

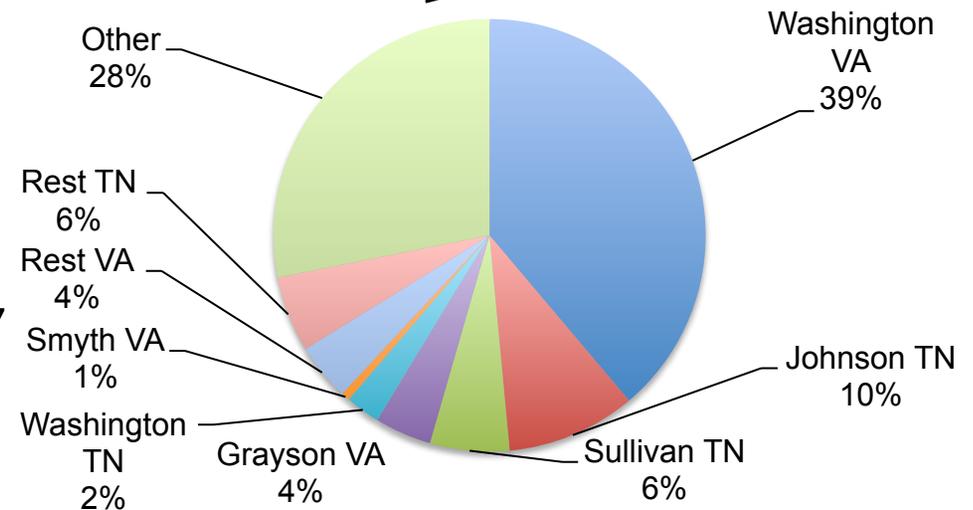


Market Assessment Summary Slides

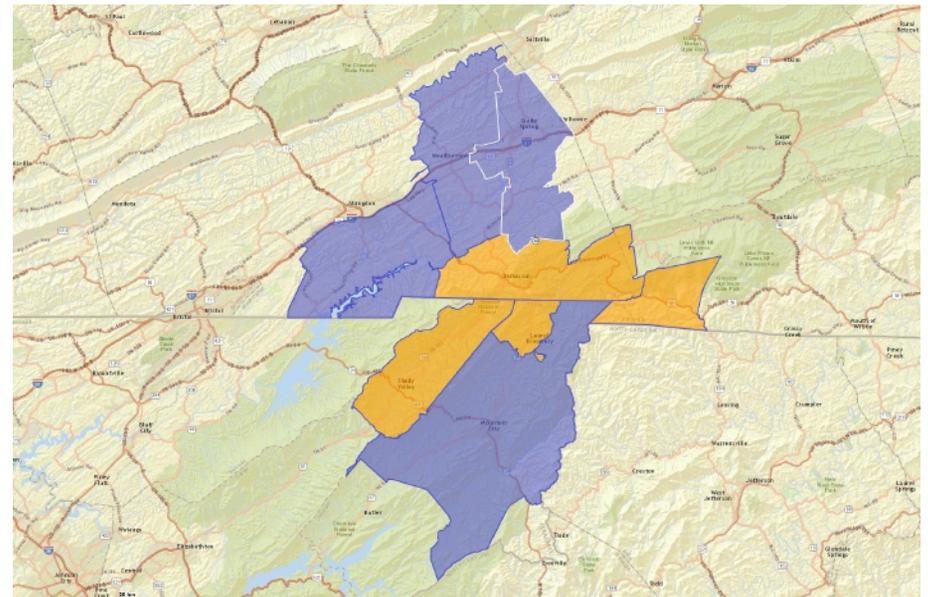
arnett muldrow 
PLAN. PRESERVE. PROMOTE.

Market Definition Summary

- Zip Code Survey
 - 23 Businesses
 - 294 Zips, 36 States, 17 countries



- Overall (Visitor)
 - 20% - Town (16%)
 - 60% - Washington (39%)
 - 13% - Visitor (28%)
- Trade Areas
 - PTA/STA
 - 8 zip codes, 39,000 pop



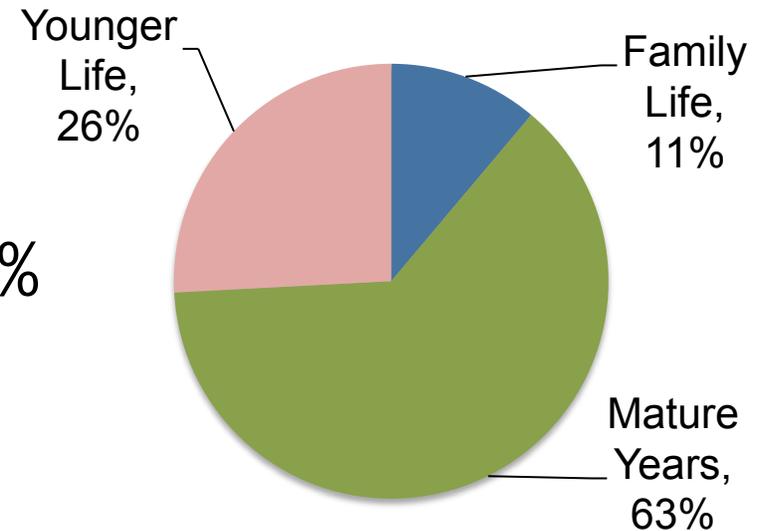
Market Analysis Summary

- Damascus
 - PTA = \$29 million leakage in 2013
 - Town = \$496k gain
- Potential Capture
 - 109,360 Square Feet
 - Restaurants (15k)
 - Clothing (12k)
 - Health/personal care (8k)
 - Furn./Home Furnishings (7k)
 - Electronics (5k)
 - Hardware (4k)
 - Jewelry, hardware, books, gifts
- Niches - Sporting Goods (31.2%), Dining



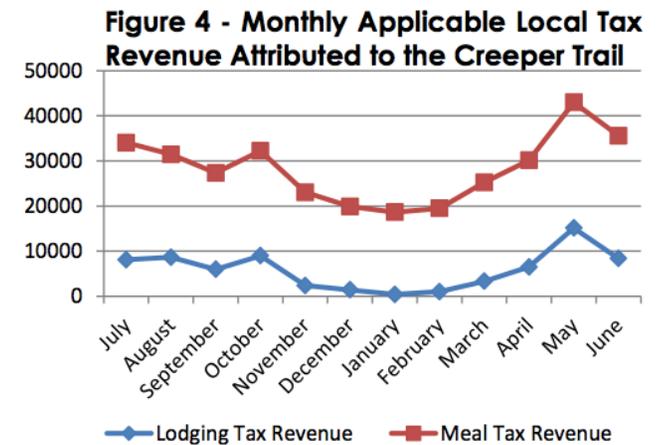
Market Analysis Summary

- Damascus Population dropped by 7% between 2000 & 2010. PTA down 12%
- Damascus' median age is 46.5 (VA - 37)
- 63% of PTA households are in "Mature Years"
- Primarily lower-mid incomes to downscale



Creeper Trail Economic Impact

- December 2011 - Virginia Tech
- Findings
 - 5 yr trends show increase in lodging/ meals revenues
 - Peaks - June/July, October, May
 - Weekend peaks - 2,500-3,000 users
 - 55% start at Whitetop (shuttled). Most begin/end in Damascus
 - <30% stay in Damascus overnight
 - 36-45 age - largest group. Families
 - 70% out of state (43% - NC, 17% TN)
 - Users cite lack of diversified offerings - variety of business, culture, dining
 - Disconnect - town and regional assets - Communication/coordination



Source: Town of Damascus



Creeper Trail Economic Impact

- Recommendations
 - Market diversity of recreation offerings
 - Create marketing alliance
 - Expand offerings
 - Fishing & tubing
 - Fishing outfitter
 - Artisan & environmental education
 - Events geared towards local, region
 - Recruit hotel product
 - Increase Tourism spending

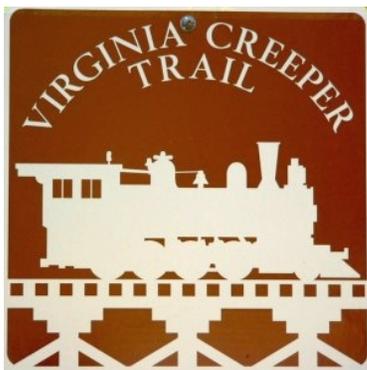


Source: Building Connectivity
through Recreation Trails. 2011. VT

Market Opportunities

- Recruit businesses based on local demand.
- Expand asset & destination-based business niches
- Look at creative alternatives to growing dining offerings
- Recruit new residents (creative economy, entrepreneurs)
- Coordinate marketing efforts of private businesses (marketing alliance)
- Create annual calendar of events (local, regional)
- Create tourism development plan in conjunction with Washington County, destinations, partners
- Develop centralized location for delivery of up-to-date tourism info
- Create consistent marketing message and brand identity.
- **Grow assets. Organize. Market.**

TRAIL TOWN U.S.A.



A Visitor's Guide
to Short Day Hikes
near Damascus, VA



View from the Appalachian Trail just north of
Damascus

The Town of
Damascus
Virginia

*A guide to the
Virginia Creeper Trail*
www.vacrepertrail.org





It Starts With



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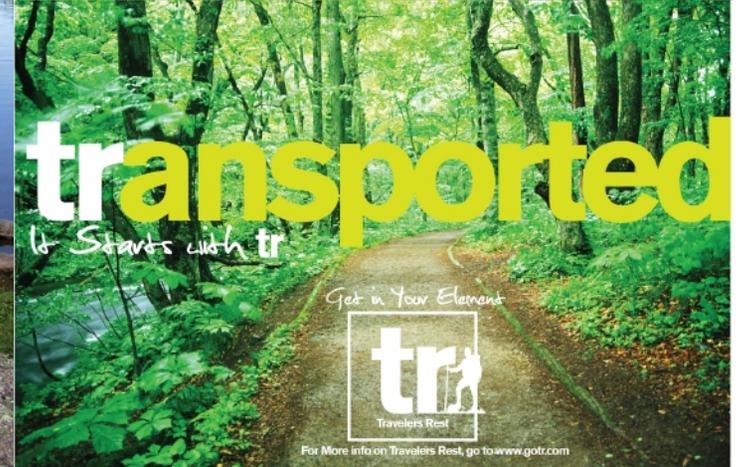
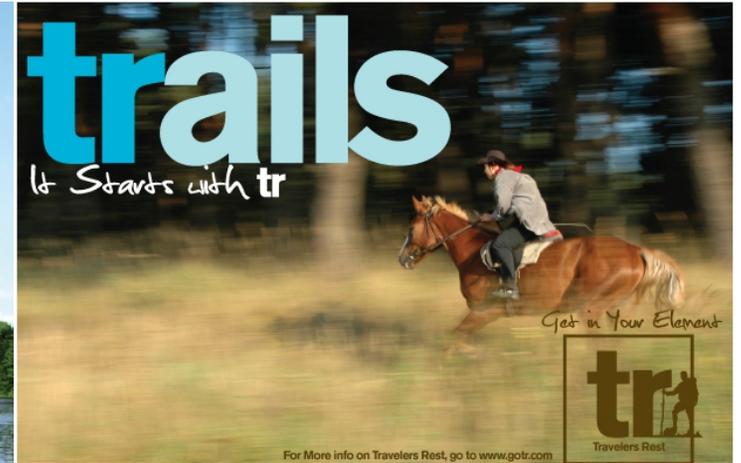
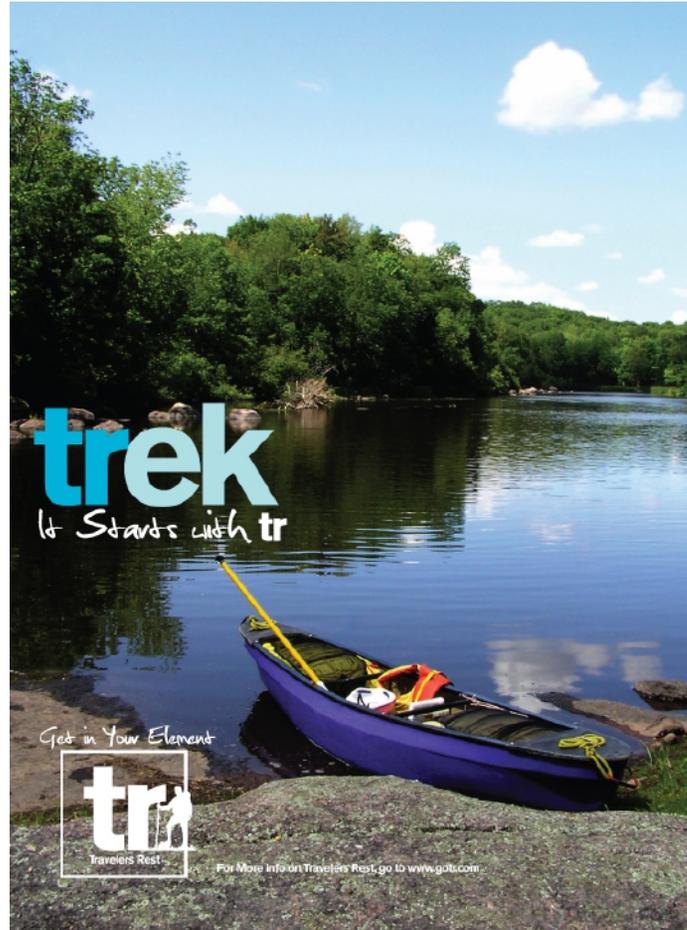
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Downtown Trailblazer

- ▲ Downtown
- ▲ Gateway Park
- ▲ Swamp Rabbit Trail

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Informational Kiosk

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Take One!
INFORMATION

Primary Trailblazer

- ◀ Downtown
- ◀ Furman University
- ▲ Visitors Center

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Primary Trailblazer

- ◀ Paris Mountain
- ◀ Cesars Head
- ▲ Table Rock

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Building Marker (Pediment)

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City Hall
State Park Road

Banner Size: 30"x 84"

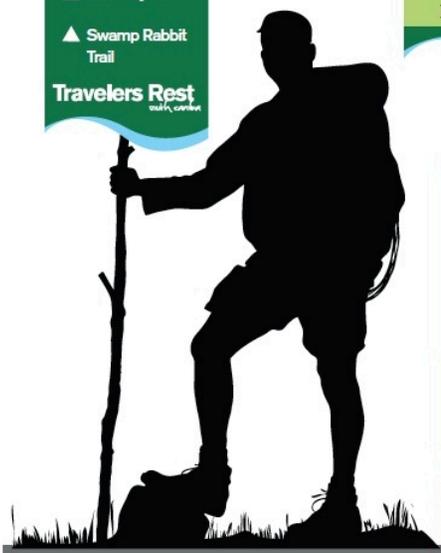
Get in Your Element

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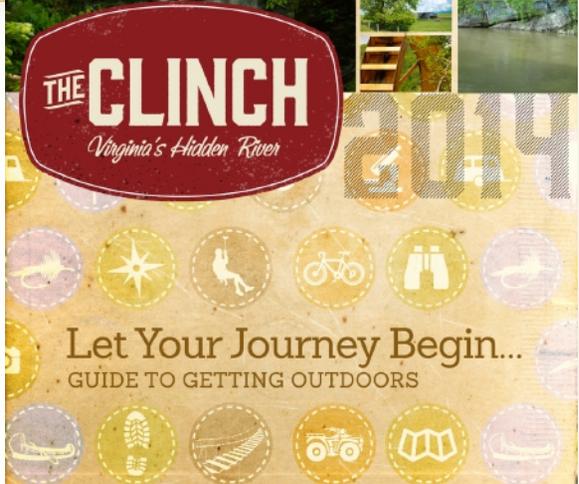
PUBLIC PARKING

- ▲ Downtown
- ▲ TRAM Arts Center
- ▲ Swamp Rabbit Trail

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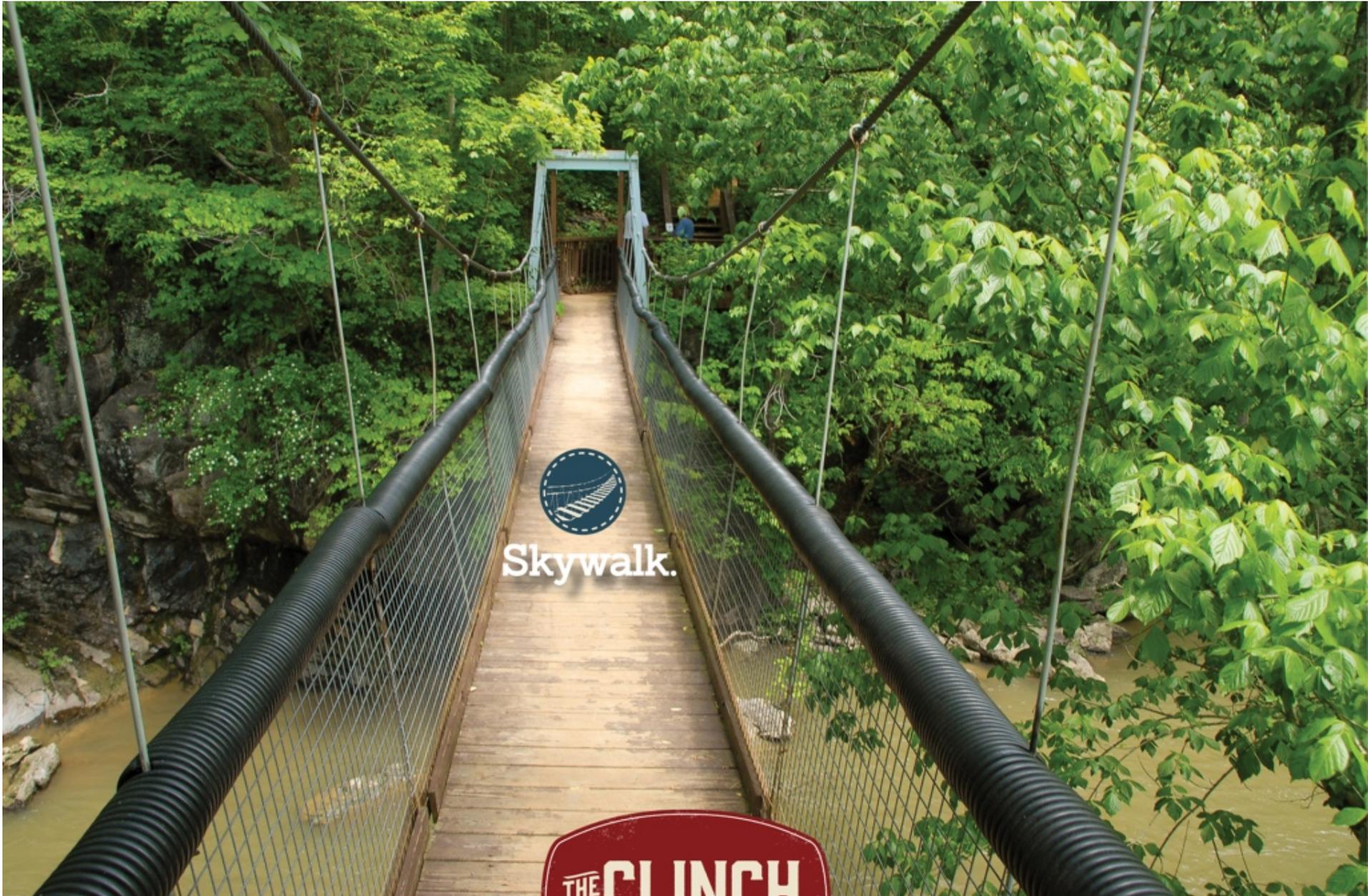


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