

WASO SOCIAL SCIENCE PROGRAM

5/21/91 #42

ITEMS OF INTEREST VII

Critical Environmental Questions

Visitors set sights on amenities

Battle Involving U.S. Parks Pits Beauty Against Growth

Recreation trends and public lands tourism

Inholders vs. 'The Park'

Some say humans are the problem

People, deer do not make the friendliest of neighbors



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127



May 21, 1991

Memorandum

To: Park Superintendents

From: Assistant to the Director for Science and Technology

Subject: **ITEMS OF INTEREST VII**

SUPERINTENDENT TRAINING: The initial Social Science for Managers training course was carried out at the HATC, 5/7-9/91. Topics included:

- - A field exercise dealing with things that could be learned by careful and systematic observation of visitors.
- - Visitor survey design and analyses techniques.
- - The economics of parks, including a hands on calculation of the economic impacts associated with each park in attendance.
- - Use of social science data in manager decisions - - - an assessment of carrying capacity issues together with two NPS case studies, one on winter-use planning and another on the role of social science data in litigation.
- - Park-community interactions - - - case studies and legal issues.
- - Public use data, its collection and use, and future trends.

One of the class discussions involved each Superintendent identifying some of the social science issues facing his/her park, and reasons for coming to the course. Some of the repeated themes were the following:

- - Community-park interactions, misunderstandings, conflicts and issues; how to improve park-community relationships and support.
- - Use of socio-economic data in developing alternatives for GMP's, EIS's, and RMP's.
- - Quantifying the economic impacts of parks on local communities.

- - Understanding visitor needs and interests and ways of dealing with rapidly changing visitor populations and visitation use rates.

The collective judgment of students, faculty and training center staff was that the course was very successful.

TOURISM EXPENDITURES. From a recent AAA-Government Affairs' Report: "Travel and tourism is a \$350-billion-a-year industry and one of the top three employers in 37 states. Foreign tourism has become the nation's No. 1 'export,' accounting for \$34 billion that helps to alleviate the U. S. balance-of-payments deficit." As a point of reference, my estimate of park-related direct expenditures by foreign tourists was some \$5 billion annually, a very healthy sum by any measure.

STEAMTOWN NHS: THE ECONOMICS OF DEVELOPMENT. I have attached FYI a copy of an economics impact and visitor profile brochure prepared for the developing Steamtown NHS by the Scranton Chamber of Commerce, courtesy of Supt. John Latschar. This is an interesting and informative package, with the economic results keyed primarily off visitation and capital expenditure data provided by the NPS.

For comparative purposes, I used our simplified NPS economic model to independently estimate the economic impacts of the Steamtown NHS on the local area. The results are as shown below: The differences in this table are attributable primarily to the way visitor expenditures are calculated: The Chamber of Commerce used an average \$44 per visitor, while I used roughly \$60 per visitor-day of recreational activity, as derived from our visitation reporting statistics. In this situation, I would tend to favor the Chamber of Commerce numbers, which presumably more closely reflect actual local conditions.

	<u>NPS Model</u>	<u>Scranton Chamber</u>
Total Sales	\$16 million	\$27-46 million
Tax Revenues Generated	\$ 1.8 million	\$ 2.5 million
Jobs Created	495	--


 Richard H. Briceford
 Attachment

**STEAMTOWN NATIONAL HISTORIC SITE
SCRANTON, PENNSYLVANIA**

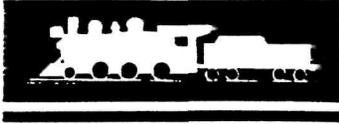
**ECONOMIC IMPACT
and
VISITOR PROFILE**

PREPARED BY

**THE GREATER SCRANTON CHAMBER OF COMMERCE
and the
NATIONAL PARK SERVICE**

APRIL 1991





OUR GUESTS SAY:

Steamtown is a national treasure . . .

It's exciting,

France: *"C'est Magnifique!"*

Brooklyn, NY: *"Incredible! What a photo opportunity"*

Albany, GA: *"Fantastic! Your people make it."*

It's nostalgic,

Factoryville, PA: *"Wow! What a step into history."*

Upland, CA: *"Brings back memories."*

Berea, OH: *"Tremendous picture of our 'good old days'."*

It's friendly,

New Rochelle, NY: *"Great day - real nice people!"*

Silver Spring, MD: *"The kids loved ringing the locomotive's bell."*

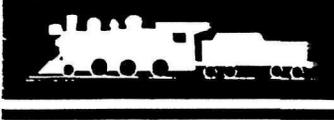
Atlanta, GA: *"The highlight of our vacation."*

and it's fun

Wilkes Barre, PA: *"Can't remember when I had so much fun."*

West Chester, PA: *"A train lover's Paradise."*

Philadelphia, PA: *"This is my second visit and it's getting better every time I come back!"*



INTRODUCTION

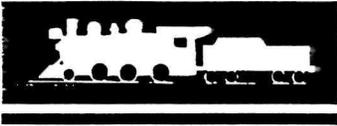
The excitement following a successful first season of the Steamtown National Historic Site in Scranton, Pennsylvania continues. Visitors - young and old, railroad veterans and neophytes, Old Forgers and New Zealanders - continue to enjoy the ample charms of massive locomotives in an historic Scranton setting.

124,508 visitors peeked at the progress achieved in the second year of a five-year construction program. This year visitors will see the completion of the historic roundhouse and turntable, the restoration of an old railroad office building and the construction of new museum buildings in the roundhouse area. The core of the experience, the visitors center and theater contracts will be awarded in late fall of 1991.

Many of the visitors here will also share other experiences that helped form early America. Some will tour the Lackawanna County Coal Mine at McDade Park in Scranton and Taylor. Others will visit the Iron Furnaces State Park to see where the first rolled T-rails in America were formed. Still others will choose the rich exhibits of the Everhart Museum, Scranton, or take in a play at the Scranton Public Theater's Summer Theater at Montage. The more adventuresome will challenge the alpine slide or water slides at Montage and the traditionalists will enjoy AAA baseball at the Lackawanna County Multi-Purpose Stadium.

However, in this report we wish to document the experiences of the visitors to the Steamtown National Historic Site. Their reactions to the historic site as well as some facts about their own origin and travel habits are important in the continuing development of Steamtown.

Greater Scranton
Chamber of Commerce



PARK DESCRIPTION

Steamtown National Historic Site was established by Congress in 1986 "to further public understanding and appreciation of the development of steam locomotives in the region."

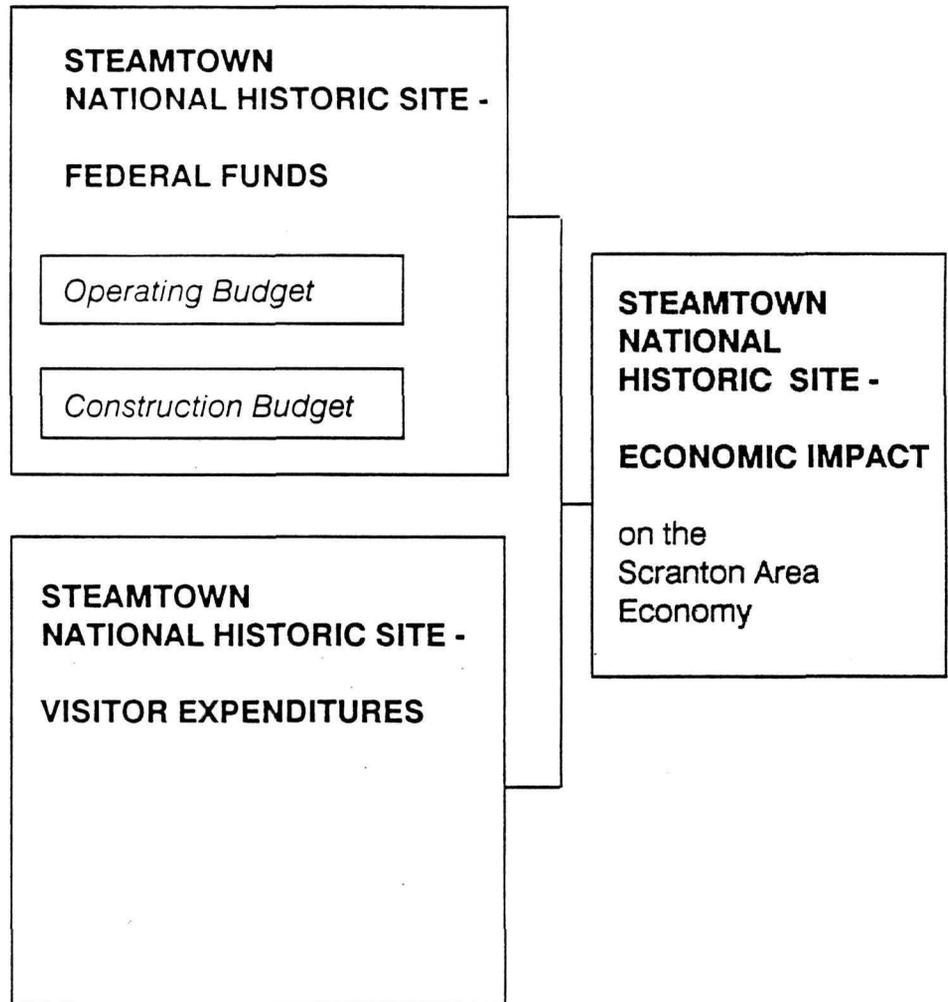
The park occupies the original forty-acre railyard of the Delaware, Lackawanna & Western Railroad, which operated continuously on the site from 1851 to 1963. The site includes a locomotive repair shop originally constructed in 1865, and a roundhouse and turntable originally built in 1902. The \$52,000,000 National Park Service development plan will restore these facilities to operating condition, as well as construct new museum and visitor facilities.

In 1990, steam engines and railroad equipment were displayed outdoors as part of a guided tour of the yards. A 1926 Baldwin steam locomotive offered short rides through the park, and tours were conducted inside the locomotive shop. A twenty-eight (28) mile steam excursion to Kingsley Station, over the world-famous Nicholson Viaduct, was offered on weekends. In the future, additional excursions will be offered through the Poconos to Delaware Water Gap National Recreation Area, through the Lackawanna and Wyoming Valleys, and to other destinations along historic rail routes.

Restoration and development plans, as well as visitor information and schedules, are available at Steamtown National Historic Site, 150 South Washington Avenue, Scranton, Pennsylvania, or by calling (717) 961-2033.



COMPONENTS OF THE STEAMTOWN ECONOMIC IMPACT PROFILE



ECONOMIC IMPACT

As it finishes its second year of construction in a five year program, the Steamtown National Historic Site continues to draw tourists, railroad buffs and other interested individuals. As with other tourist attractions in Lackawanna County, Steamtown is on the early but ascending segment of the growth curve. The Montage Ski Area and Recreational Complex, the Lackawanna County Multi-Purpose Stadium and the Lackawanna County Coal Mine Tour each continue to draw an increasing number of tourists, establishing Scranton as an overnight destination for national and international visitors.



1990 OPERATING BUDGET

Components	Amount of Total	Percent
N.P.S. Personnel Payroll	\$ 1,050,011	66%
Contract Payrolls*	129,180	8%
Excursion Operations (net of salaries)	111,820	7%
Other (supplies, equipment, materials, utilities)	<u>301,683</u>	<u>19%</u>
	\$ 1,592,694	100%

*Payrolls of other organizations under contract with the NPS, e.g., excursion personnel, Lackawanna County Rail Authority, Historic American Engineering Record, etc.

1990 CONSTRUCTION BUDGET

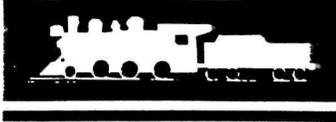
Steamtown, which consists of many older buildings and track that has been in disrepair for decades, will have significant construction budgets for the next several years. The construction funding for 1990 is as follows:

Roundhouse and Turntable Rehabilitation	\$ 3,683,912
Park Construction Projects	313,593
Design	<u>1,211,250</u>
Total Construction Budget	\$ 5,208,755

1990 TOTAL, FEDERAL FUNDS

Adding together the National Park Service operating and construction budgets for the Steamtown National Historic Site in 1990, federal funds expenditures total:

Operating Budget	\$ 1,592,694
Construction Budget	<u>5,208,755</u>
Total, Federal Funds	\$ 6,801,449



VISITOR EXPENDITURES

Combined with Scranton area natives' support and pride in their heritage, a broad interest in steam locomotion has brought a gratifying number of visitors to the park and the excursion ride.

The National Park Service established a visitor profile based on a one-month sample of the park visitor register. During 1990, one hundred twenty-four thousand, five hundred and eight (124,508) visitors came to Steamtown (100,751 viewed the railyard exhibit and an additional 23,757 rode the excursion from Scranton to the Kingsley Station and back.)

TOTAL VISITORS

1990

Total 1990 Visitors	124,508
Total visitors to railyard	100,751
Total excursion riders	23,757

Visitation increased 23% in 1990 over 1989

VISITOR EXPENDITURES

Average daily travel expense per person for a Steamtown visitor:

Lodging	\$ 35.01 per visitor
Meals	<u>22.78 per visitor</u>
Total	\$ 57.79 per visitor

Visitors	% of total	per capita	Total
Overnight	60.5%	$124,508 \times 57.79 =$	\$ 4,353,167
Day Trip	39.5%	$124,508 \times 22.78 =$	<u>\$1,120,335</u>
1990 Total Visitor Spending			\$ 5,473,502

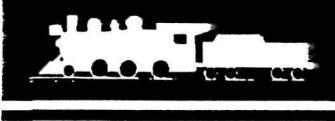


ECONOMIC IMPACT

Federal Funds		
Operating Budget	\$ 1,592,694	
Construction Budget	5,208,755	
Total, Federal Funds		\$ 6,801,449
Total, Visitor Spending		<u>5,473,502</u>
Total, 1990 Expenditures		\$ 12,274,951

Multiplier Effect: The dollars spent by visitors and contractors have a multiple effect on a local economy. A dollar spent for park supplies or on a purchase by a visitor will in turn pay wage earners who will purchase other goods and services locally. Park expenditure multipliers drawn from park economic impact studies from around the county range from 1.2 to 2.8, suggesting that the total economic impact of the Steamtown National Historic Site on Scranton/Lackawanna County could range from \$27 million to \$46 million for 1990.

State/Local Taxes: Visitor spending and the federal government expenditures at Steamtown have generated sales and income that has yielded over \$2,500,000 of tax revenue to the municipalities of Lackawanna County and the Commonwealth of Pennsylvania.



ORIGIN OF VISITORS

This year more than half of our visitors came a goodly distance to enjoy Steamtown. A tribute to the National Park Service as host at the Steamtown National Historic Site and a tribute to the pride which area residents take in Steamtown is evidenced by our success in attracting visitors from all fifty states.

Fifty-five percent (55%) of all visitors, an estimated 69,000 people came from those forty-seven states outside the Mid-Atlantic Region.

Another five percent (5%), 6,225 visitors, came from forty different foreign countries. Canada was again our leader in the number of visitors. Great Britain and Germany followed and were joined by Australia, Japan and other countries in Europe, South America and the Middle and Far East.

FOREIGN COUNTRIES

England	Italy
Germany	Switzerland
Canada	Netherlands
Brazil	Israel
Norway	Czechoslovakia
Belgium	Spain
Japan	Scotland
Ireland	Costa Rica
Egypt	Holland
Australia	Hungary
Austria	Thailand
Liberia	Sicily
South Africa	New Zealand
Sweden	Rep. of China
Philippines	Ecuador
France	Latvia
Bolivia	Poland
Argentina	Finland
Denmark	Venezuela
Mexico	U.S.S.R.



VISITOR PROFILE

Scranton/Wilkes Barre area	11,206	9.0%
Pennsylvania (less Scranton/Wilkes Barre)	14,941	12.0%
New York	13,696	11.0%
New Jersey	<u>9,338</u>	<u>7.5%</u>
TOTAL TRI-STATE AREA	49,181	39.5%
TOTAL, ALL OTHER STATES	69,102	55.5%
TOTAL FOREIGN	6,225	5.0%

Visitors were received from all 50 states, Puerto Rico, Virgin Islands, and 40 foreign countries (led by Canada, Great Britain, & Germany)

Day-use visitation

(Scranton/Wilkes Barre, other Pennsylvania, New York & New Jersey) 49,181 39.5%

Over-night visitation

(all other states and foreign countries) 75,327 60.5%
