



A Resource for Businesses along the Great Allegheny Passage

The Progress Fund • 425 West Pittsburgh Street • Greensburg, PA 15601
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Ohiopyle Business Opportunities As of September 2011

The Trail Town Program® aims to identify trail user needs and to fill service gaps in trail communities by providing help in the form of market information, technical assistance, or financing to existing and potential businesses. This document identifies existing conditions related to trail services and what we see as opportunities. Those considering either an expansion or a new business should conduct their own market research and complete a business plan.

Existing Trail-Serving Businesses

Ohiopyle is a small town located within a 20,500 acre state park. The park is visited for cycling, rafting, hiking, sightseeing and more and hosts 1.5 million visitors annually. The town businesses tend to cover most of the bases when it comes to customer needs. Nevertheless, some remaining business opportunities are identified below.

Lodging:

- A number of guest houses and a motel are located in town.
- A state park campground is a steep climb out of town; a large guesthouse that can accommodate up to 20 people is a few miles out of town.
- There are additional campgrounds and guest houses near the perimeter of the park.

Food and Drink:

- There are six in-town eateries that cater to trail and park visitors. Five of the six have outdoor seating. All offer American fare (one is pizza). Two of the eateries have extensive craft beer offerings.
- One of the eateries is a sandwich shop and bakery. It's the only bakery in Ohiopyle and sells coffee as well.
- Falls Market and Backyard Gardens, both food markets, tend to cover all of the basics with groceries, local foods, and other essentials. Backyard Gardens sells mostly locally made foodstuffs and seasonal produce. Both stores sell local wines.

Retail:

- There are four bike shops and whitewater outfitters located in Ohiopyle.
- Several town businesses sell Ohiopyle t-shirts and other souvenirs.
- A couple of locations carry some local artist wares.

Potential Opportunities

Lodging:

- Ohiopyle may be able to support a **boutique hotel, eco-lodge or high end B&B**. Significant water and sewer infrastructure issues need to be addressed before any large-scale development can take place.

- There is no **hostel** located in Ohiopyle, although there was a hostel open until the early 2000s when trail ridership was still at a modest level. The nearest hostel is in Rockwood, 29 miles away.

Food and Drink:

- The **farm-to-table** movement provides tremendous potential along the GAP. The Ohiopyle eateries generally have vegetarian offerings, but none have exploited the opportunity to offer fresh, local foods.
- There is no **upscale dining** in Ohiopyle.
- There is no international cuisine in Ohiopyle, and very little along the GAP in general. Who will be the first to serve Thai or sushi along the GAP?
- One of the whitewater outfitters has a coffee shop and another has a coffee cart at its location. There still may be opportunity for an independent coffee shop.
- There are no **candy shops**, although local chocolates are carried at other locations. Fudge and candy tend to be standard offerings in vacation communities. A fudge and coffee shop did exist until 2009 but the owners decided to close the business.

Ecotourism:

- While Ohiopyle has a Bohemian, outdoorsy vibe, many of the businesses have not fully capitalized on **eco-tourism opportunities**. Just two of the town's businesses are members of the Great Allegheny Passage Sustainable Business Network. Ohiopyle State Park does offer eco-tours and workshops, but there may be opportunity for a business venture that caters to visitors seeking an eco-vacation, either through packaged trips or retail, restaurant or lodging offerings that adhere to eco-tourism standards.

Four-season Opportunities:

- Most Ohiopyle businesses close or cut hours during the winter months being that winter visitation is much lower than that of the other seasons (and most Ohiopyle business owners are ready for some R&R!). Perhaps the savviest of entrepreneurs can capture the **winter travel market** and even arrange for seasonal space. In the South Side of Pittsburgh there was once a long-time café that closed after lunch; the business eventually leased its space to a start up Mexican restaurant, evenings only. O'Leary's Café by day; Taco Loco by night!
- While some local businesses carry artist wares, there is no stand alone **gallery** or **gift shop**. There are no **book** or **antique shops**.
- The state park and borough have identified the need for local services such as attorneys, doctors, and a pharmacy.

Ohiopyle is located 77 miles from Pittsburgh to the west and 73 miles from Cumberland to the east. There are presently no commercial vacancies in Ohiopyle.



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Desired services and spending by type along the Great Allegheny Passage

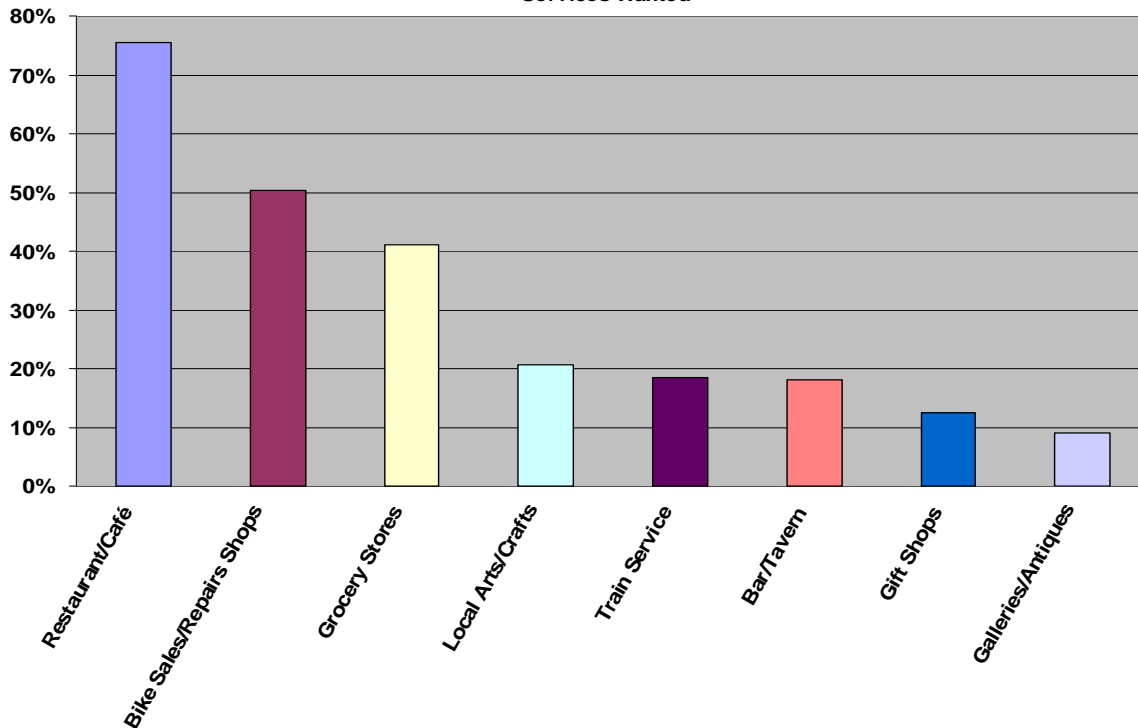
The most desired services as identified by 266 trail users during a 2006 intercept survey are depicted in the graph below. While this graph represents the most desired services, a 2008 survey revealed that the services on which trail users *spend the most* are (in order):

- Lodging (\$64 person / day)
- Transportation and Shuttling (\$51)
- Clothing (\$22)
- Daily Equipment Rental (\$21)
- Restaurants (\$20)

Less than \$15 on average is spent daily on each of the following:

- Souvenirs
- Candy and Snacks
- Beverages
- Ice cream

Table 3.1
Services Wanted



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