



**Lardner/Klein Landscape Architects, P.C.**

**Memorandum:**

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To: Advisory Committee and Interested Stakeholders  
From: Jim Klein  
Date: 7 December 2010  
Subject: PA Delaware River Scenic Byway Handout #1  
AC Meeting #4 Agenda and Discussion Items

Tentative Agenda

7:00 pm Overview and Summary of Byway Planning to Date  
7:15 pm Discussion of Rural Economic Development through Heritage-, Agricultural-,  
and Nature-based Tourism for the Byway  
8:00 pm Opportunities for Interpretation and Education  
8:45 pm Discussion of next steps for the byway planning effort (Draft Plan  
Development)  
9:00 Adjourn

Rural Economic Development

Review of Comment Cards Regarding Community Development and Heritage Tourism

- *I would hope that the Byway includes a village with a vibrant life of shops, cafes, and sustainable businesses- like a village from the past*
- *Develop B&B tourism*
- *Create an agro-historical, cultural destination*
- *Encourage unity among the residents*
- *Growth of agri-business along the byway*
- *Preservation of the farmers by promoting buy fresh-buy local*
- *A byway that extends north to Portland Borough, Delaware Water Gap through the National Park*
- *A quality, safer place*
- *Increase general values of Real Estate by helping keep Real Estate taxes (low?)*
- *Generate jobs*
- *Help farmers exist*
- *My perfect vision would appear just as it does today but with enough business from tourism to help sustain the farming community.*

Goal for Discussion at AC4: Community-based Heritage, Agricultural and Eco-Tourism

Establish the byway as a rural economic development tool to extend visitor stays by coordinating the storytelling, interpretation and education associated with the region's agricultural and Delaware River heritage with its opportunities for nature-based recreation and related "farm to table" tours and tastings.

Challenges Identified

- *Keeping our water clean and its recreational opportunities open for use by people in the township*
- *Getting farmers & community to support farm market and other tourism economy*
- *Encourage Agri-Business*

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- *People in our township don't get it- they accept the thousands of cars that zoom thru our town on their way to work & never stop! But think a few slow travelers thru our township who may stop & spend \$ is going to make a difference*
- *Not enough places to stay over*
- *Resolving the question of whether the township would benefit from additional tourism*

#### Potential Actions/Strategies to Enhance Heritage- and Nature-based Tourism along the Byway

1. *Extend the reach of the designated state byway and seek National Scenic Byway designation at a minimum from Easton to the Delaware Water Gap and preferably along the entire length of the Delaware River Scenic Drive and in New Jersey by extending the New Jersey Delaware River Valley Scenic Byway to Warren County and Old Mine Road*

#### Rationale:

Longwoods Travel USA®<sup>1</sup> conducted a travel research study for Americas Byways® in 2006 and 2007. Longwoods concludes that the “America’s Byways Collection offers an untapped opportunity in terms of stewardship, preservation and economic value for the communities along the designated Byways.” Although the study found that there is generally a low awareness of the American’s Byways Designation, the study did find that:

- Over 92% of recent byway visitors feel they had a memorable experience
- Less than 10% of adults 18 years and older have traveled America’s Byways in the past, and after those unfamiliar with the program learned more about it responded strongly to a future trip along a byway:
  - Over 67% indicate that America’s Byways offer “An experience I’d really enjoy”
  - 60% indicate a likelihood of traveling on America’s Byways
  - 44% indicate that they would definitely or probably take a trip on one of America’s Byways in the next 2 years
- The number one item of importance in making America’s Byways more appealing to potential travelers is “More Information/Better Publicity.”

A well-managed byway, designated at a state and/or federal level can benefit economic development by providing reassurance to the traveler that the experience of visiting the corridor will be positive and welcoming. The Americas Byways® brand, well marketed and communicated will provide the reassurance to the traveler of a quality experience.

2. *Focus marketing activities on Touring/Special Event and Outdoor segments of the tourism market*

#### Rationale

The Longwoods’ study further examined those who take a trip in their car, motor home, or on a motorcycle. Of that group, they identified the Outdoor, Touring and Special Event segments as the three largest segments of overnight travelers within this sub group and found that the three segments align well with the America’s Byways® experience

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<sup>1</sup> See Longwoods International Report to the Federal Highway Administration and the America’s Byways Resource Center at <http://bywaysresourcecenter.org/resources/specialprojects/partnershipmarketing/#anchor1>

- According to Longwood - collectively, these three segments represented over 51% of rubber tire overnight trips and 48% of overall overnight pleasure trips in 2005.
  - People taking one of these three types of trips (Outdoor/Touring/Event) have:
    - higher income – 35-40% of travelers have incomes of 75k or greater
    - married/with partner – 65-70%
    - have children under 18 – 36-42%
    - college educated – 50-60%
  - Most travel in summer (37-44%) – with some in the shoulder seasons
  - Travel with 3-4 people (couple and children)
  - Travel for 3-4 nights and stay in non-resort hotels and motels
  - Except outdoor travelers stay in campgrounds/or RV parks
  - Most plan and book their trip via the internet
3. *Tie in Lower Mt. Bethel Township to the overall Delaware River experience and expand the range of human-powered outdoor recreation experiences and visitor facilities*
- Outdoor experience – boating, fishing, hiking, possibly camping?
  - Touring experience – link together with other townships to create food (farm to table) and wine tours, water trails, bicycle tours and other long-distance trail opportunities (such as “Inn to Inn Bicycle or Water-trail touring); geocaching
  - Events – linking together events – such as “River Fests”, fishing tournaments, concert music series,

Rationale:

In order to capture a share of the travelers that are interested in and planning travel experiences that are likely to be found along byways, more “things to do” are needed for this route. Working cooperatively across the region is one way to establish an identity for a small event, but with a bigger market power (e.g. Bluemont Concert Series in Virginia)

4. *Use mobile technology to promote Delaware River Corridor – e.g. capture the “what am I looking at” and “what’s near here” applications for visitor accommodations, nearby attractions, etc. using a “Delaware River App”*

Rationale:

Upwards of 90% of all trip planning and booking is done via web-base applications. When traveling a byway or trail, taking control of the information that is readily available is the best way to insure a quality travel experience.

5. *Establish a Delaware River Tourism Ambassadors Program and Delaware River Site Certification Program – establish a certified tourism ambassadors and site certification program that provides education to front-line hospitality providers on the natural and cultural history of the Delaware River and to provide training related to enhancing visitor services and experiences at existing hotels, restaurants, and attractions*

Rationale

Many visitors are intimidated by the first impressions of many of the existing hospitality venues in the region. Training front-line service providers by arming them with more information about the region, and by teaching them how to establish a more welcoming environment will have a positive impact on the hospitality industry in the

region. The certification provides a level of confidence that the visitor will have a positive experience and outcome.

6. *As part of the overall enhancement program for the byway improve the overall appearance and impression of Martins Creek and Riverton and establish a more welcoming environment for visitors at the existing hospitality businesses. Encourage more hospitality businesses to locate and get established as the visitation grows.*

Rationale:

The primary economic benefits of a well-managed byway is in the increase of tax receipts for hospitality related businesses, in the overall increase in property value that accrues to desirable places in natural and/or historical settings; and in the resulting increase in economic opportunity for its citizens.

7. *Utilize the byway management plan and the implementation of the marketing measures noted above to manage the positive benefits of heritage-, agricultural-, and nature-based tourism and balancing the level of tourism related programming with the capacity of the community to support it. As that capacity grows with more trails, enhanced hospitality, and increase interpretation and education associated with its historic, agricultural and natural resources, then more events and activities can be programmed over time.*

Rationale:

Lower Mt. Bethel Township, without a police force and without sewer and water in its towns, does not have the capacity to handle large events. However, it can seek out those events that are suited for its facilities such as at the Riverton Ballfields and Welcome Center complex; and support activities that are along one stop of a long-distance experience.