

# ATI

MAXIMIZING ECONOMIC BENEFITS  
FROM A RAILS-TO-TRAILS PROJECT IN  
SOUTHERN WEST VIRGINIA --  
A CASE STUDY OF THE GREENBRIER RIVER TRAIL

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## EXECUTIVE SUMMARY

This report presents the results of a 10-month project designed to inventory the recreation opportunities in the Greenbrier River Trail corridor, to assess the level of use of the Greenbrier River Trail and the economic impact generated by that use, and to generate broad-based cooperative efforts to expand marketing and promotion of the area.

The inventory revealed that a total of 87 lodging accommodations; 28 recreation areas, facilities, and businesses; and 14 historic/cultural sites currently exist within the corridor.

During a 17-day sampling period in October, 2000, trail-side surveys were conducted; and several state agencies, commercial businesses, and travel and tourism offices solicited survey responses from trail users whom they encountered. During the sampling period, 268 surveys were successfully completed. Survey analysis showed that trail users were highly educated, had family incomes exceeding \$60,000 per year, and that more than 60 percent of them were residents of other states. It was also found that the amount of money spent by out-of-state visitors far exceeded that spent by West Virginia residents. Ninety percent of the out-of-state visitors indicated that they were highly likely to plan a return visit to the area. This has profound implications for expanded promotion and marketing opportunities.

The overall economic impact on the area by trail users was significant. This report provides information about the duration of visits by out-of-state residents and the variety of items on which they made expenditures. Out-of-state visitors purchased the broadest range of goods and services and made the greatest total expenditures.

As indicated by their responses to survey questions, visitors were very pleased with the quality of their trail experiences as well as the quality of the trail and the surrounding environment. In addition to their trail-related activities, many visitors engaged in one or more other recreation activities in the area.

Public meetings were held in Greenbrier County and Pocahontas County to present preliminary findings of the trail user survey and to generate broad-based support for an enhanced promotion and marketing effort in the trail corridor.

Recommendations contained in this report are based upon trail-user comments, other data generated from an analysis of the survey instrument, and input from the participants in the public meetings.

# **Maximizing Economic Benefits From A Rails-To-Trails Project In Southern West Virginia—A Case Study Of The Greenbrier River Trail**

## **PURPOSE AND OBJECTIVES**

The Greenbrier River Trail (GRT) is an 81-mile rail trail in Pocahontas and Greenbrier Counties in southern West Virginia. It is recognized as a profit center for this economically challenged area. The leadership in the economic development community believes that, with adequate promotion and marketing, there is potential for a much greater economic impact in the area.

Little data is available, however, about user demographics and the economic impact of the entire Greenbrier River Trail. Furthermore, promotion and marketing initiatives, to date, have been somewhat fragmented with the exception of a variety of promotional publications generated by the West Virginia Trails Coalition (WVTC) and the convention and visitors bureaus in the two counties.

The objectives of this project were to inventory all Greenbrier River Trail corridor infrastructure, points of interest, and recreational entities; to assess recreational opportunities, levels of use, and economic impact; and to mobilize local support groups and leisure industry providers. For purposes of this study, “corridor” is defined as the general area on either side of the Greenbrier River Trail within the two counties and in reasonable proximity to the trail or an area somewhat removed from the trail but which is known to be a factor in trail usage. Snowshoe Resort is an example of an area that is not adjacent to the trail but is included in this study because it is known that visitors to Snowshoe also utilize the Greenbrier River Trail.

The project consisted of the following procedures. The first step was to inventory all leisure industry providers, points of interest, and infrastructure. Next, a survey of trail users was conducted to analyze trail use and economic impact in the corridor. The third step consisted of conducting public meetings in an effort to create a broad-based support group for economic enhancement. The final step was to produce the documentation of trail user demographics and economic impact.

## **INTRODUCTION**

In August, 2000, the Nick Joe Rahall Appalachian Transportation Institute (ATI) approved funding to conduct a study of the Greenbrier River Trail in Pocahontas and Greenbrier Counties in southern West Virginia. The study involved taking an inventory of all trail and trail-related entities within the corridor, generating broad-based support for further economic promotion within the corridor, and assessing trail use and economic impact of the Greenbrier River Trail.

The project funding came from the ATI with the required match being provided by the convention and visitors bureaus in the two counties; the Mountain Resource, Conservation and Development Council (RC&D); and the West Virginia Trails Coalition. The principal investigator was Dr. Raymond L. Busbee, Coordinator of Park Resources and Leisure Services at Marshall University. Two Marshall University graduate students who were assigned to the project provided project assistance. Lu Schrader, Director of the West Virginia Trails Coalition, and his staff provided a great deal of the planning and other project-related tasks.

The project began in August, 2000, and was completed in May, 2001.

## **METHODOLOGY**

### **Project Formulation**

Lu Schrader, President and Executive Director of the West Virginia Trails Coalition, began to formulate ideas for this project in early 2000. Mr. Schrader and Dr. Raymond Busbee, Coordinator of Park Resources and Leisure Services at Marshall University, met several times to further develop funding ideas and project tasks.

When ATI tentatively agreed to fund the project, Lu Schrader sought to secure matching (in-kind) funding required by ATI from government, private, and corporate entities in the corridor. A 50:50 match was required for ATI funding. Mr. Schrader was successful in getting commitments from a variety of sources to contribute time, manpower resources, office and meeting space, and communication assistance for the funding match. Among the entities that allocated resources to the project were the West Virginia Trails Coalition; the Mountain Resource, Conservation, and Development Council; local chambers of commerce; and area convention and visitors bureaus.

The funding proposal was submitted to Dr. Richard Begley, Director of the ATI, in August, 2000. Raymond Busbee was proposed as the principal investigator. The project was approved in late August, 2000.

## **Organizational Strategy**

During August and September, 2000, several organizational meetings were scheduled in both Pocahontas and Greenbrier Counties. These meetings were followed by numerous individual and conference telephone conversations and other electronic communications through January, 2001. The purpose of these many contacts was to formulate ideas for the trail-user survey instrument, to explore ideas for garnering support among groups and individuals, to develop a broad-based promotion and marketing strategy throughout the area, and to plan for public meetings in both counties.

A great deal of effort was devoted to creating the survey instrument, seeking assistance in administering the survey, establishing the survey schedule, identifying project tasks, and securing final commitments for in-kind support contributions for the project. A tentative schedule was established for public meetings in each county, as well as a methodology for conducting the inventory of the corridor infrastructure.

## **Infrastructure Inventory**

With assistance from personnel of the West Virginia Trails Coalition and others, the graduate assistants assigned to the project conducted an inventory of all recreation and recreation-related providers within the corridor. They used as a foundation a database of recreational, historic, and cultural sites within the two project counties that had been developed by Dwayne Bartley, a VISTA Field Coordinator with the WVTC. Additional information was acquired through telephone directories, web sites, chamber of commerce offices, convention and visitors bureaus, and personal contacts.

Once the information was obtained, the groups, organizations, and businesses were placed into categories as follows:

### **Lodging**

- Resorts
- Bed and Breakfasts
- Campgrounds
- Motels

### **Historic/Cultural**

### **Recreation**

- Government-Operated
- Private Commercial

USGS 15-minute quadrangle topographic maps were secured for all sections within the vicinity of the Greenbrier River Trail. Symbols were selected for each of the above categories and placed on the maps for each location identified. The Greenbrier River and the Greenbrier River Trail were also marked on the maps. These topographic maps, marked with easily recognizable symbols, were utilized in the public meetings to dramatize the number of commercial and government entities in the corridor that affect the overall economy within the region.

A copy of the complete inventory is located in Appendix 1.

## **Trail User Survey**

A principal element of this project was to develop a trail-user survey instrument that would assess both user preferences and trends and, at the same time, amass basic economic impact results of the trail use.

A survey instrument was created in August and submitted to a variety of tourism, chamber of commerce, business, and government agency representatives for input as to modification and revision. The instrument was revised several times and was finalized in early October, 2000. A copy of the survey instrument can be found on the following page.

Based upon available manpower, time limits, and seasonal considerations, a trail-user sampling schedule was established. The two graduate students conducted on-trail surveys of trail users during the first three weekends in October, 2000. The sampling period was from 9:00 AM on Friday and Saturday mornings until 5:00 PM each afternoon for the three weekends (October 6 and 7, 13 and 14, and 20 and 21).

One graduate student took a position at the Greenbrier River Trail trailhead at Caldwell, while the other graduate student positioned himself on the trail at Seebert, adjacent to Watoga State Park.

As trail users passed the sampling locations, they were asked to take a few minutes to complete the printed survey. Some trail users filled out the survey questionnaire themselves; other trail users requested that the graduate students read the questions aloud and record their responses.

In addition to the on-site surveys, the two convention and visitors bureaus disseminated survey forms to walk-in visitors to their establishments during regular business hours for the 17-day sampling period. The Pocahontas County Convention and Visitors Bureau, which is located at Marlinton directly beside the trail, solicited trail users to complete the survey. They also maintain an office at Cass, WV, in the railroad visitor center. Surveys were distributed to trail users at that location also. The Greenbrier County Convention and Visitors Bureau also solicited trail user responses during the sampling



period. This office is not located adjacent to the trail, but the Bureau sent an employee to the Caldwell trailhead several times on weekdays during the sampling period in an attempt to acquire additional user responses at that location.

Survey responses were also secured at the Watoga State Park main office, at the Greenbrier State Forest, at a number of commercial recreation provider establishments, and at bed and breakfast inns.

While the sampling methodology was not scientific, all sampling was conducted within the window of time selected for that purpose (October 6 through October 22). This particular time period was selected for two reasons. It was early during the approved grant time line, and it was during the fall when visitation in the area is at a high level.

Weather conditions during the sampling period were good except for the initial weekend when conditions were cool and rainy.

A total of 268 surveys were successfully completed during the specified sampling period. Not all respondents completed every question on the survey form. Questions related to family income and expenditures and questions asking respondents to rank trail quality and experience quality were periodically omitted. Results presented in this study are based only upon questions for which responses were recorded. While the number of non-responses to a particular question is indicated, the percentages presented in the results section of this study are derived from the total number of responses to that question.

The survey instrument was designed to obtain information about (1) demographic characteristics of trail users, (2) their primary type of trail use, (3) their trail-use-related expenditures, (4) their opinions about the quality of the trail and their trail-use experience, and (5) the source(s) of information about the trail from those who traveled from outside the area. Questions related to attributes (sex, age, education level, profession, annual income, and residence) were included to assist in the exploration of how other types of information (type of trail use, duration of visit, distance traveled, etc.) differ among users with various attributes. The demographic questions thus make it possible to produce cross-tabulations among various survey results and, thereby, gain further insight into user opinion, motivation, and behavior. For example, cross-tabulations were produced between “Residence” (Question #8) and “Duration of Visit” (Question #11). Such cross-tabulations provide further insight into possible relationships between the distance that a visitor traveled and the amount of money spent on the trip.

The majority of the questions were closed-ended, although a few open-ended questions were included with the expectation of gaining further insight into user patterns. For example, Question #14 “What other visits or recreation activities in the area are included in your current trip?” was inserted in the survey with the expectation of determining how

multi-faceted is user participation within the trail corridor. Likewise, space was provided at the end of the survey for user comments. The intent was to generate general comments from users to determine if one or two issues not addressed elsewhere in the survey might emerge as being significant.

The responses from the completed surveys were coded in a manner that would make it possible to analyze the results utilizing the Statistical Package for the Social Sciences (SPSS) and to conduct cross-tabulations among selected questions from the survey results. The coding system developed for analysis of the survey results is located on the following page.

Once all of the survey results were coded, data was entered into the SPSS and tabulations of the results were produced for all closed-end questions. After review of these results, selected questions were chosen for cross-tabulation analysis.

### **Public Meetings**

Public meetings were scheduled in each of the two corridor counties during the latter part of March. The first meeting was held in Lewisburg, West Virginia, on March 30, 2001. The second meeting was held on March 31, 2001, in Marlinton, West Virginia.

The reasons for these meetings were to (1) present preliminary results of the trail-user survey to the public, and (2) attempt to create a broad-based support group for marketing and promoting the Greenbrier River Trail. In addition to interested residents of the area, those attending the meetings included representatives from local convention and visitor bureaus, commercial businesses, the West Virginia Division of Tourism, the office of the congressman from the Third Congressional District, and the West Virginia Trails Coalition. Approximately 46 individuals attended the two public meetings.

## **RESULTS**

Both the results and analysis of the survey questionnaire and selected cross-tabulations are presented here. The reader should keep in mind that these results are not the product of a scientific survey. A 17-day sampling period was selected during the fall tourist season. The sampling period included daylong, on-site user surveys on Fridays and Saturdays and random user samples at a variety of on-site and off-site locations throughout the 17-day sampling period. Also, some respondents were reluctant to answer certain questions in the survey, particularly questions about income and amount of money spent during their visits. Other questions received non-responses as well. It should be kept in mind that non-responses were not utilized to determine percentages. Finally, percentages were rounded to the nearest whole percentage, resulting in some totals being slightly higher or lower than 100 percent.

## Survey Questionnaire

Results from the survey questions presented in this section are separated into closed-end questions, open-ended questions, and cross-tabulations. A summary of the responses to closed-end questions are presented in Appendix 2. All of the survey frequencies and percentages are presented in Appendix 3. Graphic representations of survey results are presented as figures in Appendix 5.

### **Closed-End Questions**

**Question #1:** Sex: Male  
Female

Gender of trail users was almost evenly divided. All 268 respondents answered this question, 142 being male and 126 female. This translates into 53 percent male and 47 percent female. See Appendix 5, Figure 1.

**Question # 2:** Age: 16-24  
25-39  
40-59  
≥60

Each age class was well represented, with the 25 to 39 and the 40 to 59 age groups making up approximately 78 percent of those surveyed. See Appendix 5, Figure 2.

**Question #3:** Education level.

Currently in high school  
High school diploma/GED  
Some college  
Currently pursuing undergraduate degree  
Currently pursuing graduate degree  
Undergraduate degree  
Graduate degree

The vast majority of trail users surveyed held either an undergraduate or a graduate degree (64 percent). By adding to that group those who are currently pursuing a graduate or an undergraduate degree and those who have had some college, the result is that approximately 90 percent of the trail users surveyed have been exposed to higher education. See Appendix 5, Figure 3.

**Question #4:** Profession.

Student  
White Collar  
Blue Collar  
Retired

The majority of those trail users who were surveyed were white-collar workers (52 percent), while blue-collar workers made up 30 percent of the users. Retired workers and students represented 9 percent each of those surveyed. See Appendix 5, Figure 4.

**Question #5:** Marital status.

About three-fourths of those surveyed (74 percent) indicated that they were married. See Appendix 2, Question #5.

**Question #6:** Annual family income.

Dependent  
≤\$29,000  
\$30,000-\$59,000  
≥\$60,000

Approximately 53 percent of those surveyed reported annual family incomes in excess of \$60,000 while approximately 30 percent reported family incomes of between \$39,000 and \$59,000 annually. Only 11 percent reported incomes of less than \$29,000 annually. See Appendix 5, Figure 5.

**Question #7:** Form of participation.

Alone  
A group of 2  
A group of 3  
A group of 4  
A group of 5 or more

The vast majority of trail users participated in groups ranging in size from two to four persons. User groups comprised of two persons constituted the largest category of groups, or 42 percent of those surveyed. See Appendix 5, Figure 6.

**Question #8:** Residence.

- Local (Greenbrier or Pocahontas County)
- West Virginia (outside of Greenbrier and Pocahontas Counties)
- Outside of West Virginia

The vast majority of trail users surveyed, 63 percent, resided outside the state of West Virginia. West Virginia residents outside of the two corridor counties made up 21 percent of those surveyed, and residents of the two counties constituted 16 percent of those surveyed. See Appendix 5, Figure 7.

Zip codes were obtained from trail users whose residence was identified as being outside of West Virginia. Of the 164 out-of-state visitors who listed a zip code, the majority (60) was from Virginia. The largest number of Virginia residents was from the Roanoke area (17), and the second largest number was from the Richmond area (10).

**Question #9:** Principal type of trail activity.

- Biking
- Walking/Jogging
- Horseback Riding
- Other

By far, the most popular trail-use activity was biking. Of the 268 individuals surveyed, 201 (75 percent) were engaged in biking, 53 (20 percent) were engaged in walking/jogging, and only 11 (4 percent) were engaged in horseback riding. See Appendix 5, Figure 8.

**Question #10:** Items for which you spent money in the area.

- Lodging
- Travel
- Food
- Equipment Purchase/Rental
- Clothing
- Souvenirs
- Guide Services
- Other

Respondents were asked to check each item on which they spent money in the area during their current visit. Lodging, travel, and food were, by far, the items on which most visitors spent money. Food ranked number one with 204 responses, travel was second with 181 responses, and lodging was third with 152 responses. All other items yielded less than 50 responses each except for souvenirs, which generated 77 responses. These expenditures

are represented in Appendix 5, Figures 9, 10, 11, 12, 13, 14, 15, and 16. The items that generated the fewest responses were equipment purchases/rentals (30), clothing (29), other (9), and guide services (7).

**Question #11:** Duration of visit.

- One day
- Overnight (2 days)
- Multiple days

Visitors' responses concerning duration of visit were almost equally split among these three categories. One-day visitors accounted for 34 percent of the responses; overnight visitors accounted for 27 percent, and multiple-day stays accounted for 39 percent. See Appendix 5, Figure 17.

A more detailed analysis of the duration of visit responses indicates that one- to four-day visits accounted for approximately 93 percent of the visitations, while five or more days accounted for approximately 7 percent of the visitations. See Appendix 2, Question #11.

**Question #12:** Estimated total expenditure for this trip.

Approximately 27 percent of the respondents spent less than \$100; 58 percent spent between \$100 and \$500, and 15 percent spent more than \$500. See Appendix 5, Figure 18.

Further analysis of visitor expenditures indicates that approximately 61 percent of the expenditures were less than \$300, while 39 percent were equal to or greater than \$300. See Appendix 2, Question #12.

**Question #13:** Is this your first trip to the Greenbrier River Trail?

- Yes
- No

This was the first visit for approximately 47 percent of the respondents, while 54 percent indicated that they were repeat visitors.

**Question #15:** What influenced you to visit the Greenbrier River Trail?

- Electronic media
- Print media
- Word-of-mouth
- Other

The principal influence indicated by 122 trail users (47 percent) was word-of-mouth. See Appendix 5, Figure 19.

Only 101 respondents (39 percent) stated that electronic and print media influenced them. See Appendix 2, Question #15.

**Question #16:** Did you seek or receive printed or electronic information about the Greenbrier River Trail prior to your visit?

Yes  
No

Almost 46 percent of respondents indicated that they sought or received printed or electronic information about the trail. About 54 percent of the respondents indicated that they did not seek or receive such information. See Appendix 2, Question #16.

**Question #17:** Rate each of the following items on a scale of 1 to 5 with 1 being the lowest and 5 being the highest. Use 0 for no opinion.

- a. Scenic quality of trail and surroundings.
- b. Physical condition of trail.
- c. Quality of trail experience.
- d. Helpfulness of print/electronic information.
- e. How likely are you to plan a return visit?
- f. Accessibility of the trail.
- g. Trail amenities (drinking water, rest rooms, etc.)

Consult Appendix 2, Question #17 for more detailed data on responses to these items.

- a. Of the 257 responses to this item, 202 gave a rating of 5; and 45 rated the trail a 4. More than 96 percent of the respondents rated this item at the highest two levels, 4 and 5. Only one respondent had no opinion. See Appendix 5, Figure 20.
- b. Of the 254 responses to this item, 78 percent rated the physical condition of the trail at the 4 and 5 levels. See Appendix 5, Figure 21, and Appendix 2, Question 17b.
- c. More than 95 percent of the respondents ranked the quality of the trail experience at the 4 or 5 level. See Appendix 5, Figure 22, and Appendix 2, Question 17c.

- d. About 42 percent of the respondents indicated no opinion about the helpfulness of print/electronic information about the trail. See Appendix 5, Figure 23, and Appendix 2, Question 17d. This could mean that these trail users neither sought nor received print/electronic information about the trail. See Appendix 2, Question #16, which indicates that 140 of the 259 respondents did not seek or receive print/electronic information about the trail. This means that less than 50 percent of the respondents sought such information, which is likely a reason for the high “no opinion” response.
- e. A pleasingly large number (236) of trail users, 93 percent, indicated that they would be likely to plan a return visit to the Greenbrier River Trail. Of these respondents, 51 ranked the possibility of a return visit at the 4 level and 185 at the 5 level. See Appendix 5, Figure 24, and Appendix 2, Question 17e.
- f. Approximately 71 percent, 181 of the 254 respondents, ranked trail accessibility at the highest level (5). See Appendix 5, Figure 25, and Appendix 2, Question 17f.
- g. More than 56 percent (144 respondents) rated trail amenities at the two highest levels (4 and 5). See Appendix 5, Figure 26, and Appendix 2, Question 17g.

### **Open-Ended Questions**

Questions #14 and #18 were designed as open-ended questions to permit respondents an opportunity to provide a broader range of possible responses (Question #14) than permitted elsewhere in the survey. Question #18 sought to garner opinions about the Greenbrier River Trail that might be useful to planners, managers, and promoters.

**Question #14:** What other visits or recreation activities in the area are included in your current trip? Please identify.

Respondents were given the opportunity to list other visits or to check a box that read: No other visits included. Those who checked this box were recorded as *No* respondents and those who identified one or more other visits or recreation activities were recorded as *Yes* respondents.

Of the 258 responses to this question, about one-half (128) gave a yes response, while 130 responded no.

Of the 128 respondents who indicated that they visited other areas in the corridor or participated in other recreation activities, several reported more than one additional visit or activity. These 128 respondents reported a total of 189 additional visits or activities, as indicated below.



Other visits/activities*.....	95
Other outdoor recreation activities.....	59
Historic/cultural site visits.....	35

- \*Other visits/activities include:
- Taste of Our Town Festival
  - Visits to other towns in the corridor
  - Shopping
  - Visits to Greenbank
  - Pleasure driving

**Question #18:** Please share one or two brief comments about your recreation experience and the quality of trails facilities.

There were 186 responses to this inquiry. In order to render the wide variety of responses more easily understood, they were divided into categories as follows. The number of comments within each category is indicated.

Positive comments.....	55
Suggestions* (related to maintenance and management).....	83
Other comments.....	48

\*Largely related to drinking water, restrooms, signage, and trail surface.

### **Cross-Tabulations**

Cross-tabulation analysis of the survey results is a method of obtaining further insight into visitor behavior. Once the initial results of the survey were produced utilizing the computer program, Statistical Package For The Social Sciences (SPSS), a visual inspection of the results identified certain cross-tabulations that might yield interesting information. More than 100 cross-tabulations were generated from the initial survey results. Following is a series of selected cross-tabulations that appear to yield the most meaningful information. The reader must refer to the coding sheet titled “Categories Utilized in Coding Survey Responses” following page 6 to understand the significance of the numerical relationships in these cross-tabulations.

#### **Question 8 X Question 17e**

Residence X Likely to Plan Return Visit

The majority of respondents, irrespective of residence, indicated that they were highly likely (5 ranking) to plan a return visit. See TABLE 1.

TABLE 1. Cross-tabulation of residence and likelihood of a return visit.

<u>Residence</u>	<u>RETURN</u>					<u>Total</u>
	1	2	3	4	5	
1				1	4	42
2	1		2	1	4	54
3	1	5	9	3	1	158
				9	0	
					4	

It is interesting to note that 104 of the out-of-state respondents rated their probability of a return visit the highest possible choice (5) and 143 rated their probability of a return visit as the two highest possible choices (4 and 5). See Appendix 5, Figure 27. As depicted in Appendix 5, Figure 28, 65 percent of the out-of-state respondents ranked the probability of a return visit as a 5, and 25 percent ranked the probability of a return visit as a 4.

**Question 8 X Question 15**

Residence X What Most Influenced Your Visit

It appears that word-of-mouth was the single most influential factor irrespective of residence, although print media and electronic media were also important to out-of-state respondents. See TABLE 2.

TABLE 2. Cross-tabulation of residence and most important factor influencing trip.

<u>Residence</u>	<u>INFLUENCE</u>				<u>T</u> <u>o</u> <u>t</u> <u>a</u> <u>l</u>
	<u>FACTOR*</u>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	
1		1	3 3	8	4 2
2	1 1	1 1	2 7	6	5 5
3	4 3	3 5	6 2	2 4	1 6 4

\*Note: 1 = Electronic Media  
 2 = Print Media  
 3 = Word-of-Mouth  
 4 = Other

Here, it is clearly seen that all types of information influenced out-of-state trail users significantly, while word-of-mouth was the greatest influence. A graphic representation of the influences is presented in Appendix 5, Figure 29.

**Question 8 X Question 13**

Residence X First Visit

As might be expected, local residents were far more likely to have visited the trail previously; 38 were repeat visitors, while only 4 were first-time visitors. On the other hand, 60 percent of out-of-state trail users were first-time visitors while 40 percent were return visitors. See TABLE 3.

TABLE 3. Relationship between residence and previous or first-time visit.

<u>Residence</u>	<u>FIRST VISIT</u>		<u>Total</u>
	1	2	
1	4	38	42
2	1 8	36	54
3	9 9	65	164

**Question 8 X Question 11**

Residence X Duration of Visit

Visitors from out-of-state, as expected, reported the longest duration for their trips, although 29 out-of-state respondents (18 percent) reported one-day visits. See TABLE 4.

TABLE 4. Duration of visit based on residence.

<u>Duration (Days)</u>	<u>RESIDENCE</u>			<u>Total</u>
	1	2	3	
1	3 8	2 2	2 9	89
2	3	1 9	4 8	70
3		9	4 5	54
4	1	1	2 6	28
5		1	7	8
6			3	3
7			5	5
8		1		1
9		1	1	2
10		1		1
20			1	1

It is interesting to note that almost 92 percent of the respondents experienced trip durations of one to four days. Those trip durations ranging from two to four days represented 88 percent of the multiple-day visitors to the GRT.

**Question 11 X Question 12**  
 Duration of Visit X Cost of Visit

As noted earlier, 61 percent of the visitors spent less than \$300 on their trip and 39 percent spent more than \$300 (Appendix 2, Question #12). When cost of visit is viewed in relation to duration of visit, it is noted that those who visited for one, two, three, and four days represented the largest amount of expenditures and that cumulative expenditures by one- to four-day visitors accounted for the vast majority of expenditures during the trail-user sampling period. See TABLE 5.

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TABLE 5. Cumulative expenditures by one-, two-, three-, and four-day visitors during the sampling period.

<b>Duration (Days)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Total Expended</b>	\$3,100	\$14,860	\$28,345	\$20,945

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**Question 8 X Question 12**  
 Residence X Trip Expenditure

Of the 215 respondents who provided trip expenditure information, 150 (70 percent) came from outside West Virginia. See Table 6 on the following page. Only 16 respondents to this question were local residents, and 49 were residents of West Virginia outside of Greenbrier and Pocahontas Counties.

The total expenditures of the out-of-state visitors during the sampling period are significant. Local visitors spent a total of \$505; state residents outside of the two study counties spent a total of \$10,680; and out-of-state visitors spent a total of \$82,315. See Appendix 5, Figure 30.

## **Public Meetings**

Public meetings were held in both Greenbrier County and Pocahontas County to (1) procure public input on the project, (2) inform the public of the objectives and work done on the project, (3) gauge public receptiveness of the total effort, and (4) obtain further public cooperation and insights on the project goals.

Publicity prior to the public meetings included sending advance news releases to local newspapers. Letters were mailed to prominent residents, agencies, outfitters, and other interested parties. A radio station in Marlinton provided public service announcements. The convention and visitors bureaus (CVBs) in Greenbrier and Pocahontas Counties and the Mountain Resource Conservation and Development Council (RC&D) all gave support to this public awareness effort.

The Greenbrier County public meeting was held in Lewisburg, WV, at the Lewisburg Community College on Friday, March 30, 2001, at 7:00 PM. Twelve participants registered, but others were in attendance. Five members of the presentation staff were also in attendance. The Pocahontas County meeting was conducted in the Marlinton City Hall on Saturday, March 31, 2001, at 3:00 PM. Fifteen participants registered. Several others attended but did not sign in. The five presentation staff members also attended this meeting. In both meetings the groups were attentive to the presentations and asked numerous questions. The participants at the meetings represented trail-user groups, small businesses, community government, state parks and forests, local CVBs, the local RC&D, and others interested in the project. Paul Gonzalez, Congressman Nick Joe Rahall's District Representative, attended the Lewisburg meeting and voiced the congressman's support.

## **DISCUSSION**

The objectives of this project were accomplished through the creation of the trail corridor inventory; development and analysis of the trail user survey, including economic impact; and holding public meetings, which provided the nucleus for a more broad-based marketing and promotion effort in the corridor. As previously noted, the economic impact portion of this project was not designed as a scientific study with statistically valid results. Instead, it was a snapshot of trail use during a 17-day period in the fall tourist season, conducted on days when trailside sampling could be arranged and when other groups/organizations could assist with off-site surveys.

### **Infrastructure Inventory**

A conscientious effort was made to identify every government agency, non-profit organization, and commercial entity within the corridor related to recreation and tourism.

The agencies/organizations were separated into three categories: lodging, historic/cultural, and recreation.

An inventory document, one for each county, was prepared. These documents contained a map key that correlated to symbols placed on the USGS 15-minute quadrangle topographic maps depicting the trail corridor.

This inventory and the corresponding topographic maps will be maintained by the West Virginia Trails Coalition for future use, and the maps should be reviewed and updated annually so that they reflect current and accurate information related to the inventory.

## **Trail User Survey**

Initially, the goal for this study was to successfully survey 300 to 400 individual trail users. Since this was not intended to be a statistically valid survey, the 268 questionnaires completed were sufficient for the purposes of this study.

### **Closed-End Questions**

#### **Question #1: Sex.**

Trail use was almost evenly divided between male and female users (53 percent and 47 percent, respectively). This may have positive implications for future marketing and promotion efforts. If use were skewed heavily toward one gender, marketing and promotion would be more challenging in many respects.

#### **Question #2: Age.**

The age classes representing the greatest trail use were 25-39 and 40-59 (34 and 44 percent, respectively). Only 10 percent of the recorded users were in the 16-24 age class, and 12 percent of the recorded users were in the 60-and-over age class. This presents a significant challenge in marketing and promotion.

Of particular concern is the 60-and-over age class. West Virginia has one of the highest senior citizen populations in the country, and an increasing percentage of out-of-state visitors are retired. The 1998 West Virginia Domestic Travel and Tourism Report indicated that 13 percent of the overnight leisure travelers were retired, up from 6 percent in 1997. Opportunities abound to market the Greenbrier River Trail to this age class.

The 10 percent use rate for the 16-24 age class is partially explained by the fact that the sampling period was during a time when public schools and institutions of higher education were in session. Also, weekend sampling, when students would most likely have

been surveyed, included only three Saturdays (October 7, 14, and 21). If trail use were assessed during summer vacation periods, the proportion of users in the 16-24 age class would probably be much higher.

**Question #3:** Education level.

The results of this survey strongly suggest that there may be a high correlation between use of the Greenbrier River Trail and the education level of the users. The fact that approximately 90 percent of the trail users surveyed hold college degrees or have attended college is strong evidence of this.

Of course, the facts that individuals with college degrees have higher incomes and that over 60 percent of the trail users surveyed were out-of-state visitors must be factored into any conclusions made about possible correlations between trail use and education level.

**Question #4:** Profession.

Since about 90 percent of the trail users surveyed (Question #3 above) possessed college degrees or had attended college, it is not surprising that the majority of those surveyed (52 percent) were white-collar workers. Only about nine percent indicated that they were retired. The retired population may be a prime target for marketing and promotion.

**Question #6:** Annual family income.

Annual family incomes reported by respondents are consistent with results reported about education level and profession. More than half (54 percent) of the respondents reported family incomes in excess of \$60,000, which suggests higher education levels and more respondents in the white-collar professions.

An additional factor closely associated with family income is the total amount spent by out-of-state visitors during the survey period. Of the 268 individuals surveyed, 53 failed to respond to the question about expenditures on their current trip. The 150 out-of-state visitors who responded to this question spent 88 percent of the total amount spent by all trail users during the 17-day survey period. These out-of-state visitors reported spending \$82,315 during the survey period. See Appendix 5, Figure 30. This clearly indicates that trip costs are greater for out-of-state visitors, and it also suggests that their annual family incomes fall within the higher income brackets.



**Question #7:** Form of participation.

The most frequently reported group size was two people, reported by 113 (42 percent) of those surveyed. The next largest group size was four, reported by 40 respondents, followed by three, which was reported by 35 respondents. See Appendix 2, Question #7.

The large number of two-person groups of trail users may have some implications for marketing and promotion.

**Question #8:** Residence.

The fact that 63 percent of the respondents were from out of state has profound implications for marketing and promotion strategies. Likewise, the discovery that only 44 of the respondents (16 percent) were residents of the two trail corridor counties also has marketing and promotion implications, especially when one considers that this local group of trail users spent a total of only \$505 during the 17-day survey period. See Appendix 5, Figure 30.

Of particular interest to marketing and promotion groups is the breakdown of out-of-state visitors by zip codes. Virginia zip codes accounted for 37 percent of the out-of-state visitors, indicating that Virginia would be a prime target market for promotional campaigns. The numbers and percentages of out-of-state respondents based on zip code data are presented in Table 7.

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TABLE 7. Numbers and percentages of out-of-state respondents based on zip code data.

STATE	NUMBER	PERCENT
Virginia	60	37
Pennsylvania	21	13
Ohio	19	12
Maryland	15	9
All others	49	29

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**Question #9:** Principal type of trail activity.

The most popular type of trail use reported was overwhelmingly bicycling (201 individuals, 75 percent). See Appendix 5, Figure 8.

Future marketing and promotion strategies should attempt to focus on this particular user group. While walking and jogging are not insignificant uses (53 individuals, 20 percent), these uses are, for the most part, probably restricted to relatively short sections of the trail near trailheads. Bicycle use extends over much more lengthy sections of the trail.

**Question #10:** Items for which you spent money in the area.

As one might expect, the majority of trail users indicated that food, travel, and lodging headed the list of items on which they spent money in the area (204, 181, and 152 responses, respectively). Of particular interest is the number of items on which expenditures were *not* made. Expenditures on equipment rental/purchase, guide services, clothing, and other were almost non-existent. Only souvenirs exhibited a moderate level of expenditure outside of the top three. These findings are presented graphically in Appendix 5, Figures 9 through 16.

The low level of expenditures for many of the durable goods may be attributed to the limited opportunities for such purchases except at the resort areas and in a few commercial businesses in Lewisburg and Marlinton. The reported low levels of expenditures for equipment rental/purchase and guide services are areas that obviously require more effective marketing and promotion efforts.

**Question #11:** Duration of visit.

The duration of visits was about evenly distributed among one-day (34 percent), overnight (27 percent), and multiple-day visits (39 percent). Of the reported visits, 93 percent occurred during a one- to four-day period; and only 7 percent of the reported visits occurred during periods longer than five days. See Appendix 2, Question #11.

Marketing and promotion strategies, from a cost effectiveness perspective, might be best focused on the one- to four-day visitor.

**Question #12:** Estimated total expenditure for this trip.

The largest number of respondents (58 percent) spent between \$100 and \$500. Those who reported spending less than \$100 were those who lived within the corridor. All but three of those who spent more than \$500 on their trips resided outside of West Virginia. The complete breakdown of expenditures by corridor residents, West Virginia residents, and out-of-state visitors can be found in Table 6. See Appendix 2, Question #12 for the frequencies of expenditures reported by respondents.

Of significance with respect to tourism dollars is the fact that 39 percent of the respondents (mostly out-of-state visitors) expended more than \$500 on their trips to the area.

**Question #13:** Is this your first trip to the Greenbrier River Trail?

It is interesting that about 47 percent of the respondents indicated that this was their first visit to the trail. That is an extraordinarily high first-time visitor figure. Any tourist-related industry would cherish a first-time attendance rate of 47 percent.

Perhaps this first-time visitor rate can be attributed, at least in part, to the fact that almost half of the visitors indicated that word-of-mouth was the greatest influence on their visiting the Greenbrier River Trail.

**Question #15:** What influenced your visit to the Greenbrier River Trail?

It is noteworthy that more visitors (47 percent) were influenced by word-of-mouth than were influenced by electronic and print media combined (39 percent). While word-of-mouth influence is prized, one would hope for a greater influence from electronic and print media. This is a factor that should be explored in efforts to provide a broader coverage in marketing and promoting the Greenbrier River Trail.

**Question #16:** Did you seek or receive printed or electronic information about the Greenbrier River Trail prior to your visit?

The fact that 54 percent of the visitors did not seek or receive printed or electronic information about the trail is further evidence that a broader marketing and promotion effort could positively influence visitation in the corridor.

**Question #17:** Rate each item on a scale of 1 to 5.

- a. Scenic quality of trail and surroundings.
- b. Physical condition of trail.
- c. Quality of trail experience.
- d. Helpfulness of print/electronic information.
- e. How likely are you to plan a return visit?
- f. Accessibility of trail.
- g. Trail amenities.

When viewed together, scenic quality, physical condition, quality of experience, and likelihood of planning a return visit provide excellent opportunities for future marketing and promotion efforts. An overwhelming percentage of the respondents ranked these items at the 4 or 5 level.

Item	% Ranked 4 or 5
Scenic quality	96
Physical condition	78
Quality of experience	95
Likely to return	93

It is clear that visitors appreciated and enjoyed their trail-related activity and that almost every one of them plan a return visit. In any expanded marketing and promotion activity, some method should be developed to obtain mailing addresses of trail users; and follow-up printed information should be mailed to these individuals within a few months after their visit.

Responses to the items concerning helpfulness of print/electronic information, accessibility of trail, and trail amenities were less dramatic. See Appendix 2, Questions #17d, f, and g.

Results for the item “helpfulness of print/electronic information” produced 106 responses of “no opinion” (42 percent). This supports the previous response that indicated more than half of the respondents neither sought nor received print or electronic information.

User responses regarding trail accessibility were grouped heavily in the two highest categories, 4 and 5, with 71 percent giving this item a ranking of 5.

Responses to the request to rate trail amenities were probably greatly influenced by what users observed at or near trailheads. It is at trailheads that amenities such as drinking water and restrooms most frequently occur. Users who based their opinions on observations about amenities at locations lying at some distance from trailheads would give quite different responses, especially if they accessed the trail at locations other than at specific trailheads.

### **Open-Ended Questions**

**Question #14:** What other visits or recreation activities in the area are included in your current trip?

Almost 48 percent of the respondents indicated that their trip included other visits or recreation activities in the corridor. It is apparent that the more opportunities there are available to visitors in the area, the greater the economic impact. Trail users who have a greater awareness of other activities and facilities in the area are more likely to extend their visit to take advantage of these opportunities. An expanded promotion and marketing effort in the corridor might capitalize on this possibility.

The 59 other outdoor recreation activities reported by trail users are clear evidence that many trail users are interested in other outdoor recreation opportunities when available. The economic impact of these other outdoor recreation opportunities could possibly be enhanced through expanded promotion and marketing efforts in the area.

**Question #18:** Please share one or two comments about your recreation experience and the quality of trails facilities.

Many of the responses (55) to this inquiry were very positive comments, which correlates very closely with the responses to questions about the scenic quality and physical condition of the trail and the quality of the trail experience. See Appendix 5, Figures 20, 21, and 22.

The 83 responses that were categorized as “suggestions” in the RESULTS section of this report contained several negative comments; however, the vast majority of the comments reflected accurate perceptions and were thoughtful suggestions that would improve both the quality of the trail and the experience.

A representative sample of the comments is presented in Appendix 4.

### **Cross-Tabulations**

#### **Question 8 X Question 17e**

Residence X Likely To Plan Return Visit

Irrespective of residence, the majority of respondents indicated that they are highly likely to plan a return visit to the Greenbrier River Trail. Obviously, a number of factors contributed to that response. Scenic quality of the trail and its surroundings, physical condition of the trail, and quality of the trail experience were all rated very high by those who were surveyed. See Appendix 2, Questions #17a, b, and c. No doubt these items contributed significantly to the large number of visitors who indicated that they were highly likely to plan a return trip.

Of greater importance from the standpoint of tourism development is the likelihood of a return visit by out-of-state residents. Return visits by this group can significantly increase the economic impact in the corridor. More than 65 percent of out-of-state visitors (104 individuals) indicated that they were highly likely to plan a return visit. See Table 1. Based upon these numbers, it would appear advisable to make follow-up contacts with out-of-state trail users within six months to a year after their visit.

### **Question 8 X Question 15**

#### Residence X What Most Influenced Your Visit

Word-of-mouth was the most often reported influence on trail users in their decision to visit the area, irrespective of their residence. See Appendix 5, Figure 29. Likewise, word-of-mouth was the greatest influence on out-of-state respondents; however, print media and electronic media were significant influences for this group as well. See Table 2.

With respect to management of the trail system, every effort should be made to give out-of-state visitors “something to talk about”. This will likely translate into new out-of-state visitors who might otherwise not learn about this marvelous trail and other recreation-related opportunities in the area. Since print/electronic media influenced a relatively large number of out-of-state visitors, an increased emphasis on these media may yield positive results.

### **Question 8 X Question 13**

#### Residence X First Visit

Since 60 percent of the out-of-state visitors reported that they were first-time visitors, targeting this group for promotions could result in return visits. See Table 3. The 40 percent of out-of-state respondents who reported visiting the area previously definitely enjoyed their prior experience enough to visit the area again.

### **Question 8 X Question 11**

#### Residence X Duration of Visit

As noted in Table 4, out-of-state visitors reported that their length of stay was much greater than either West Virginia residents outside of the two corridor counties or residents of the two corridor counties. The fact that 82 percent of the out-of-state visitors reported that they were multiple-day visitors provides ample opportunity for expanded marketing and promotion initiatives.

### **Question 11 X Question 12**

#### Duration of Visit X Cost of Visit

The greatest percentage of respondents (27 percent) reported expenditures between \$0 and \$99 on their trip-related activities. See Appendix 2, Question #12. It is likely that most of these trail users were included in the 100 respondents whose residences were reported to be either in the two corridor counties or from nearby Virginia or West Virginia counties. See Appendix 2, Question #8.

Future marketing and promotion efforts might best be focused on the groups that reported the duration of stay to be two, three, and four days (largely out-of-state visitors). A total of 59 respondents reported trip durations of two, three, or four days. See Appendix 1,

Question #11. The cumulative expenditures reported by the two-, three-, and four-day visitors were \$14,860; \$28,345; and \$20,945, respectively (Table 5). Assuming that this expenditure behavior is generally the same in all seasons, these groups are prime targets for future marketing and promotion activities.

**Question 8 X Question 12**  
Residence X Trip Expenditures

Two of the most important aspects of any economic impact analysis are the determination of the number of visitors from outside the area and the amount of money they spent while in the study area.

As noted previously (Appendix 5, Figure 30), out-of-state visitors reported that they spent a total of \$82,315 during the 17-day reporting period. This total expenditure was reported by only 150 out-of-state respondents (\$549 per person). The potential for the economic impact that two-, three-, and four-day visitors can have in the corridor is profound; and these visitors should be prominent in the marketing and promotion strategy.

### **Public Meetings**

Kim Cooper, Executive Director of the Greenbrier County CVB, opened the meeting in Lewisburg with appropriate remarks, and Leslee McCarty, a leader in the Pocahontas County CVB as well as the Greenbrier River Trail Association, presided at the meeting in Marlinton.

Lu Schrader, President and Executive Director of the West Virginia Trails Coalition, led the group in a discussion on broadening the vision of the Greenbrier River Trail. Instead of limiting the trail to an area between North Caldwell and Cass, Schrader proposed that the GRT should extend north to Canaan Valley State Park to connect with the trans-continental American Discovery Trail. He further suggested that a connector trail should be developed along the Greenbrier River southwest to Hinton, WV, and then up the New River to connect with the New River Rail-Trail. This expansion would connect the GRT to Adventure Cycling's TransAmerica Trail, another trans-continental trail. Such actions would place the Greenbrier River Trail on the national trails network and offer numerous possibilities for major loop trails.

Schrader also announced that he was working with the National Park Service in an effort to designate the GRT as a National Recreation Trail. He concluded his discussion with the economic benefits of comprehensive marketing of the trail and the necessity of having an information base that would support intelligent marketing decisions.

This led to the second discussion conducted by Dr. Raymond Busbee, Head of Park Resources and Leisure Services at Marshall University. Dr. Busbee presented the results the

10-month study just completed. He highlighted his information with overhead transparencies reflecting results from the trail-user survey conducted in October, 2000.

Results shared with the audience included that 63% of trail users were from out-of-state and that 90% of this block of visitors would very likely plan a return visit. Reported expenditures by the out-of-state visitors were \$82,315, while in-state visitors spent \$11,185. About 64% of the trail users held either an undergraduate or a graduate degree. This correlated to the fact that 54% of the trail visitors had more than \$60,000 of family income, which would reflect on disposable income. A surprising result of the survey was that 46% of the trail visitors received their information about the trail by word of mouth. Complete results of the survey will be found in another section of this report.

The audience was very attentive during the presentations indicating that they had come to receive information.

The topographic maps on which was coded the infrastructure inventory of the Greenbrier River Trail corridor and a display provided by the WVTC were focal points for discussion prior to, but especially after, the meeting.

Kim Cooper of the Greenbrier County CVB commented on the preliminary results that a large number of out-of-state visitors came from the Roanoke, Virginia, area. She informed the group that her organization had targeted the Roanoke area for special promotion prior to the survey.

Elwood Vaughn, of the Mountain Resources Conservation and Development Council, was pleased with the outcome of the meeting and remarked about the large quantity of notes that he had taken during the meeting. The Mountain RC&D is actively involved in a number of programs supporting the area.

Julia Boylen remarked about efforts to develop a 21-mile bridle trail from Calvin Price State Forest to the Virginia state line where it would connect to a 46-mile bridle trail already in existence. This stimulated discussion on additional trails for horseback riders and the possibilities of bringing large riding groups to the area.

John Mutscheller, owner of the Van Reenan House, a bed and breakfast in Marlinton, said that his B&B was filled during ski season; but he was looking for ways to bring in customers during the off season. John's wife, Robin, is a member of the Pocahontas County Development Authority and stated interest in obtaining a copy of the survey results.

Gayle Marcum reviewed her stables at Sitlington near Dunmore. Gayle and her husband own about one dozen pieces of rolling stock in the form of covered wagons, wagon sleds, etc. Covered and open wagons are used during the summer season on the GRT for wagon rides. Gayle has plans to purchase or build a stagecoach for use on the GRT between



Cass and Marlinton. The Greenbrier River Trail corridor would then have two unique forms of transportation to offer visitors – steam trains and a stagecoach.

Doug Hylton, Manager of the town of Ronceverte, disclosed plans under discussion to extend the GRT from North Caldwell down river through Ronceverte. An old trolley line may also connect the towns of Ronceverte and Lewisburg. The Greenbrier River southwest of Ronceverte is a beautiful stretch of river with many attractions along its course.

Other meeting attendees, committed to enhancing the quality of life in the Greenbrier Valley area, also provided constructive comments.

## **CONCLUSIONS**

### **Infrastructure Inventory**

Greenbrier and Pocahontas Counties are generally known to have a relatively limited economic base. Industrial operations and natural resource extraction activities are minimal. Much of the economic activity in the area seems to be attributable to enterprises that are directly or indirectly related to recreation and tourism. Of specific importance are those enterprises identified in the inventory phase of this project.

These existing enterprises, along with the Greenbrier River Trail, are clearly significant economic forces in the area. In the absence of other viable economic development opportunities, it would appear advisable for all segments of this region, government, business, community development, and private citizens, to join in a focused effort to enhance the promotion and marketing of all the recreation and tourism opportunities in the area.

### **Trail User Survey**

The results of the trail user survey, while not designed to be statistically valid, nevertheless indicate that the Greenbrier River Trail has, at present, a significant economic impact and that there is potential for expanding its economic impact with creative promotion and marketing strategies.

Among the more obvious conclusions that can be drawn from the survey, lending support to the need for a more extensive promotion and marketing effort in the area, are:

- An overwhelming majority of trail users were highly educated, worked in white-collar professions, and enjoyed high income levels.
- Two-thirds of the trail users were from outside of West Virginia.

- Visitors who stayed in the area from one to four days accounted for approximately 93 percent of the visitations.
- Approximately 58 percent of visitors spent between \$100 and \$500 in the area.
- About 93 percent of the trail users indicated that they were highly likely to plan a return trip.
- More than 90 percent of the out-of-state visitors indicated that they were highly likely to plan a return trip to the area.
- About 60 percent of out-of-state visitors were first-time visitors.
- During the 17-day survey period, out-of-state visitors spent \$82,315 (88 percent of the total amount of expenditures reported by all visitors).

Collectively, these results indicate that efforts to entice more visitors to the area through expanded promotion and marketing endeavors should result in increased economic impact of the Greenbrier River Trail on the local economy.

### **Public Meetings**

Although the public meetings were not as well attended as expected, those who did attend were very interested in the information presented. They also expressed enthusiasm for expanding and intensifying recreation and tourism promotion. They were creative in proposing ideas and suggestions in this regard. It would be advantageous to the overall promotional efforts if those who expressed an interest in expanded promotion would form a specialized group to foster cooperation among the various groups engaged in promoting the area.

Officials of state government agencies and convention and visitors bureaus have suggested that the results of the trail user survey are probably very conservative because use of the Greenbrier River Trail is considerably higher in the summer months. They have suggested that the economic impact results would be significantly greater if a similar survey were conducted during the summer.

The results of this project clearly indicate that there are opportunities to enhance the economic impact of the Greenbrier River Trail on the area. The key to success will be to find ways to develop cooperative promotion and marketing agreements among all agencies and organizations that now promote and market in a more narrow focus.

# APPENDIX 1

## GREENBRIER COUNTY INVENTORY

### LODGING

#### Resorts:

The Greenbrier  
300 W. Main Street  
**Map #8** White Sulphur Springs, WV 24986  
Phone: (304) 536-1110  
Fax: (304) 536-7893  
Website: <http://www.greenbrier.com>

#### Motels:

All State Motel  
**Map #8** HC 69 Box 52  
White Sulphur Springs, WV 24986  
Phone: (304) 536-1731

Brier Inn  
**Map #1** 540 N. Jefferson Street  
Lewisburg, WV 24901  
Phone: (304) 645-7722  
Fax: (304) 645-7865

Budget Inn  
**Map #8** 830 East Main Street  
White Sulphur Springs, WV 24986  
Phone: (304) 536-2121

Days Inn  
**Map #1** US Route 219 North  
Lewisburg, WV 24901  
Phone: (304) 645-2345  
Fax: (304) 645-5501

Embassy Inn  
**Map #1** 107 W. Fair Street  
Lewisburg, WV 24901  
Phone: (304) 645-7070  
Fax: (304) 645-3383  
Email: [embassyinn@webtv.net](mailto:embassyinn@webtv.net)  
Website: <http://wwweb.com/embassyinn>

## **Motels (continued):**

**Map #1** Fort Savannah Inn  
203 N. Jefferson Street  
Lewisburg, WV 24901  
Phone: (304) 645-3055  
Fax: (304) 645-3033  
Email: omb00827@mail.wvnet.edu

**Map #1** General Lewis Inn  
301 E. Washington Street  
Lewisburg, WV 24901  
Phone: (304) 645-2600  
Fax: (304) 645-2601  
Email: info@generallewisinn.com  
Website: <http://www.generallewisinn.com>

**Map #8** Old White Motel  
685 East Main Street  
PO Box 58  
White Sulphur Springs, WV 24986  
Phone: (304) 536-2441; (800) 867-2441

**Map #2** Sunset Terrace Motel  
US Route 60 West  
Lewisburg, WV 24901  
Phone: (304) 645-2365

**Map #1** Super 8 Motel  
550 N. Jefferson Street  
Lewisburg, WV 24901  
Phone: (304) 647-3188  
Fax: (304) 647 3188 ext. 403

**Map #8** Village Inn  
c/o Charles F. Friedman  
38 West Main Street  
White Sulphur Springs, WV 24986  
Phone: (304) 536-2323

## **Bed & Breakfast:**

**Map #1** Church Street B & B  
213 Church Street  
Lewisburg, WV 24901  
Phone: (304) 645-7014

## **Bed & Breakfasts (continued):**

**Map #8** James Wylie House B & B  
208 Main Street  
White Sulphur Springs, WV 24986  
Phone: (304) 536-9444; (800) 870-1619

**Map #1** Lee Street Inn B & B  
200 North Lee Street  
Lewisburg, WV 24901  
Phone: (304) 647-5599  
Email: innkeeper@leestreetinn.com

**Map #8** Lillian's B & B  
240 North Main Street  
White Sulphur Springs, WV 24986  
Phone: (304) 536-1048; (800) 536-1048

**Map #3** Lynn's Inn B & B  
US 219 North  
Lewisburg, WV 24901  
Phone: (304) 645-2003; (800) 304-2003

**Map #1** Minnie Manor B & B  
403 East Washington Street  
Lewisburg, WV 24901  
Phone: (304) 647-4096

**Map #5** Old Stone Manse B & B  
HC 30, Box 13AA  
Caldwell, WV 24925  
Phone: (304) 645-2749  
Email: stonemanse@inetone.net  
Website: <http://www.oldstonemanse.com>

**Map #9** Pine Hill Guest House  
PO Box 10  
Frankford, WV 24938  
Phone: (304) 497-2225

**Map #1** Swift Level B & B  
Route 2, Box 269A  
Lewisburg, WV 24901  
Phone: (304) 645-1155  
Email: swiftlevel@inetone.net

## **Bed & Breakfasts (continued):**

White Oaks B & B  
HC 69 Box 976  
White Sulphur Springs, WV 24986  
**Map #8** Phone: (304) 536-2323; (800) 536-3402  
Fax: (304) 536-3444  
E-mail: [mimivass@whiteoaksbb.com](mailto:mimivass@whiteoaksbb.com)  
Website: <http://www.whiteoaksbb.com>

Wisteria B & B  
**Map #1** 421 East Washington Street  
Lewisburg, WV 24901  
Phone: (304) 645-5133

## **Campgrounds:**

**Map #14** Camp Allegheny  
Caldwell, WV  
Phone: (304) 645-1316

Driftwood  
WV Route 92, Box D581  
White Sulphur Springs, WV 24986  
Phone: (304) 536-9017  
*Map location: # N.A.*

End Of The Trail  
Rt. 92  
Neola, WV  
Phone: (304) 536-9017  
*Map location: # N.A.*

Greenbrier Mountain Aire Campground  
Harts Run, WV  
Phone: (304) 536-1512  
*Map location: # N.A.*

**Map #6** Greenbrier River Campground  
Fort Spring, WV  
Phone: (304) 645-2760

**Map #7** Greenbrier River Campground  
US 63 West  
Ronceverte, WV  
Phone: (304) 445-2203

## **Campgrounds (continued):**

**Map #8** Leisure Valley Campground  
PO Box 414  
White Sulphur Springs, WV 24986  
Phone: (304) 536-1833

**Map #8** Paradise Campground  
PO Box 435  
White Sulphur Springs, WV 24986  
Phone: (304) 536-3223

**Map #15** Ted Mack's  
WV Route 92, Box D-793  
White Sulphur Springs, WV 24986  
Phone: (304) 536-4776

**Map #11** Twilight Overnight Campground  
US 60 East  
White Sulphur Springs, WV 24986  
Phone: (304) 536-1731

## **RECREATIONAL AREAS**

### **Government Operated:**

**Map #12** Greenbrier State Forest  
HC 30, Box 154  
Caldwell, WV 24925  
Phone: (304) 536-1944  
Website: <http://www.wvparks.com>

**Map #8** Monongahela National Forest  
Visitor Center  
White Sulphur Springs, WV  
Phone: (304) 536-2144

### **Private:**

**Map #8** Appalachian Guide Service  
P.O. Box 172  
White Sulphur Springs, WV 24986  
Phone: (304) 536-2536; (800) 899-1546  
Email: [flyfishwva@aol.com](mailto:flyfishwva@aol.com)  
Website: <http://www.flyfishwva.com>

## **Private (continued):**

- Map #8** Caldwell-Cass Outfitters  
PO Box 15  
White Sulphur Springs, WV 24986  
Phone: (304) 645-2093; (800) 877-4749
- Map #5** Free Spirit Adventures  
HC 30, Box183C  
Caldwell, WV 24925  
Phone: (304) 536-0333  
Email: [freespirit@inetone.net](mailto:freespirit@inetone.net)  
Website: <http://www.freespiritadventures.com>
- Map #4** Lost World Caverns  
Rt. 6 Box 308  
Lewisburg, WV 24901  
Phone: (304) 645-6677  
Fax: (304) 645-6677  
Website: [http://wwwweb.com/www/lost\\_world\\_caverns/](http://wwwweb.com/www/lost_world_caverns/)
- Map #13** Organ Caves  
417 Masters Road  
Ronceverte, WV 24970  
Phone: (304) 645-7600  
Website: <http://www.organcave.com>
- Map #8** Outdoor Adventures  
218 West Main Street  
White Sulphur Springs, WV 24986  
Phone: (304) 536-3590; (888) 752-9982  
Website: <http://www.wvoutdooradventures.com>

## **HISTORICAL/CULTURAL**

- Map #1** Carnegie Hall  
105 Church Street  
Lewisburg, WV 24901  
Phone: (304) 645-7197
- Map #1** City of Lewisburg (Historic District) Visitors Center  
111 North Jefferson Street  
Lewisburg, WV 24901  
Phone: (304) 645-1000



## **Historical/Cultural (continued):**

- Map #1** Confederate Cemetery  
Church Street  
Lewisburg, WV
- Map #1** Greenbrier County Court House  
200 N. Court Street  
Lewisburg, WV 24901  
Phone: (304) 647-6626 (Clerk)
- Map #1** Greenbrier County Library  
301 Courtney Drive  
Lewisburg, WV 24901  
Phone: (304) 645-1000
- Map #1** North House Museum (Greenbrier Historical Society)  
301 W. Washington Street, Suite H  
Lewisburg, WV 24901  
Phone: (304) 645-3398  
Fax: (304) 645-5201  
Email: [ghs@access.mountain.net](mailto:ghs@access.mountain.net)  
Website: <http://web.mountain.net/~ghs/ghs.html>
- Map #1** Greenbrier Military School - WV School of Osteopathic Medicine  
400 N. Lee Street  
Lewisburg, WV 24901  
Phone: (304) 645-6270; (800) 356-7836  
Website: <http://www2.wvsom.edu/>
- Map #1** Greenbrier Valley Theater  
113 East Washington Street  
Lewisburg, WV 24901  
Phone: (304) 645-7197
- Map #1** John Wesley Methodist Church  
209 East Foster Street  
Lewisburg, WV 24901  
Phone: (304) 645-1000
- Map #1** Lewis Springs  
Corner of North Jefferson & Randolph  
Lewisburg, WV 24901  
Phone: (304) 645-1000

**Historical/Cultural (continued):**

**Map #1** Old Stone Church  
200 Church Street  
Lewisburg, WV 24901  
Phone: (304) 645-2676

# POCAHONTAS COUNTY INVENTORY

## LODGING

### Resorts:

Snowshoe Mountain  
P.O. Box 10  
**Map #21**    **Snowshoe, WV 26209**  
**Phone: (304) 572-1000**  
  
Website: <http://www.snowshoemtn.net>

### Motels:

**Amanda's Cottage**  
HC 64 Box 281  
**Map #22**    Hillsboro, WV 24946  
**Phone: (304) 653-4277**  
Email: [info@amandascottage.com](mailto:info@amandascottage.com)

**Map #19**    Appalachian Sport  
3 Seneca Trail  
Marlinton, WV 24954  
Phone: (304) 799-4050

**Map #19**    B & B Roadhouse, The  
Route 219 N.  
Marlinton, WV 24954  
Phone: (877) 410-8352  
Email: [bandbroadhouse@hotmail.com](mailto:bandbroadhouse@hotmail.com)

**Map #22**    Barnett Cabins  
HC 64, Box 430  
Hillsboro, WV 24946  
Phone: (800) 262-4615  
Email: [barnettbuilders@citynet.net](mailto:barnettbuilders@citynet.net)

**Map #23**    Erehwon Cabins  
HC 61, Box 76  
Cass, WV 24927  
Phone: (304) 572-5140

**Map #26**    Grahams Motel  
P.O. Box 186  
Buckeye, WV 24924  
Phone: (304) 799-4291

## Motels (continued):

- Map #31** Green Bank Log Cabins  
PO Box 193  
Green Bank, WV 24944-0193  
Phone: (304) 456-4410  
Email: [clsamons@yahoo.com](mailto:clsamons@yahoo.com)  
Website: <http://www.greenbankcountrystore.com>
- Map #25** Greenbrier River Cabins  
HC 64 Box 544  
Seebert, WV 24946  
Phone: (800) 225-5982  
Email: [pc&c@neumedia.net](mailto:pc&c@neumedia.net)  
Website: <http://www.greenbrierrivercabins.com>
- Hermitage  
PO Box 8  
Bartow, WV 24920  
Phone: (304) 456-4808  
Email: [hermitage@neumedia.net](mailto:hermitage@neumedia.net)  
Website: <http://www.neumedia.net/~hermitage>  
*Map location: #N.A.*
- Map #31** Kuntry Kabins  
PO Box 173  
Green Bank, WV 24944  
Phone: (304) 456-3017
- Map #19** Marlinton Motor Lodge  
HC 69 Box 47  
Marlinton, WV 24594  
Phone: (800) 354-0821  
Website: <http://www.marlintonmotorinn.com>
- Map #27** Moore's Lodge Motel  
HC 61 Box 69  
Stoney Bottom, WV 24927  
Phone: (304) 456-4721

## **Motels (continued):**

**Map #19** River Place  
842 First Avenue  
Marlinton, WV 24954  
Phone: (304) 799-7233  
Email: [melriver@neumedia.net](mailto:melriver@neumedia.net)  
Website: <http://www.neumedia.net/~melriver>

**Map #19** Rustic Inn Motel  
Route 219 North  
Marlinton, WV 24954  
Phone: (304) 799-4204

Seneca Trail Inn  
Rt. 1 Box 48  
Valley Head, WV 26294  
Phone: (304) 572-2800  
*Map location: #N.A.*

## **Bed & Breakfasts:**

The Brazen Head Inn  
HC 69 Box 28A  
Mingo, WV 26294  
Phone: (304) 339-6917  
Website: <http://www.brazenheadinn.com>  
*Map location: #N.A.*

**Map #32** Buffalo Run Lodge  
HC 63, Box 38C  
Arbovale, WV 24915  
Phone: 304-456-3036  
Email: [buffalorunlodge@yahoo.com](mailto:buffalorunlodge@yahoo.com)  
Website: <http://www.bbgetaways.com/buffalorunlodge>

**Map #19** Carriage House Inn  
HC 82 Box 56  
Marlinton, WV 24954  
Phone: (304) 799-6706

## Bed & Breakfasts (continued):

- Map #30** The Current B&B  
HC 64 Box 135  
Hillsboro, WV 24946  
Phone: (304) 653-4722  
Email: [current@inetone.net](mailto:current@inetone.net)  
Website: <http://www.currentbnb.com>
- Map #19** Das Gasthaus (The Guesthouse)  
908 2nd Ave  
Marlinton, WV 24954  
Phone: (304) 799-6711  
Email: [testerpb@neumedia.net](mailto:testerpb@neumedia.net)  
Website: <http://www.neumedia.net/~testerpb>
- Elk River Touring Center  
HC 69 Box 7  
Slatyfork, WV 26291  
Phone: (304) 572-3771  
Email: [ertc@ertc.com](mailto:ertc@ertc.com)  
Website: <http://www.ertc.com>  
*Map location: #N.A.*
- Gerber Lodge  
Saltyridge Rd.  
Saltyfork, WV 26291  
Phone: (304) 572-3334  
*Map location: #N.A.*
- Map #19** Jerico B & B and Log Cabins  
Route 1 Box 371-T  
Marlinton, WV 24654  
Phone: (304) 799-6241  
Email: [jericobb@neumedia.net](mailto:jericobb@neumedia.net)  
Website: <http://www.neumedia.net/~jericobb>
- Map #19** Moore Thomas Jr.  
Jerico Rd  
Marlinton, WV 24954  
Phone: (304) 799-6241

## **Bed & Breakfasts (continued):**

Morning Glory Inn  
PO Box 116  
Slatyfork, WV 26291  
Phone: (304) 572-5000  
Website: <http://www.morninggloryinn.com>  
*Map location: #N.A.*

Mount Airy B&B  
HC69  
Slatyfork, WV 26209  
Phone: (304) 572-5208  
*Map location: #N.A.*

**Map #19** Old Clark Inn (B&B), The  
702 Third Ave.  
Marlinton, WV 24954  
Phone: (800) 849-4184  
Email: [lmcain@neumedia.net](mailto:lmcain@neumedia.net)  
Website: <http://www.oldclarkinn.com>

**Map #28** Pine Hill Guest House  
State Route 219  
Frankford, WV 24938  
Phone: (304) 497-0591

Pleasant Valley Farms B & B  
HC 69 Box 22  
Slatyfork, WV 26291  
Phone: (304) 572-2319  
Email: [pvfarms@neumedia.net](mailto:pvfarms@neumedia.net)  
Website: <http://www.pleasantvalleyfarms.net>  
*Map location: #N.A.*

Slatyfork Farm  
PO Box 7  
Slatyfork, WV 26291  
Phone: (304) 572-3900  
*Map location: #N.A.*

## **Bed & Breakfasts (continued):**

- Map #33** Sweet Thyme Inn  
Route 92, PO Box 85  
Green Bank, WV 24944  
Phone: (304) 456-5535  
Email: [sweetthymeinn@neumedia.net](mailto:sweetthymeinn@neumedia.net)  
Website: <http://www.sweetthymeinn.com>
- Map #19** The VanReenan House  
708 Second Avenue  
Marlinton, WV 24954  
Phone: (304) 799-6677  
Email: [vanhouse@neumedia.net](mailto:vanhouse@neumedia.net)  
Website: <http://www.vanreenanhouse.com>
- Map #22** Yew Mountain Lodge  
**Hillsboro, WV 24946**  
Phone: (304) 653-4821

## **Campgrounds:**

- Map #19** Ambassador for Christ Cabins  
Route 2 Box 8  
Marlinton, WV 24954  
Phone: (304) 799-4677  
Email: [m4christ@neumedia.net](mailto:m4christ@neumedia.net)
- Map #34** Boyer Motel and Campground  
Route 1 box 51  
Arbovale, WV 24915  
Phone: 304-456-4667
- Map #29** Day Run  
Edray, WV  
Phone: 304-799-4334  
Website: <http://www.fs.fed.us/r9/mnf>
- Durbin Route Outfitters  
Durbin, WV 26264  
Phone: (304) 456-5469  
Email: [info@durbinoutfitters.com](mailto:info@durbinoutfitters.com)  
Website: <http://www.durbinoutfitters.com>  
*Map location: #N.A.*



## **Campgrounds (continued):**

East Fork Campground  
Box 177  
Durbin, WV 26264  
Phone: (304) 456-3101  
*Map location: #N.A.*

**Map #19** Handley Wildlife Management Area  
Marlinton, WV 24954

Laurel Fork  
USDA Forest Service PO Box 67  
Bartow, WV 24920  
Phone: (304) 456-3335  
Website: <http://www.fs.fed.us/r9/mnf>  
*Map location: #N.A.*

Linwood Lodge and Campground  
HC 69 Box 49  
Slatyfork, WV 26291  
Phone: (304) 572-2865  
*Map location: #N.A.*

**Map #19** Pocahontas Campground  
USDA Forest Service PO Box 210  
Marlinton, WV 24954  
Phone: (304) 799-4334  
Website: <http://www.fs.fed.us/r9/mnf>

**Map #19** Riverside RV Park  
PO Box 212  
Marlinton, WV 24954  
Phone: (304) 799-4516

**Map #20** Seneca State Forest  
Route 1 Box 140  
Dunmore, WV 24934  
Phone: (304) 799-6213  
Email: [senecass@neumedia.net](mailto:senecass@neumedia.net)  
Website: <http://www.wvparks.com/seneca>

## **Campgrounds (continued):**

**Map #19** Tea Creek Campground  
USDA Forest Service PO Box 210  
Marlinton, WV 24954  
Phone: (304) 799-4334  
Email: [tlhenry@fs.fed.us](mailto:tlhenry@fs.fed.us)  
Website: <http://www.fs.fed.us/r9/mnf>

**Map #8** Watoga State Park  
HC-82 Box 252  
Marlinton, WV 24954  
Phone: (304) 799-4087  
Email: [watoga@neumedia.net](mailto:watoga@neumedia.net)  
Website: <http://www.watoga.com>

**Map #24** Whittaker Campground  
HCR 61 BOX 45  
Cass, WV 24927  
Phone: (304) 456-3218

## **RECREATION**

### **Government Operated:**

**Map #16** Beartown State Park  
HC 64 Box 189  
Hillsboro, WV 24946  
Phone: (304) 653-4254  
Website: <http://www.wvparks.com/beartown>

Buffalo Lake  
USDA Forest Service PO Box 67  
Bartow, WV 24920  
Phone: (304) 456-3335  
Email: [jtotten@fs.fed.us](mailto:jtotten@fs.fed.us)  
Website: <http://www.fs.fed.us/r9/mnf>  
*Map location: #N.A.*

**Map #18** Calvin Price State Forest  
HC 82 Box 252  
Marlinton, WV 24954  
Phone: (800) 225-5982  
Email: [watoga@neumedia.net](mailto:watoga@neumedia.net)  
Website: <http://www.wvparks.com/calvinprice>

**Government Operated (continued):**

Cranberry Glades Botanical Area  
PO Box 110  
Richwood, WV 26261  
Phone: (304) 653-4826  
*Map location: #N.A.*

Cranberry Mountain Nature Center  
PO Box 110  
Richwood, WV 26261  
Phone: (304) 653-4826  
Website: <http://www.fs.fed.us/r9/mnf/sp/naturecenter.html>  
*Map location: #N.A.*

Gaudineer Scenic Area  
PO Box 67  
Bartow, WV 24920  
Phone: (304) 456-3335  
Website: <http://www.fs.fed.us/r9/mnf/sp/gaudineer.html>  
*Map location: #N.A.*

**Map #20** Seneca State Forest  
Route 1 Box 140  
Dunmore, WV 24934  
Phone: (304) 799-6213  
Email: [senecass@neumedia.net](mailto:senecass@neumedia.net)  
Website: <http://www.wvparks.com/seneca>

**Map #8** Watoga State Park  
HC-82 Box 252  
Marlinton, WV 24954  
Phone: (304) 799-4087  
Email: [watoga@neumedia.net](mailto:watoga@neumedia.net)  
Website: <http://www.watoga.com>

**Private:**

**Map #35** Allegheny Outfitters  
Box 82  
Arbovale, WV 24915  
Phone: (304) 456-4061

**Private (continued):**

Cheat Mountain Outfitting Guide Service  
PO Box 217  
Durbin WV 26264  
Phone: (304) 454-4023  
*Map location: #N.A.*

Durbin Route Outfitters  
Durbin, WV 26264  
Phone: (304) 456-5469  
Email: [info@durbinoutfitters.com](mailto:info@durbinoutfitters.com)  
Website: <http://www.durbinoutfitters.com>  
*Map location: #N.A.*

Durbin Scenic Railroad and Cheat Mountain Salamander  
PO Box 44  
Durbin, WV 26264  
Phone: 877-MTN-RAIL  
Email: [jksmith@neumedia.net](mailto:jksmith@neumedia.net)  
Website: <http://www.mountainrail.com>  
*Map location: #N.A.*

**Map #20**

E & G Wagons Trains Trails and Cabin  
Rt. 1, Box 168 E  
Dunmore, WV 24934  
Phone: (304) 456-4319  
Email: [egtrails@neumedia.net](mailto:egtrails@neumedia.net)  
Website: <http://www.egtrails.com>

Elk Mountain Outfitters  
PO Box 8  
Slatyfork, WV 26291  
Phone: (304) 572-3000  
Email: [elkmtn@wvonline.com](mailto:elkmtn@wvonline.com)  
Website: <http://www.wvonline.com/elkmtn>  
*Map location: #N.A.*

Elk River Touring Center  
HC 69 Box 7  
Slatyfork, WV 26291  
Phone: (304) 572-3771  
Email: [ertc@ertc.com](mailto:ertc@ertc.com)  
Website: <http://www.ertc.com>  
*Map location: #N.A.*

**Private (continued):**

**Map #19** Mill Run Restaurant and Farm  
Route 2 Box  
Marlinton, WV 24954  
Phone: (304) 799-6247

**Map #26** Pocahontas Country Club  
PO Box 205  
Buckeye, WV 24924  
Phone: (304) 799-7466

**Map #19** Pocahontas Fish and Game  
HC 82 Box 170  
Marlinton, WV 24954  
Phone: (304) 799-4675  
Email: [bpkeller@neumedia.net](mailto:bpkeller@neumedia.net)  
Website: <http://www.neumedia.net/~bpkeller>

**Map #21** Snowshoe Mountain Bike Center at Silver Creek Lodge  
PO Box 10  
Snowshoe, WV 26209  
Phone: (304) 572-1000  
Website: <http://www.snowshoemtn.com>

**Map #22** Wilderness Outfitters  
HC 64 Box 237  
Hillsboro, WV 24946  
Phone: (304) 653-4297; 304-799-7443

**HISTORICAL/CULTURAL**

Camp Bartow  
USDA Forest Service PO Box 67  
Bartow, WV 24920  
Phone: (304) 456-3335  
*Map location: #N.A.*

**Map #23** Cass Scenic Railroad State Park  
PO Box 107  
Cass, WV 24927  
Phone: (304) 456-4300  
Email: [cassrr@neumedia.net](mailto:cassrr@neumedia.net)  
Website: <http://www.neumedia.net/~cassrr>

## **Historical/Cultural (continued):**

- Map #17** Droop Mountain Battlefield  
HC 64 Box 189  
Hillsboro, WV 24946  
Phone: (304) 653-4254  
Website: <http://www.wvparks.com/droopmountainbattlefield>
- Map #36** National Radio Astronomy Observatory  
PO Box 2  
Green Bank, WV 24944  
Phone: (304) 456-2011  
Email: [info@nrao.edu](mailto:info@nrao.edu)  
Website: <http://www.nrao.edu>
- Map #10** Pearl S. Buck Birthplace  
PO Box 126  
Hillsboro, WV 24946  
Phone: (304) 653-4430  
Email: [omb00996@mail.wvnet.edu](mailto:omb00996@mail.wvnet.edu)  
Website: <http://www.wvnet.edu:801~omb00996>
- Map #19** Pocahontas County Historical Museum  
Rt. 219 S  
Marlinton, WV 24954  
Phone: (304) 799-6659

## APPENDIX 2

### SUMMARY OF SURVEY QUESTIONNAIRE RESULTS (CLOSED-END QUESTIONS)

1. Male or Female

---

SURVEY RESULTS

RESPONSE OPTIONS

<u>RESPONSE OPTIONS</u>	<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
Male .....	142	53	
Female .....	126	47	
	268		

2. Age

---

SURVEY RESULTS

RESPONSE OPTIONS

<u>RESPONSE OPTIONS</u>	<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
16-24 .....	27	10	
25-39 .....	90	34	
40-59 .....	117	44	
≥60 .....	32	12	
	266		(2)

3. Educational Level

---

SURVEY RESULTS

RESPONSE OPTIONS

<u>RESPONSE OPTIONS</u>	<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
Current in high school .....	6	2	
High School Diploma/GED .....	21	8	
Some College. ....	51	19	
Pursuing Bachelor's Degree .....	9	3	
Pursuing Graduate Degree. ....	12	5	
Undergraduate Degree. ....	88	33	
Graduate Degree .....	81	30	
	268		

4.

Profession

---

SURVEY RESULTS

RESPONSE OPTIONS

<u>RESPONSE OPTIONS</u>	<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
Student .....	25	10	
White Collar. ....	137	51	
Blue Collar. ....	81	30	
Retired .....	24	9	
	267		(1)

5. Marital Status

---

SURVEY RESULTS

RESPONSE OPTIONS

Married .....  
 Single .....

<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
197	74	
69	26	
266		(2)

6. Annual Family Income

---

SURVEY RESULTS

RESPONSE OPTIONS

Dependent .....  
 ≤ \$29,000 .....  
 \$30,000-\$59,000 .....  
 ≥ \$60,000 .....

<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
12	5	
29	11	
79	30	
140	53	
268		(8)

7. Form of Participation

---

SURVEY RESULTS

RESPONSE OPTIONS

Alone .....  
 With a group of 2 .....  
 With a group of 3 .....  
 With a group of 4 .....  
 With a group of 5 or more .....

<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
31	12	
113	42	
35	13	
40	15	
48	18	
267		(1)

8. Residence

---

SURVEY RESULTS

RESPONSE OPTIONS

Local .....  
 WV .....  
 Outside WV .....

<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
31	16	
56	21	
168	63	
268		

9. Principal Trail Activity

---

SURVEY RESULTS

RESPONSE OPTIONS

Biking .....  
 Walking/Jogging .....  
 Horseback Riding .....  
 Other .....

<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
201	75	
53	20	
3	1	
268		



10. Expenditures in the Area

SURVEY RESULTS			
<u>RESPONSE OPTIONS</u>	<u>Frequency*</u>	<u>Percent**</u>	<u>Non-Responses***</u>
Lodging .....	152	57	116
Travel .....	182	68	87
Food .....	204	76	64
Equipment Purchase/Rental .....	30	11	238
Clothing .....	29	11	239
Souvenirs .....	77	29	191
Guide Services .....	7	3	261
Other .....	9	3	259
	--	--	--

\*Represents the number of respondents who indicated that they had spent money on these items.

\*\*Represents the percent of respondents who did spend money on these items.

\*\*\*Represents the number of respondents who did not spend money on these items.

11. Duration of Visit

SURVEY RESULTS			
<u>RESPONSE OPTIONS</u>	<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
One day .....	89	34	
Overnight .....	70	27	
Three days .....	54	21	
Four days .....	28	11	
≥ five days .....	21	7	
	262		(6)

12. Estimated Total Expenditure

SURVEY RESULTS			
<u>RESPONSE OPTIONS</u>	<u>Frequency</u>	<u>Percent</u>	<u>Non-Responses</u>
\$0-\$99 .....	58	27	
\$100-\$199 .....	36	17	
\$200-\$299 .....	37	17	
\$300-\$399 .....	15	7	
\$400-\$499 .....	15	7	
\$500-\$599 .....	22	10	
≥\$600 .....	32	15	
	215		(53)

13. First Visit?

SURVEY RESULTS

RESPONSE OPTIONS

Frequency    Percent    Non-Responses

Yes .....	121	47	
No .....	139	54	
	260		(8)

14. What Influenced Your Trip?

SURVEY RESULTS

RESPONSE OPTIONS

Frequency    Percent    Non-Responses

Electronic media .....	54	21	
Print media .....	47	18	
Work-of-Mouth .....	122	47	
Other .....	38	15	
	260		(7)

15. Seek or Receive Print or Electronic Information?

SURVEY RESULTS

RESPONSE OPTIONS

Frequency    Percent    Non-Responses

Yes .....	119	46	
No .....	140	54	
	259		(9)

16. Rate each item on a scale of 1-5 with 1 being the lowest and 5 being the highest. Use 0 for no opinion.

	RATING						
	0	1	2	3	4	5	
a. Scenic quality of trail and surrounding environment. Non-Responses (11)	Frequency	1	1	5	3	45	202
	Percent	-	-	2	1	18	79
b. Physical condition of trail. Non-Responses (14)	Frequency	2	2	5	48	118	79
	Percent	-	-	2	19	47	31
c. Quality of trail experience. Non-Responses (14)	Frequency	1	-	2	9	80	162
	Percent	-	-	-	4	32	64
d. Helpfulness of print/electronic information. Non-Responses (16)	Frequency	106	1	-	28	52	65
	Percent	42	-	-	11	21	26
e. How likely to plan a return visit? Non-Responses (14)	Frequency	-	2	5	11	51	185
	Percent	-	-	2	4	20	73
f. Accessibility of the trail. Non-Responses (14)	Frequency	3	1	3	25	41	181
	Percent	1	-	1	10	16	71
g. Trail amenities (drinking water, restrooms, etc) Non-Responses (16)	Frequency	14	8	12	74	67	77
	Percent	6	3	5	29	27	31

### APPENDIX 3

#### Survey Frequencies and Percentages

QUESTION #	RESPONSE	FREQUENCY	PERCENT	MISSING
1	1	142	53	
	2	126	47	
2	1	27	10	2
	2	90	34	
	3	117	44	
	4	32	12	
3	1	6	2	
	2	21	8	
	3	51	19	
	4	9	3	
	5	12	5	
	6	88	33	
	7	81	30	
4	1	25	9	1
	2	137	51	
	3	81	30	
	4	24	9	
5	1	197	74	2
	2	69	26	
6	1	12	5	8
	2	29	11	
	3	79	30	
	4	140	54	
7	1	31	12	1
	2	113	43	
	3	35	13	
	4	40	15	
	5	6	2	
	6	6	2	
	7	4	2	
	8	7	3	
	10	3	1	
	12	6	2	
	16	7	3	

QUESTION #	RESPONSE	FREQUENCY	PERCENT	MISSING
------------	----------	-----------	---------	---------

	20	2	1	
	28	3	1	
	30	3	1	
	32	1	.4	
8	1	44	16	
	2	56	21	
	3	168	63	
9	1	201	75	
	2	53	20	
	3	11	4	
	4	3	1	
10a	1	152	57	116
10b	1	181	68	87
10c	1	204	76	64
10d	1	30	11	238
10e	1	29	11	239
10f	1	77	29	191
10g	1	7	3	261
10h	1	9	3	259
11	1	89	34	6
	2	70	27	
	3	54	21	
	4	28	11	
	5	8	3	
	6	3	1	
	7	5	2	
	8	1	.4	
	9	2	1	
	10	1	.4	
	20	1	.4	
12	\$0	1	1	53
	\$10	5	2	
	\$20	10	5	
	\$25	6	3	
	\$30	6	3	
	\$40	6	3	
	\$50	15	7	
	\$60	6	3	
	\$75	1	1	

QUESTION #	RESPONSE	FREQUENCY	PERCENT	MISSING
	\$100	16	7	
	\$115	1	1	
	\$120	3	1	
	\$125	1	1	
	\$130	1	1	

\$140	2	1
\$150	11	5
\$175	1	1
\$200	21	10
\$250	15	7
\$280	1	1
\$300	12	6
\$350	3	1
\$400	13	6
\$450	2	1
\$500	22	10
\$600	4	2
\$700	2	1
\$800	4	2
\$1000	6	3
\$1200	2	1
\$1500	7	3
\$2000	3	1
\$5000	2	1
\$7500	2	1

13	1	121	47	8
	2	139	53	
14	1	128	50	10
	2	130	50	
15	1	54	21	7
	2	47	18	
	3	121	47	
	4	38	15	
16	1	119	46	9
	2	140	54	
17a	0	1	.4	11
	1	1	.4	
	2	6	2	
	3	3	1	

QUESTION #	RESPONSE	FREQUENCY	PERCENT	MISSING
	4	45	18	
	5	202	79	
17b	0	2	1	14
	1	2	1	
	2	6	2	
	3	48	19	
	4	118	47	
	5	79	31	

17c	0	1	.4	14
	1	0	0	
	2	2	1	
	3	9	4	
	4	80	36	
	5	162	64	
17d	0	106	42	16
	1	1	.4	
	2	0	0	
	3	28	11	
	4	52	21	
	5	65	26	
17e	0	0	0	14
	1	2	1	
	2	5	2	
	3	11	4	
	4	51	20	
	5	185	73	
17f	0	3	1	14
	1	1	.4	
	2	3	1	
	3	25	10	
	4	41	16	
	5	181	71	
17g	0	14	6	16
	1	8	3	
	2	12	5	
	3	74	29	
	4	67	27	
	5	77	31	

# APPENDIX 4

Representative Sample of Responses to Question #18

**Question #18: Please share one or two brief comments about your recreation experience and the quality of the trail's facilities.**

## **Positive Comments:**

- **beautiful trail, keep up the good work**
- need more trails like this one
- Pocahontas county is the most beautiful place in the world
- love the trail and enjoyed the area
- really enjoyed the trail
- loved it!!!!
- trail literature was good
- very impressed with maintenance of trail
- trip was excellent
- great -- wonderful use of resources

Suggestions (related to maintenance and management):

- more restrooms and drinking fountains
- need more and cleaner restrooms
- need better signage for facilities
- need more access points to the river
- need guidebooks and historic markers
- too many large rocks on trail
- trail surface needs to be smoother
- need interpretive signs
- need restrooms at trail heads
- need mile marker signs
- need more hitching posts for horses
- trail surface needs some work
- perfect the way it is

Other Comments:

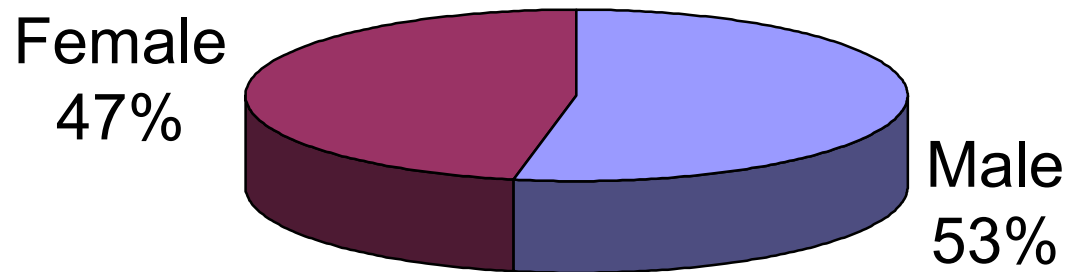
- trail is family oriented
- the trail allows many people to experience these wonders
- update internet resources
- utilize recycled materials

- hunters observed on the trail
- WV literature was bad
- looking forward to bringing own bike

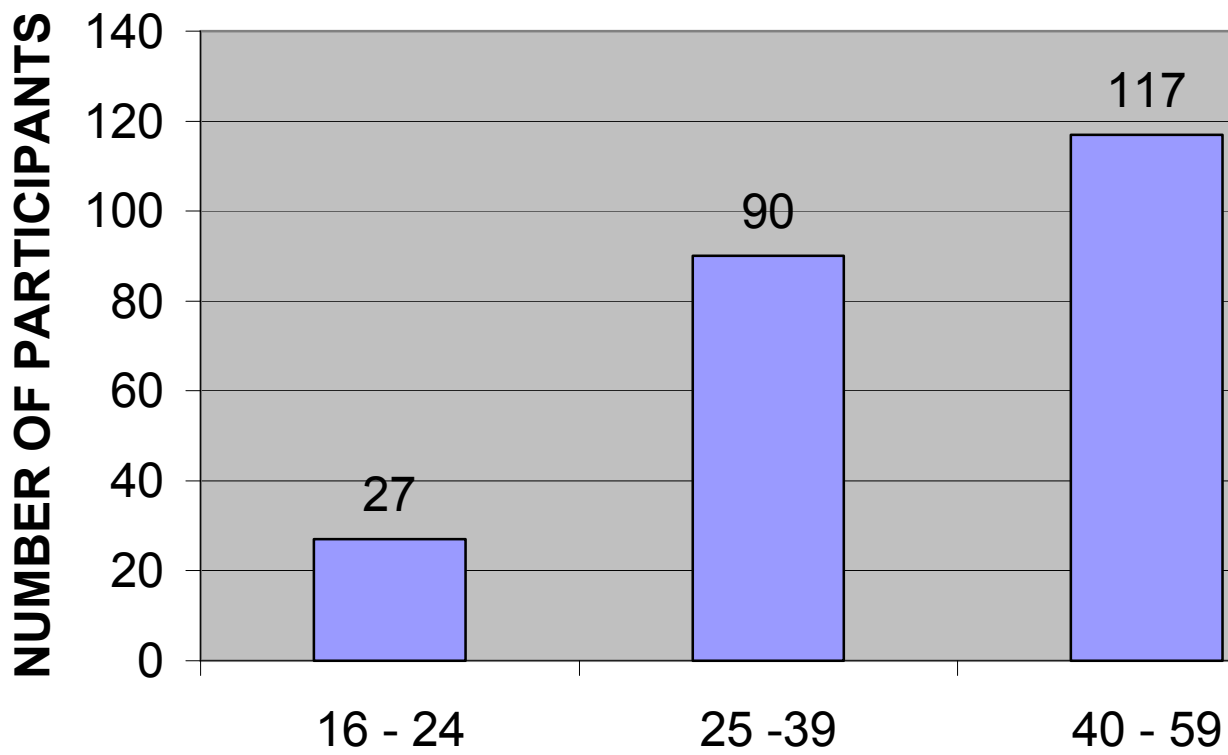


## Appendix 5

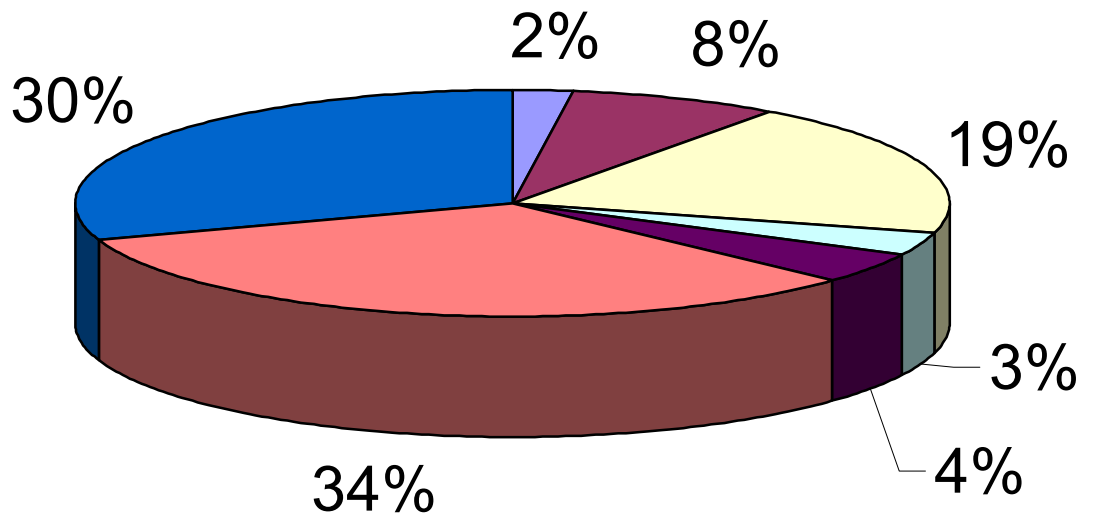
**FIGURE 1**  
**GENDER OF TRAIL USER**



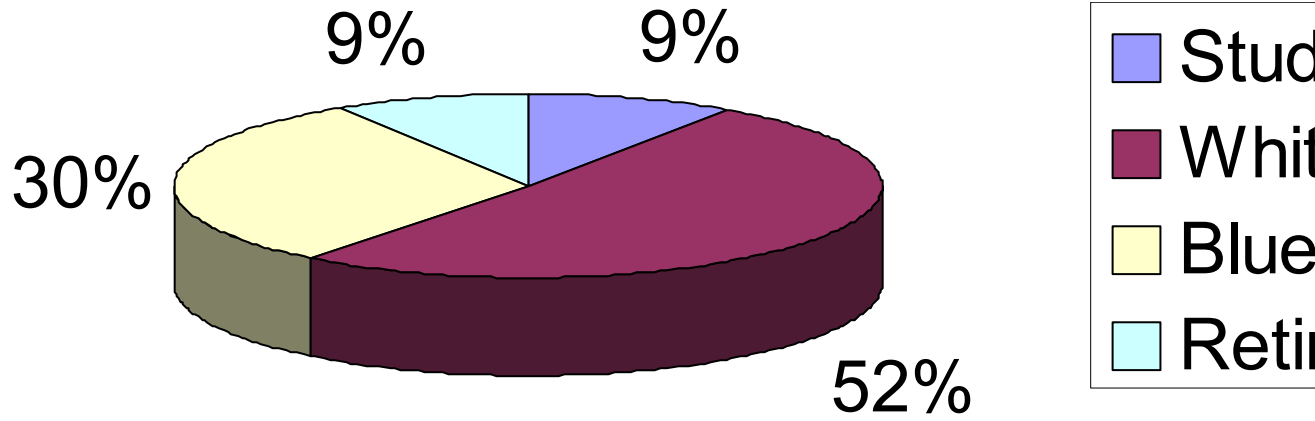
**FIGURE 2**  
**AGE**



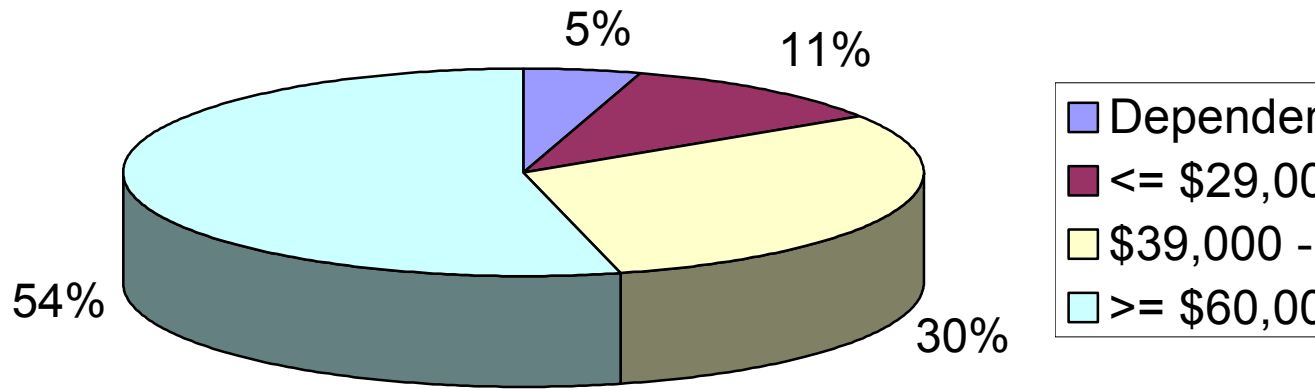
**FIGURE 3**  
**EDUCATION**



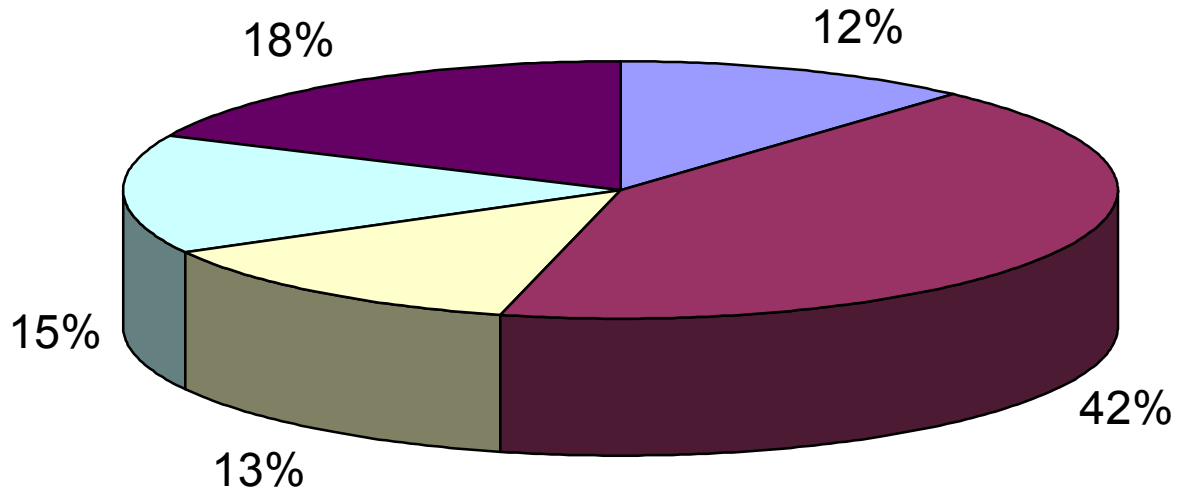
**FIGURE 4**  
**PROFESSION**



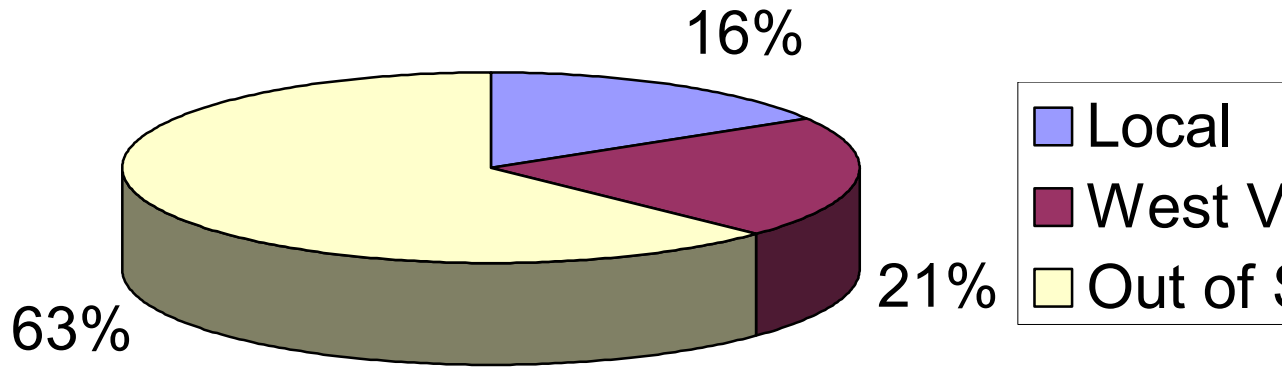
**FIGURE 5**  
**FAMILY INCOME**



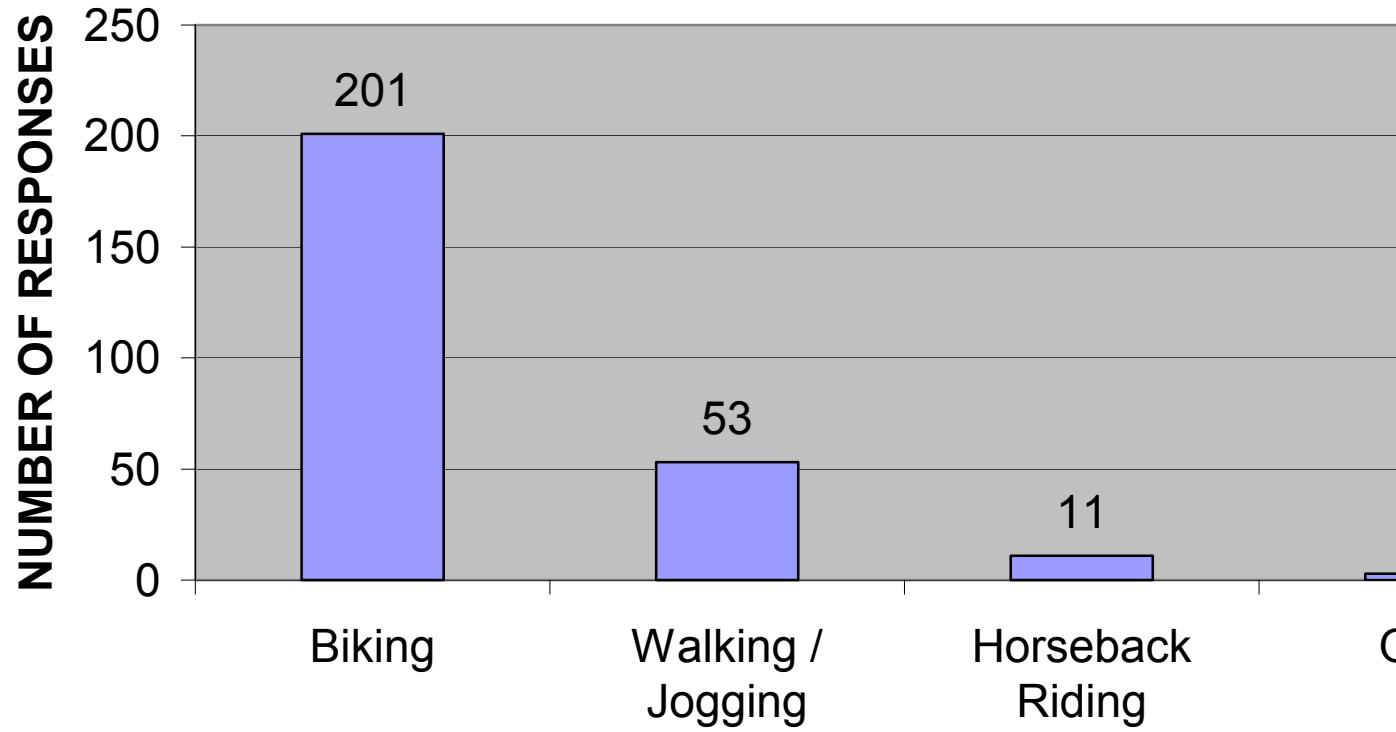
**FIGURE 6**  
**NUMBER OF PARTICIPANTS IN GROUP**



**FIGURE 7**  
**RESIDENCE**

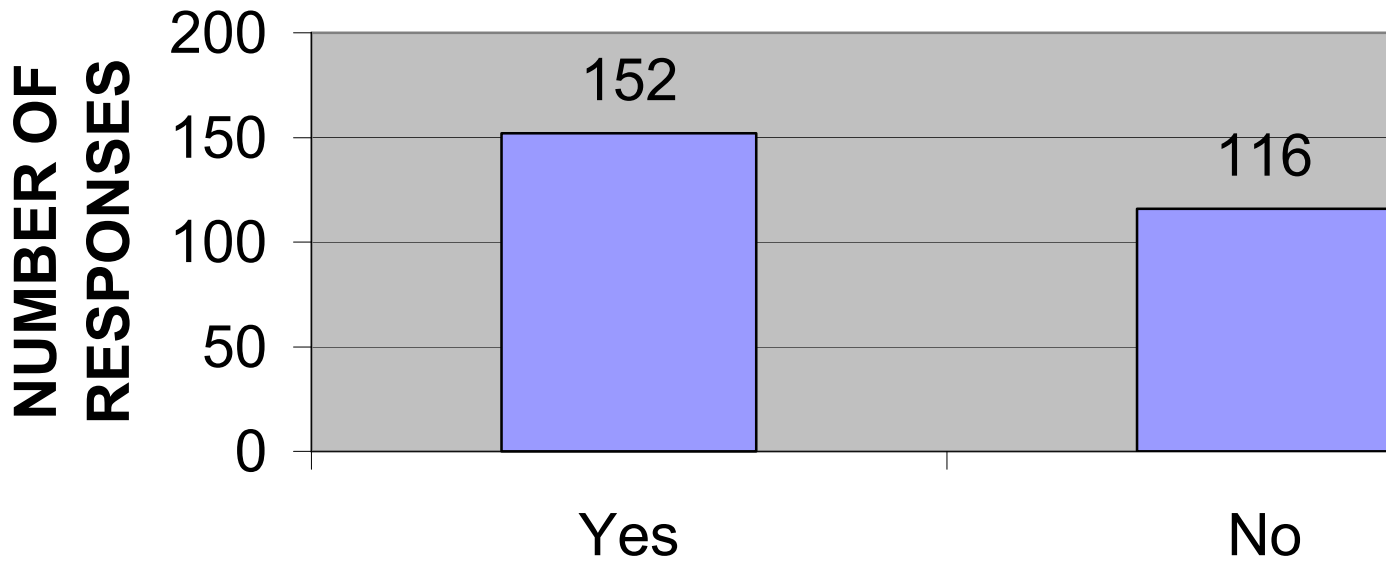


**FIGURE 8**  
**TRAIL ACTIVITIES**

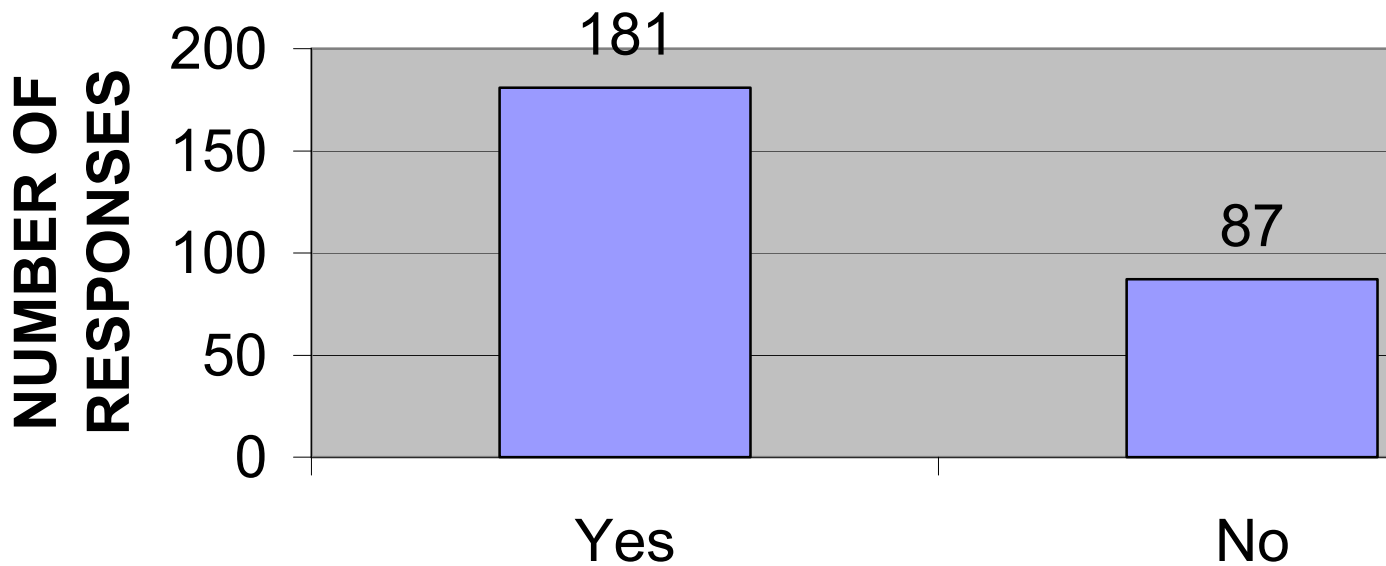




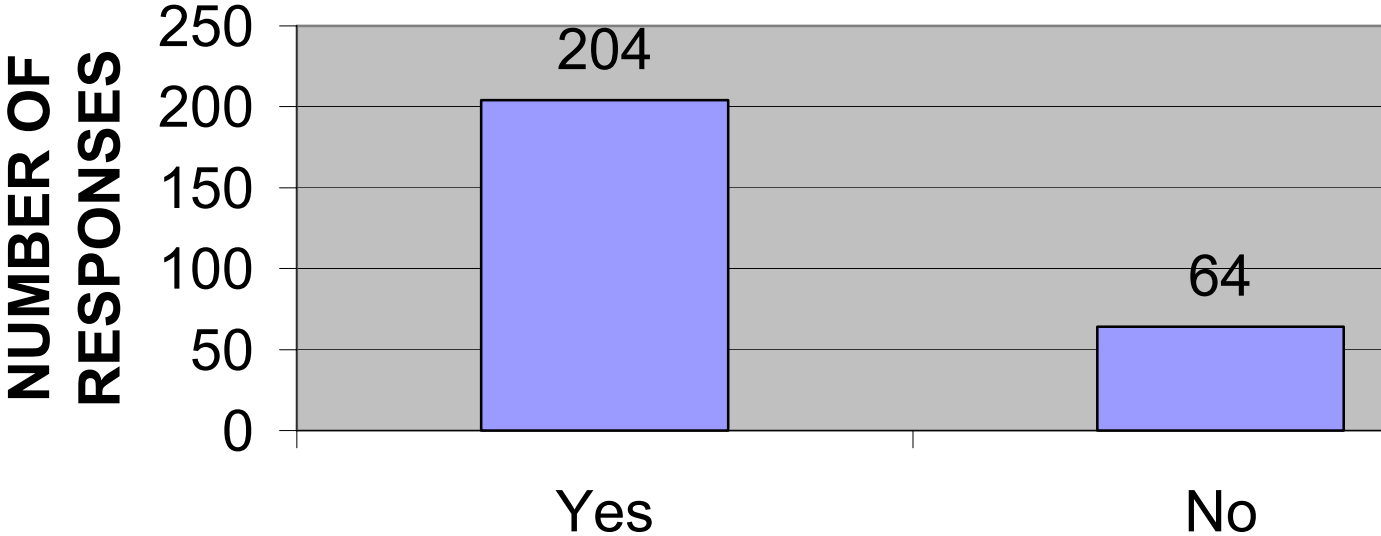
**FIGURE 9**  
**LODGING (EXPENDITURES)**



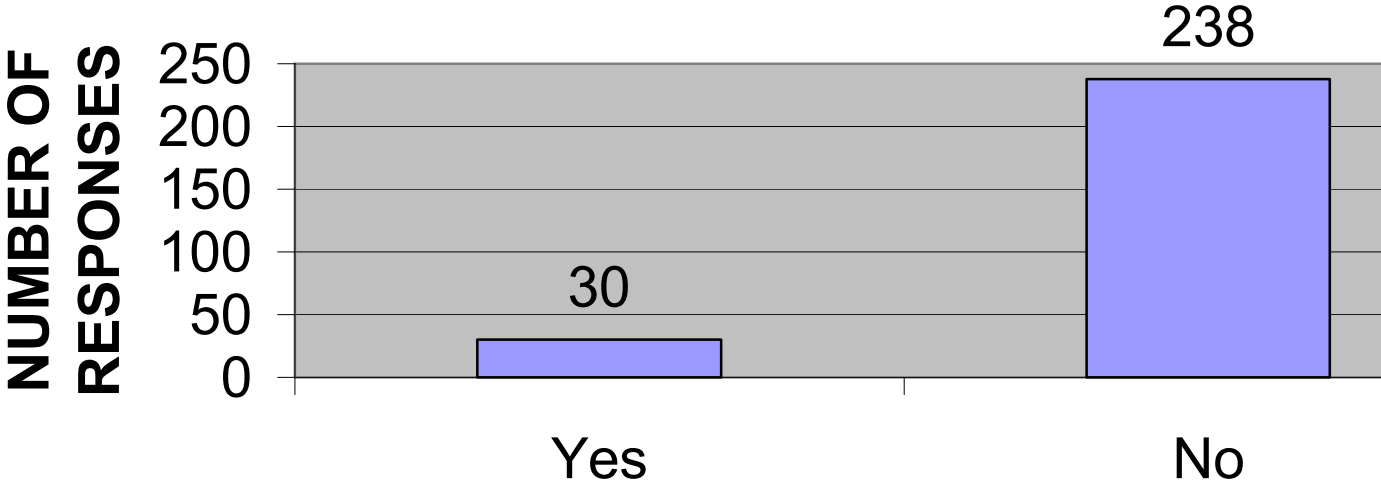
**FIGURE 10**  
**TRAVEL (EXPENDITURES)**



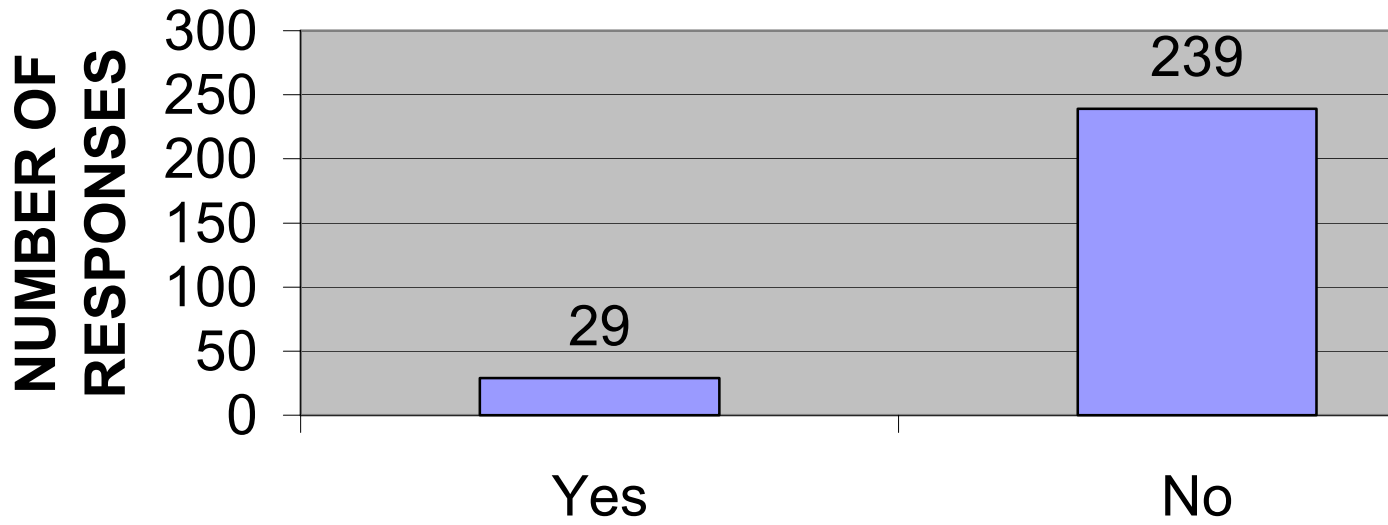
**FIGURE 11**  
**FOOD (EXPENDITURES)**



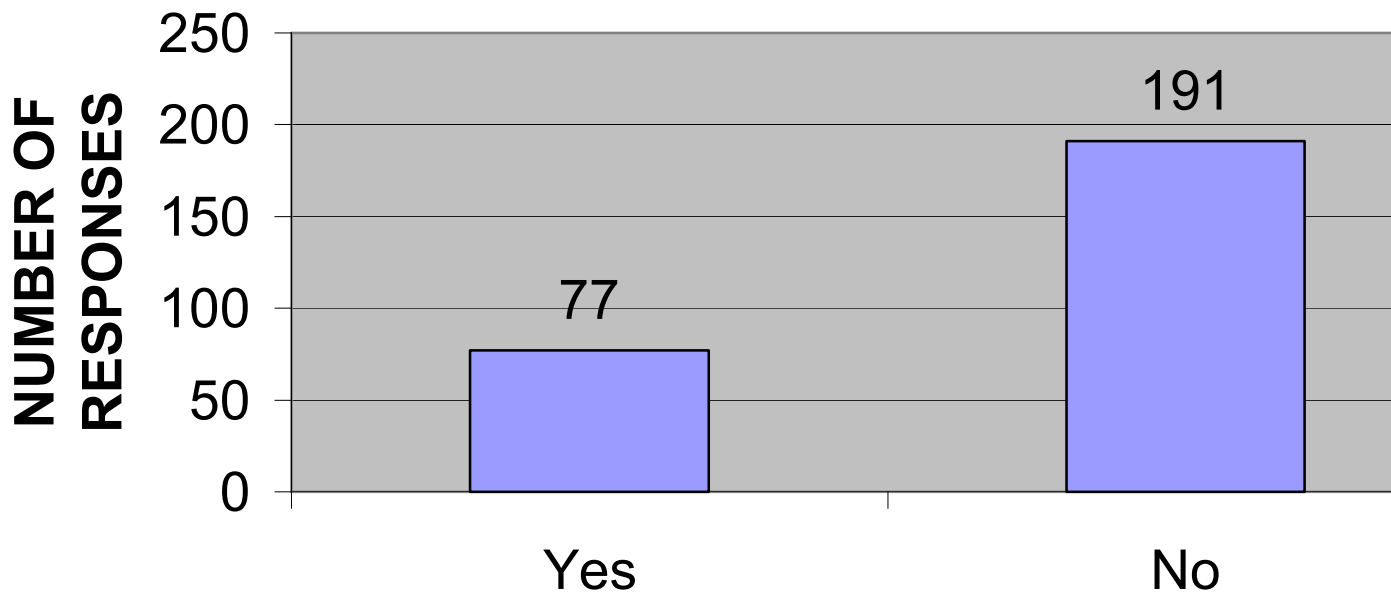
**FIGURE 12**  
**EQUIPMENT PURCHASE AND RENTAL (EXPENDITURES)**



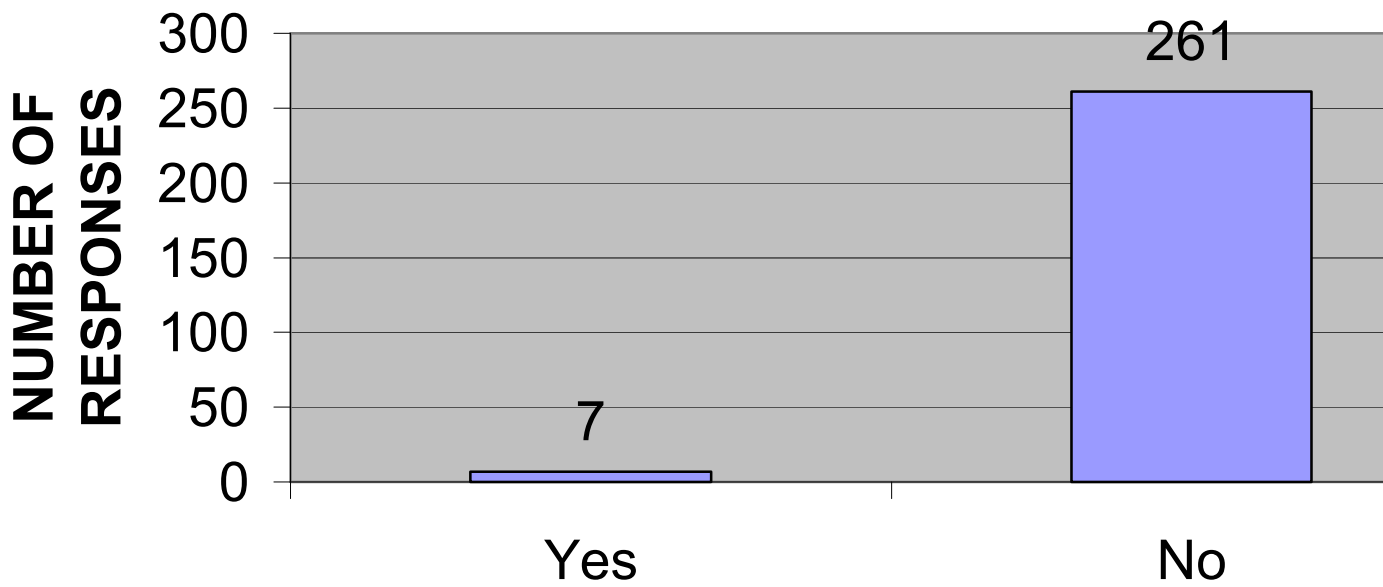
**FIGURE 13**  
**CLOTHING (EXPENDITURES)**



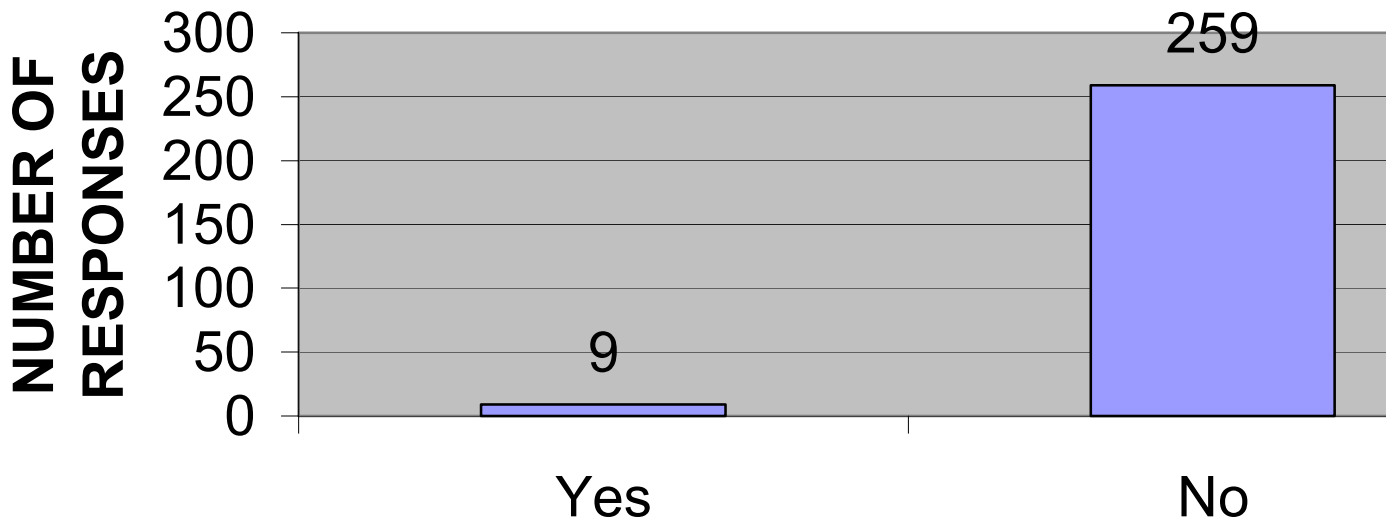
**FIGURE 14**  
**SOUVENIRS (EXPENDITURES)**



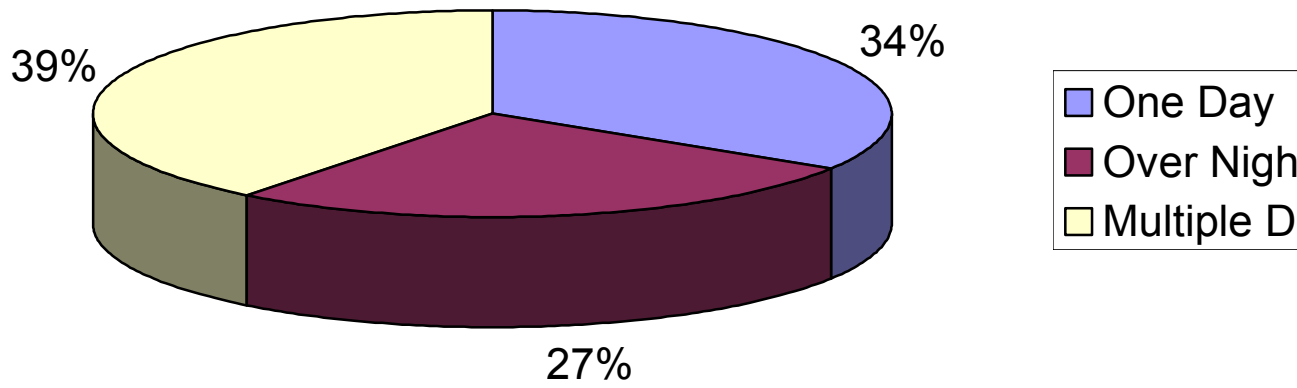
**FIGURE 15**  
**GUIDE SERVICE (EXPENDITURES)**



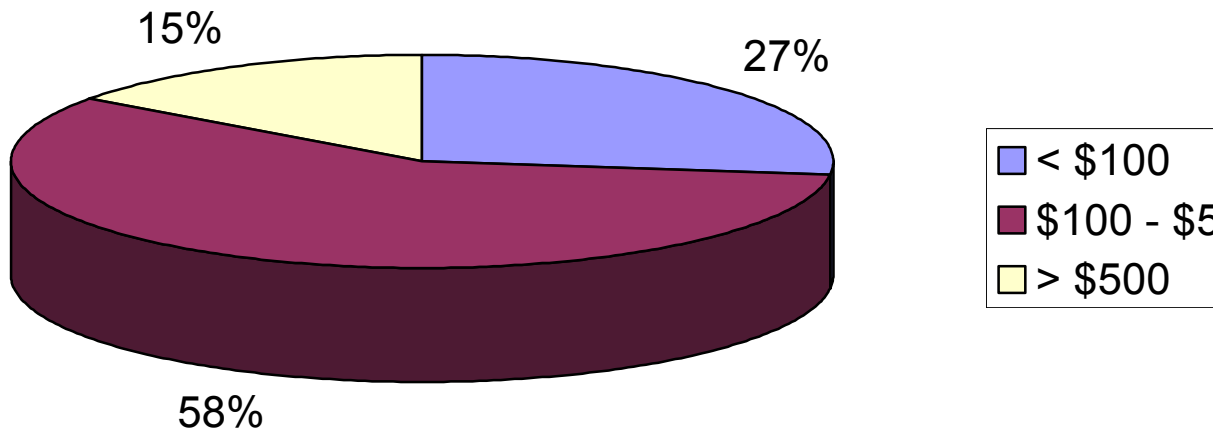
**FIGURE 16**  
**OTHER (EXPENDITURES)**



**FIGURE 17**  
**DURATION OF VISIT**

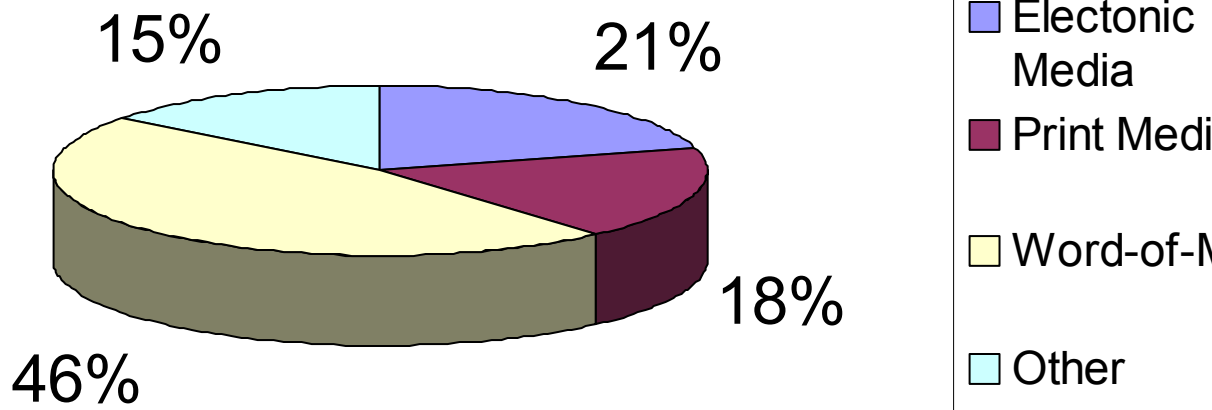


**FIGURE 18**  
**COST OF TRIP**

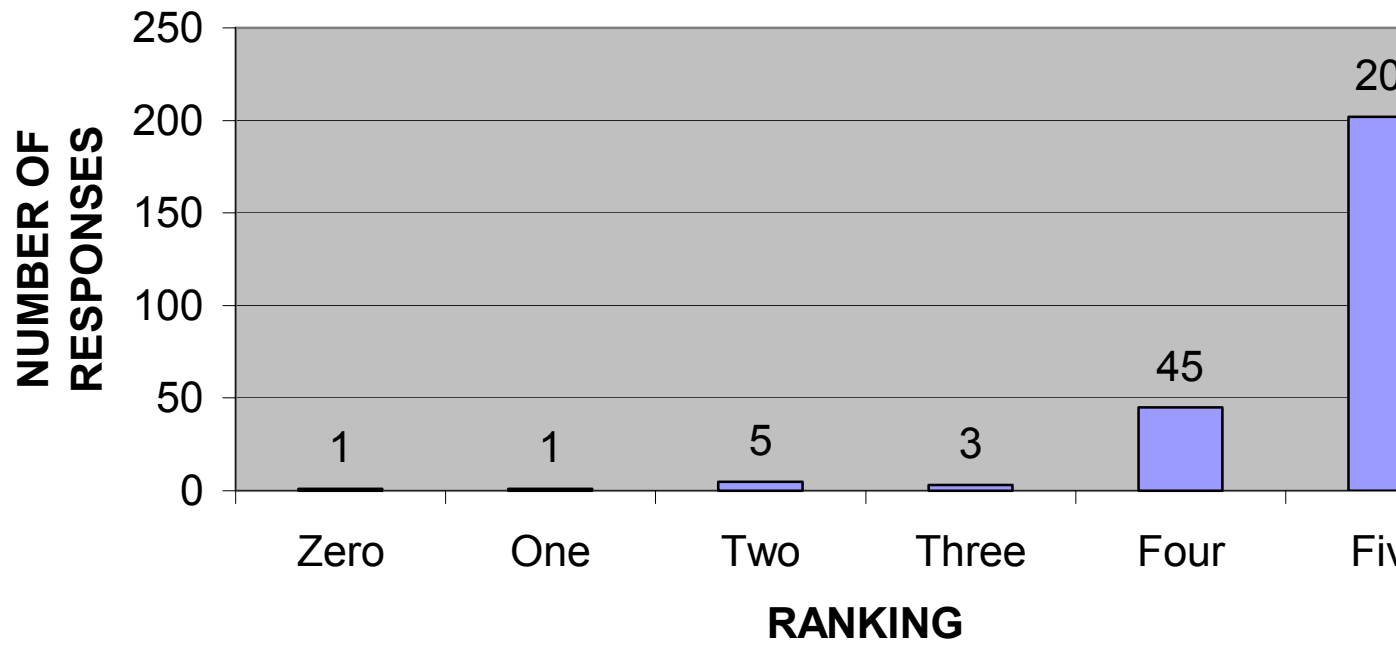


**FIGURE 19**

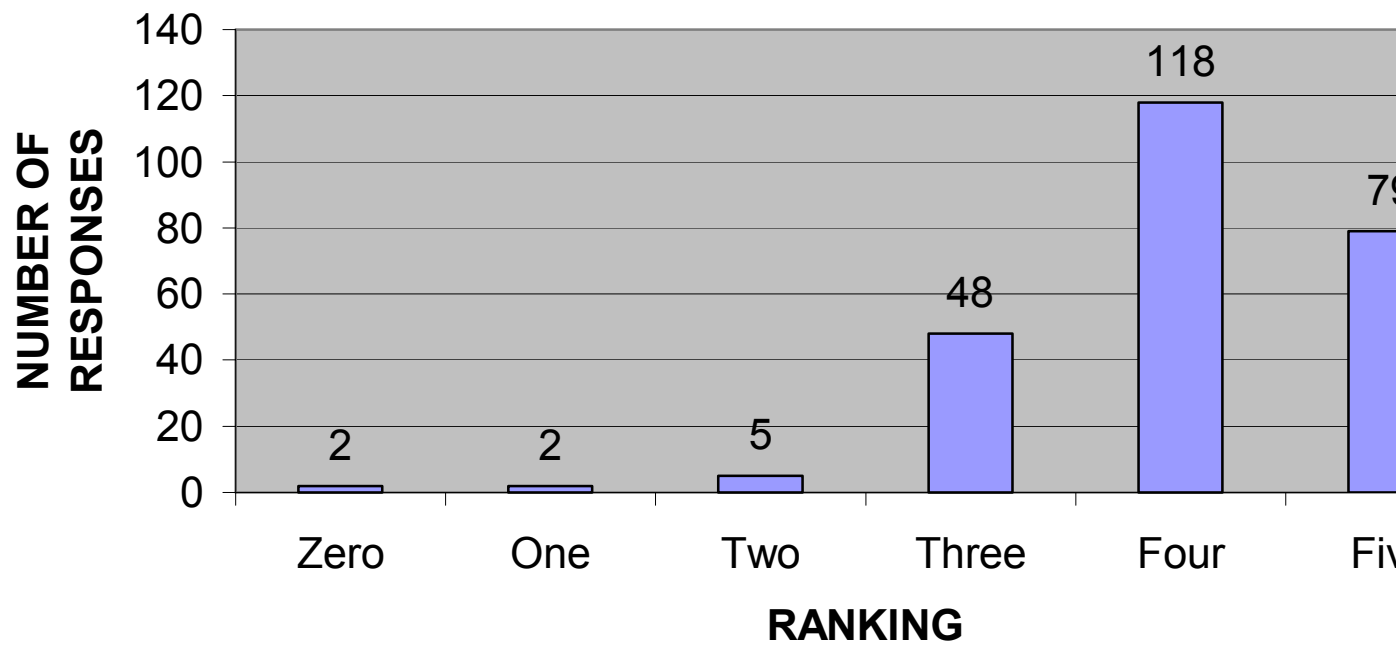
# **FACTORS THAT INFLUENCED YOUR TRIP**



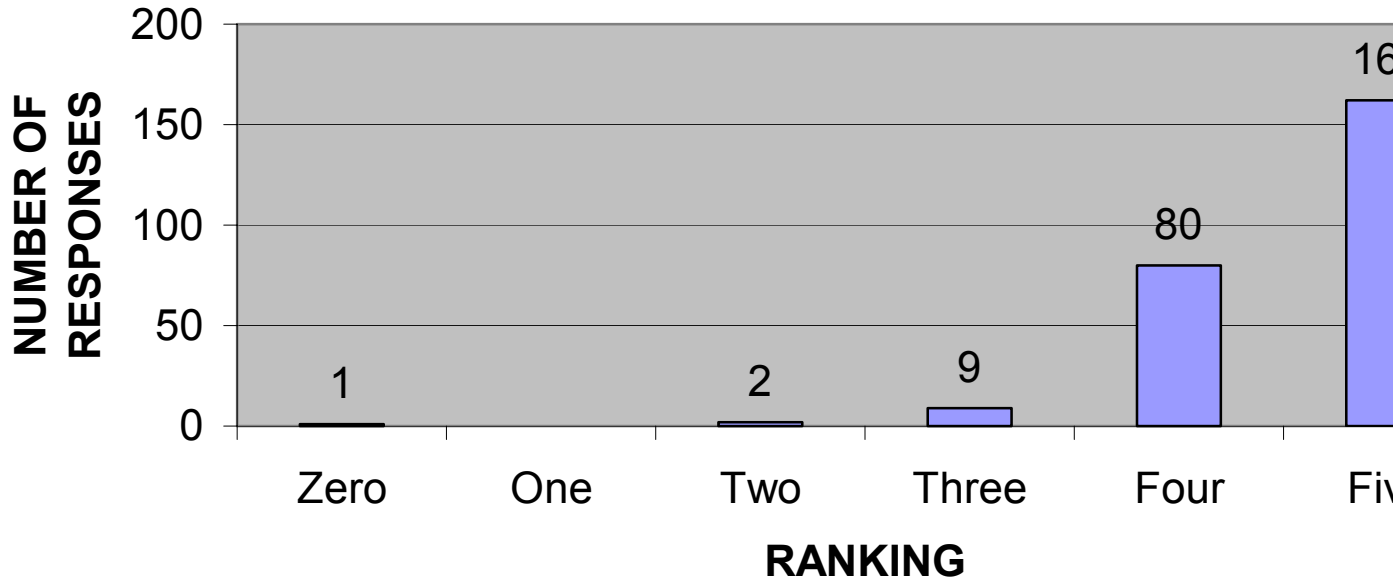
**FIGURE 20**  
**SCENIC QUALITY OF TRAIL**



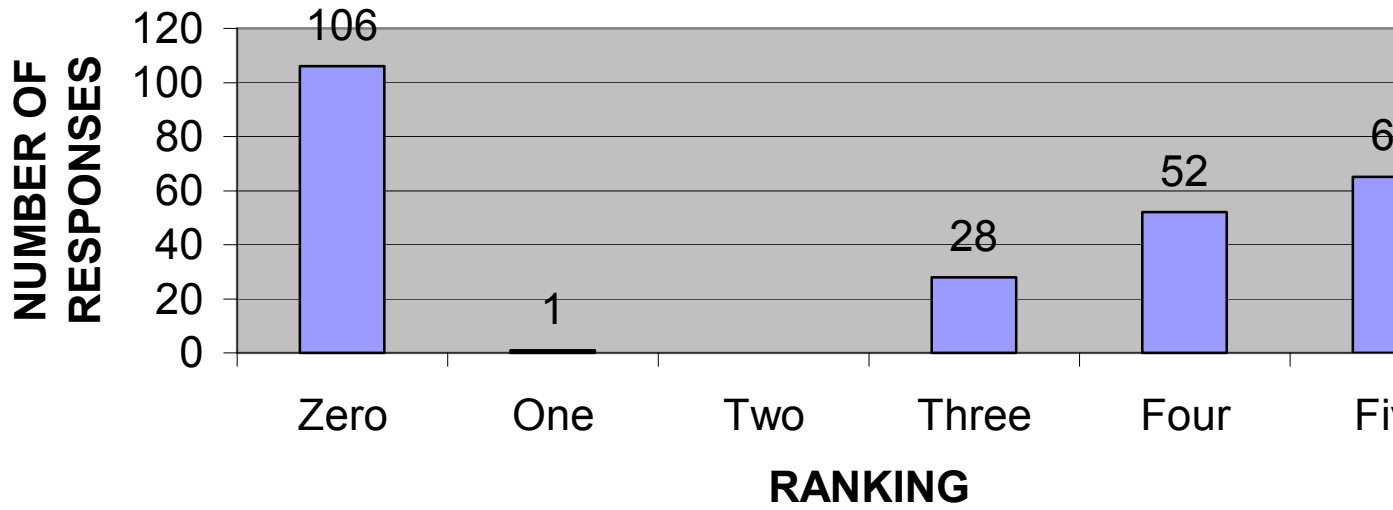
**FIGURE 21**  
**PHYSICAL CONDITION OF THE TRAIL**



**FIGURE 22**  
**QUALITY OF TRAIL EXPERIENCE**

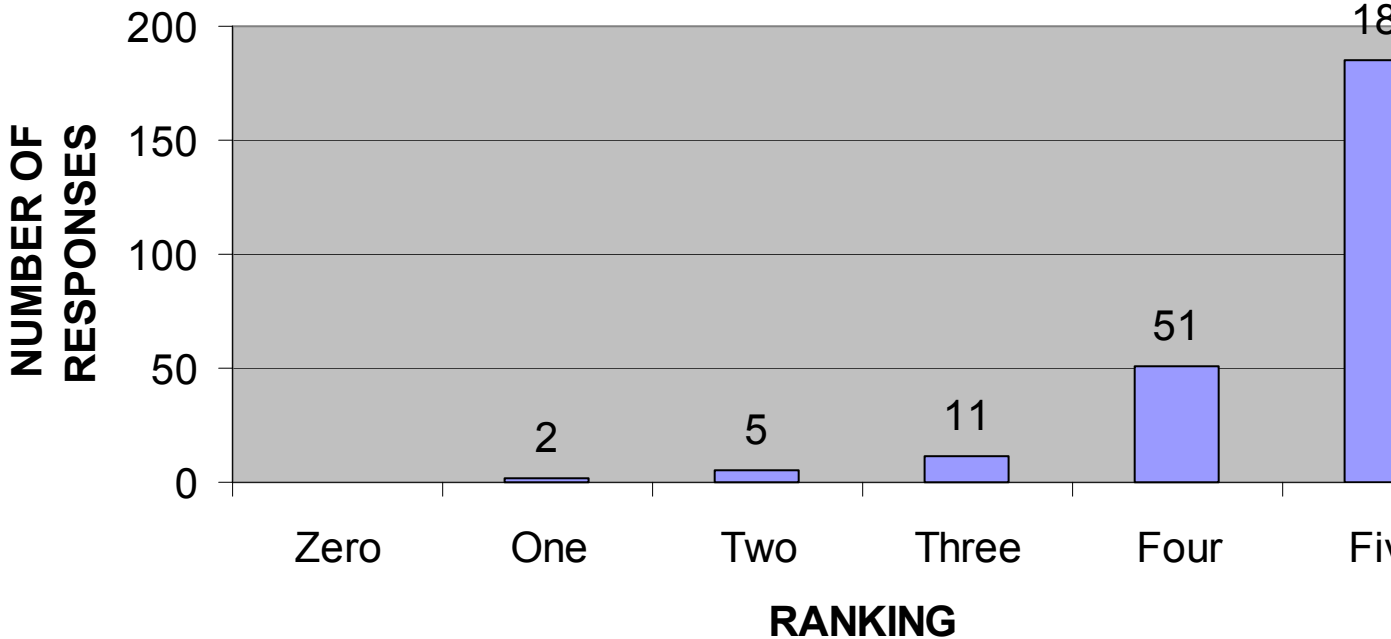


**FIGURE 23**  
**HELPFULNESS OF PRINT / ELECTRONIC INFORMATION**

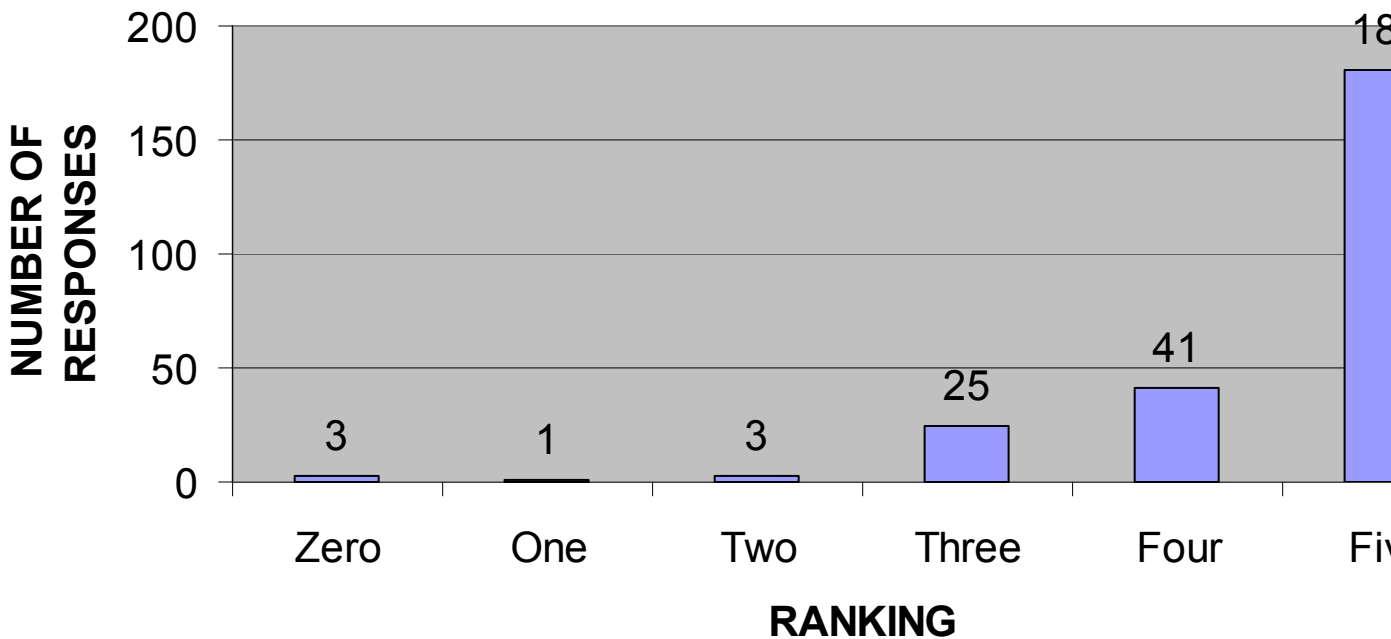




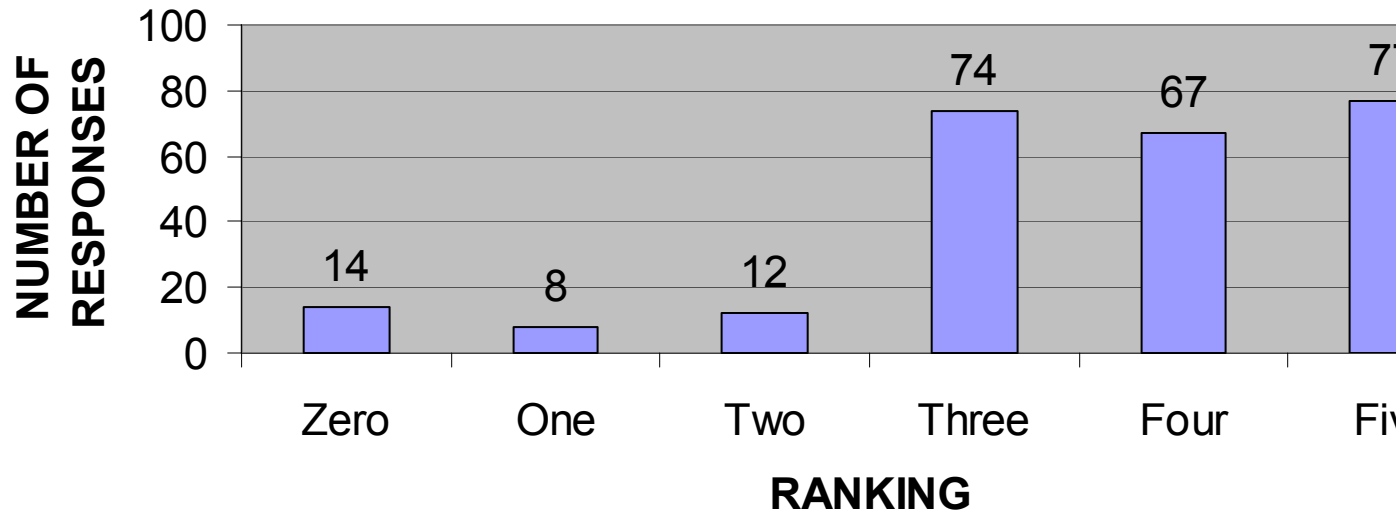
**FIGURE 24**  
**LIKELIHOOD OF RETURN VISIT**



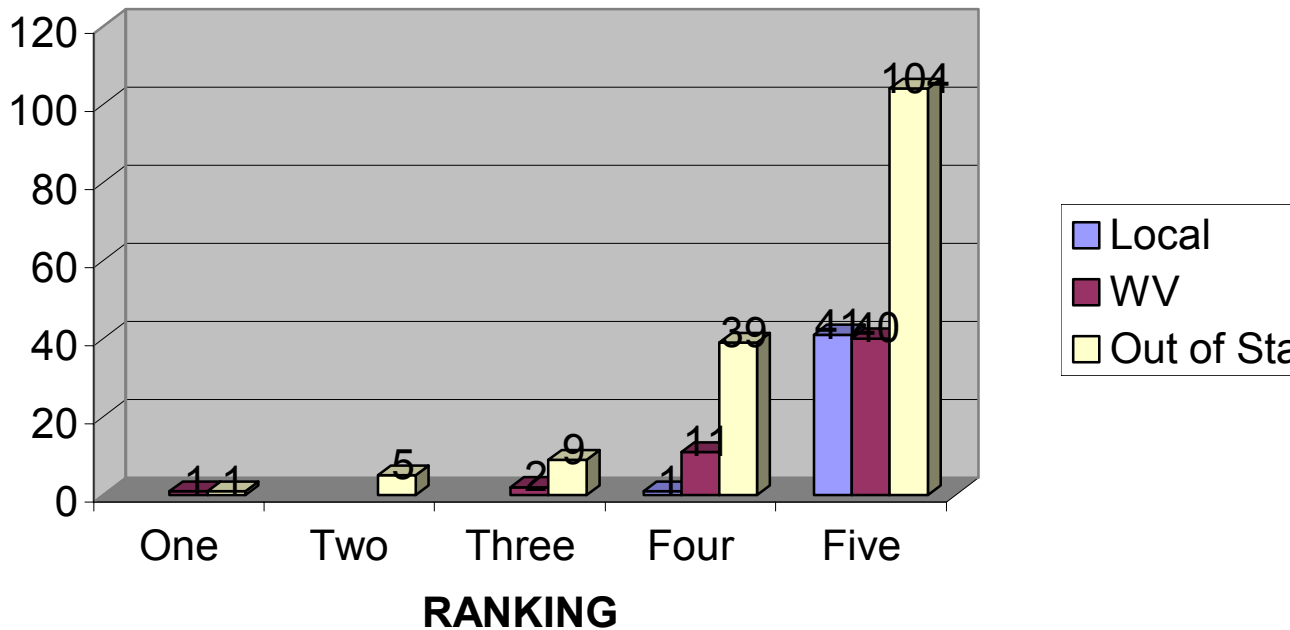
**FIGURE 25**  
**ACCESSIBILITY OF THE TRAIL**



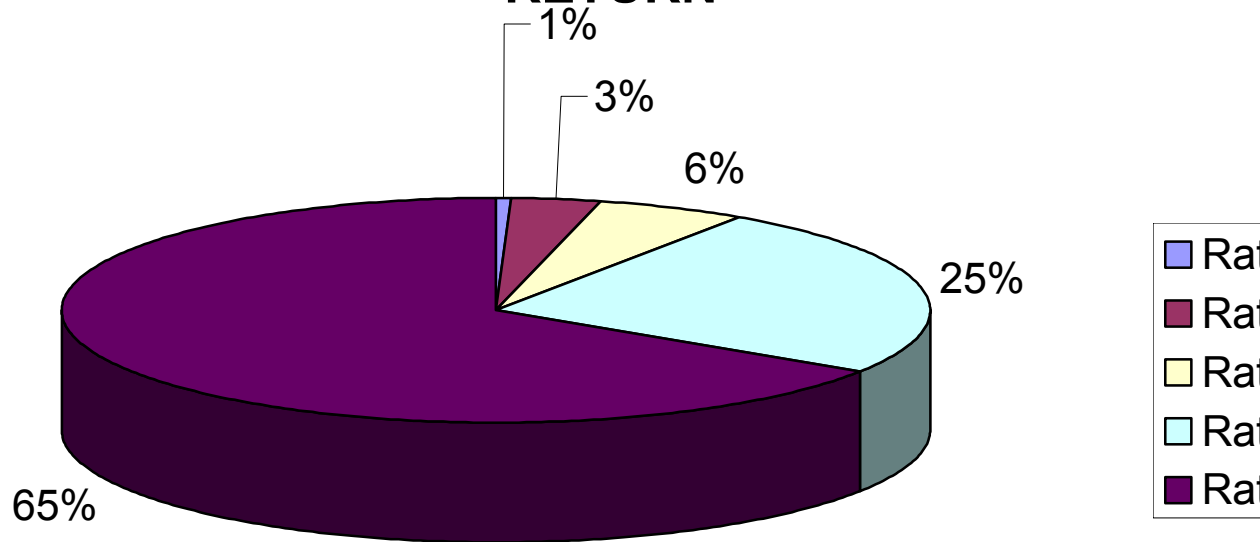
**FIGURE 26**  
**TRAIL AMENITIES**  
**(WATER, RESTROOMS, ECT...)**



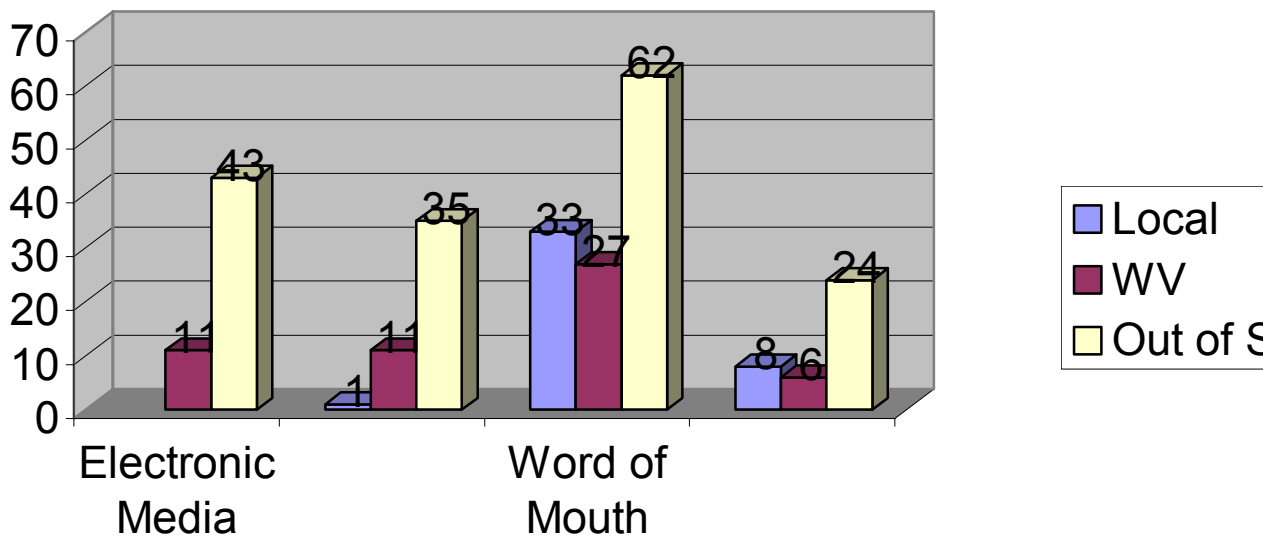
**FIGURE 27**  
**RESIDENCE X LIKELYHOOD TO RETURN**



**FIGURE 28**  
**OUT-OF-STATE RESIDENTS LIKELYHOOD TO RETURN**



**FIGURE 29**  
**RESIDENCE X WHAT MOST INFLUENCED VISIT**



**FIGURE 30**  
**TOTAL EXPENDITURE BASED UPON RESIDENCE**

