



T o u r i s m

Growing the Economy through Tourism in
Cameron, Clarion, Clearfield, Elk, Forest & Jefferson Counties

Business Report

Northwest Pennsylvania's Great Outdoors Visitors Bureau • 175 Main Street • Brookville, Pennsylvania 15825 • 800-348-9393

JULY 2002

Free Advertising Opportunity

Pennsylvania Great Outdoor Members...The Pennsylvania Tourism Bureau has offered to feature travel related businesses on the official Pennsylvania Tourism Web Site www.Experiencepa.com at no charge. The site is receiving 10,000 visits daily. To be part of this opportunity fill out the enclosed blue attraction submission form and send it to the Tourism Bureau at the following address: Office of Tourism Film and Economic Development Marketing; 4th Floor, Commonwealth Keystone Building, Harrisburg, PA 17120-0225 attention Justin Martsolf. For additional information call Justin at 717-214-5335.

Award Winner

Comfort Inn/Microtel. Inn & Suites received the top awards this year for their sponsorship, support and in-house promotion of the Clarion County Tomorrow: Building Better Communities program and for their continued belief in life-long learning for their employees. Executive Director, Diane Habjan accepted the awards on May 23.

Clearfield County Star

Jerry Schickling of Clearfield has a new CD release that is charted at #80 on the country charts. Jerry's song "I Wonder If She Thinks Of Me" was released on the Fast Track to Fame, Volume Number 4. Jerry will open for the Marshall Tucker Band at the PGO Second Annual Elk Expo on Saturday, September 28. The dynamic sound of the 1970's Southern Rock band has had 7 gold and 3 platinum albums. Gary Puckett of the Union Gap, whose unmistakable voice garnered 6 gold records in the 1960's and The Grass Roots another solid band from the '60s had 14 Top 40 hits will be on main stage on Sunday, September 29.

Red Tail Eco Tours Now Available on the Allegheny

A new water experience is now available on the Allegheny in Foxburg. Red Tail Eco Tours hosts daily trips on the wild and scenic Allegheny. Ideal for birders, licensed captain Richard Krear is extremely knowledgeable about the river and its history, geology and inhabitants. Morning and afternoon tours give participants a scenic look at this nationally recognized river and local wildlife. Bald eagles are a common sight, with several nesting areas along the route. Access and dining is available at the Foxburg Inn on the Allegheny.

Enchanted Woodlins

Chicago and New York City had cows. Cincinnati had pigs. Erie, had fish. "Heard about Buffalo" in Buffalo, Toronto showcased Moose. Now, Ridgway has joined the ranks of regions featuring whimsical animal art in public places with "Enchanted Woodlins." True to Ridgway's notoriety, their wild animal painted woodcarvings will line downtown streets. The event, "Summer's End" Festival, the first of PGO's "Wild Bunch" project will take place on Saturday, September 21. Chainsaw carvers will create unique five-foot animals, which will be on display at various businesses. At a community kick-off party, the first week in August, a carver from England will carve the first "Enchanted Woodlins," a tourist animal-sponsored by PGO Elk Expo.

Travelers in Pennsylvania...

spent \$21.4 billion in 2000, a 7.1% increase from 1999. In our region the income breaks out as follows: Cameron \$6,029,000, Clearfield \$147,782,000, Clarion \$75,902,000, Elk \$48,966,000 Forest \$53,221,000 and Jefferson \$60,440,000

Interactive touch-screen travel information

We are anticipating our first KIOSK units to be up in August. A KIOSK is the term assigned to a wide range of information booths, pavilions or other designated locations where visitors can access travel information and assistance 7 days a week, 24 hours a day. Our KIOSK project involves the most current technology available. The systems are comparable in size and structure to ATM machines. Each machine will feature a touch screen monitor where customers can bring up information on lodging, dining, events, and other travel related information. The information will be in the form listing featuring business, phone number, location and

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twenty-five words of copy. If the business has a web site the customer can go to that site from the KIOSK screen. The units are electronic commerce friendly, which means a customer can reserve a room, campsite or make other transactions with their credit card. The units will also print out driving directions if a customer needs help to get to the lodging facility or restaurant where they have just made a reservation. By placing the units at high traffic areas such as the Interstate thousands of people will learn about our destinations, communities and your place of business. For the first two years of operation all of our members will be featured on all twelve units located throughout northwest and north central region at no charge.

On Line Reservation System for Hotels, Cabins & B&Bs

We recently sent all of our lodging members an application form through which their property could become a part of Pennsylvania's new on line reservation system. The program has a component for hotels, which is based on a commission, and a separate component for B&Bs, which is based on annual buy in fee. If your property is a hotel, motel, or a larger chain accommodation, the more structured approach of WorldRes set up with inventory management and commission structure is available. To join, visit the WorldRes site at: www.worldres.com/hotel/enroll_dmo.html. If you operate a bed and breakfast, country inn, or smaller independent accommodation, Webervations' offers a no commission structure. You can sign up on Webervations' website at www.webervation.com. If you need a copy of the appropriate forms and other information on the concept contact Dave at extension 22.

New Members:

Old Charm B&K, Saint Marys
Mitchell Ponds Inne, Knox
Blue Spruce Hideaway, Silgo
Lil Flea Market, Cook Forest
Foxfire Cabin, Belltown
Clarion River Outfitting & Kayaking, Clarington

Forest County snowmobile Club, Clarendon
Klaibers Kabins, Ridgway
Emlenton Bridge Antiques Co-Op, Emlenton
Cooper Farm & Greenhouse, Falls Creek
Quiet Creek Herb Farm, Brookville
Bucktail Council of the Boy Scouts of America, DuBois

Get your package on the State's Tourism WEB Site

by calling Holly Rys at 717-720-1364 or you can reach her at hrys@state.pa.us. The site is carrying 550 packages and discounts for get-a-ways ranging from golf, to romantic B&B escapes to private fly fishing expeditions.

Changes are taking place in the Great Outdoor News

with Debbie Henry, our long time editor, moving on to Clarion University and new editor Nancy MePherson taking over the reigns. Nancy recently sent letters to our membership asking for pictures, information on special events such as grand openings for future issues. You can reach her at 814-849-7221. 25,000 copies of the paper are printed and distributed every month to Welcome Centers throughout Pennsylvania's Interstate Highway system, our own rack system and to each inquiry we receive in the office.

PA Travels 3rd quarter report

says that Pennsylvania attracted 37.2 million visitors during the 3rd quarter of 2001. Total leisure travel for that period was up by 11% well above the 5% increase for the US as a whole. That increase was driven by a 22% increase in non-resident leisure travel. The Great Outdoors region experienced a .7% increase in overnight leisure business during this period. Top leisure activities are sightseeing, entertainment, shopping and dining. 9% of those surveyed attended a festival or craft fair, 8% were campers, 6% hiked or biked during their trip and 11% visited a state or national park.