

# **Economic Impact of Nature Tourism and Cultural Activities in Worcester County, Maryland**

by

Monika Thompson  
Erica Wagenhals

Institute for Governmental Service  
Center for Applied Policy Studies  
University of Maryland, College Park

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# Executive Summary

Worcester County is the destination of millions of visitors annually who come to enjoy the wide variety of recreational opportunities. Tourism is the county's number one industry, fueled in large part by Ocean City, the state's premier Atlantic oceanfront destination, attracting an estimated 10 million visitors each year. But Worcester County has many other recreational amenities and opportunities that also draw millions of visitors each year. Nature lovers and wildlife enthusiasts visit the area attracted by the natural and cultural resources: the sandy ocean beaches of Assateague Island, the quiet of the Pocomoke River and the bays, the unique wildlife including free-roaming horses and rare species of birds, and the many sporting and boating opportunities. Many also come to enjoy the county's rich cultural history, evident in the quaint towns of Berlin, Snow Hill, and Pocomoke City that offer historic inns, museums, artists' galleries, shops, restaurants, and seasonal festivals.

Visitors that participate in nature tourism and cultural activities are the focus of this study. The study defines nature tourism as recreational activities that focus on nature in a more pristine and remote form than is typical of a beach visit to a developed oceanfront destination such as Ocean City. Recreational activities of interest to this study involve the natural and cultural heritage of Worcester County and excludes the economic impact of tourism generated by Ocean City.

Estimating the economic impact of nature tourism requires an understanding of how much visitors spend. Then, using an economic input-output model, one can estimate the total impact of nature tourism on the economy, which is greater than direct spending by visitors due to the effect of economic multipliers (i.e., re-spending in the local economy), and includes indirect and induced effects. The indirect impact is the re-spending of dollars in the local economy on wages to employees, operating expenses, taxes, etc. The induced impact is the portion of employee wages and salaries that is spent locally on goods and services. Taken together, direct, indirect, and induced impacts are the total economic impact, which provides the basis for estimating the number of jobs supported by nature tourism.

To collect information on nature tourism visitors, the authors of this study conducted a year-long survey in various locations throughout the county from August 2000 through July 2001. One thousand two hundred seventy-nine visitors completed a short survey that asked about a dozen questions about their visit, including where they were from, how long and where they were staying, and in which activities they participated. Visitors were not asked directly about their spending since such questions are generally considered intrusive. The data collected from the survey was used in the economic analysis, but beyond that, represents a valuable resource for local officials and members of the business

community wanting information on the characteristics of visitors to the area.

Using information from the visitor survey and other data sources, this study estimates annual direct visitor spending on nature tourism and cultural activities of \$69 million, plus an additional \$118 million for food, lodging, and transportation, for a total of \$187 million in direct spending. Table A shows the spending estimates by activity.

Using the IMPLAN<sup>®</sup> input-output model, this study estimates the total economic impact of nature tourism on the county's economy. Given the \$187 million in direct spending, this study estimates an additional \$50 million in indirect and \$55 million in induced spending, for a total

economic impact of \$293 million. The overall economic multiplier is 1.565, which means that for every dollar of direct spending an additional 56½ cents of spending occurred in the county.

Employment related to direct tourist spending is estimated to be a total of 4,611 full-time equivalent jobs in Worcester County. Actual jobs may be considerably more, since many tourism-related jobs are part time or seasonal. The total number of jobs created by tourism spending—including those generated by indirect and induced spending—is 6,927 full-time equivalents. Table B shows the total economic impact estimates.

**Table A**  
Annual Direct Spending on Nature Tourism and Related Activities  
August 2000 through July 2001

Activity	Direct Impact
Bird-Watching	\$3,481,026
Boating - Motor & Sail	3,387,140
Boating - Canoe & Kayak	308,700
Camping	11,212,567
Fishing/Crabbing/Clamming	4,715,393
Hiking/Biking	5,328,875
Hunting/Trapping	1,273,230
Photography - Serious	716,190
Picnicking	11,155,568
Sporting Clays	1,332,450
Swimming	2,642,693
Scenic/Nature Cruises	10,770,638
Touring/Sightseeing	3,419,955
Heritage/Historic Sites & Events	9,293,839
Subtotal	<b>\$69,038,261</b>
Food	\$60,082,391
Lodging	50,973,615
Transportation	7,402,500
Subtotal	<b>\$118,458,506</b>
Total	<b>\$187,496,707</b>

**Table B**  
Total Economic Impact

	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
<b>Spending</b>				
Recreational Activities	\$69,038,261	\$18,115,640	\$19,855,404	\$107,009,305
Food, Lodging, and Transportation	\$118,458,506	\$32,587,935	\$35,419,093	\$186,465,534
<b>Total</b>	<b>\$187,496,767</b>	<b>\$50,703,575</b>	<b>\$55,274,497</b>	<b>\$293,474,839</b>
<b>Employment (Full-time Equivalent)</b>	4,611	1,087	1,229	6,927





# Introduction

## Purpose of the Study

This study was conducted at the request of the Worcester County Office of Tourism. Funding for the study was provided by Worcester County and by the University of Maryland Eastern Shore, Rural Development Office. The overall purpose of the study is to provide Worcester County officials and local businesses with information on the economic impact generated by nature tourism and related activities. For the purpose of this study, nature tourism is defined as recreational activities that focus on nature in a more pristine and remote form than is typical of a beach visit to a developed oceanfront destination such as Ocean City. Activities related to nature tourism of interest to this study involve the natural and cultural heritage of Worcester County. The scope of the study, therefore, takes a practical approach by focusing on activities that are within the purview of Worcester County officials, as opposed to concentrating on Ocean City, which is primarily within the purview of the incorporated Town of Ocean City.

The information generated by this study is useful to county decision makers when contemplating the future of nature tourism, its possible impacts—both positive and negative—on the region, and in making spending decisions for tourism promotion and expansion. Further, data generated by this study on the characteristics of nature tourists in the county should be of great

interest not only to government officials but also to local businesses serving the tourism industry or entrepreneurs seeking to enter the tourism market in Worcester County.

## Conceptual Approach

Aside from being the home of Ocean City, Worcester County has numerous other extraordinary natural resources providing opportunities for recreational experiences that are different from what many in the local tourism industry characterize as the “typical Ocean City visit.” These include miles of pristine and undeveloped Atlantic Ocean beaches located just south of Ocean City in the Assateague Island National Seashore and Assateague State Park, as well as many outstanding coastal bay-related recreational areas and sites.

Nature tourism participants in Worcester County include two types: those who are primarily visiting Ocean City but also participate in nature-based recreational activities, and those who participate only in nature-based activities and do not visit Ocean City. Ocean City visitors who also participate in nature tourism activities seek experiences that are different from their Ocean City beach visit in that they seek out recreational venues in more pristine and undeveloped areas. For example, visitors seek out Assateague Island for its undeveloped beaches, flora, and fauna or the Pocomoke River for canoeing or kayaking in a pristine and remote area.

## **Methodology**

Money spent on nature tourism is an important part of the economy of Worcester County. Recreational spending is generated by visitors—or tourists—coming to the region from other parts of Maryland, other states, and other countries. (The terms visitors and tourists are used interchangeably in this study.) County residents—year-around residents and those who own a second home in the county—also spend money on recreation. However, due to data limitations discussed later in this report, expenditures by county residents are not included in the estimates presented in this study.

While this chapter provides an overview of the methodology used in this study, detailed discussions of the methodology are included in the last two chapters, which contain a discussion of the actual estimates.

Researchers use two principal methods for estimating recreation and tourism spending and economic impacts: satellite accounts derived from national data sets and data collected from visitor surveys.

*Satellite Accounts:* The Bureau of Economic Analysis (BEA), the World Tourism Organization, and other organizations have developed satellite accounts for tourism. A satellite account reorganizes the national system of accounts to identify the contribution of tourism to a state or national economy. Satellite accounts are primarily used to give an overall aggregate estimate of the contribution of tourism-related activity from a system of national accounts. The advantage of the satellite accounting approach is that it uses existing economic data and embeds tourism in an accepted system of accounts.

National accounts are organized around a set of industries or commodities. The drawback is that the information necessary to extract tourism activity from national

economic accounts often is lacking. Also, satellite methods are difficult to apply below the national level or for subcategories of activities such as nature tourism. The problem is that tourism is more a type of customer than either an industry or a type of commodity. For example, restaurants serve both tourists and local residents, and the system of accounts has no way of distinguishing one from the other. The basic procedure in satellite accounting is to assign a share of sales of each commodity or industry to tourism. These shares, however, can vary widely for different regions and seasons. Because of the inability to apply national data to local situations, satellite accounts were not used for this study.

*Visitor Surveys:* Surveying better estimates economic impacts of tourist spending and is the approach used in this study. Due to the lack of information specific to Worcester County, a year-long visitor survey was conducted in multiple locations throughout the county, generating responses from 1,279 nature tourism participants. The survey methodology and results are discussed in detail in the next chapter.

Surveys are generally used when spending and resulting impact estimates are desired for particular markets segments (e.g., nature tourism) or for local regions (e.g., Worcester County). Whenever possible, spending data are gathered using visitor surveys and applied to estimates of the volume of tourism activity in an area. Spending totals are then applied to a regional economic model to estimate economic impacts on the area, usually including secondary or multiplier effects. This study uses the IMPLAN<sup>®</sup> input-output model discussed in the last chapter. Using the model, estimates of spending can be translated into the resulting jobs and income in a given area using appropriate economic ratios and multipliers. Economic impacts

can be estimated in terms of spending, income, value added, tax revenues, and employment. The basic equations are as follows:

$$\text{Tourism Spending} = \text{Number of Visitors} \times \text{Average Spending/Visitor}$$

$$\text{Economic Impact} = \text{Number of Visitors} \times \text{Average Spending/Visitor} \times \text{Multiplier}$$

The Worcester County Visitor Survey does not collect information on tourist expenditures directly. This was beyond the resources available for the study. Other methods of estimating expenditures were used, including extrapolations from existing data sources for the State of Maryland, other studies, local observations of market transactions, and expert opinion.

Some studies attempt to estimate the economic impact of nonmarket values and add those to market estimates to come up with an estimate of total economic impact. This study does not estimate nonmarket values of recreation spending. Nonmarket values are dollar estimates of how much people would be willing to spend for a particular recreational activity or experience but do not actually spend. For example, people may value bird-watching very highly, beyond the money they actually spend on the activity of bird-watching. A nonmarket approach attaches a dollar value to a day of bird-watching and includes that amount, along with all other nonmarket estimates, in the economic impact estimate. While nonmarket values may represent economic value, they are of a decidedly different nature than market values since they do not represent actual economic activity generated by visitor spending. The economic impact estimates presented in this study represent actual economic activity generated from recreation spending and the jobs supported by that spending.

## Nature Tourism in Worcester County

Worcester County is home to a permanent population of nearly 47,000, which has grown by more than 30 percent since 1990.<sup>1</sup> It is the destination of millions of visitors annually who come to enjoy the wide variety of recreational opportunities that abound. Tourism is the county's number one industry, fueled in large part by Ocean City, the state's premier Atlantic oceanfront destination. Ocean City attracts 8 to 10 million visitors annually, with as many as 300,000 visitors flooding the town each week during the summer season.

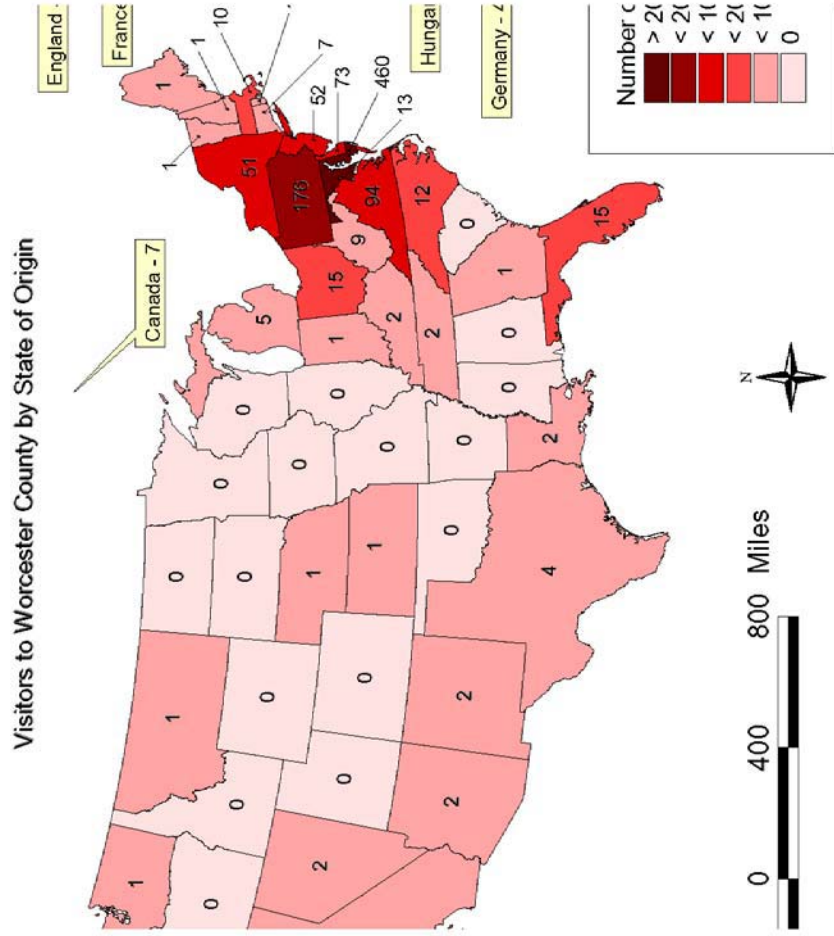
But aside from Ocean City, Worcester County has many other recreational amenities and opportunities that draw millions of visitors each year. Nature lovers and wildlife enthusiasts visiting the area are attracted by the natural and cultural resources: sandy ocean beaches, quiet rivers and bays, free-roaming horses, rare species of birds, and many sporting opportunities. People also come to enjoy the county's rich cultural history, evidenced by the quaint towns that offer historic inns, museums, artists' galleries, shops, restaurants, and seasonal festivals. Worcester County draws most of its visitors from nearby areas, primarily the Washington, D.C. and Baltimore metropolitan areas, Pennsylvania, Delaware, New Jersey, and New York; but many visitors travel longer distances, coming from far away states, Canada, and Europe. (See Figure 1.)

More than a million visitors travel to Assateague Island each year, which is located south of the Ocean City inlet and is accessible from the mainland via Route 611.

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1. Source: 2000 Census, Maryland Department of Planning.

Figure 1



Located on the bay side of the island are the Assateague Island National Seashore Headquarters and Visitor Center, as well as a boat launching ramp and fishing piers that are part of Assateague State Park. On the ocean side, Assateague State Park provides access to a broad sandy beach, with changing facilities, rest rooms, and other amenities. Adjacent to the south is Assateague Island National Seashore with access to the Atlantic Ocean beach and extensive visitor amenities. The national park also provides opportunities for camping, nature trails and walks led by naturalists, as well as canoeing, kayaking, crabbing, and clamming. Visitors to Assateague Island come to enjoy the pristine beaches and the unique wildlife. Aside from approaching Assateague Island from the mainland, visitors can board tour boats in Ocean City for an “eco tour” that features the northern portion of the Assateague Island National Seashore. These tours have recently been licensed by the National Park Service. Another important destination for nature tourists is the Pocomoke River State Forest and Park, located between Snow Hill and Pocomoke City, which provides camping and boating facilities at Shad and Milburn Landings and opportunities for hiking, canoeing, and wildlife observation.

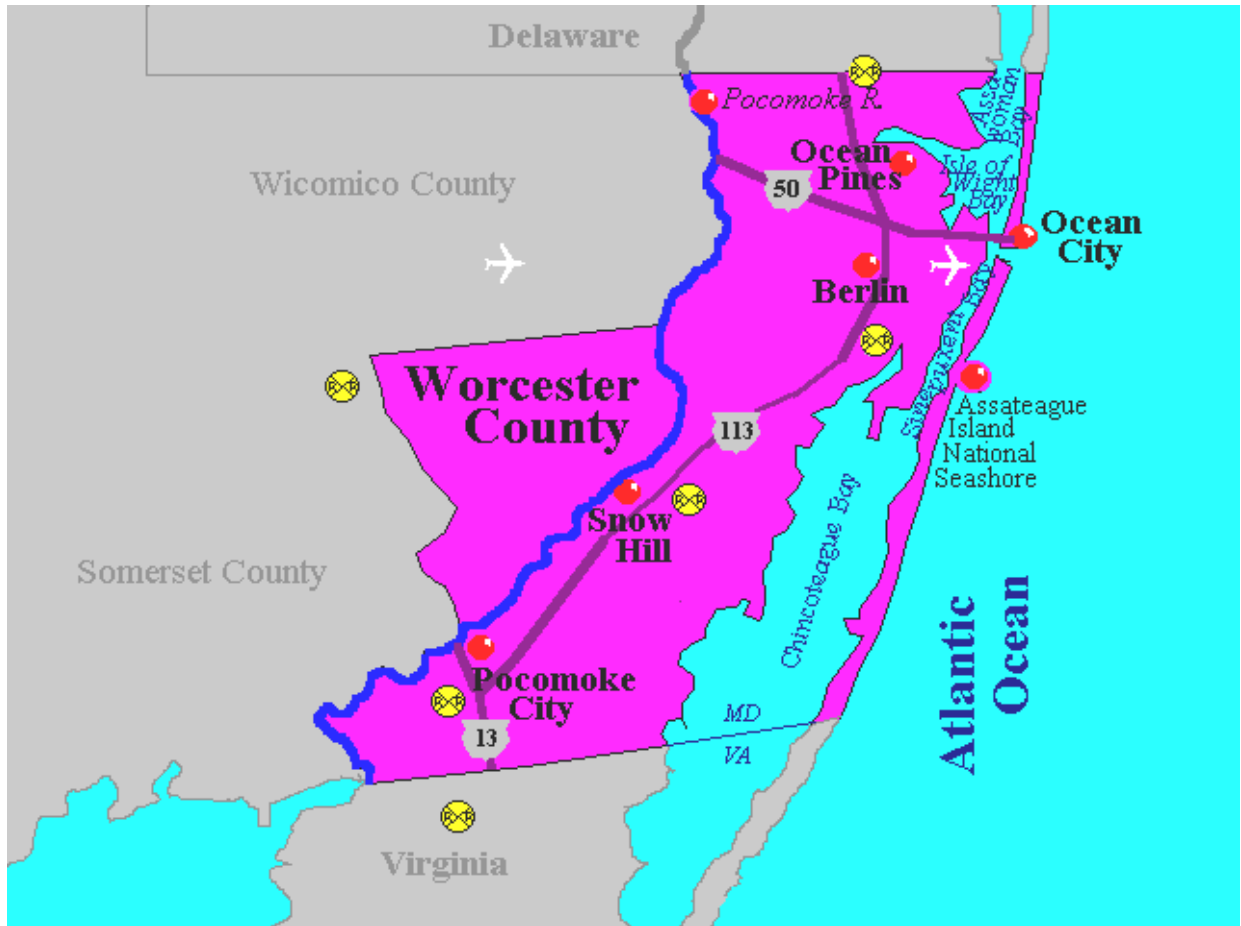
Boating is a very popular recreational activity in Worcester County. More than 4,000 pleasure boats are registered in the county and many more boats are hauled to the area by visitors attracted by many pleasure boating and sport fishing opportunities. More than 40 public boat launching ramps provide access to the coastal bays and the Pocomoke River.

Several small towns attract visitors to Worcester County because of their historic charm and quiet appeal. Berlin, located several miles inland from Ocean City, is a quaint small town characterized by a charming ambiance of period architecture,

antique shops, arts and crafts galleries, and restaurants. Berlin has become a popular visitor destination since it was featured in the recent hit movie “Runaway Bride.” Snow Hill, a 10-minute drive from Berlin and located on the Pocomoke River, is another pleasant and unique small town featuring period architecture and streetscapes, museums, B&Bs, boat rentals, river cruises, antique and speciality shops, and restaurants, all within easy walking distance of the historic Worcester County Court House. A boat landing, picnic area, and quaint B&B are available at Public Landing, located several miles east of Snow Hill on Chincoteague Bay. Furnace Town, located several miles west of Snow Hill, is both an outdoor museum—featuring a restored 19<sup>th</sup> century iron furnace—and the home of the popular Celtic Festival held each July. Pocomoke City, located on the Pocomoke River several miles south of Snow Hill, is another small town of appeal to visitors, including boaters who dock at the municipal marina.

The natural attractions of Worcester County include the pristine flora and fauna that provide opportunity for a myriad of recreational activities, both passive and active. Fishing is a popular sport pursued by boaters and those fishing from shore or piers. Species popular with fishermen are sea trout, bluefish, striped bass, white perch, and American shad. Crabbing and clamming are other popular recreational activities, with blue crabs and hard-shell clams most popular. Birds are another important natural resource, including seabirds, waterfowl, and wading birds. Seabirds include several species of gulls and terns. Waterfowl include Canada Geese, Black Duck, Mallard, and Canvasback. Wading birds include several species of egrets and herons. Also important and unique to the area are the feral horses that roam Assateague Island. Figure 2 shows a map of Worcester County.

**Figure 2**  
Map of Worcester County



# Visitor Characteristics

## Worcester County Visitor Survey

The decision to conduct a visitor survey in Worcester County was made early on in the project because no existing data source provides information on the characteristics of nature tourism participants in the county. The visitor surveys conducted as part of this study consisted of both administered and self-administered surveys. Administered surveys are those in which researchers approach visitors at pre-determined locations and request that the visitors participate in the survey. Self-administered questionnaires are those that visitors pick-up at a particular site, complete, and return to a collection point.

Prior to beginning the visitor survey, focus groups and meetings were held with representatives from Worcester County, the Maryland Department of Natural Resources, the National Park Service, local natural resource conservation organizations, and the local business community. The purpose of the sessions was to develop a working definition of nature tourism, including a list of the recreational activities to be included in the study, and to build local support for the project. It was important to provide information on the goals and objectives of the study and receive local input, including suggestions for the survey, possible locations for placement, and any potential difficulties in conducting the survey. As a result of these early planning sessions, both

the National Park Service and the Maryland Department of Natural Resources granted permission to conduct visitor surveys within the Assateague Island National Seashore, Assateague State Park, and Pocomoke River State Park. Official permission was critical since the National Seashore and Maryland state parks are the most frequently visited locations in Worcester County that are of interest to this study (i.e., outside of Ocean City) and are the focal points for nature tourism in the area. Further, local officials from three municipalities in Worcester County—the Town of Berlin, the City of Pocomoke, and the Town of Snow Hill—were consulted and in turn offered support for the project. Letters were sent out from the headquarters or local government office explaining the survey to citizens, employees, and area businesses and asking for their help in data collection.

The *Visitor Survey* questionnaire was designed by the University of Maryland Institute for Governmental Service with input from the Worcester County Tourism Office and officials from the National Park Service, Assateague Island National Seashore, and the Maryland Department of Natural Resources. The survey was designed to be relatively short, requiring three to five minutes to complete. Other important considerations in designing the survey were to ensure the anonymity of respondents and to be non-intrusive. No questions were asked pertaining to home address or income; the survey asked only for the zip code of the respondent's principal residence. Also, no

questions were asked relating directly to visitor expenditures since such questions are intrusive to some visitors. The survey was field tested by IGS staff in both the national and state parks.

Survey questions focused on whether respondents live in Worcester County, their general location of origin (i.e., state and zip code), number of people in the party, number and type of overnights, reasons for selecting overnight accommodations, and recreational activities planned, whether owning or renting equipment, and in which tours they participated. Responses to these questions were compiled to develop a profile of visitors who participate in nature tourism in Worcester County, to estimate participation rates (i.e., the share of visitors participating in each of the activities of interest to the study), and to provide information to be used in estimating visitor spending. Respondents also were asked to list attractions or amenities they would like to see in the area that are not currently available. This was asked not because it is directly relevant to estimating economic impact but because it provides valuable information to local officials and the business community. The same is true of information about specific establishments (i.e., hotels, bed & breakfasts, etc.). Information specific to private establishments is not documented in the body of the report but is shown in Appendix B. The *Visitor Survey* questionnaire is included in Appendix A.

Visitor surveys were conducted for one year from August 2000 through July 2001. Initially the focus was on the placement of survey displays at various locations throughout Worcester County. The display provided basic information about the survey, including who was conducting it and for what purpose. Displays were set in conspicuous locations in a variety of establishments such as restaurants, antique

stores, specialty shops, hotels, bed and breakfasts, and museums. Approximately 50 initial locations had survey displays. An envelope was provided in which visitors placed their completed surveys, and the surveys were monitored on a bi-weekly basis. After monitoring the locations for approximately three months, displays were removed from a few locations that had received no completed surveys. In addition, several new locations were added.

The second phase of data collection was conducting field surveys at various locations throughout Worcester County. Field survey locations included Assateague Island National Seashore, Assateague State Park, Shad Landing State Park, Milburn Landing State Park, and Furnace Town. Field surveys began in September 2000 and continued through June 2001. Two methods of collecting field surveys were used. Surveyors would canvas a particular location (e.g., Assateague State Park) and approach visitors. Surveyors would provide a brief introduction and explanation of the survey, and the visitors would be asked to participate by filling out a survey. For particular events, such as Maryland Coast Day, surveyors set up a table with a sign explaining the nature of the survey, and eight to ten clipboards with surveys were available. Those who completed the survey received a small giveaway (i.e., a floating key chain provided by Worcester County Tourism) for their help.

During the one-year data collection effort, a total of 1,279 visitor surveys were collected. The survey responses were entered into a Microsoft Access database and analyzed using various queries. The results of the queries describing the general characteristics of visitors follow in the next section of this report. The data were also analyzed to obtain information on the number of respondents participating in the various nature tourism activities. These



values were used to estimate participation rates. The data tables and analyses are presented in Appendix B to this report.<sup>2</sup>

## Results of the Worcester County Visitor Survey

Of the total number of respondents, 12 percent (157) live in Worcester County. An additional 6 percent (78) own a second home or a condo in Worcester County. These figures indicate that a significant number of Worcester County residents participate in nature tourism activities and that those owning a second home or condo are also very likely to enjoy nature tourism related activities (Table 1 in Appendix B).

Parties of two adults constituted 63 percent (790) of visitors, with parties of one to four adults constituting 95 percent of all visitors (1,192) (Table 2A).

Forty-one percent of two-adult parties traveled without children, while 16 percent of two-adult parties traveled with one or two children. The majority of three to six-adult parties traveled without children. Larger group sizes of seven or more adults are less common but not infrequent. These are likely multi-family or school/interest groups (Table 2B).

Not surprisingly, nearly one-half of all visitors surveyed come to Worcester County to enjoy the seashore. Twenty-two percent of visitors (268) listed Assateague Island as the end destination of their trip, with an additional 2 percent (25) listing

Chincoteague Island. Many of those traveling to Assateague or Chincoteague also listed other local attractions and events as part of their trip destination. Another 22 percent (267) listed Ocean City as their final trip destination (Table 3).

Forty-four percent of visitors (700) knew about the area because they had been there before. Twenty-two percent (346) heard about the area from family or friends. Twelve percent (189) heard about Worcester County through print advertising, 3 percent (48) through radio/TV advertising, and 7 percent (107) through the Internet. Twelve percent (207) listed other sources for finding out about Worcester County nature attractions, including articles in *Soundings* and *Southern Living* magazines, newspapers, guidebooks for various activities such as birding and canoeing, books, and “just happening by” (Tables 4 A&B).

Not surprisingly, 44 percent (460) of respondents came from Maryland, 17 percent (176) came from Pennsylvania, 9 percent (94) from Virginia, 7 percent (73) from Delaware, and 5 percent each from New York and New Jersey. Less than 2 percent (16) of visitors came from foreign countries including Canada, England, France, Germany, and Hungary (Table 5).

Of the 68 percent (867) of respondents who said they were staying overnight in the area, 33 percent (290) stayed in a campground or cabin, 26 percent (226) in a hotel or motel, 20 percent (176) with family or friends, and 14 percent (119) in a B&B (Table 7A).

One-half of visitors were visiting for short stays ranging for one to five nights. Twenty-eight percent (356) of respondents stayed one to two nights, another 23 percent (292) stayed three to five nights. Ten percent (128) stayed six to ten nights and less than 2 percent (21) stayed 14 nights.

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2. Some of the tables included in the appendix present data for specific businesses (i.e., hotel/motel, B&B). These data are not discussed in the report since they are not critical to the economic impact estimates that follow. However, these data have been included in the appendix since they are deemed to be useful to businesses and local officials.

Fewer than 1 percent (6) of the visitors stayed 100 or more nights (Table 7B).

Twenty-one percent (263) listed “convenient to local attractions” as their reason for selecting their accommodations; another 13 percent (166) listed “price” as their reason, 5 percent (61) selected lodging because it was “on the way to another destination,” and 4 percent (59) stayed in “overflow from beach locations” (Table 8A).

Fifty-seven percent (730) of visitors gave other reasons for their choice of lodging. Most frequent among those was that they enjoy camping, particularly on the beach. Another reason often cited was that they “always come here” or “had been here before” (Table 8B).

Table C presents a summary of selected visitor characteristics. Detailed data summaries are included in Appendix B.

**Table C**  
 Worcester County Visitor Characteristics (Selected)

		<b>% of Respondents</b>
Live in Worcester County		12%
Own Second Home or Condo in County		6%
Number of Adults in Party	1 Adult	12%
	2 Adults	63%
	3-4 Adults	20%
	5-6 Adults	3%
	>6 Adults	2%
Number of Adults and Children in Party	2 Adults 0 Children	41%
	2 Adults 1 or 2 Children	16%
End Destination of Trip	Worcester County (Non-OC)	58%
	Ocean City/Beach	22%
	Other	20%
How Visitors Heard About the Area	Have Been Here Before	44%
	Recommended	22%
	Print Advertising	12%
	Other	12%
Where Visitors Came From	Maryland	44%
	Pennsylvania	17%
	Virginia	9%
	Delaware	7%
	New Jersey	5%
	New York	5%
	International	1.5%
Type of Lodging	Campground/Cabin	33%
	Hotel/Motel	26%
	Family/Friends	20%
	Bed & Breakfast	14%
	Undisclosed	7%
Number of Overnights	0 Nights	35%
	1 - 2 Nights	28%
	3 - 6 Nights	25%
	7 - 13 Nights	9%
Reason for Lodging Choice	Convenient to Local Attractions	21%
	Price	13%
	On way to Other Destination	5%
	Overflow From Beach	4%
	Other	57%



# Estimates of Visitor Spending on Nature Tourism

## Visitor Participation in Nature Tourism

Estimates of spending on nature tourism require an understanding of: 1) the total number of persons who participate in nature tourism activities, and 2) the number of persons—expressed as a share of the total—who participate in the various recreational activities of interest to this study. To develop these estimates, several steps are necessary:

1. determine the total number of visitors annually to Worcester County who participate in nature tourism activities;
2. estimate the percentage of visitors engaging in each type of nature tourism activity;
3. compute the participation rate for each activity by multiplying the total number of visitors (1) by the percentage who participate in each activity (2);
4. estimate the average dollar amount spent per participant day on each activity as well as the average cost of transportation, lodging, and food

associated with each recreational activity<sup>3</sup>;

5. calculate direct visitor spending by multiplying the participation rate (3) by the average daily spending on each activity (4).

**Total Number of Visitors:** Since the *Worcester County Visitor Survey* was not designed to provide information on the total number of visitors, the study looks to other existing data sources. *Travel Scope*, a firm that collects and disseminates tourism-related data for locations nationwide, estimates annual visitation to Worcester County ranging from 6 to 10 million.<sup>4</sup> No breakout of visitors to Ocean City versus other locations in the county is available. *Travel Scope* defines a visitor as someone who travels to the area—in this case Worcester County—from other areas. The Town of Ocean City estimates annual

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3. Spending estimates must be limited to the portion that occurs in Worcester County. It does not include purchases or expenditures made elsewhere (e.g., camping equipment, clothing, or other supplies bought prior to arriving or after leaving Worcester County).

4. “Travel in Maryland; 1998 in Review,” *Travel Scope*.

visitors to Ocean City at just over 8 million.<sup>5</sup> Because of the significant variability of the estimates, certain assumptions must be made. Using the 8 million visitor figure generated by the Town of Ocean City—on the assumption that the town is best capable of making such an estimate based on lodging tax receipts—one can argue that the total number of visitors to the county is higher, probably close to the 10 million figure, because some visitors to the county do not visit Ocean City. Therefore, this study uses a conservative figure of nine million as the estimate of visitors to Worcester County annually, which represents the midpoint between the Town of Ocean City estimate and the *Travel Scope* estimate.

**Nature Tourism Visitors:** *Travel Scope* data also provide information on the activities visitors participate in while visiting Worcester County: 49 percent “visit beaches,” 23.5 percent participate in “outdoor activities,” and 9 percent “visit state and national parks.”<sup>6</sup> For the purpose of this study, it is assumed that the category titled “outdoor activities” is reasonably synonymous with nature tourism activities. Therefore, the 23.5 percent of visitors engaging in outdoor activities must be included in the estimate of nature tourism participants. Further, those who “visit state and national parks” (9 percent) represent visitors who visited Assateague Island, both the National Seashore and Assateague State Park. Since *Travel Scope* allowed for multiple responses, the 9 percent of visitors who “visit state and national parks” is assumed to be already included in the

overall 23.5 percent of visitors who participate in “outdoor activities,” the figure used to estimate nature tourists. Thus, to arrive at an estimate of the number of visitors to Worcester County who participate in nature tourism activities, 9 million was multiplied by 23.5 percent, resulting in an estimate of 2,115,000.

An additional consideration in estimating the total number of visitors participating in nature tourism involves those who live in the county either year-around or seasonally. Based on responses to the *Worcester County Visitor Survey*, 12 percent lived in the county and an additional 6 percent owned a second home or condo in the county. Neither of these groups of county residents have been included in the estimate of nature tourism participants for the following reasons. Year-round residents of Worcester County earn their living in the county and spend money for many purposes, including recreation. However, their expenditures are different from those made by visitors to the area in that they do not represent new dollars flowing into the local economy. Therefore, expenditures by year-round residents have been excluded from the estimates presented in this study. Seasonal residents, on the other hand, earn income outside the county; therefore, their spending on nature tourism should be included in the estimates. However, given the data collection methods used by this study and the existing available data from other sources, there is no practical way to estimate the portion of nature tourism spending that comes from seasonal residents of the county. Thus, for the purpose of the study, the 6 percent of the *Visitor Survey* respondents who are seasonal county residents are subsumed in the total visitor estimate presented above because of the considerable variability in total visitor estimates.

**Visitor Days:** To estimate the total number of visitor days, the average length of

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5. Town of Ocean City, Public Relations Office, Nov. 1999.

6. Other categories of activities include shopping, nightlife, festivals, historic sites and events, and golf. These categories of activities are not relevant to the study.

stay must be determined. To estimate the average length of stay for visitors participating in nature tourism activities, this study uses data collected as part of the *Visitor Survey* and *Travel Scope* study. The *Visitor Survey* shows that 35 percent of respondents did not spend any nights in Worcester County, while 28 percent stayed one to two nights, 25 percent stayed three to six nights, and 9 percent stayed seven to 13 nights. A small percentage stayed for extended periods ranging from 14 to 270 nights. Those who stayed overnight—and did not own property in the county—stayed an average of 4.8 nights. By comparison, *Travel Scope* estimates the average length of stay in the area is 3.1 days. While the estimate of 4.8 overnights derived from the *Visitor Survey* is assumed to be somewhat more representative of nature tourism participants in Worcester County and reflects the unique characteristics of those participating in nature tourism as compared to the typical Ocean City beach vacation, a conservative figure of 3.5 visitor days is used in this study to reflect the *Travel Scope* data.

By multiplying the average length of stay (i.e., 3.5 days) times the number of visitor days (i.e., 2,115,000), the number of nature tourism days are computed as  $3.5 \times 2,115,000 = 7,402,500$ . Another way of looking at this figure is that 7.4 million visitor days are spent annually in Worcester County by tourists engaged in nature activities.

**Activity Days:** The next step in estimating direct expenditures is to account for the fact that most visitors engage in more than one activity each day of their stay. For example, a visitor may in one day swim at the beach, hike, picnic, take a bike ride, and camp at the state park. To develop a reasonable estimate of expenditures, one must determine how many visitors participate in each activity. The percentage

of visitors engaging in each activity is referred to as the participation rate. By multiplying the participation rate by the total number of nature tourism days, the number of activity days are established, providing a basis for estimating expenditures for each activity.

*Worcester County Visitors Survey* and *Travel Scope* data were the primary data sources for participation rates in this study for all activities except boating (which is discussed below). Question 13 of the *Visitor Survey* provided a list of nature tourism activities and asked visitors to check the activities they planned on participating in during their visit. The survey also asked if visitors were using their own equipment or renting and whether they were participating in a tour or program. Participation rates for each activity were then computed by dividing the number of check marks for each activity by the total number of respondents. To estimate participation rates as conservatively as possible, only the percentage of respondents using their own equipment and not utilizing a tour or program was used. A conservative approach is warranted because of the small sample size. For those activities for which *Travel Scope* participation rates were available, the average between the *Visitor Survey* rates and the *Travel Scope* rates was computed. Participation rates are shown in Table D on page 16.

In estimating activity days for boating, this study refers to information reported in a recent study on the economic impact of the Coastal Bays conducted for the Maryland Department of Natural Resources by the Greeley-Polhemus Group, Inc. of West Chester, Pennsylvania.<sup>7</sup> The study estimates

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7. Final Report - An Assessment of the Economic Value of The Coastal Bays' Natural Resources to the Economy of Worcester County, Maryland, by The Greeley-Polhemus Group, Inc., West Chester, PA, February 2001.

an average number of pleasure boating activity days for the Coastal Bays as 294,338. This figure is based on the following: 1) the number of registered boats in Worcester County (2,357) (MD DNR - Licensing and Registration Service), 2) the assumption that there are on average 3.2 people per boat (2/2000 Maryland Coastal Bays Boating Study), and 3) boaters take an average of 32 boat trips a year (2/2000 Maryland Coastal Bays Boating Study). These boaters represent 82 percent of boaters on the bays. Thus, the calculations are as follows: number of boat licenses

(2,357), multiplied by number of boat trips per year (32), multiplied by number of people per boat, divided by percentage of boaters on the bays, which equals total number of boating activity days (294,338).

Since 3 percent of boats observed from aerial data by Maryland DNR were canoes and kayaks, multiplying the total number of boating days by 3 percent results in 8,820 activity days for canoes and kayaks (294,338 x 0.03 = 8,820). According to the same survey, 82 percent were motorboats or sailboats, which results in 241,357 activity days (294,338 x 0.82).

**Table D**  
Participation in Nature Tourism - Activity Days

Activity	Participation Rate			Activity Days
	Visitor Survey	Travel Scope (if available)	Average (if applicable)	
Bird-Watching	9.9%	N/A	N/A	<b>732,848</b>
Boating - Canoe & Kayak*	10.6%	N/A	N/A	<b>8,820</b>
Boating - Motor & Sail*	7.3%/1.6%	N/A	N/A	<b>241,357</b>
Camping	18.3%	0.5%	9.2%	<b>679,550</b>
Fishing/Crabbing/Clamming	15.2%	3.0%	9.1%	<b>673,628</b>
Hiking/Bicycling	20.5%/23.8%	N/A	22.2%	<b>1,639,654</b>
Hunting/Trapping	1.6%	0.14%	0.9%	<b>63,662</b>
Photography - Casual - Serious	34.5% 3.0%	N/A	N/A	<b>1,591,538</b>
Picnicking	27.4%	N/A	N/A	<b>2,028,285</b>
Sporting Clays	0.9%	N/A	N/A	<b>66,623</b>
Swimming - Beaches/Rivers/Pools	13.1%/12.4%	5.0%	10.2%	<b>755,055</b>
Scenic/Nature Cruises - Bays/Rivers	15.2%/13.7%	N/A	14.6%	<b>1,077,064</b>
Touring - Auto	15.4%	N/A	N/A	<b>1,139,985</b>
Visiting Heritage/Historic Sites	27.9%	N/A	N/A	<b>2,065,298</b>

\*Based on data from Maryland Coastal Bays Boating Study as presented in Greeley-Polhemus study.



## Visitor Spending on Nature Tourism

Visitors to Worcester County create a demand for nature tourism activities that are served by the local recreation industry. Since tourism is the number one industry in the county, tourism related businesses make up a large portion of the local economy. The tourism industry includes the various types of lodging, restaurants, tour operators, specialty shops, and many other businesses that meet the needs of tourists. Many businesses that serve the year-round population, such as food, clothing and furnishing stores, realtors, banks, and others, also rely on tourists for a large portion of their business. Most tourism-dependent businesses have highly seasonal revenue with the bulk of income occurring during the May through September season. Many businesses shut down during the winter.

Visitor expenditures are challenging to estimate because there is considerable variability in the way visitors participate in a particular activity and how much they spend on the activity. It is easier, however, to establish spending estimates for some activities than for others since they require specific market transactions. For example, the cost of taking an eco tour to Assateague Island or visiting Furnace Town can be established based on the price of a ticket, but the cost of bicycling or bird-watching is more difficult to establish. Obtaining an accurate estimate of visitor spending requires an extensive survey that would be costly and time consuming to conduct. Unfortunately, no existing data source provides information on visitor expenses specific to nature tourism in Worcester County. Of some value is a survey conducted by the U.S. Department of Interior titled *National Survey of Fishing, Hunting and Wildlife-Associated*

*Recreation*, last conducted in 1996, that provides data for Maryland. From that, values for Worcester County can be extrapolated but must then be adjusted to reflect local conditions.

To estimate visitor expenditures, this study uses published market values where appropriate and makes assumptions about visitor behavior where no data is available. The assumptions are based on the information gathered by the *Worcester County Visitor Survey* and on expert opinion from local sources.

A major concern when estimating visitor expenses is to avoid double counting of expenditures since many purchases are not made at the time or the place where tourists actually engage in a particular activity. To avoid double counting, this study isolates food, lodging, and transportation costs and estimates them separately from the nature tourism activities themselves. The only exception are food expenditures for picnicking and camping, which are included in the daily activity values. Thus, only those expenditures directly related to a specific activity are included in the estimates. Also, the study assumes that major purchases of equipment, gear, and clothing (e.g., bicycles, kayaks, sports accessories, etc.) are typically made outside of Worcester County. While this assumption is appropriate, the spending estimates are conservative, since some tourists undoubtedly purchase some of these items in Worcester County.

Following are expenditures estimates for the nature tourism activities of interest to this study, followed by the estimates for food, lodging, and transportation. The amounts have been rounded; to see the actual figures, refer to Table E on page 22.

## **Nature Tourism Activities**

***Bird-Watching:*** Bird-watching has become a very popular activity that visitors pursue casually or seriously, with the interest in serious birding growing rapidly. Further, Worcester County is an important destination for serious birders, drawing visitors and tour groups from as far away as California and Arizona. Serious birders spend considerable sums on equipment, including clothing, binoculars, scopes, cameras, lenses, and tripods. Casual bird watchers pursue the activity without specialized equipment or gear as part of a nature hike or a boat trip. According to the *Visitor Survey*, 10 percent of bird watchers use their own equipment, while 16 percent use rented equipment. Rental costs per piece of equipment range from \$7 to more than \$30 per day depending on the equipment. Other expenses associated with birding but usually limited to serious birders are guidebooks and other birding related souvenir items. Visitor spending is estimated to vary widely, ranging from near zero to more than \$10 per activity day. Assuming that the majority of bird watchers are casual observers, a conservative daily spending estimate of \$4.75 is used. Multiplied by the number of activity days (730,000), bird-watching results in total direct spending of \$3.4 million.

***Boating:*** Boating activities of interest to this study include motor boats (to the extent the boating activity focuses primarily on nature-based activities such as sightseeing, bird-watching, or fishing), sailboats, canoes, kayaks, and rowboats.

The *Visitor Survey* reveals that roughly half of those engaging in motor boating, canoeing, or kayaking rent their equipment while most sail boaters own their boats. While those renting equipment clearly spend money in Worcester County, those bringing

their boat also spent money in the county for fuel, maintenance, and equipment.

According to the Greeley-Polhemus study, the cost of renting a boat is also the most accurate equivalent to the market value of owning a boat, therefore, rental estimates are used for all categories of boating.

***Motor & Sail Boats:*** Using the rental cost approach, Greeley-Polhemus reports average activity expenditures of \$20. Adjusting the previously computed activity days for motor and sail boating for commercial rental, a new activity day total of 170,000 is computed, which is then multiplied by the \$20 average daily expenditures for a spending estimate of \$3.4 million.

***Canoes and Kayaks:*** A representative daily rental rate of \$35 for canoes and kayaks is used as the estimate of daily expenditures. Multiplying that figure by the estimated number of activity days (8,820) results in a total spending estimate of \$308,700.

***Camping:*** The *Visitor Survey* indicated that 29 percent of nature tourism participants camp. Of that total, 9 percent rent their equipment. Costs associated with camping are the nightly fee for the campsite (plus the cost of admission when camping in state or national parks), and the cost of any rented equipment. Campers also frequently purchase food, household supplies, and firewood. Camping fees per person average about \$8 at parks and \$10 dollars at private campgrounds, for an average of \$9 per activity day. Other purchases, including food, are estimated at \$7.50 per day, for a total \$16.50 per activity day. Multiplied by the number of activity days (680,000), daily expenses of \$16.50 on camping generate \$11.2 million in total direct spending.

***Fishing/Crabbing & Clamming:***

Fishing, crabbing, and clamming are done from boats, the shore, piers, and docks and require bait, tackle, and gear. Data from the *Visitor Survey* indicate that of the 26 percent of nature tourists that fish, crab, and clam, 16 percent own their own equipment, while 10 percent rent equipment and gear. According to the Greeley-Polhemus study, the Maryland boating survey sets daily spending at just over \$6. The value used in this study is \$7 to reflect the cost of rentals. Multiplied by the number of activity days (670,000), daily spending of \$7 on fishing, crabbing, and clamming accounts for \$4.7 million.

***Hiking & Bicycling:*** Generally speaking, bicycling is an activity pursued both very casually and with great intensity. Casual biking may be a family that brings their bicycles and makes biking a part of their Worcester County stay. Sports bicycling typically involves a lighter, high-speed bicycle and specialized clothing and gear. Yet, neither form of bicycling typically involves significant expenditures aside from the initial purchase of equipment, gear, and clothing, which (as stated above) is assumed to have been made prior to the visit to Worcester County. Thus, expenditures are typically limited to on-the-way refreshments such as a bottle of water or an ice cream cone, film, and minor souvenir purchases. Also, only 7 percent of respondents to the *Visitor Survey* said that they rented equipment and less than 2 percent utilized a tour or program, thus rental or tour costs are minimal. A conservative estimate of \$2.25 to \$4.25 for bicycling expenditures per activity day is used, with the average of that range at \$3.25.

Spending patterns on hiking are similar to those on bicycling in that the activity is pursued both casually, with minimal special gear and clothing, and as a sport, with

considerable investment in equipment, gear, and apparel. No data on the breakdown of casual versus more serious hiking exist. A daily value of \$3.25 is used in this study, the same as for bicycling. By multiplying the \$3.25 figure by the number of participation days for hiking and biking (1.6 million), we arrive at a total direct spending figure of \$5.3 million.

***Hunting/Trapping:*** The U.S. Fish and Wildlife survey reports hunting related expenditures of \$25 - \$30 per day but those figures reflect the cost of rentals. The *Visitor Survey* data show that only 1 percent of participants rent equipment. Therefore, a conservative estimate of \$20 per day is used in this study. Multiplied by 64,000 activity days, daily expenditures of \$20 generate \$1.3 million in total direct spending.

***Photography:*** Photography is pursued casually by many nature visitors as part of enjoying their stay and recording their experiences, while others pursue photography as a more serious endeavor. Expenses involve the purchase of film, equipment, and the cost of rentals. The *Visitor Survey* shows that 38 percent of visitors engaged in photography to some degree, with 35 percent pursuing photography casually and 3 percent making a greater investment by renting equipment or participating in a tour or program. Thus, it is reasonable to assume that most participation in photography is casual vacation picture taking and is included in other miscellaneous expenses (e.g., part of sightseeing or hiking). For serious photographers, daily expenses can range from \$10 to \$20, with an average of \$15. Since it is assumed that only about three percent of participants are serious photographers, the activity days were adjusted accordingly ( $1,591,538 \times 0.03 = 47,746$ ). By multiplying the daily rate of \$15

by the number of activity days, total direct spending of \$716,000 is computed.

***Picnicking:*** Picnicking involves minimal expenditures aside from food and beverages. The average cost of food and beverages for four is estimated at \$20 to \$24, with an average per person value of \$5.50. Total direct spending of \$11.2 million is computed by multiplying the daily spending rate (\$5.50) by the number of activity days (2 million).

***Sporting Clays:*** Sporting clay shooting enjoys significant popularity and is conducted at private ranges, which usually also offer a covered rifle and pistol range. Visitors select from a variety of shots that resemble waterfowl and other wildlife including ducks, geese, pheasant, doves, grouse, quail, rabbit, and fox. Visitors can purchase ammunition and rent shotguns or bring their own. The cost of targets is \$10 to \$30 for either 50 or 100 targets. The cost on rentals and ammunition varies. The average activity cost is estimated at \$20. Multiplied by 66,600 activity days, daily spending of \$20 generates total direct spending on sporting clays of \$1.3 million.

***Swimming:*** Swimming at beaches and rivers typically involves the cost of admission to state or national parks. Otherwise the cost of swimming involves the cost of renting beach chairs and an umbrella or the purchase of suntan lotion or refreshments. Swimming in pools is either included in the cost of the hotel or motel room or is done at private facilities that require a membership and are not the focus of this study. The average daily cost of swimming is estimated to be \$3.50. Multiplied by 755,000 activity days, average daily spending of \$3.50 generates a total of \$2.6 million in direct visitor spending.

***Scenic/Nature Cruises:*** A variety of scenic and nature cruises are offered in Worcester County featuring the coastal bays, Atlantic beaches, and the Pocomoke River. Eco tours to Assateague Island licensed by the National Park Service cost an average of \$11.50 per person. River Boat tours on the Pocomoke river cost about \$8.50 per person. The average daily expenditure value is estimated at \$10. Given 1.1 million activity days, average daily spending of \$10 generates a total of \$10.8 million in total direct spending.

***Touring/Sightseeing:*** Touring is a form of sightseeing that may include some wildlife observation. Touring typically involves minimal expenditures for gasoline for the car and occasional small purchases such as maps, guidebooks, or souvenirs. Since touring as an activity falls outside of the transportation costs associated with the trip as a whole, the cost of gas is included in the spending estimate for this activity. An estimate of \$2.50 to \$3.50 per activity day is reasonable, with an average of \$3 per day used in the study. Multiplied by 1.1 million activity days, \$3 daily spending generates \$3.4 million in total direct spending.

***Visiting Historic and Heritage Sites & Events:*** Expenditures for this activity primarily involve the cost of admission and, depending on the museum or site, range from \$2.50 to \$8.50. An average activity value of \$4.50 has been used. Based on 2 million activity days, this activity generates \$9.3 million in direct spending.

Taken together, nature tourism activities generate a total of \$69 million in direct visitor spending in Worcester County.

## Food, Lodging, and Transportation

As noted before, visitor spending on food, lodging, and transportation are estimated separately from expenses on nature activities to avoid double counting. Food and lodging values used in this study are based on market surveys of local prices and local expert opinion.

**Food:** The daily average expenditure for food is estimated at \$10.50 per day per person, reflecting the fact that many groups include children and that many visitors use picnics or other informal snacks for some of their meals, while enjoying the beach, boating, hiking, or biking. Also, this estimate does not reflect the cost of food for the 23 percent of visitors who camp. For campers, the cost of food is included in the daily spending estimate for camping. By multiplying the daily rate of \$10.50 by the number of activity days (5.7 million), total spending on food comes to \$60.1 million.

**Lodging:** According to the *Visitor Survey*, 68 percent of visitors stay overnight in the area: 20 percent stay with family or friends, 33 percent camp, 26 percent stay in a hotel or motel, and 14 percent stay in a B&B. For those staying overnight, lodging costs vary considerably from \$45/night for budget lodging to \$120/night for luxury accommodations in historic inns and B&Bs.

Based on an informal survey of lodging costs in the county and the seasonal variability, a conservative average value of \$22 per person per night is used in this

study. After the number of lodging nights is computed to reflect those who do not stay overnight or do not need accommodations because they stay with family and friends or camp (which is accounted for elsewhere), a total number of 2.3 million overnights is calculated. By multiplying that number by the average per night per person cost of \$22, total direct spending of \$51 million is estimated.

**Transportation:** According to *Travel Scope*, 87 percent of visitors travel to Worcester County via automobile. But regardless of their home locations, most travel related expenses for gasoline occur outside of Worcester County. Therefore, a conservative estimate of \$3.50, or about the cost of two gallons of gas, is used as the spending estimate per visitor day, or an average of \$12.25 per visit, given an average length of stay of 3.5 days. Thus, the 2.1 million activity days in the county generate \$7.4 million in direct visitor spending on transportation.

Added together, food, lodging, and transportation contribute another \$118.5 million to the economy of Worcester County.

Thus, nature tourism activity spending of \$69 million plus \$118.5 million spent on food, lodging, and transportation generate a total direct economic impact of \$187.5 million on the Worcester County economy. Table E summarizes the direct spending estimates.

**Table E**  
Direct Spending on Nature Tourism and Related Activities

Activity	Participation Rate	Activity Days	Spending/Day	Direct Impact
Bird-Watching	9.9%	732,848	\$4.75	\$3,481,026
Boating - Motor & Sail	82.0%	169,357	20.00	3,387,140
Boating - Canoe & Kayak	3.0%	8,820	35.00	308,700
Camping	9.2%	679,550	16.50	11,212,567
Fishing/Crabbing/Clamming	9.1%	673,628	7.00	4,715,393
Hiking/Biking	22.2%	1,639,654	3.25	5,328,875
Hunting/Trapping	0.9%	63,662	20.00	1,273,230
Photography - Serious	3.0%	47,746	15.00	716,190
Picnicking	27.4%	2,028,285	5.50	11,155,568
Sporting Clays	0.9%	66,623	20.00	1,332,450
Swimming	10.2%	755,055	3.50	2,642,693
Scenic/Nature Cruises	14.6%	1,077,064	10.00	10,770,638
Touring/Sightseeing	15.4%	1,139,985	3.00	3,419,955
Heritage/Historic Sites & Events	27.9%	2,065,298	4.50	9,293,839
			<b>Subtotal</b>	<b>\$69,038,261</b>
Food	Days	5,722,133	\$10.50	\$60,082,391
Lodging	Nights	2,316,983	22.00	50,973,615
Transportation	Days	2,115,000	3.50	7,402,500
			<b>Subtotal</b>	<b>\$118,458,506</b>
			<b>TOTAL</b>	<b>187,496,767</b>

# Estimates of the Total Economic Impact of Nature Tourism

## IMPLAN Model

The IMPLAN<sup>®</sup> Pro (Professional Social Accounting and Impact Analysis) software, developed by MIG, Inc., Stillwater, MN, was the tool used for analyzing the impact of spending by nature tourists on the economy of Worcester County. The economic data used to run the IMPLAN model was for Worcester County, extracted from the 1999 Maryland data set. Both the IMPLAN model and the Maryland data set were purchased by the University of Maryland, Institute for Governmental Service for sole use in its research projects. IMPLAN and the associated database contain a set of social/economic accounts that describe the structure of the U.S. economy in terms of transactions between households, governments, and 528 standardized industry sectors classified on the basis of the primary commodity or service produced. The database also describes the local and regional economy in terms of industry output, value added, employment, imports, and exports. A wide variety of sources are used to construct the databases, including the annual economic census conducted by the U.S. Commerce Department and the U.S. Bureau of Labor Statistics. Only those sectors of the economy relevant to Worcester County were selected and used in running the model.

The data input to the IMPLAN model are the direct expenditure estimates for

nature tourism activities generated by this study. Direct expenditure estimates are based on extrapolations from the *Worcester County Visitor Survey* and *Travel Scope*.

## Economic Multipliers

The most powerful tools embedded in the IMPLAN model are economic multipliers. Multipliers are estimates of the extent to which direct expenditures are re-spent in successive waves of spending throughout the local economy. Because of the effect of economic multipliers, the total economic impact is far greater than the amount of direct spending. Since Worcester County economic data was used to run the model, the economic multipliers generated by IMPLAN are specific to Worcester County.

In general, economic multipliers are defined as the net economic change in a community or a region that results from spending attributed to a particular activity (or set of activities), event, or facility. The purpose of an economic impact analysis is to measure the economic benefits that accrue to a particular community or region.

The concept of the multiplier recognizes that changes in the level of economic activity in one area (e.g., nature tourism) creates successive waves of spending throughout the economy. Nature tourists spend money on a variety of commodities

related to their recreational experiences (e.g., food and lodging, admissions fees, tour programs, equipment and gear purchases or rentals, gasoline). The total amount of spending by nature tourists is the first round of spending and represents the *direct* economic impact. Direct spending estimates were presented in the previous chapter. In turn, direct spending by nature tourists stimulates economic activity as the dollars paid to the suppliers of tourism commodities (i.e., hotels, B&Bs, campgrounds, restaurants, tour operators, shops) spend the money they receive as income to pay for labor (i.e., salaries, wages, and benefits) and supplies and to pay taxes to various levels of government. Thus, direct spending by nature tourists precipitates a second round of spending that is called the *indirect* economic impact. For example, a bed & breakfast pays wages to employees who in turn spend their household income on housing, food, consumer goods, and services. To maintain the B&B, proprietors spend money on landscape maintenance, repairs, and furnishings. The B&B also pays taxes, buys insurance, and hires the services of professionals such as a tax accountant and lawyer. Taxes are paid both to local governments, such as the county and municipality, and to the state and federal governments. Further, some money is spent to persons or businesses outside of the local area. Thus, to summarize, the suppliers of nature tourism commodities spend money in five categories:

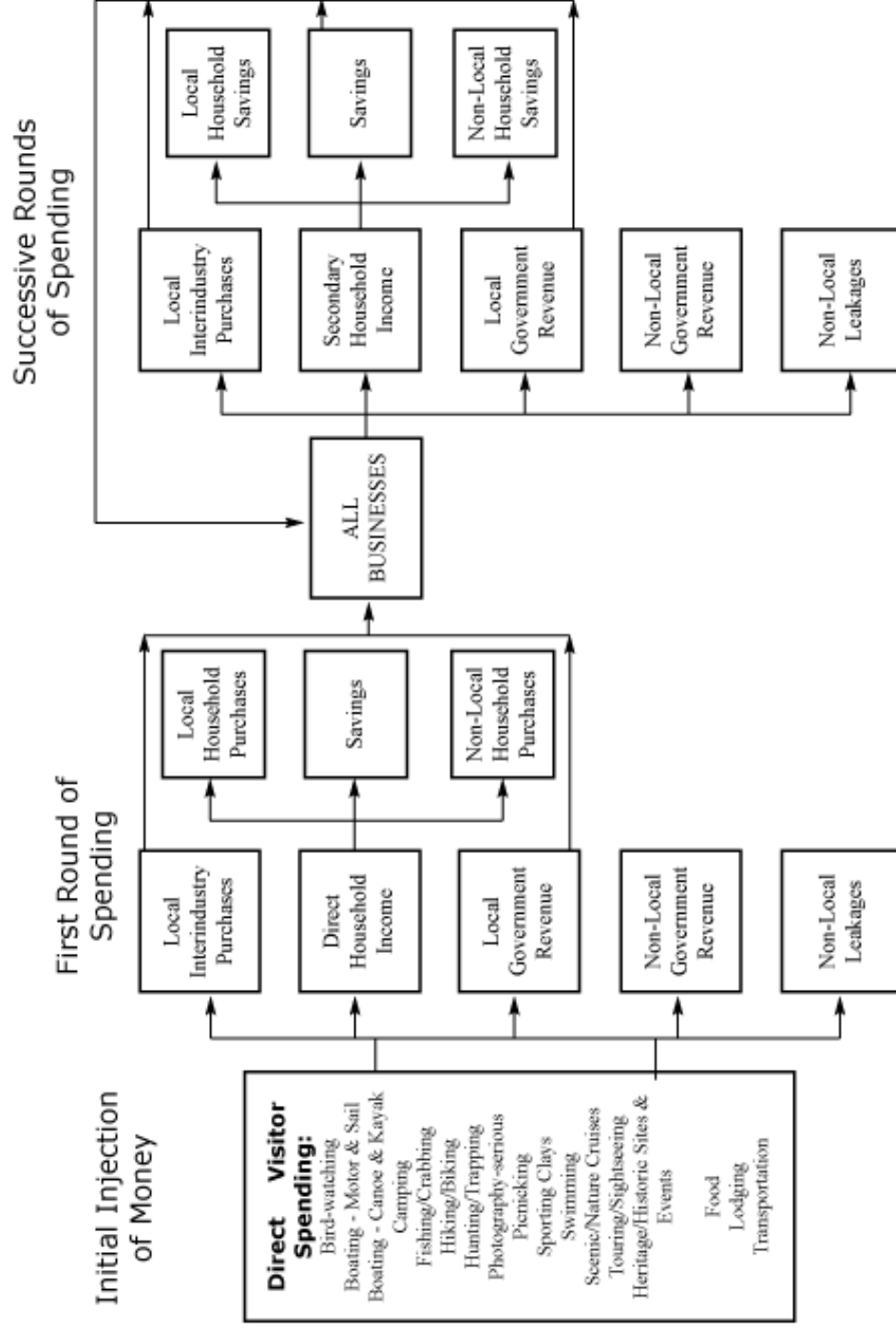
- *Local Industry Purchases*: payments to other private sector businesses in the same jurisdiction to restock inventories, provide for future sales, maintain grounds and buildings, pay insurance premiums;
- *Direct Household Income*: payments to employees who reside in the area in the form of salaries and wages, which constitutes personal income to them;
- *Local Government Revenue*: payments to local governments for sales taxes, property taxes, or taxes on profits;
- *Nonlocal Government Revenue*: payments to the federal and state governments for sales taxes, taxes on profits, or other taxes;
- *Nonlocal Leakage*: payments to employees, shareholders, businesses, organizations, and others who reside outside the local area.

The latter two categories of spending illustrate that the local economy is part of a larger state and national economy, and some money “leaks” out of the area’s economy to pay taxes or buy goods and services from entities outside the area. Only those dollars remaining in the local economy after leakage has taken place constitute the net economic gain to the area. The portion of first round expenditures that remains in the area from local inter-industry purchases, direct household income, or local government revenue is subsequently spent in one of the five ways listed above and thereby sets into motion a further round of economic activity. The portion of household income (employee wages and salaries) that is spent locally on goods and services is called the *induced* impact. The indirect and induced effects taken together are called secondary impacts. As a result of these successive waves of spending, the total economic impact of nature tourism spending is significantly larger than the initial level of direct spending. Economists call the combined effect of the successive waves of spending in an economy a *multiplier*. Figure 3 is a graphic representation of the economic multiplier concept, starting with direct



Figure 3

## ILLUSTRATION OF THE MULTIPLIER CONCEPT



spending by nature tourists, the first round and successive rounds of re-spending, as well as the leakage out of the local economy.

## **Total Economic Impact and Employment**

This study estimates direct spending by nature tourists in Worcester County to be \$187.5 million, of which \$69 million is spent on recreation activities and \$118.5 million on food, lodging, and trip-related transportation. Care was taken not to double count expenditures and to estimate visitor expenditures conservatively. Given that level of direct spending, this study estimates an additional \$50.7 million in indirect and \$55.3 million in induced spending, for a total economic impact of \$293.5 million. Thus, the overall economic multiplier is 1.565, which means that for every dollar of direct spending an additional 56½ cents of spending occurred in the county.

Of the \$50.7 million in indirect spending, \$18.1 million is attributable to recreational activities, while \$32.6 million is generated by food, lodging, and transportation. The economic multiplier for

indirect spending is 1.27, which means that for every dollar of direct spending, an additional 27 cents of indirect spending occurred locally. Of the \$55.3 million in induced spending, \$19.9 million is generated by recreational activities and \$35.4 million by food, lodging, and transportation. The economic multiplier for induced spending is 1.295, which means that for every dollar of direct spending, an additional 29½ cents is generated in induced spending in the local economy.

Employment related to direct tourist spending is estimated to be a total of 4,611 full-time equivalent jobs in Worcester County. Actual jobs may be considerably more, since many tourism-related jobs are part time or seasonal. The total number of jobs created by tourism spending—including those generated by indirect and induced spending—is 6,927 full-time equivalents.

In summary, \$187.5 million in direct spending by visitors on nature tourism and related activities and on food, lodging, and transportation in Worcester County is estimated to create a total economic impact of \$293.5 million, with 6,927 full-time equivalent jobs created. The estimates are shown in Table F.

**Table F**  
Total Economic Impact

	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
<b>Spending</b>				
Recreational Activities	\$69,038,261	\$18,115,640	\$19,855,404	\$107,009,305
Food, Lodging, and Transportation	\$118,458,506	\$32,587,935	\$35,419,093	\$186,465,534
Total	\$187,496,767	\$50,703,575	\$55,274,497	\$293,474,839
<b>Employment (Full-time Equivalent)</b>	4,611	1,087	1,229	6,927

# **Appendix A**

## **Worcester County Visitor Survey Questionnaire**

# Visitor Survey

*Hello Visitor:*

*We are conducting a study of tourism in the area. Please help us by completing this brief survey. It takes only a few minutes and is completely confidential.*

**PLEASE NOTE: You may notice survey forms displayed in many locations throughout the area. PLEASE COMPLETE ONLY ONE SURVEY PER TRIP.**

- 
1. Today's Date: \_\_\_\_\_
  2. Do you live in Worcester County, Maryland?      Yes\_\_\_(go to Q. 5)      No\_\_\_
  3. Do you own a second home or condo in Worcester County?      Yes\_\_\_      No\_\_\_
  4. In what state and zip code is your principal residence?      State\_\_\_\_\_      Zip\_\_\_\_\_
  5. How many people are in your party?      # Adults\_\_\_      # Children\_\_\_
  6. What is your end destination on this trip? \_\_\_\_\_
  7. How did you hear about this area (please check all that apply)?
    - Have been here before \_\_\_\_\_
    - Recommended by family/friends \_\_\_\_\_
    - Print advertising \_\_\_\_\_
    - Radio/TV advertising \_\_\_\_\_
    - Internet \_\_\_\_\_
    - Other - (Please list) \_\_\_\_\_
  8. Are you staying overnight in the area?      Yes\_\_\_      No\_\_\_(go to Q. 12)
  9. How many nights are you staying in the area?      Number of nights\_\_\_
  10. Where are you staying overnight (please check all that apply)?

	Yes/No	Name
Hotel/Motel	_____	_____
B&B	_____	_____
Campground/Cabin	_____	_____
Family/Friends	_____	_____
  11. Why did you select your choice of lodging (please check all that apply)?
    - On the way to another destination \_\_\_\_\_
    - Convenient to local attractions \_\_\_\_\_
    - Price \_\_\_\_\_
    - Overflow from beach locations \_\_\_\_\_
    - Other - (Please list) \_\_\_\_\_
  12. Have you visited or are you planning on visiting any parks, museums, or sites in the area?  
No\_\_\_      Yes\_\_\_(Please list)  
\_\_\_\_\_  
\_\_\_\_\_

**13. For each of the activities listed, please answer the following questions:**

- **What activities do you plan on participating in during this visit?**
- **Did you bring your own equipment or are you renting equipment?**
- **Do you plan on taking a tour or to sign up for a program?**

Activity	Participate		Equipment		Tour/Program (Please list name and location)
	No	Yes	Own	Rent	
Bicycling					
Bird Watching					
Boating - Canoe/Kayak					
Boating - Sail					
Boating - Motor					
Camping					
Fishing/Crabbing					
Hiking					
Hunting/Trapping					
Photography					
Picnicking					
Sporting Clays					
Swimming - Beaches					
Swimming - Rivers/Pools					
Scenic/Nature Cruises - Coastal Bays					
Scenic/Nature Cruises - Rivers					
Touring - Auto					
Visiting Heritage/Historic Sites					
Other - (Please list)					
Other - (Please list)					

**14. What attractions or amenities would you like to see provided in this area that are not currently available?**

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***Thank you for your time; we appreciate your help.  
Enjoy your stay!!***

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This study is being conducted for the Worcester County Tourism Office,  
with collaboration from the Towns of Berlin, Snow Hill, and Pocomoke City,  
by the University of Maryland, Institute for Governmental Service.  
For further information, please call 301-403-4610.



# **Appendix B**

## **Worcester County Visitor Survey Data Summaries & Analyses**

**Table 1**  
**Respondents Living in Worcester**  
**County**

Live in Worcester County Full Time	157	12%
Own Second Home or Condo in Worcester	78	6%
Live Outside Worcester County	1024	82%
Total Number of Respondents	1,259	100



**Table 2A**  
**Number of Adults in Party**

# Adults	# Respondents	% of Total
1	149	??
2	790	79000.0%
3	127	10.1%
4	126	10.0%
5	21	1.7%
6	17	1.4%
7	2	0.2%
8	3	0.2%
9	2	0.2%
10	3	0.2%
11	1	0.1%
12	1	0.1%
14	1	0.1%
15	1	0.1%
16	1	0.1%
20	7	0.6%
24	1	0.1%
25	1	0.1%
27	2	0.2%
33	1	0.1%
36	1	0.1%
60	1	0.1%
Total	1,259	79025.4%

**Table 2B**  
**Number of People (Adults and Children) in Party**

# of Adults	# of Children	# of Respondents	Subtotal/Total	% of Total
1	0	83		
	1	31		
	2	22		
	3	9		
	4	1		
	5	3		
			149	11.8%
2	0	518		
	1	90		
	2	108		
	3	51		
	4	19		
	5	2		
	6	2		
			790	62.7%
3	0	76		
	1	19		
	2	11		
	3	7		
	4	1		
	5	2		
	6	10		
	10	1		
			127	10.1%
4	0	73		
	1	17		
	2	19		
	3	8		
	4	4		
	5	4		
	9	1		
			126	10.0%
5	0	15		
	1	3		
	3	1		
	6	1		
	10	1		
			21	1.7%

**Table 2B**  
**Number of People (Adults and Children) in Party**

# of Adults	# of Children	# of Respondents	Subtotal/Total	% of Total
6	0	9		
	1	2		
	2	3		
	4	2		
	6	1		
			17	1.4%
7	0	1		
	3	1		
			2	0.2%
8	0	1		
	7	1		
	12	1		
			3	0.2%
9	3	1		
	5	1		
			2	0.2%
10	2	1		
	10	1		
	37	1		
			3	0.2%
11	2	1		
			1	0.1%
12	10	1		
			1	0.1%
14	0	1		
			1	0.1%
15	18	1		
			1	0.1%
16	0	1		
			1	0.1%
20	0	7		
			7	0.6%
24	20	1		
			1	0.1%
25	0	1		
			1	0.1%
27	0	2		
			2	0.2%
33	1	1		
			1	0.1%

**Table 2B**  
**Number of People (Adults and Children) in Party**

# of Adults	# of Children	# of Respondents	Subtotal/Total	% of Total
36	2	1		
			1	0.1%
60	1	1		
			1	0.1%
Total			1,259	100.0%

**Table 3**  
**End Destination of Trip**

End Destination	# of Respondents	% of Total*
An Affair to Remember/Doubletake	1	0.1%
Annapolis	3	0.2%
Antique and flea markets	1	0.1%
Assateague Island	142	11.8%
Assateague Island National Seashore	28	2.3%
Assateague Point, Berlin	2	0.2%
Assateague State Park	86	7.1%
Assateague State Park/Pocomoke	2	0.2%
Assateague, Maryland Coast Day	1	0.1%
Assateague/Ocean City	7	0.6%
Baltimore	4	0.3%
Beach	9	0.7%
Berlin	74	6.1%
Berlin Spring Celebration	20	1.7%
Berlin Village Fair	12	1.0%
Berlin, Snow Hill	1	0.1%
Birding in area	1	0.1%
Bishopville	3	0.2%
Blackwater Wildlife Management Area	2	0.2%
Cambridge	1	0.1%
Canada (Quebec)	1	0.1%
Chesapeake Bay	1	0.1%
Chincoteague Island	24	2.0%
Chincoteague/Assateague	1	0.1%
Connecticut	1	0.1%
Conowingo Dam	1	0.1%
Costen House	2	0.2%
Crisfield	5	0.4%
Delaware	1	0.1%
Delaware (Bethany Beach)	12	1.0%
Delaware (Dover) and Pocomoke	3	0.2%
Delaware (Fenwick Island)	6	0.5%
Delaware (Newark)	1	0.1%
Delaware (Rehoboth Beach)	1	0.1%
Delaware (Rehoboth Beach/Bethany Beach)	1	0.1%
Delaware (Rosanna)	1	0.1%
Delaware (Millville)	2	0.2%
Dorchester/Talbot counties	1	0.1%
Eastern Shore	3	0.2%
Fine Needle Quilt Shop	1	0.1%
Florida	3	0.2%

**Table 3**  
**End Destination of Trip**

End Destination	# of Respondents	% of Total*
Fort Whaley	2	0.2%
Frederick	2	0.2%
Frontier Town	2	0.2%
Furnace Town	13	1.1%
Furnace Town Celtic Festival	49	4.1%
Garden & Sea	1	0.1%
Girdletree	2	0.2%
Great Smokies	1	0.1%
Hydes	1	0.1%
Illinois (Chicago)	1	0.1%
Janes Island State Park	2	0.2%
Julia Purnell Museum	1	0.1%
Kent Narrows	1	0.1%
Lower Eastern Shore	1	0.1%
Mariner's Country Down	15	1.2%
Maryland	1	0.1%
Maryland Coast Day	25	2.1%
Mason's Landing	1	0.1%
Milburn Landing State Park	1	0.1%
New Jersey	1	0.1%
New Jersey (Cape May)	3	0.2%
New York City	4	0.3%
North Carolina	8	0.7%
North Carolina (Durham)	1	0.1%
Ocean City	259	21.4%
Ocean City Airport (work trip)	1	0.1%
Ocean City Convention Center	1	0.1%
Ocean City/Assateague/Blackwater	1	0.1%
Ocean City/Bethany	1	0.1%
Ocean City/Frontier Town	1	0.1%
Ocean City/historic points on Eastern Shore	1	0.1%
Ocean City/Salisbury	1	0.1%
Ocean City/Shad Landing State Park	1	0.1%
Ocean Pines	24	2.0%
Oxon Hill/Capitol Heights	1	0.1%
Pennsylvania	3	0.2%
Pennsylvania (Waynesboro)	1	0.1%
Pocomoke City	37	3.1%
Pocomoke City/Chincoteague	1	0.1%
Pocomoke City/Snow Hill/Crisfield	1	0.1%
Pocomoke River	2	0.2%

**Table 3**  
**End Destination of Trip**

End Destination	# of Respondents	% of Total*
Pocomoke River State Park	8	0.7%
Powellville	1	0.1%
Prince Frederick	1	0.1%
Princess Anne	3	0.2%
Rehoboth Beach/Ocean City	1	0.1%
Rehoboth Outlets	1	0.1%
Relatives' homes	5	0.4%
River House Inn	1	0.1%
Salisbury	12	1.0%
Shad Landing State Park	55	4.6%
Shad Landing State Park/Chicoteague	1	0.1%
Silver Spring, Maryland	1	0.1%
Smith Island	1	0.1%
Snow Hill	96	7.9%
Snow Hill Middle School	1	0.1%
Snow Hill, Assateague	1	0.1%
Snow Hill/Crisfield/Princess Anne	1	0.1%
Snow Hill/Pocomoke City	2	0.2%
Snow Hill/Pocomoke/Princess Anne	1	0.1%
South Carolina (Beaufort)	1	0.1%
St. Michaels	1	0.1%
State Park	1	0.1%
Stockton	1	0.1%
Sunfest	1	0.1%
Sylvan Learning Center	1	0.1%
Tangier Island	1	0.1%
Tour of museums	1	0.1%
Trappe	1	0.1%
Victorian Charm	1	0.1%
Victorian Christmas	2	0.2%
Virginia	10	0.8%
Virginia (Alexandria)	1	0.1%
Virginia (Busch Gardens)	1	0.1%
Virginia (Greenbackville)	1	0.1%
Virginia (Norfolk)	1	0.1%
Virginia (Onancock)	3	0.2%
Virginia (Parksley) & Pennsylvania (Downingtown)	1	0.1%
Virginia (Springfield)	1	0.1%
Virginia (Williamsburg)	2	0.2%
Virginia and New Jersey	1	0.1%
Wallops Island	2	0.2%

**Table 3**  
**End Destination of Trip**

End Destination	# of Respondents	% of Total*
Washington, D.C.	8	0.7%
Washington, D.C./Baltimore/Williamsburg/Eastern Shore	1	0.1%
Washington, D.C./Ocean City/North Carolina	1	0.1%
West Virginia (Huntington)	1	0.1%
Westover	1	0.1%
Worcester County	5	0.4%
Worcester County Fair	14	1.2%
<b>Total</b>	1,208	100.0%

\*Percentages rounded to nearest tenth of a percent.



**Table 4A**  
**How Respondents Heard About This Area**

	# of Respondents*	% of Responses
Have Been Here Before	700	44%
Recommended By Family/Friends	346	22%
Print Advertising	189	12%
Radio/TV Advertising	48	3%
Internet	107	7%
Other (see Table 4B)	207	12%
Total	1,597	100%

\*There were 1,279 respondents to the survey. Some respondents gave several responses to this question, which accounts for the 1,597 responses.

**Table 4B**  
**How Respondents Heard About This Area - Other**

How Respondents Heard About This Area	# Respondents
Brochure, tour book, camp book	18
Advertising	3
Always knew about it	6
Antique store	1
Article in newspaper	7
Article in magazine	11
Assateague State Park	2
B&B guide book	4
Baseball tournament	1
Billboard	3
Birding	2
Business trip	9
By accident	12
Came with the band	1
Canoe race	1
Canoeing guidebook	1
Carolina Aero Club Fly In	1
Furnace Town Celtic Festival	2
Century Seagull Bicycle Ride	3
Chamber of Commerce/Tourist Bureau	3
Close to Ocean City	1
Closest to Crisfield with chain motels	1
Daughter is with Footsteps Dance Academy	1
Day Trips in Delmarva by Alan Fisher	1
Electric bill	1
Family history	1
Family located here about 1685	1
Family research	1
Forest ranger	1
Found on map	4
Grew up in Baltimore	1
Harley Owners Group (HOG)	3
Help run a game	1
Hotel in Bethany Beach	1
I am the Athletic Director for the Williamsburg S.C.	1
Interest in biking/canoeing	1
Live in area	9
Lived here previously	8
Local information	1
Love it	1
Margarite Henry books	3

**Table 4B**  
**How Respondents Heard About This Area - Other**

<b>How Respondents Heard About This Area</b>	<b># Respondents</b>
Maryland Conservation Corp	1
Maryland Division of Tourism	3
Nature Conservancy	1
Misc. reading	1
Movie and Sylvan Learning Center	1
National park	1
Part of tour	1
Passing through	9
Pepsi can	1
Photography group	1
Road sign	10
Runaway Bride movie	16
Saw it from Atlantic Hotel	1
School trip	6
SEINE, marine biology camp	3
Shopping (walked in)	1
Snow Hill Christmas Tour	1
Taught about in school	1
Country Register of Maryland	1
Visit to park earlier	1
Visiting friends	2
Visiting Taylor Bank	1
Word of mouth	8
Writing a book about the area	1
<b>Total</b>	<b>207</b>

**Table 5**  
**Number of Respondents by Country or State**

Country or State	# of Respondents	% of Total
Canada	7	0.7%
England	3	0.3%
France	1	0.1%
Germany	4	0.4%
Hungary	1	0.1%
<b>Subtotal - International</b>	<b>16</b>	<b>1.5%</b>
Arizona	2	0.2%
California	6	0.6%
Connecticut	7	0.7%
Delaware	73	7.0%
Florida	15	1.4%
Georgia	1	0.1%
Indiana	1	0.1%
Kansas	1	0.1%
Kentucky	2	0.2%
Louisiana	2	0.2%
Maine	1	0.1%
Maryland	460	44.2%
Massachusetts	10	1.0%
Michigan	5	0.5%
Montana	1	0.1%
Nebraska	1	0.1%
Nevada	2	0.2%
New Hampshire	1	0.1%
New Jersey	52	5.0%
New Mexico	2	0.2%
New York	51	4.9%
North Carolina	12	1.2%
Ohio	15	1.4%
Pennsylvania	176	16.9%
Rhode Island	1	0.1%
Tennessee	2	0.2%
Texas	4	0.4%
Vermont	1	0.1%
Virginia	94	9.0%
Washington	1	0.1%
Washington, DC	13	1.3%
West Virginia	9	0.9%
<b>Subtotal - US</b>	<b>1,024</b>	<b>98.5%</b>
<b>Total</b>	<b>1,040</b>	<b>100.0%</b>

**Table 6**  
**Number of Respondents by Event or Location**

Event or Location	# of Respondents	% of Total
7 (store in Berlin)	7	0.6%
An Afare to Remember (store in Berlin)	4	0.3%
Assateague National Seashore Bayside Drive	5	0.4%
Assateague National Seashore Beach	10	0.8%
Assateague National Seashore Bike Path	1	0.1%
Assateague National Seashore Forest Trail	6	0.5%
Assateague National Seashore Lifesaving Station	1	0.1%
Assateague National Seashore Old Ferry Landing	6	0.5%
Assateague National Seashore Ranger Station	11	0.9%
Assateague National Seashore South Beach Parking	42	3.3%
Assateague National Seashore Visitor Center	18	1.4%
Assateague State Park Beach	23	1.8%
Assateague State Park Canoe Launch	2	0.2%
Assateague State Park Concession	53	4.2%
Assateague State Park Headquarters	1	0.1%
Assateague State Park Nature Center	28	2.2%
Assateague State Park Parking Lot	25	2.0%
Assateague State Park Ranger Station	57	4.5%
Assateague State Park, Maryland Coast Day	122	9.7%
Berlin Spring Celebration	55	4.4%
Berlin Village Fair	32	2.5%
Berlin, Atlantic Hotel	39	3.1%
Berlin, Baileys	15	1.2%
Berlin, Bay & Beyond	10	0.8%
Berlin, Brass Box	20	1.6%
Berlin, Dennisons	1	0.1%
Berlin, Globe	10	0.8%
Berlin, Holland House	5	0.4%
Berlin, Mariner's Country Down Holiday	45	3.6%
Berlin, Sassafras Station	2	0.2%
Berlin, Something Different	10	0.8%
Berlin, Taylor Museum	28	2.2%
Berlin, Town Center	87	6.9%
Berlin, Town Scoop	12	1.0%
Berlin, Victorian Charm	12	1.0%
Furnace Town, Snow Hill, Worcester County Fair	24	1.9%
Pocomoke City Chamber of Commerce	14	1.1%
Pocomoke, Costen House	5	0.4%
Pocomoke, Day's Inn	9	0.7%
Pocomoke, Feldman's Antiques	4	0.3%
Pocomoke, Holiday Inn Express	17	1.4%
Pocomoke, Littletons	21	1.7%
Pocomoke, Pocomoke City Hall	5	0.4%
Shad Landing State Park	83	6.6%

**Table 6**  
**Number of Respondents by Event or Location**

<b>Event or Location</b>	<b># of Respondents</b>	<b>% of Total</b>
Snow Hill, Cannery	1	0.1%
Snow Hill, Chanceford Hall	17	1.4%
Snow Hill, Furnace Town	6	0.5%
Snow Hill, Furnace Town Celtic Festival	103	8.2%
Snow Hill, Greenway Station	9	0.7%
Snow Hill, Mansion House	1	0.1%
Snow Hill, Mason's Landing	1	0.1%
Snow Hill, Mrs. Rei	11	0.9%
Snow Hill, Opera House	12	1.0%
Snow Hill, Pocomoke River Canoe Company	26	2.1%
Snow Hill, Purnell Museum	2	0.2%
Snow Hill, Purnell Museum Victorian Christmas	6	0.5%
Snow Hill, River House Inn	33	2.6%
Snow Hill, Sno Mar (store)	5	0.4%
Snow Hill, Sweet Memories	32	2.5%
Tangier Sound Outfitters	6	0.5%
<b>Total</b>	<b>1,258</b>	<b>100.0%</b>

**Table 7A**  
**Overnights by Type of Lodging**

Hotel/Motel	226	26%
Bed & Breakfast	119	14%
Campground/Cabin	290	33%
Family/Friends	176	20%
Undisclosed	56	7%
<b>Total</b>	<b>867</b>	<b>100%</b>

**Table 7B**  
**Number of Overnight Stays**

# of Nights	# of Respondents	% of Total
0	447	35.0%
1	104	8.1%
2	252	19.7%
3	169	13.2%
4	70	5.5%
5	53	4.1%
6	26	2.0%
7	60	4.7%
8	14	1.1%
9	12	0.9%
10	16	1.3%
11	3	0.2%
12	2	0.2%
13	2	0.2%
14	21	1.6%
15	3	0.2%
16	1	0.1%
18	2	0.2%
21	5	0.4%
30	1	0.1%
32	1	0.1%
35	1	0.1%
42	1	0.1%
50	1	0.1%
60	1	0.1%
90	4	0.3%
100	2	0.2%
120	1	0.1%
150	2	0.2%
270	1	0.1%
<b>Total</b>	<b>1,278</b>	<b>100.0%</b>



**Table 7C**  
**Analysis of Overnight Stays**

<b>Owning Second Home/Condo</b>		
<b># of Nights</b>	<b># of Respondents</b>	<b>Person-Nights*</b>
0	6	0
1	4	4
2	18	36
3	12	36
4	7	28
5	1	5
6	5	30
7	4	28
8	1	8
10	1	10
14	1	14
21	1	21
42	1	42
60	1	60
90	2	180
150	1	150
270	1	270
<b>Total</b>	<b>67</b>	<b>922</b>
<b>Average Overnights</b>		<b>13.8</b>

<b>Visitors Staying 13 Nights or Less (Do Not Own Second Home/Condo)</b>		
<b># of Nights</b>	<b># of Respondents</b>	<b>Person-Nights*</b>
0	19	0
1	99	99
2	232	464
3	155	465
4	62	248
5	51	255
6	20	120
7	54	378
8	13	104
9	12	108
10	15	150
11	3	33
12	2	24
13	2	26
<b>Total</b>	<b>739</b>	<b>2,474</b>
<b>Average Overnights</b>		<b>3.3</b>

**Table 7C**  
**Analysis of Overnight Stays**

<b>Staying in Hotel/Motel, B&amp;B, or Campground</b>		
<b># of Nights</b>	<b># of Respondents</b>	<b>Person-Nights*</b>
0	19	0
1	99	99
2	232	464
3	155	465
4	62	248
5	51	255
6	20	120
7	54	378
8	13	104
9	12	108
10	15	150
11	3	33
12	2	24
13	2	26
14	20	280
15	3	45
16	1	16
18	1	18
21	4	84
30	1	30
32	1	32
35	1	35
50	1	50
90	2	180
100	2	200
120	1	120
150	1	150
<b>Total</b>	<b>778</b>	<b>3,714</b>
<b>Average Overnights</b>		<b>4.8</b>

\*Person-nights equals number of nights times number of people.

**Table 8A**  
**Lodging Choice Reasons**

On the way to another destination	61	5%
Convenient to local attractions	263	21%
Price	166	13%
Overflow from beach locations	59	4%
Other (see Table 8B)	730	57%
Total	1,279	100%

**Table 8B**  
**Lodging Choice Reasons - Other**

Reason for Selecting Choice of Lodging - Other	# of Respondents
AAA guidebook	4
Always come here	16
Always wanted to stay there	2
Arranged by friend	1
Article in magazine	1
Article in newspaper	3
Atmosphere	15
Available	1
Beach and wildlife	4
Beautiful area	3
Because of the river	1
Been here before	15
Best I could find	1
Boating on Pocomoke River	1
Business	3
CAC club staying there	1
Camp and bike	1
Camping	43
Camping for first time, close to home	1
Camping on the beach front	15
Camping to earn Scouts' badge	1
Camping with child theme	1
Can drive on beach	1
Canoeing	1
Chain	1
Chamber of Commerce & Internet	1
Change of pace	2
Checking on beach house nearby	1
Chose to stay here	1
Clean	2
Close to ocean for kayaking	1
Close to the beach and great place to skateboard	1
Come to see Berlin downtown	1
Comfortable/good hotel	1
Condo	2
Convenience and fellowship	1
Convenient to airport	2
Convenient to Salisbury	1
Convenient to Wallops Island	1
Decided not to camp	1
Decided to try B&B	1
Destination	1
Didn't want to stay in a motel	1
Enjoy B&B experience	3

**Table 8B**  
**Lodging Choice Reasons - Other**

Reason for Selecting Choice of Lodging - Other	# of Respondents
Enjoy visiting with friends	1
Enjoyment	11
Family	14
Family gathering	6
Family house, condo	8
Family member	1
Family oriented; activities for kids	3
Favorite place	1
Favorite RV park	1
Fell in love with the town	1
Fishing	2
"Fly in" monthly trip with group	1
Friend offered	15
Gift	5
Great place	1
Group trip (corporate)	1
Handicap rooms	1
Historic home, family history	1
Historic landmark	1
Historic property	2
Holiday Inn Priority Club	1
In area for funeral	1
Indoor pool	5
Inn to inn canoe package	2
Internet	3
It is a grand place	1
Just passed it	1
Large enough for party	1
Like woodsy area	1
Liked the area	2
Live here	2
Live in Salisbury	1
Location	1
Looked like the kind of place we wanted to stay	1
Looking at retirement locations	1
Looking for summer home	1
Lots to do	1
Low environmental impact	1
Luxurious, historic	1
Member	1
National Park	2
Natural beauty	10
Near beach	3
Nice new unit - excellent rooms	1
Nice park	1
Nicest hotel in town	1

**Table 8B**  
**Lodging Choice Reasons - Other**

Reason for Selecting Choice of Lodging - Other	# of Respondents
Nostalgia	1
Not Ocean City	1
Only available	5
Only place to be - awesome	1
Overflow from bike ride	3
Own	4
Own boat	5
Own camper	6
Own home	39
Own home at Assateague	1
Own home in Ocean Pines	1
Package	1
Pets allowed	5
Ponies	2
Private, near ocean	1
Quaint	3
Recreation opportunities	1
Relaxing and quiet location	9
Reputation	1
Retired here	1
Reunion	1
Romantic atmosphere	1
School	1
Science school choice	1
SEINE camp	2
Short visit off season	1
Son at UMES	1
Special occasion	3
Teaching a class to students in youth group	1
Tent base for canoe/fishing	1
Time share	6
To expand Girl Scout experience	1
To visit	1
Too cold to camp	1
Tour package	3
Touring	1
Vacation	2
Visit family	13
Visit ocean, less crowds	2
Visiting for holiday	1
Visiting friends	4
Wanted to visit	2
Was invited	1
We like it	1
We like this park - uncrowded beach	1
We love it	6

**Table 8B**  
**Lodging Choice Reasons - Other**

<b>Reason for Selecting Choice of Lodging - Other</b>	<b># of Respondents</b>
We needed to get away	1
Went to Ocean City and picked one	1
Where we wanted to be	1
Winter rates & convenience	1
Word of mouth	13

**Table 9A**  
**Hotel or Motel Choices**

<b>Hotel or Motel</b>	<b># of Respondents</b>
Admiral Rehoboth/Ocean City	1
Americana	1
Assateague Inn, Chincoteague	2
Atlantic Hotel	24
Atlantic Ocean Suites	1
Best Western	5
Best Western, Salisbury	1
Boardwalk One	1
Cabana Motel	1
Canvas Back	1
Carousel	7
Carribbean Motel, Ocean City	1
Castle in the Sand	2
Cayman Suites	1
Comfort Inn	3
Comfort Inn, Ocean City	2
Comfort Suites, Chincoteague	2
Days Inn	7
Days Inn, Pocomoke	1
Days Inn, Salisbury	1
Dinner Bell	1
Driftwood	1
Dunes Manor	5
Dunes Motel	3
Econolodge	2
Econolodge, Princess Anne	1
Fenwick Inn	3
Flamingo	2
Francis Scott Key	7
Georgia Belle Motel	1
Grand Hotel	1
Hampton Inn	5
High Point North	1
Hobo Beach Motel, Rehoboth	1
Holiday Inn	7
Holiday Inn Express	13
Howard Johnson's	3
Islander Motel	1
Lord Salisbury Motel	1
M.R. Ducks	1
Oasis North	1
Ocean High, Ocean City	1
Oceanic Motel	2
Oceanside Hotel	1
Paddlewheel	1



**Table 9A**  
**Hotel or Motel Choices**

<b>Hotel or Motel</b>	<b># of Respondents</b>
Paradise Plaza Inn	1
Phillips Beach Plaza, Ocean City	3
Pines Motel, Crisfield	1
Pointe of Bay	1
Princess Royale	8
Private rental	7
Quality Inn	9
Quality Inn Beachfront	1
Quality Inn Pocomoke	1
Ramada Inn	2
Rockway	1
Santa Maria Hotel	1
Sea Bay Inn	1
Sea Sands	1
Sea Watch	1
Seabonay Motel	1
Sheraton, Ocean City	1
Sleep Inn	1
Somers Cove Motel	1
Spinnaker	2
St. Tropez	1
Stowaway Grand	2
The Quay	1
The Waves	2
Wyatt's Cottages	1
Thunderbird Beach Motel	3
Tidelands Carribean	1
Travel Inn	1

**Table 9B**  
**Bed & Breakfast Choices**

<b>Bed and Breakfast</b>	<b># of Respondents</b>
Angel of the Sea, Cape May, New Jersey	1
Bea's B&B, Crisfield	1
Chanceford Hall	17
Chanceford Hall & River House Inn	1
Cottage	1
Garden & Sea Inn	5
Holland House	9
Inn on the Ocean	2
Littleton's	20
Mansion House	2
Market Street Inn	1
Merry Sherwood Plantation	2
Miss Molly's	1
River House Inn	36
River House Inn/Garden & Sea Inn	1
Snow Hill Inn	3
Tavern House	1
Waterloo Country Inn	1
Waterloo Country Inn/River House Inn	1
Whitehaven B&B	1

**Table 9C**  
**Campground or Cabin Choices**

<b>Campground or Cabin</b>	<b># of Respondents</b>
Allan Gile Sr.	1
Assateague Island	40
Assateague Island National Seashore	14
Assateague State Park	63
Assateague State Park/Frontiertown	1
Barney's, Chincoteague	1
Cape Henlopen State Park (Delaware)/Assateague	1
Captain's Cove, Greenbackville, Virginia	1
Chincoteague, Virginia	1
Delaware Seashore State Park	1
Eagle's Nest	3
Fort Whaley	3
Frontier Town	21
Janes Island State Park	1
Jim's Hideaway	2
Milburn Landing State Park	2
Ocean Pines	1
Pocomoke River State Park	20
Princess Anne Campground	1
Shad Landing State Park	33
Shad Landing/Tuckahoe State Park	1
State Campground	16
Tom's Cove Park, Chincoteague	1
White Horse Park	1
Woodland	1

**Table 10A - Hotel or Motel Selected Because:  
On the Way to Another Destination**

<b>Hotel or Motel</b>	<b># of Respondents</b>
Atlantic Hotel	3
Best Western Salisbury	1
Comfort Inn	1
Day's Inn	3
Fenwick Inn	1
Holiday Inn Express	5
Paradise Plaza Inn	1
Quality Inn	1
Quality Inn, Pocomoke	1
Sleep Inn	1

**Table 10B - Hotel or Motel Selected Because:  
Convenient to Local Attractions**

<b>Hotel or Motel</b>	<b># of Respondents</b>
Americana	1
Assateague Inn, Chincoteague	1
Atlantic Hotel	8
Atlantic Ocean Suites	1
Best Western	1
Boardwalk One	1
Carousel	2
Carribbean Motel, Ocean City	1
Castle in the Sand	1
Cayman Suites	1
Comfort Inn	2
Comfort Inn, Ocean City	1
Comfort Suites, Chincoteague	1
Days Inn	2
Days Inn, Salisbury	1
Dinner Bell	1
Dunes Motel	4
Econolodge	1
Fenwick Inn	2
Francis Scott Key	6
Grand Hotel	1
Hampton Inn	4
Holiday Inn	5
Holiday Inn Express	1
Howard Johnsons	3
Lord Salisbury Motel	1
M.R. Ducks	1
Oceanic Motel	1
Paddlewheel	1
Paradise Plaza Inn	1
Phillips Beach Plaza, Ocean City	1
Princess Royale	4
Quality Inn	4
Quality Inn, Pocomoke	1
Rockway	1
Santa Maria Hotel	1
Sea Bay Inn	1
Sea Sands	1
Sea Watch	1
Seabonay Motel	1
Spinnaker	1
Stowaway Grand	1
Thunderbird Beach Motel	3
Tidelands Caribbean	1
Travel Inn	1

**Table 10C - Hotel or Motel Selected Because:  
Price**

<b>Hotel or Motel</b>	<b># of Respondents</b>
Americana	1
Atlantic Hotel	2
Best Western	1
Cabana Motel	1
Canvas Back	1
Carousel	2
Comfort Inn	1
Comfort Inn, Ocean City	2
Comfort Suites, Chincoteague	1
Days Inn	4
Dunes Manor	1
Fenwick Inn	1
Francis Scott Key	2
Grand Hotel	1
Hampton Inn	1
Holiday Inn Express	4
Howard Johnson's	1
Oasis North	1
Oceanside Hotel	1
Pointe of Bay	1
Princess Royale	2
Quality Inn	5
Quality Inn, Pocomoke	1
Santa Maria Hotel	1
Sea Bay Inn	1
Seabonay Motel	1
Thunderbird Beach Motel	1
Travel Inn	1
Wyatt's Cottages	1

**Table 10D - Hotel or Motel Selected Because:  
Overflow from Beach Locations**

<b>Hotel or Motel</b>	<b># of Respondents</b>
Atlantic Hotel	1
Carousel	1
Comfort Inn, Ocean City	1
Dinner Bell	1
Econolodge	1
Holiday Inn Express	2
Stowaway Grand	1

**Table 11A - B&B Selected Because:  
On the Way to Another Destination**

<b>B&amp;B</b>	<b># of Respondents</b>
Angel of the Sea, Cape May, New Jersey	1
Chanceford Hall	1
Garden & Sea Inn	1
Holland House	1
Littleton's	1
Miss Molly's	1
River House Inn	3
Snow Hill Inn	1
Whitehaven B&B	1



**Table 11B - B&B Selected Because:  
Convenient to Local Attractions**

<b>B&amp;B</b>	<b># of Respondents</b>
Bea's B&B, Crisfield	1
Chanceford Hall	9
Chanceford Hall Inn & River House Inn	1
Garden & Sea Inn	1
Holland House	3
Littleton's	6
Merry Sherwood Plantation	2
River House Inn	14
Snow Hill Inn	2
Whitehaven B&B	1

**Table 11C - B&B Selected Because:  
Price**

<b>B&amp;B</b>	<b># of Respondents</b>
Chanceford Hall	2
Holland House	1
Littleton's	2
River House Inn	5

**Table 11D - B&B Selected Because:  
Overflow from Beach Locations**

<b>B&amp;B</b>	<b># of Respondents</b>
Chanceford Hall	1
Holland House	1
River House Inn	3

**Table 12A - Campground or Cabin Selected Because:  
On the Way to Another Destination**

<b>Campground or Cabin</b>	<b># of Respondents</b>
Assateague Island	3
Assateague State Park	5
Pocomoke River State Park	5
Shad Landing State Park	5
State Campground	1
Fort Whaley	1

**Table 12B - Campground or Cabin Selected Because:  
Convenient to Local Attractions**

<b>Campground or Cabin</b>	<b># of Respondents</b>
Assateague Island	12
Assateague Island National Seashore	4
Assateague State Park	19
Assateague State Park/Frontier Town	1
Barney's, Chincoteague	1
Captain's Cove, Greenbackville, Virginia	1
Delaware Seashore State Park	1
Eagle's Nest	1
Fort Whaley	3
Frontier Town	11
Jim's Hideaway	1
Milburn Landing State Park	1
Pocomoke River State Park	3
Shad Landing State Park	12
Shad Landing/Tuckahoe	1
State Campground	4
Woodland	1

**Table 12C - Campground or Cabin Selected Because:  
Price**

<b>Campground or Cabin</b>	<b># of Respondents</b>
Assateague Island	4
Assateague Island National Seashore	1
Assateague State Park	24
Barney's, Chincoteague	1
Frontier Town	5
Jim's Hideaway	2
Milburn Landing State Park	1
Pocomoke River State Park	7
Shad Landing State Park	9
State Campground	5

**Table 12D - Campground or Cabin Selected Because:  
Overflow from Beach Locations**

<b>Campground or Cabin</b>	<b># of Respondents</b>
Assateague Island	3
Assateague State Park	5
Fort Whaley	1
Pocomoke River State Park	5
Shad Landing State Park	5
State Campground	1

**Table 13A - Participation by Type of Activity:  
Bicycling**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	304	Yes	304		0
Total Participating w/ Equip & w/o Tour			<b>304</b>		
Yes	2	Yes	2	Assateague	2
Yes	1	Yes	1	Assateague/Ocean City boardwalk	1
Yes	3	Yes	3	Ocean City Boardwalk	3
Yes	3	Yes	3	Ocean City	3
Yes	1	Yes	1	Ocean Pines	1
Yes	2	Yes	2	Seagull Century Ride	2
Yes	1	Yes	1	Seagull Century/Salisbury State University	1
Yes	1	Yes	1	Snow Hill to Berlin	1
Yes	1	Yes	1	Snow Hill/Assateague	1
Total Tour w/ Own Equipment					<b>15</b>
Yes	84	No	84		0
Total w/o Equipment & Tour			<b>84</b>		
Yes	1	No	1	Inn to inn tour/River House Inn	1
Yes	1	No	1	Observing the ride	1
Total Tour w/o Own Equipment					<b>2</b>
No	4	Yes	4		0
No	870	No	870		0
Total Not Participating			<b>874</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	23.8%	<b>304</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	1.2%	<b>15</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	6.6%	<b>84</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.2%	<b>2</b>
<b>Total Respondents Participating</b>	<b>31.7%</b>	<b>405</b>
<b>Respondents not Participating</b>	<b>68.3%</b>	<b>874</b>
Total Respondents	100.0%	<b>1279</b>



**Table 13B - Participation by Type of Activity:  
Bird-Watching**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	126	Yes	126		0
Total Participating w/ Equip & w/o Tour			<b>126</b>		
Yes	2	Yes	2	Assateague Island	2
Yes	1	Yes	1	Assateague/Pocomoke River	1
Yes	1	Yes	1	Chincoteague NWR	1
Yes	1	Yes	1	Ocean City/Pocomoke State Park/Pocomoke River	1
Yes	1	Yes	1	Pocomoke/Chincoteague	1
Total Tour w/ Own Equipment					<b>6</b>
Yes	210	No	210		0
Total w/o Equipment & Tour			<b>210</b>		
Yes	2	No	2	Assateague	2
Yes	2	No	2	Assateague Island National Seashore	2
Yes	1	No	1	Assateague/Pocomoke River	1
Yes	1	No	1	throughout the area	1
Yes	1	No	1	Wildlife refuge	1
Yes	1	No	1	Warblers, Snow Hill; Assateague Night Sounds	1
Total Tour w/o Own Equipment					<b>8</b>
No	929	No	929		0
Total Not Participating			<b>929</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	9.9%	<b>126</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.5%	<b>6</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	16.4%	<b>210</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.6%	<b>8</b>
<b>Total Respondents Participating</b>	<b>27.4%</b>	<b>350</b>
<b>Number of Respondents not Participating</b>	<b>72.6%</b>	<b>929</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13C - Participation by Type of Activity:  
Boating - Canoe or Kayak**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	136	Yes	136		0
Total Participating w/ Equip & w/o Tour			<b>136</b>		
Yes	1	Yes	1	Assateague	1
Yes	1	Yes	1	Assateague Island	1
Yes	1	Yes	1	Chincoteague Bay/Ocean	1
Yes	1	Yes	1	Pocomoke Canoe Race	1
Yes	1	Yes	1	Pocomoke River	1
Yes	1	Yes	1	Snow Hill/Pocomoke River Canoe	1
Total Tour w/ Own Equipment					<b>6</b>
Yes	123	No	123		0
Total w/o Equipment & Tour			<b>123</b>		
Yes	1	No	1	Assateague	1
Yes	1	No	1	Assateague Island National Seashore	1
Yes	1	No	1	National Park Ranger Program	1
Yes	2	No	2	Pocomoke	2
Yes	10	No	10	Pocomoke River Canoe Company	10
Yes	1	No	1	Pokomoke River, Snow Hill	1
Yes	1	No	1	Snow Hill canoe place	1
Yes	1	No	1	State Park Program	1
Total Tour w/o Own Equipment					<b>18</b>
No	996	No	996		0
Total Not Participating			<b>996</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	10.6%	<b>136</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.5%	<b>6</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	9.6%	<b>123</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	1.4%	<b>18</b>
<b>Total Respondents Participating</b>	<b>22.1%</b>	<b>283</b>
<b>Number of Respondents not Participating</b>	<b>77.9%</b>	<b>996</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13D - Participation by Type of Activity:  
Boating - Sail**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	21	Yes	21		0
Total Participating w/ Equip & w/o Tour			<b>21</b>		
Total Tour w/ Own Equipment			<b>0</b>		
Yes	25	No	25		0
Total w/o Equipment & Tour			<b>25</b>		
Yes	1	No	1	Friends	1
Total Tour w/o Own Equipment			<b>1</b>		
No	1232	No	1232		0
Total Not Participating			<b>1232</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	1.6%	<b>21</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.0%	<b>0</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	2.0%	<b>25</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.1%	<b>1</b>
<b>Total Respondents Participating</b>	<b>3.7%</b>	<b>47</b>
<b>Number of Respondents not Participating</b>	<b>96.3%</b>	<b>1232</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13E - Participation by Type of Activity:  
Boating - Motor**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	93	Yes	93		0
Total Participating w/ Equip & w/o Tour			<b>93</b>		
Yes	1	Yes	1	Indian River	1
Yes	1	Yes	1	Ocean City	1
Total Tour w/ Own Equipment					<b>2</b>
Yes	66	No	66		0
Total w/o Equipment & Tour			<b>66</b>		
Yes	1	No	1	Boat to Smith Island	1
Yes	1	No	1	Eco Tour, State Park	1
Yes	1	No	1	Friends	1
Yes	1	No	1	Pocomoke River cruise	1
Yes	1	No	1	Pontoon Boat	1
Total Tour w/o Own Equipment					<b>5</b>
No	1	Yes	1		0
No	1112	No	1112		0
Total Not Participating			<b>1113</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	7.3%	<b>93</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.2%	<b>2</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	5.2%	<b>66</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.4%	<b>5</b>
<b>Total Respondents Participating</b>	<b>13.0%</b>	<b>166</b>
<b>Number of Respondents not Participating</b>	<b>87.0%</b>	<b>1113</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13F - Participation by Type of Activity:  
Camping**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	234	Yes	234		0
Total Participating w/ Equip & w/o Tour			<b>234</b>		
Yes	5	Yes	5	Assateague	5
Yes	4	Yes	4	Assateague State Park	4
Yes	3	Yes	3	Frontier Town campground	3
Yes	1	Yes	1	Frontier Town/Assateague	1
Yes	3	Yes	3	Pocomoke River State Park	3
Yes	1	Yes	1	Rt. 26 - Delaware	1
Yes	1	Yes	1	State Park	1
Yes	1	Yes	1	Fort Whaley	1
Total Tour w/ Own Equipment					<b>19</b>
Yes	113	No	113		0
Total w/o Equipment & Tour			<b>113</b>		
Yes	2	No	2	Assateague	2
Total Tour w/o Own Equipment					<b>2</b>
No	911	No	911		0
Total Not Participating			<b>911</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	18.3%	<b>234</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	1.5%	<b>19</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	8.8%	<b>113</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.2%	<b>2</b>
<b>Total Respondents Participating</b>	<b>28.8%</b>	<b>368</b>
<b>Respondents not Participating</b>	<b>71.2%</b>	<b>911</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13G - Participation by Type of Activity:  
Fishing, Crabbing, & Clamming**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	194	Yes	194		0
Total Participating w/ Equip & w/o Tour			<b>194</b>		
Yes	1	Yes	1	Assateague	1
Yes	1	Yes	1	Assateague Island	1
Yes	1	Yes	1	Frontier Town	1
Yes	1	Yes	1	Frontier Town/Assateague	1
Yes	1	Yes	1	Indian River	1
Yes	1	Yes	1	Public landing	1
Yes	1	Yes	1	Surf	1
Total Tour w/ Own Equipment					<b>7</b>
Yes	127	No	127		0
Total w/o Equipment & Tour			<b>127</b>		
Yes	1	No	1	Assateague State	1
Yes	1	No	1	Chincoteague, VA	1
Yes	1	No	1	National Park demonstration	1
Yes	1	No	1	Newark pier	1
Total Tour w/o Own Equipment					<b>4</b>
No	947	No	947		0
Total Not Participating			<b>947</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	15.2%	<b>194</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.5%	<b>7</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	9.9%	<b>127</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.3%	<b>4</b>
<b>Total Respondents Participating</b>	<b>26.0%</b>	<b>332</b>
<b>Respondents not Participating</b>	<b>74.0%</b>	<b>947</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13H - Participation by Type of Activity:  
Hiking**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	121	Yes	121		0
Total Participating w/ Equip & w/o Tour			<b>121</b>		
Yes	1	Yes	1	Assateague Island State Park	1
Yes	1	Yes	1	Assateague/Chincoteague	1
Yes	1	Yes	1	Island Trail	1
Yes	1	Yes	1	Pocomoke River State Park/Assateague	1
Yes	1	Yes	1	Pocomoke/Chincoteague	1
Total Tour w/ Own Equipment					<b>5</b>
Yes	262	No	262		0
Total w/o Equipment & Tour			<b>262</b>		
Yes	5	No	5	Assateague	5
Yes	1	No	1	Assateague Island	1
Yes	1	No	1	Beach	1
Yes	1	No	1	Pocomoke State Park	1
Total Tour w/o Own Equipment					<b>8</b>
No	883	No	883		0
Total Not Participating			<b>883</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	20.5%	<b>262</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.4%	<b>5</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	9.5%	<b>121</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.6%	<b>8</b>
<b>Total Respondents Participating</b>	<b>31.0%</b>	<b>396</b>
<b>Respondents not Participating</b>	<b>69.0%</b>	<b>883</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13 I - Participation by Type of Activity:  
Hunting & Trapping**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	20	Yes	20		0
Total Participating w/ Equip & w/o Tour			<b>20</b>		
Total Tour w/ Own Equipment					<b>0</b>
Yes	13	No	13		0
Total w/o Equipment & Tour			<b>13</b>		
Total Tour w/o Own Equipment					<b>0</b>
No	1246	No	1246		0
Total Not Participating			<b>1246</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	1.6%	<b>20</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.0%	<b>0</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	1.0%	<b>13</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.0%	<b>0</b>
<b>Total Respondents Participating</b>	2.6%	<b>33</b>
<b>Respondents not Participating</b>	97.4%	<b>1246</b>
Total Respondents	100.0%	<b>1279</b>



**Table 13J - Participation by Type of Activity:  
Photography**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	442	Yes	442		0
Total Participating w/ Equip & w/o Tour			<b>442</b>		
Yes	1	Yes	1	Assateague	1
Yes	1	Yes	1	Assateague Island	1
Yes	1	Yes	1	Assateague Island State Park	1
Yes	1	Yes	1	Assateague/Chincoteague	1
Yes	2	Yes	2	Ocean City, Assateague, Berlin, Snow Hill	2
Total Tour w/ Own Equipment					<b>6</b>
Yes	26	No	26		0
Total w/o Equipment & Tour			<b>26</b>		
Yes	1	No	1	Assateague	1
Yes	1	No	1	Beach	1
Yes	1	No	1	Pokomoke River, St. Martin River	1
Yes	1	No	1	The Island	1
Yes	2	No	2	various locations	2
Total Tour w/o Own Equipment					<b>6</b>
No	799	No	799		0
Total Not Participating			<b>799</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	34.5%	<b>442</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.5%	<b>6</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	2.0%	<b>26</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.5%	<b>6</b>
<b>Total Respondents Participating</b>	<b>37.5%</b>	<b>480</b>
<b>Respondents not Participating</b>	<b>62.5%</b>	<b>799</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13K - Participation by Type of Activity:  
Picnicking**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	140	Yes	140		140
Total Participating w/ Equip & w/o Tour			<b>140</b>		
Yes	1	Yes	1	Assateague	1
Yes	1	Yes	1	Assateague/Chincoteague	1
Total Tour w/ Own Equipment					<b>2</b>
Yes	210	No	210		210
Total w/o Equipment & Tour			<b>210</b>		
Yes	1	No	1	Assateague	1
Yes	1	No	1	Assateague State Park	1
Yes	1	No	1	Chincoteague	1
Yes	1	No	1	Ocean City, Assateague, Berlin	1
Yes	1	No	1	Parks	1
Yes	1	No	1	Shad Landing	1
Total Tour w/o Own Equipment					<b>6</b>
No	921	No	921		921
Total Not Participating			<b>921</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	27.4%	<b>350</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.2%	<b>2</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	0.0%	<b>0</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.5%	<b>6</b>
<b>Total Respondents Participating</b>	<b>28.0%</b>	<b>358</b>
<b>Respondents not Participating</b>	<b>72.0%</b>	<b>921</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13L - Participation by Type of Activity:  
Sporting Clays**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	12	Yes	12		0
Total Participating w/ Equip & w/o Tour			<b>12</b>		
Total Tour w/ Own Equipment					<b>0</b>
Yes	9	No	9		0
Total w/o Equipment & Tour			<b>9</b>		
Total Tour w/o Own Equipment					<b>0</b>
No	1258	No	1258		0
Total Not Participating			<b>1258</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	0.9%	<b>12</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.0%	<b>0</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	0.7%	<b>9</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.0%	<b>0</b>
<b>Total Respondents Participating</b>	1.6%	<b>21</b>
<b>Respondents not Participating</b>	98.4%	<b>1258</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13M - Participation by Type of Activity:  
Swimming - Beaches**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	168	Yes	168		0
Total Participating w/ Equip & w/o Tour			<b>168</b>		
Yes	2	Yes	2	Assateague	2
Yes	1	Yes	1	Assateague Beach	1
Yes	2	Yes	2	Assateague Island State Park	2
Yes	1	Yes	1	Frontier Town	1
Yes	1	Yes	1	Ocean City	1
Yes	1	Yes	1	Ocean City/Assateague	1
Total Tour w/ Own Equipment					<b>8</b>
Yes	412	No	412		0
Total w/o Equipment & Tour			<b>412</b>		
Yes	6	No	6	Assateague	6
Yes	2	No	2	Assateague Island State Park	2
Yes	1	No	1	Captain's Cove	1
Yes	1	No	1	Chincoteague	1
Yes	1	No	1	Fenwick	1
Yes	6	No	6	Ocean City	6
Yes	1	No	1	Ocean City, Assateague, Berlin	1
Yes	1	No	1	Ocean Pines	1
Total Tour w/o Own Equipment					<b>19</b>
No	672	No	672		0
Total Not Participating			<b>672</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	13.1%	<b>168</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.6%	<b>8</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	32.2%	<b>412</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	1.5%	<b>19</b>
<b>Total Respondents Participating</b>	<b>47.5%</b>	<b>607</b>
<b>Respondents not Participating</b>	<b>52.5%</b>	<b>672</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13N - Participation by Type of Activity:  
Swimming - Rivers & Pools**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	63	Yes	63		0
Total Participating w/ Equip & w/o Tour			<b>63</b>		
Yes	1	Yes	1	Frontier Town	1
Yes	1	Yes	1	Ocean City/Sea Rocket	1
Yes	1	Yes	1	Ocean Pines	1
Total Tour w/ Own Equipment					<b>3</b>
Yes	159	No	159		0
Total w/o Equipment & Tour			<b>159</b>		
Yes	1	No	1	Campground	1
Yes	1	No	1	Captain's Cove	1
Yes	1	No	1	Holiday Inn, Ocean City	1
Yes	2	No	2	Hotel Pool	2
Yes	1	No	1	Membership private pool	1
Yes	1	No	1	Ocean City	1
Yes	1	No	1	Pocomoke River State Park	1
Yes	1	No	1	Smith Island	1
Total Tour w/o Own Equipment					<b>9</b>
No	1045	No	1045		0
Total Not Participating			<b>1045</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	12.4%	<b>159</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.2%	<b>3</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	4.9%	<b>63</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.7%	<b>9</b>
<b>Total Respondents Participating</b>	<b>18.3%</b>	<b>234</b>
<b>Respondents not Participating</b>	<b>81.7%</b>	<b>1045</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13 O - Participation by Type of Activity:  
Scenic & Nature Cruises - Rivers**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	26	Yes	26		0
Total Participating w/ Equip & w/o Tour			<b>26</b>		
Total Tour w/ Own Equipment					<b>0</b>
Yes	127	No	127		0
Total w/o Equipment & Tour			<b>127</b>		
Yes	1	No	1	Capt. Carmine's Miss Rai	17
Yes	1	No	1	Crisfield, Pokomoke River	1
Yes	1	No	1	Island Belle	1
Yes	1	No	1	Pocomoke River cruise	3
Yes	1	No	1	Shad Landing	1
Yes	1	No	1	Tours by Shantytown	1
Total Tour w/o Own Equipment					<b>24</b>
No	1	Yes	1		0
No	1103	No	1103		0
Total Not Participating			<b>1104</b>		

Respondents Participating, Using Their Own Equipment, but Without Utilizing a Tour or Program	1.9%	<b>24</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.0%	<b>0</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	9.9%	<b>127</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	1.9%	<b>24</b>
<b>Total Respondents Participating</b>	<b>13.7%</b>	<b>175</b>
<b>Respondents not Participating</b>	<b>86.3%</b>	<b>1104</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13P - Participation by Type of Activity:  
Scenic & Nature Cruises - Coastal Bays**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	35	Yes	35		0
Total Participating w/ Equip & w/o Tour			<b>35</b>		
Total Tour w/ Own Equipment					<b>0</b>
Yes	174	No	154		0
Total w/o Equipment & Tour			<b>154</b>		
Yes	1	No	1	Assateague Island	1
Yes	1	No	1	Back Bay Cruises, Ocean City	1
Yes	1	No	1	Crisfield, Pokomoke River	1
Yes	1	No	1	Discovery	1
Yes	1	No	1	Eco-Tour	1
Total Tour w/o Own Equipment					<b>5</b>
No	1065	No	1085		0
Total Not Participating			<b>1085</b>		

Respondents Participating, Using Their Own Equipment, but Without Utilizing a Tour or Program	2.7%	<b>35</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.0%	<b>0</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	12.0%	<b>154</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.4%	<b>5</b>
<b>Total Respondents Participating</b>	<b>15.2%</b>	<b>194</b>
<b>Respondents not Participating</b>	<b>84.8%</b>	<b>1085</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13Q - Participation by Type of Activity:  
Touring - Auto**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	197	Yes	197		0
Total Participating w/ Equip & w/o Tour			<b>197</b>		
Yes	2	Yes	2	Assateague	2
Yes	1	Yes	1	Berlin/Snow Hill	1
Yes	1	Yes	1	Berlin/Ocean City	1
Yes	1	Yes	1	Ocean City, Assateague, Berlin, Snow Hill	1
Yes	1	Yes	1	Worcester County	1
Total Tour w/ Own Equipment					<b>6</b>
Yes	349	No	349		0
Total w/o Equipment & Tour			<b>349</b>		
Yes	1	No	1	Assateague	1
Yes	1	No	1	Berlin, Ocean City	1
Yes	1	No	1	Delaware, Maryland, Virginia	1
Yes	1	No	1	Ocean City to Furnace Town	1
Yes	1	No	1	Lower 4 Maryland counties, 2 Virginia counties	1
Yes	1	No	1	Ocean City, Berlin	1
Yes	1	No	1	Ocean City, Winterfest of Lights	1
Yes	1	No	1	Ocean Pines	1
Total Tour w/o Own Equipment					<b>8</b>
No	1	Yes	1		0
No	718	No	718		0
Total Not Participating			<b>719</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	15.4%	<b>197</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.5%	<b>6</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	27.3%	<b>349</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	0.6%	<b>8</b>
<b>Total Respondents Participating</b>	<b>43.8%</b>	<b>560</b>
<b>Respondents not Participating</b>	<b>56.2%</b>	<b>719</b>
Total Respondents	100.0%	<b>1279</b>



**Table 13R - Participation by Type of Activity:  
Visiting Heritage & Historic Sites**

Participate?	Count	Own Equip?	Count	Tour or Program	Count
Yes	62	Yes	62		0
Total Participating w/ Equip & w/o Tour			<b>62</b>		
Yes	2	Yes	2	Berlin	2
Yes	1	Yes	1	Berlin, Snow Hill	1
Yes	1	Yes	1	Furnace Town, churches	1
Total Tour w/ Own Equipment					<b>4</b>
Yes	357	No	357		0
Total w/o Equipment & Tour			<b>357</b>		
Yes	1	No	1	Assateague	1
Yes	1	No	1	Assawoman, Delaware	1
Yes	3	No	3	Berlin	5
Yes	2	No	2	Calvin B. Taylor House Tour	2
Yes	1	No	1	Furnace Town Celtic Festival	2
Yes	3	No	3	Furnace Town	3
Yes	1	No	1	Furnace Town/Snow Hill	1
Yes	2	No	2	Globe Theater	2
Yes	1	No	1	Local homes, Furnace Town	1
Yes	1	No	1	Purnell Museum	1
Yes	1	No	1	Purnell Museum, Furnace Town	1
Yes	1	No	1	Snow Hill	1
Yes	2	No	2	Snow Hill Walking Tour	2
Yes	1	No	1	State and National Parks	1
Yes	1	No	1	Water Fowl Museum	1
Total Tour w/o Own Equipment					<b>25</b>
No	830	No	830		0
Total Not Participating			<b>830</b>		

Respondents Participating, Using Their Own Equipment, and Not Utilizing a Tour or Program	27.9%	<b>357</b>
Respondents Participating, Using Their Own Equipment, and Utilizing a Tour or Program	0.3%	<b>4</b>
Respondents Participating, Renting Equipment, and Not Utilizing a Tour or Program	4.8%	<b>62</b>
Respondents Participating, Renting Equipment, and Utilizing a Tour or Program	2.0%	<b>26</b>
<b>Total Respondents Participating</b>	<b>35.1%</b>	<b>449</b>
<b>Respondents not Participating</b>	<b>64.9%</b>	<b>830</b>
Total Respondents	100.0%	<b>1279</b>

**Table 13S - Participation by Type of Activity:  
Other Activities**

Activity	Own Equip?	Count
Airplane flying	No	1
Antique and craft shopping	No	24
Antique car show	No	1
Antiques Show - Ocean City Convention Center	No	1
Antiques, outlet malls	No	1
Assateague	No	1
Baseball tournament	No	1
Beach combing	No	1
Berlin Spring Celebration	No	3
Berlin Fiddler's Convention	No	3
Booking	No	1
Business with Chincoteague Bay Foundation	No	1
Class reunion	No	1
Coastal cleanup	No	1
Dancing	No	1
Diakonia Homeless Shelter Volunteering	No	1
Dining	No	13
Enjoying the town	No	1
Festivals and fairs	No	7
Furnace Town Celtic Festival	No	6
Genealogy	No	3
Girl Scout Camping	No	1
Go-carts	No	1
Golf	No	13
Harley-Davidson Owners Group	No	2
Ice skating at Carousel Hotel	No	1
Kite flying	No	3
Library tour	Yes	1
Listening to music	No	1
Mariner's Country Down	No	1
Motorcycle tour	No	3
Nature trail walks	No	1
Ocean City	No	4
Off-road beach driving	No	1
Relaxing	No	5
Ripley's Believe It Or Not	No	1
Salisbury State University	No	1
Seek position with Berlin police	No	1
Shopping	No	21
Sightseeing	No	1
Snow Hill walk	No	1
Summer camporee	No	1
Surfing	Yes	1
Vendor in craft shows	No	1
Walking	No	8

**Table 13S - Participation by Type of Activity:  
Other Activities**

Activity	Own Equip?	Count
Walking on the beach	No	1
Walking tour of town	No	1
Watching shows	No	1
<b>Total</b>		<b>151</b>

**Table 14A  
 Needed Amenities & Other Suggestions for Improvements**

<b>Other Attractions/Amenities</b>	<b>Count</b>
1 or 2 Walmart/Kmart type stores in Ocean City area - have to drive far to get household items. Roses is declining over the years	1
24-hour Walmart	1
50 amp service for campers; Volleyball at pool for campers; Baseball games; Boat nature trips; More stuff at amphitheater; Junior ranger program two days a week; Campfire program; Bonfire group singalong; More interactive games at nature center	1
A bakery in the central part of the county	1
A board shop with really cheap (price wise) shoes, hardware, and boards, free assembly and a very good selection of decks and wheels	1
A coffee house similar to Starbucks - sitting area with newspapers, serve pastries, etc. with wonderful coffee and lattes	1
A coffee house, video store in Snow Hill	1
A family oriented park outdoors with playground equipment	1
A first aid kit	1
A flyer for each town with the restaurants, shops, and their hours. Possibly restaurants open on Sundays for us tourists	1
A good restaurant	1
A movie theater would be nice	1
A place to purchase postcards at a reasonable price	1
A pool	2
Activity center for kids for free	1
Additional public restrooms	1
Amphitheater	2
Amusement park, horseback riding facilities	1
Ancient fixtures, water pump, outhouse and fireplaces, etc.	1
Antique auctions	1
Antique shop, post cards	1
Antique shops and restaurants needed in your downtown	1
Anything to do with model railroads, trains, dolls	1
Aquarium	1
Area needs live theater or art museum	1
Art festival	1
At this time of the year, all of the amenities are not open until Memorial Day weekend. Unable to answer at this time.	1
ATV allowed on beach in certain areas with permit	1
B&Bs and a directory or web site for them	1
Babysitting network - need babysitter for some evenings but don't know anyone here.	1
Bass boats with 9.9 hp engines; Pontoon boats	1
Bathroom at Shad Landing marina - add hooks by showers and add a bench and more hooks for people waiting to use showers/sinks.	1
Being retired, we travel mostly weekdays and many attractions are not available. We like to visit museums and historic homes. Pocomoke City needs help!	1
Berlin needs more shops/stores opened on weekends.	1
Better bath/bathroom facilities	1
Better directions in pamphlet; More information on nearby attractions	1

**Table 14A  
 Needed Amenities & Other Suggestions for Improvements**

<b>Other Attractions/Amenities</b>	<b>Count</b>
Better maps of restaurants! Good gourmet food, not just fried yuck; Better bike maps/trails	1
Better restaurants! Guides to restaurants (accuracy on quality)	1
Better restaurants	1
Better signs and park staff familiar with trails	1
Bigger picnic area; More trash cans	1
Bike rental at Shad's Landing	1
Bike rental services	1
Bike trail along park road	1
Bike trail in Assateague	1
Bike trail on the railroad bed	1
Bike trails marked; Better directions to hiking trails; Guided canoe or kayak trips with a native guide would be nice	1
Birding trails like Florida or Texas	1
Boat rentals	1
Branson, Missouri-style entertainment	1
Bug control, hand soap dispensers, paper towel dispensers	1
Bus service to park connecting with Ocean City transportation	1
Busch Gardens, Water World	1
Cabins	1
Camper cabins are primitive	1
Canoe trip/tour maps	1
Canoe/kayak rental at park	1
Celtic Festival	1
Cinema	1
Clean bathrooms at the state park; they are embarrassing	1
Cleaner and bigger showers on the campground; another lifeguard station on the beach	1
Cleaner public shower/bathroom; Last couple years, the facility was a lot cleaner. Also, please warn visitors not to bring food to the beach because it will attract horses. Maybe warning should be given at the gate.	1
Cleaner restrooms; they were gross	1
Coffee shop, decent public restrooms; Clean up surrounding area vicinity of downtown - it looks uninviting.	1
Coffee	1
Continue to protect natural areas	1
Could you please contact me about the Fiddler's Picnic or any Irish/Celtic events - music or bluegrass. Email dimmar501@aol.com.	1
Craft stores, cross stitch/yarn/crochet/quilting, etc.	1
Craftsmen, participation activities, broommaking	1
Dinner theater, bakery, news center - but not in Ocean City	1
Do away with reservation system; Replenish beaches and fix dunes; Improve cleanliness of bath houses	1
Early lifeguards	1
Facilities for boaters on the Pocomoke River - restaurants, fuel, food and other supplies, laundromat, etc.	1
Fenced dog play area	1
Flea markets and antiques	1

**Table 14A  
 Needed Amenities & Other Suggestions for Improvements**

Other Attractions/Amenities	Count
Food	1
Food stops	1
Football games	1
Ford Mustang Club events	1
Free movies outside for families; Hand soap in the bathrooms!	1
Fresh water swimming	1
Full camp site hookups - water, electric, sewer	1
Gambling, wineries, more restaurants outside Ocean City	1
Goat Island trail needs to be recut	1
Good cafes - coffees and light desserts	1
Good Italian restaurant	1
Good quality sandwich shop	1
Guided tours - one day - time to shop, eat, stay in hotel overnight	1
Heritage tour/days to heighten interest in age of town/buildings and spark interest in Bay activities - like Havre de Grace!	1
Historic areas	1
Historic houses	1
Horseback riding and a tour of the town because of the movie	1
Horseback riding on beach; do not like barrier placed on main road from state to federal park - please take down	1
Horseback riding trail	2
Horseback riding, trails, on a beach, in the woods	1
Hot showers in off season at Assateague National Park	1
House tours; historic tours of area with local guides	1
I am not familiar with the area, but I like as few amenities as possible	2
I don't know but I don't like it here.	1
I like the town of Snow Hill. I noticed that a few more stores have closed since I was here last year. I feel with more investment in historic Snow Hill (you will need to advertise more) you can have a real tourist attraction.	1
I think you have provided excellent facilities.	1
Ice rink at inlet and more amenities for teenagers	1
I'm here every week with two hours to kill from 4:45 to 7 p.m. This is the first time I've been able to go in any store other than the dollar store because everything closes so early!	1
IMAX in Ocean City	1
Indoor pool, basketball courts, bigger arcade, gym, better playground, cleaner/fresh bathroom	1
Indoor skating	1
Information (brochures) on charter fishing/nature cruises/bicycling rentals at hotel	1
Insect control - flies were horrible; locksmith on premises or closer than two hours!	1
Jet skiing, more social events for teenagers	1
Jet skiing	2
Kayak launch	1
Keep the old home look	1
Larger picnic area; more trash receptacles	1
Late arrival accommodations; more organization, ie, site maps, camp rules, etc.	1
Laundry facilities closer to Assateague Island than the one at Route 50	1
Laundry	1

**Table 14A  
 Needed Amenities & Other Suggestions for Improvements**

<b>Other Attractions/Amenities</b>	<b>Count</b>
Less antique stores and more clubs and/or bars	1
List of area restaurants included with other area brochures	1
List of places to eat	1
Live Theater	1
Local restaurants in small towns; museum on Pocomoke River	1
Low tech cabins and camping, not expensive or fancy	1
Lower camping rates at Assateague Island	1
Marine aquariums, sea shows	1
Marsh walks, nature tours and walks	1
Mass transit	1
Maybe more nature trail tours	1
Miniature golf	1
More air conditioning	1
More antique stores (since the signs say Antique Capital)	1
More attractions in your small town. Your river is beautiful.	1
More bathroom facilities	1
More beach camping	1
More bicycle trails; more upscale restaurants and shops	1
More biking trails - longer than one mile!	1
More birding weekends!	1
More boat launch areas, regular hours for park store	1
More boat ramps	1
More buses	1
More business, cheaper food, places to shop, better places to stay, cleaner streets, better streets, better parking, friendlier people in restaurant, better service	1
More camp spaces	2
More campgrounds	1
More campgrounds for tents	1
More camps for kids	1
More children's activities - bowling, roller skating	1
More cinemas showing prime movies and quality vintage flicks	1
More clothes dryers should be available	1
More cultural activities	2
More electric sites	2
More entertainment facilities	1
More family/kid restaurants on Rt. 50 and 611 open past 10; clean up some of the horse doo from camping sites; There were relatively clean showers/bathrooms. Otherwise, excellent ammenities at state campground sites.	1
More festivals like this, historical recreations	1
More fishing areas for handicapped	1
More food	1
More garbage cans near beaches	1
More heritage/historic sites; more restaurants outside Ocean City	1
More historic information on tours; restaurants	1
More horses	1
More information on public area for crabbing, etc.	1

**Table 14A  
 Needed Amenities & Other Suggestions for Improvements**

<b>Other Attractions/Amenities</b>	<b>Count</b>
More inside activities for small children for when it rains; We loved the indoor old pro golf.	1
More lifeguards in camping pools; we don't feel safe.	1
More lodging	1
More modern stores	1
More museums	1
More museums, quality restaurants outside OC area	1
More nature trails	1
More of the same events scheduled; seasonal fall/winter/early spring celebration/events	1
More parks	1
More paths to ride bikes or walk	1
More places to eat!	1
More places to get cold drinks	1
More places you can take dogs	1
More planned activities for families	1
More quality hotels	1
More restaurants - not chains but original; bakery with good bread	1
More restaurants, not in Ocean City; more information on historic homes, churches and cemeteries	1
More restaurants	1
More restrooms for women; dog park	1
More river swimming locations; more walking trails	1
More seafood restaurants; It was nice not to have parking meters.	1
More shaded areas and mosquito and fly control	1
More shopping, restaurants	1
More shops	1
More showers at state campground	1
More social organizations	1
More things to do like a gym (pools closer to camp site)	1
More walkways open for ADA	1
More web page information	1
Movie information	1
Movie theater, pool hall, a Starbucks, bowling alley, all in Snow Hill; a roller coaster, a petting zoo, book store	1
Native American museum	1
Natural food store/restaurant	1
Nature tours - need to advertise	1
Need more recycling bins in the public areas	1
No boardwalk ever	1
No more development; preserve what's left of the natural environment	1
Not familiar with area	1
Not so much build up	1
Off the road bicycle trails	1
On-site sewage disposal; water hookups; fly control, ie, clean garbage containers; get a newspaper	1
Open up the trails that were closed in the ATV area	1
Outdoor concerts	1
Perhaps in restrooms fly tapes could be hung when bugs are excessive	1



**Table 14A  
 Needed Amenities & Other Suggestions for Improvements**

<b>Other Attractions/Amenities</b>	<b>Count</b>
Picture scopes	1
Playground for kids at Assateague	1
Playground, shade (possibly a pavilion)	1
Playground	1
Please put more information on the internet. We found the B&B on the internet. The area is beautiful.	1
Pocomoke needs to have more attractions. Costen and Marva Theater and one room school not opened when we came.	1
Poles with flag markers for kayaks and canoes	1
Pool at the park	1
Post cards; gift shop horse memorabilia	1
Price was too high, plus we live in Maryland and are both 71 years old and we paid full price. Neighboring camper was from West Virginia and paid half price! We pay taxes in Maryland and should pay half price as well as others.	1
Public pool	1
Public restroom in town (could not find one)	1
Public transportation needs much improvement	1
Public transportation, upgraded restrooms, tours to historic sites	1
Recycling	1
Rentals - bikes, umbrellas, boogie boards, canoes, etc.	1
Rentals near camps	1
Restaurant on the water; better signage; improve the web site especially to include antique stores	1
Restaurants, bakery, dog boarding and grooming	1
Restaurants, box lunches	1
Restaurants	1
Restrooms, preferably clean with toilet paper	1
SCA event	1
Sea World	1
Shopping stores, antiques, museums; get downtown improved; Discovery Center would help you	1
Six Flags	1
Small luncheonette and food supplies for boats	1
Small map of Snow Hill to determine what's available	1
Small post office at the concession stand so that postcards would have an Assateague Island postmark on them.	1
Snow cones back at Cathy's Produce on Rt. 611	1
Snow Hill needs a delightful sign on 113 telling everyone of your antique shops and Bailey's delightful fare!	1
Soda machines at bathhouses; spray for bugs! more nice rangers	1
Something similar to volksmarches - weekly (long) organized walks	1
Starbucks, Barnes & Noble, better shopping	1
State park improvement	1
Swimming and more hiking trails	1
Swimming pool	1
Target, Kmart	1
The shop is a little pricey!	1
Theme park	3
Tiki huts, bar on the beach	1

**Table 14A  
 Needed Amenities & Other Suggestions for Improvements**

Other Attractions/Amenities	Count
Tour boat to Snow Hill	1
Upscale resort with top golf, tennis and spa	1
Upscale shopping; demise of Sunsations	1
Variety of ethnic bistros; higher quality of food like Baileys in Snow Hill.	1
Verbal reminder to camp on tent pad and what a tent pad is; managed to find flat, good area that we did like, however	1
Visitor's center in Berlin - include posted schedule of upcoming events	1
Volleyball rental store	1
Water fountains on the street - it is hot here	1
Water hook-up at camp sites in Pocomoke River State Park; primarily sites with electric	1
Water park	1
Water/sewer hookups at Shad Landing	1
Directional signage could be better. You need to have the Washington Post do an article about you.	1
We had great milkshakes at Sweet Memories. We'd like to see a county ordinance that insists that if clearcutting is done, a forested buffer is left along the road.	1
We like it to be less rather than more. Not like Myrtle Beach.	1
We would like to see the waterfront area developed with shops and restaurants and the tours revived.	1
We'd love to see the discovery center at Pocomoke City developed; also theater.	1
Wendys in or around (closer than Salisbury). Dunkin Donuts and Pizza Hut in Snow Hill.	1
Whale watching	1
Why are all your stores closed at 5:00 p.m.? We spend all day at the shore, come back, take showers and go out and everything is closed! Why stay?	1
Winter - off season activities	1
With so many campers riding bikes, I think it is very necessary that a bike path (and walking path) be constructed at the state campground as has been done in the national campground. Most campers would be willing to donate for this improvement	1
Wooden outdoor showers at bath houses, etc.	1
Worcester County map to hand out	1
Would like to have public transport available to Super Walmart, shopping area (bus, taxi, shuttle); Transport to restaurants	1
YMCA - north end of county	1
<b>Total</b>	<b>279</b>

**Table 14B  
Compliments**

<b>Compliments</b>	<b>Count</b>
Beautiful facility, campground, beaches, natural surroundings. Nicely maintained and supervised!	1
Beautiful island and very clean	1
Beautiful just the way it is	2
Berlin does a nice job. We usually spend time in its shops and restaurants and at its special events (Fiddlers Convention).	1
Can't think of a thing. Berlin is great just the way it is. I'm real proud of the town. You don't want it to lose that down home feeling.	1
Can't think of any suggestion. Like it the way it is.	5
Carol in Chamber office was very friendly and helpful. It is the friendliest town on shore.	1
Don't change a thing.	2
Everything is great.	7
Everything I've wanted to see has been available and great!	1
Fine as is.	8
I am happy with what's here.	1
I would like to see more places like this elsewhere. The people in Maryland and Virginia can be proud of the Assateague Refuge.	1
It is perfect.	4
It is perfect. Love the ocean!	1
It's a lovely town as it is - don't spoil it. There are enough "attractions" a short car trip in any direction if one cannot appreciate Berlin's peace and quiet and small town ambience.	1
It's all good.	1
It's perfect the way it is. Would not like to see any further development.	1
Just a matter of time before this will be a great tourist attraction	1
Keep this beach just the way it is now.	2
Leave as is!	6
Leave it alone - it is nicely balanced between natural and developed.	1
Leave it as it is - beautiful!	1
Less development the better.	1
Love area as is. Look forward to much more time here!	1
My overall impression is very positive. Area is clean and well presented.	1
My two children enjoyed the surf and sand program for three days. They also did one ranger program.	1
It's our first anniversary and we really wanted to relax. This place has been perfect, we wish we could stay longer. We will definitely be back!	1
Keep Assateague the way it is.	1
The park is excellent for nature lovers. Maybe a MAC machine in the store.	1
We enjoy the area.	1
Everything we need is right here!	1
Great place.	1
It is nice here already.	1
It's great!	1
It's the nothingness that we come for. Stop overdevelopment in unincorporated areas.	1
Really liked camp store: games, puzzles, even TV. Liked how family-friendly camp is.	1
So far, so good.	1
There is a lot available	1

**Table 14B  
Compliments**

Compliments	Count
This area has a wonderful variety of things to do and see - one of the reasons we enjoy living here year-round.	1
This area is wonderful. Berlin is so friendly. It's so calm and lovely. We love it here. Please don't change the quaint charm.	1
This is a great area (beautiful). People are very friendly.	1
This is our third year here. The park is great. Keep up the good work.	1
Very lovely place to visit. Nice little towns/cities remind us of olden days but with today's conveniences!	1
Very nice at Assateague. Ocean City is way too crowded.	1
We actually enjoy the area exactly as it is!	1
We enjoyed the area immensely; staff was great.	1
We did not see any bicycle rentals. If you do not have them then I think that would be a good idea. We think this is a very well kept park and are very impressed with the improvements that have been made.	1
We find everything we need right here for the past decade.	1
We had a great time. Beautiful place. Very nice personnel.	1
We love it just how it is!	1
We will return in the spring/summer to enjoy outdoor activities.	1
We're actually happy that this area is relatively quiet.	1
Wonderful as it is!	1
You have a very nice state park; better than any in Pennsylvania.	1
You have it all, just get the word out. Shopping/history/walking distance to everything a boater needs.	1
	1
<b>Total</b>	<b>85</b>

# **Appendix C**

## **Places of Interest in Worcester County, Maryland**

## **National and State Parks**

**Assateague Island National Seashore**—Assateague Island is located off the Atlantic Coast of Maryland. The National Seashore has been managed by the National Park Service since 1965. The area contains diverse habitat such as wetlands, forests, and beaches. Each distinct area (forest, marsh, and dunes) has an educational nature trail for visitors to enjoy the beautiful scenery while learning about the natural history and biological processes of the island. The Life Saving Station Museum provides a glimpse into the past through photographs and exhibits that illustrate the life of the Coast Guardsmen (the precursors of the modern Coast Guard). Recreational uses include biking, hiking, fishing, crabbing, clamming, canoeing, bird-watching, and year-round camping (bayside and oceanside). The area is probably best known for its wild horses that can be seen throughout the park. The island is accessible from Berlin via Rt. 611.

**Assateague State Park**—This 680-acre park is operated by the State of Maryland. Recreational areas for fishing, crabbing, swimming, clamming, and boating are present, and 300 campsites are available from April through October. Naturalist programs, including canoeing, bike tours, children’s crafts, Junior Ranger, Junior Lifeguard, and surf fishing, are available in the summer. A concession stand is open during the summer season to provide visitors with food, beverages, souvenirs, and beach necessities they may have left home. The north end of Assateague (which is protected by the National Park Service) is a nesting area for the Piping Plover. Common throughout the park are ponies, turtles, deer, and birds, and often dolphins can be seen in the surf offshore.

**Pocomoke River State Forest and Park - Shad and Milburn Landings**—Located on the Pocomoke (means black water) River, the area is famous for its loblolly pines and cypress swamps. Both parks provide a forested camping experience. Shad Landing offers year-round camping and has 187 campsites, each with a picnic table and fire ring. Eight mini-cabins also are available. Bathhouses provide campers with a hot shower. There are 37 boat slips at the marina, which is a great place to launch boats and canoes, or simply fish from the docks. A large variety of wildlife can be seen on the hiking trails. The park also includes a camp store, nature center, and swimming pool. This park is located just outside of Snow Hill on Rt. 113. Historically, the area was used for hiding contraband vessels and was a refuge for slaves being helped to freedom in the north. Milburn Landing is off the beaten path on MD Route 364, but is just perfect for those who enjoy nature. It has 32 campsites and four mini-cabins and bathhouses for campers. Milburn Landing is closed from November through March. The area has pavilions and a great playground for kids.

## **Municipalities**

**Berlin**—The Town of Berlin was incorporated in 1868, and currently is home to approximately 3,000 people. Located 5 miles west of Ocean City, Berlin has always been a popular tourist location. Renovation of the town center and historic preservation has created a unique charm within the town. Architecture within the community represents the Federal, Victorian, and 20th Century periods. The area is known as the location for the movie “Runaway Bride.” Events throughout the year include the Berlin Spring Celebration and the Berlin Village Fair. It is no

wonder why visitors flock to Berlin; the antique stores, specialty shops and Farmer's Market create an atmosphere that is increasingly difficult to come by.

**Pocomoke City**—Deemed the “Friendliest Town on the Eastern Shore,” Pocomoke City, originally a shipbuilding town, is located on the Pocomoke River. Its location makes it a prime area for birding: As many as fifty bald eagles have been known to flock to the area. Today Pocomoke is the industrial center of Worcester County. Located just north of the Maryland/Virginia state line, Pocomoke is said to be about “30 minutes from anywhere” in Worcester County. One of the most popular events in the area is the annual Delmarva Chicken Festival, which brings in thousands of visitors. **Pocomoke City Chamber of Commerce** includes the Visitor Center, which provides information about Pocomoke City and Worcester County. Located at 144 Market Street, this is a great place to visit to find out everything that is going on in town and throughout the county.

**Snow Hill**—Named as the county seat of Worcester County in 1742, Snow Hill is located about 20 miles from Assateague Island. The town was once named a Royal Port (1694) and was involved in the American Revolution. Although much of the original downtown area was destroyed by a fire in 1893, the town's history lives on through its residents. Museums such as the Julia Purnell and Mt. Zion One-Room School help bring the area's history to life. Numerous bed & breakfasts provide the opportunity to spend the night in some of Snow Hill's most historic structures.

## **Museums**

**Calvin Taylor Museum**—Located at 208 N. Main St., Berlin, and listed on the National Register of Historic Sites. This home was constructed in 1832 and was saved from destruction in 1981. It was originally owned by Calvin B. Taylor, who founded the Taylor Bank in 1890. The home is representative of various aspects of life from the 1800s to the present, as well as many important people in the history of Berlin. The interior of the home is a magnificent example of various architectural styles. The museum is open from Memorial Day through October. There is no fee to visit this beautiful home.

**Furnace Town**—Home of the Nassawango Iron Furnace, Maryland's only bog-ore furnace, this 25-acre historic site features the Nature Conservancy's Paul Leifer Nature Trail. Visitors can wander through the 19th century village and participate in numerous activities throughout the year, including the Worcester County Fair and the Chesapeake Celtic Festival.

**Mt. Zion Museum**—This one room school museum was built in 1869 in Whiton, Maryland and was used until 1931. The museum was moved to Ironshire Street, Snow Hill, in 1964 and opened to the public. It allows visitors to see how our ancestors were taught. Many donations have been made to the museum, including textbooks, photographs, and furnishings that are displayed just as they would have been when students were attending.

**Julia A. Purnell Museum**—Located at 208 West Market Street in Snow Hill, this museum is named in honor of resident Julia A. Purnell. It offers a glimpse into Snow Hill and Worcester County’s past through a collection of everyday items used by townspeople during the last 300 years. Numerous displays include needlework done by the museum’s namesake, clothing, household items, and medical apparatus. Although relatively small in size, this museum truly has something that everyone will find interesting.

**Costen House**—Located at 204 Market Street, Pocomoke City, this home was built shortly after the Civil War and was home of the first mayor of Pocomoke, Dr. Isaac Costen (1888). For more than a century, members of the Costen family occupied this home. The museum is listed on the National Register of Historic Sites, and contains a large collection of period items including numerous outfits representing the last century and donated by the women of Pocomoke. The Hall-Walton Garden was created on land donated by Dr. Costen’s niece and was dedicated in 1983.

**Sturgis Museum**—Located at 209 Willow Street, Pocomoke City, the Sturgis Museum is the only African-American one room school in Worcester County retaining original integrity. It operated as a schoolhouse from 1900 to 1937; however, prior to its purchase in 1996, the school’s condition had declined significantly. After renovations, it has been restored to near perfect condition to provide visitors with a glimpse into the African-American history in Maryland.

## **Hotels, Bed & Breakfasts**

**Atlantic Hotel**—This 1895 Victorian hotel was placed on the National Register in 1980, and includes fine dining and the Drummer’s Café. Sixteen rooms are uniquely decorated with a private bath. Located at 2 N. Main Street, Berlin, the hotel is included in the Great Inns of America.

**Chanceford Hall**—This bed & breakfast, c. 1759 manor house, is located at 209 W. Federal Street, Snow Hill. Four bedrooms are available, each with a private bath and queen-size four poster bed. The Chanceford gardens create a beautiful backdrop. The grounds are home to the third oldest black walnut tree in the state, as well as weeping cherry, magnolia, boxwood, and holly.

**Holland House**—This bed & breakfast, c. 1900, is located at 5 Bay Street, Snow Hill, in the historic district. Just two blocks from Main Street, it is the perfect location for experiencing all Berlin has to offer.

**Mansion House**—This bed & breakfast, c. 1835 waterfront home, is located at Public Landing, Snow Hill. Each of the four rooms is uniquely decorated and each has a queen size bed, fireplace, and private bath; most have a view of the Chincoteague Bay. Its location is perfect, just close enough to all the amenities, yet just a little out of the way.



**River House Inn**—This bed & breakfast, c. 1860 home with cottages, is located at 201 E. Market Street, Snow Hill. The main house has eight guest rooms, including one suite. The cottages provide guests with all the comforts of home, as well as a porch to enjoy the view of the Pocomoke River. The innkeepers also provide Special Package Weekends, which include biking, canoeing, and birding, among other activities.

**Littleton's**—Bed & Breakfast, c. 1860 National Register home, located at 407 Second Street, Pocomoke City. This home contains a blend of Victorian and traditional decor. Within walking distance of Pocomoke's town center as well as the Pocomoke River. The innkeepers provide guests with a full breakfast and gourmet boxed lunch, perfect for a day of sightseeing and exploring.

**Days Inn**—Hotel located at 1540 Ocean Highway, Pocomoke City.

**Holiday Inn Express**—Hotel located at 125 Newtown Blvd., Pocomoke City.

## **Boat Facilities, Tours and Rentals**

**Mason's Landing**—Public boat landing off Highway Rt. 113 in Worcester County. Has boat ramp and docks for fishing and crabbing. About halfway between Assateague and Snow Hill, this is the perfect place to experience the beauty of Worcester County.

**Mrs. Rei**—Tour boat that provides scenic tours on the Pocomoke River from Snow Hill.

**Pocomoke River Canoe Company**—Provides canoes and kayaks for trips on the Pocomoke River. Located at 312 N. Washington Street, Snow Hill. The Pocomoke River is perfect for the beginner or those with more experience. Enjoy the great outdoors and view tremendous wildlife, birds, turtles, and even otters. Something all visitors and residents should experience.

**Tangier Sound Outfitters**—Independent nature tourism operator located in Somerset County. Provides canoe trips within Worcester County, on the Pocomoke River and other waterways. An experienced guide is available for those just learning or who want to gain additional knowledge about the area.

## **Restaurants and Shops**

**An Afare to Remember**—Unique restaurant located at 10303 Shadow Pond Court, Berlin. Located a few blocks off Main Street, it is perfect for a quiet lunch.

**Brass Box**—Specialty gift shop, with adjoining toy store located at 27 N. Main Street, Berlin.

**Dennison's Trackside Hobbies**—A hobby shop located at 14 S. Main Street in Berlin that specializes in model trains.

**The Globe**—Located at 12 Broad Street, Berlin, this renovated theater is still used today for special events. Inside visitors can find a gourmet deli, gift shop, book store, and fine art gallery.

**Mariner’s Country Down**—Home of the Mariner’s Holiday Show and antique shows held annually. Visitors can travel the paths through the woods to find barns and cottages filled with candle makers, potters, bakers, woodcarvers, and other assorted craftsmen. Located between Berlin and Assateague on Sinepuxent Road.

**Something Different**—Gift shop located at 2 South Main Street, Berlin. A filming location for the movie “Runaway Bride,” this store caters to those who are looking for that special something.

**Town Center Antiques**—The largest antique store in Berlin, located at 1 N. Main Street, Berlin. Complete with a coffee bar, this antique shop is a perfect place for people who love to wander through antique malls.

**Town Scoop**—Ice cream shop located at 228 West Street, Berlin.

**Victorian Charm**—Specialty and gift shop located at 100-102 N. Main Street, Berlin. A filming location for the movie “Runaway Bride.”

**Baileys**—Family-owned café located at 104 W. Green Street, Snow Hill. Offers wonderful soups and sandwiches in a cozy atmosphere.

**The Cannery**—Antiques and collectibles in a country store atmosphere, Snow Hill.

**Greenway Station**—Antique store located at 110 W. Green Street, Snow Hill.

**Opera House**—Antique store housing numerous vendors located at 204 N. Washington Street, Snow Hill.

**Sno Mar**—Card and gift shop located at 112 W. Green Street, Snow Hill.

**Sweet Memories**—Ice cream shop located at 106 W. Green Street, Snow Hill.

## **Special Events**

**Maryland Coast Day**—This annual festival held in September at Assateague State Park is designed to raise awareness of Maryland’s coastal waterways. Held rain or shine, this event honors the ecology of the area. Native American dance, kite flying, surf fishing, Coast Guard rescues, marine touch tanks, and Scales and Tales (birds of prey) exhibits are just a few of the activities visitors can experience. A great way to learn about the environment and have fun at the same time.

**Chesapeake Celtic Festival**—This rain or shine event is held annually at Furnace Town. There are many things to enjoy including musical workshops, craft exhibits, Celtic dancing, numerous artisans, a pub tent, and bagpipes. This festival is held in early October.

**Mariner’s Holiday Show**—Held annually at Mariner’s Country Down, this is the perfect place to do Christmas shopping or just to enjoy the sights and sounds of the season. Artisans, food, and hayrides are just a few of the highlights.

**Purnell Museum Victorian Christmas**—Held in December, the Julia A. Purnell Museum is decorated for the holidays and provides visitors with a glimpse into the past. Hot apple cider and sweet treats are the perfect addition.

**Berlin Spring Celebration**—This annual festival highlights the coming of spring. Held in April, Berlin turns its Main Street into celebration of bunnies, crafts, flowers, food, and music.

**Berlin Village Fair**—Held in June, the fair showcases handmade crafts, model train displays, car shows, live folk music, a lawnmower parade, and the bathtub race.

**Worcester County Fair**—This event is held every August at Furnace Town. Highlights of the weekend celebration include the pet fair, cake and pie auction, spouse calling contest, arts and crafts, pedal tractor races, and lots of great food.



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