

Market segment	Recommendations	Rationale
Avid nature tourist	<ul style="list-style-type: none"> <li>β Directional signage</li> <li>β Development of wildlife checklists for birds, aquatic insects, butterflies, and plants</li> <li>β Themed itineraries that will logically draw visitors from one venue to the next, and describe the sites in exciting, informative text from the perspective of a wildlife watcher</li> </ul>	<p>The avid nature tourist can appreciate the experience with minimal infrastructure and improvement. The “as is” natural setting and public lands in the elk region satisfy the demands to be outdoors and to enjoy the sights, smells, and sounds of nature. This market segment can interpret the eastern deciduous forest and its microhabitats with minimal assistance. The recommendations serve to improve upon the existing state.</p>
Less experienced tourists (active and casual)	<ul style="list-style-type: none"> <li>β Development of alternative elk-viewing sites at Sinnemahoning State Park, Kettle Creek State Park, Hicks Run, and private sites to be developed in partnership with the Game Commission and local landowners.</li> <li>β Identification of low-impact, foot-access only viewing sites in Quehanna Wild Area.</li> <li>β Identification of bird, butterfly, and aquatic insect viewing areas in accordance with the site assessments listed in section two above.</li> <li>β Long term development and local partnership in extended rail-trail activities in and around Weedville.</li> </ul>	<p>Facilitated travel through elk country habitats and sites satisfies the demand or motivation of nature travelers “to see something new.” A matrix of walking trails, elk observation areas, designated sites and itineraries for other forms of watchable wildlife, and a defined corridor of activity will facilitate and nurture travel among this market segment.</p>
“uninitiated” tourists	<ul style="list-style-type: none"> <li>β Guided walks from the visitor center</li> <li>β Guided nature drives via minivan or tram by either public or private operations</li> <li>β Localized interpretive material in Spanish or other relevant foreign languages</li> <li>β Interpretive material that views the resources from a variety of socio-cultural perspectives</li> <li>β Specific services that make the nature viewing experience particularly convenient for those with special needs, such as single parent families that have one very young child, or handicapped visitors.</li> </ul>	<p>The uninitiated group has an interest in nature but its members do not formally consider themselves nature tourists. Strategies must provide personal interpretation in the elk country and user-specific interpretational materials.</p>
All segments	<ul style="list-style-type: none"> <li>β Itineraries that move visitors to adjacent destinations such as the Allegheny National Forest, the Upper Susquehanna River Valley, and easterly destinations such as Tidaghton</li> <li>β Emphasis of tourism in the shoulder seasons</li> <li>β Accommodation and other service improvements</li> </ul>	<p>Addressing the fifth motivator, to escape from the demands of daily life, this phase ties in the wider region and seeks to expand the nature tourism framework.</p>