. 21 (Saturday)	Ben/Eric	WISP	16	1	28	6	60.7%	16(out of 16) 100%
	Ben	Honi Honi	2	0	3	2	66.7%	2 (out of 2) 100%
Dec. 22 (Sunday)	Deng	WISP	45	1	54	6	85.2%	29(out of 45) 64%
Dec. 26 (Thursday)	Deng	WISP	45	2	55	3	85.55	35(out of 45) 78%
Dec. 28	Deng	WISP	43	3	64	1	71.9%	27(out of 43) 62.8%
	Deng	Honi	6	0	7	0	85.7%	6(out of 6) 100%
Total			208	14	300	60	74%	133(out of 208) 63.9%

January 2020

Day	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate	Name and email provided (for complete only)
			Complete	Not finished	Visitors	Locals		
Jan 4 (Saturday)	Abigail/Ben James	WISP	1	0	7	7	14.3%	1 (out of 1) 100%
		Penn Alps	2	3	7	2	71.4%	1(out of 2) 50%
Jan 5 (Sunday)	Deng	WISP	33	3	49	5	73.5%	19(out of 33) 57.6%
Jan 11 (Saturday)	Deng Madeline	WISP	37	2	50	0	78%	23(out of 37) 62.2%
		Penn Alps	10	0	16	4	62.5%	7(out of 10) 70%
Jan 19 (Sunday)	Matt Madeline	WISP	21	0	27	0	77.85	20(out of 21) 95.2%
		Penn Alps	7	0	14	10	50%	6(out of 7) 85.7%
Jan 25 (Saturday)	Deng	WISP	55	4	69	0	85.5%	32(out of 55) 58.2%
Jan 26 (Sunday)	Matt	WISP	30	1	39	3	79.5%	28(out of 30) 93.3%
		Arrowhead	0	0	3	0	0	0
	Madeline	Penn	12	0	17	3	70.6%	5(out of 12) 41.7%
Total			208	13	298	34	74.2%	142 (out of 208) 68.3%

February 2020

Date	Surveyors	Locations	Visitor surveyed		Groups approached		Response rate	Name and email provided (for complete only)
			Complete	Not finished	Visitors	Locals		
Feb. 1 (Saturday)	Madeline	Penn	8	0	13	2	61.5%	7 (out of 8) 87.5%
	Matt	WISP	22	0	46	0	47.8%	22 (out of 22) 100%
Feb. 8 (Saturday)	Madeline	Penn	14	0	17	3	82.4%	5(out of 14) 35.7%
	Matt	WISP	36	3	52	5	69.2%	35 (out of 36) 97%
Feb. 15 (Saturday)	Deng	WISP	53	3	77	2	72.7%	30(out of 53) 56.6%
Feb. 16 (Sunday)	Matt	WISP	36	1	52	0	71.3%	33(out of 36) 91.7%
Feb. 22 (Saturday)	Matt/Madeline	Dunk	20	0	42	7	47.6%	11(out of 20) 55%
Feb. 29 (Saturday)	James	WISP	43	0	55	2	78.2%	81.4%
	Matt	Englanders	8	0	14	8	57.1%	8(out of 8) 100%
Total			240	7	368	29	67.1%	151(out of 240) 62.9%