



## *A Resource for Businesses along the Great Allegheny Passage*

The Progress Fund • 425 West Pittsburgh Street • Greensburg, PA 15601  
(724) 216-9160 • [www.trailtowns.org](http://www.trailtowns.org)

### **West Newton Business Opportunities As of August 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**

##### **Lodging:**

- One four bedroom, recently expanded B&B along the trail across from the visitor center

##### **Food and Drink:**

- One restaurant with pub and outdoor seating adjacent to the trail
- One pizza shop (soon to relocate to the trail from another part of town) and one food trailer along the trail.
- In town (across the river from the trail), two local-serving restaurants and a pizza house that is open in the evenings
- Two retail and one commercial bakery

##### **Retail:**

- A full service bike shop along the trail
- A jewelry shop and two antique shops with limited business hours

#### **Potential Opportunities**

- **Lodging:**
  - West Newton had two B&Bs with eight rooms between them until recently. The owner of one B&B has closed the business, leaving just four guest rooms in town. West Newton is about 30 miles from Pittsburgh, positioning the community as a potential overnight destination for Pittsburgh residents when the trail is completed. The nearest easily accessible (from the GAP) modern hotels are in Homestead (27 miles away) and Cumberland (116 miles away). There is a shortage of lodging on the northwestern end of the GAP. Nearby towns including Connellsville, Boston, and McKeesport have limited or no lodging.
  - There are not many full house rentals on the western end of the trail. Offering full house rentals represents an opportunity for West Newton.
  - Another lodging opportunity exists in the form of hostels. There is only one hostel on the GAP in Rockwood, 72 miles away.
- **Food and Drink:**

- Trail users would likely frequent an **informal café** with or without wait service, and preferably with outdoor seating. There is one full service restaurant with outdoor seating that has tied very nicely into the trail theme. An additional dining option that focuses on fresh and healthy menu items that include vegetarian options; packed lunches for trail-side consumption; and locally grown and raised food items could be of particular interest. The **farm-to-table** movement provides tremendous potential along the GAP. Another extreme of informal but specialized foods might be a gourmet burger, hot dog, or ice cream shop.
- There are no **coffee shops** in West Newton. Several other Trail Towns, including nearby Connellsville, also lack a full-service coffee shop.
- There is no **upscale dining** in West Newton. Such a restaurant may benefit from the farm-to-table movement.
- There is no **light breakfast** as would be offered by a coffee shop or café within biking distance of the trail. This demonstrates an opportunity, again accessing an audience that is seeking fresh and / or local foods as part of their trail journey.
- There are no stand-alone **ice cream** or **candy shops**, although both are carried at other locations and two bakeries have opened in the last six months.
- There is very little international cuisine available in rural communities along the GAP. Perhaps a carefully researched food service opportunity exists. Imagine trail users coming from D.C. after days on the trail deciding to stop for the “Only Thai food along the GAP.”

*West Newton is located 36 miles from Pittsburgh to the west and 42 miles from Ohiopyle to the east. For a listing of available properties visit <http://trailtowns.org/available-properties.aspx>.*



## A Resource for Businesses along the Great Allegheny Passage

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### Desired services and spending by type along the Great Allegheny Passage

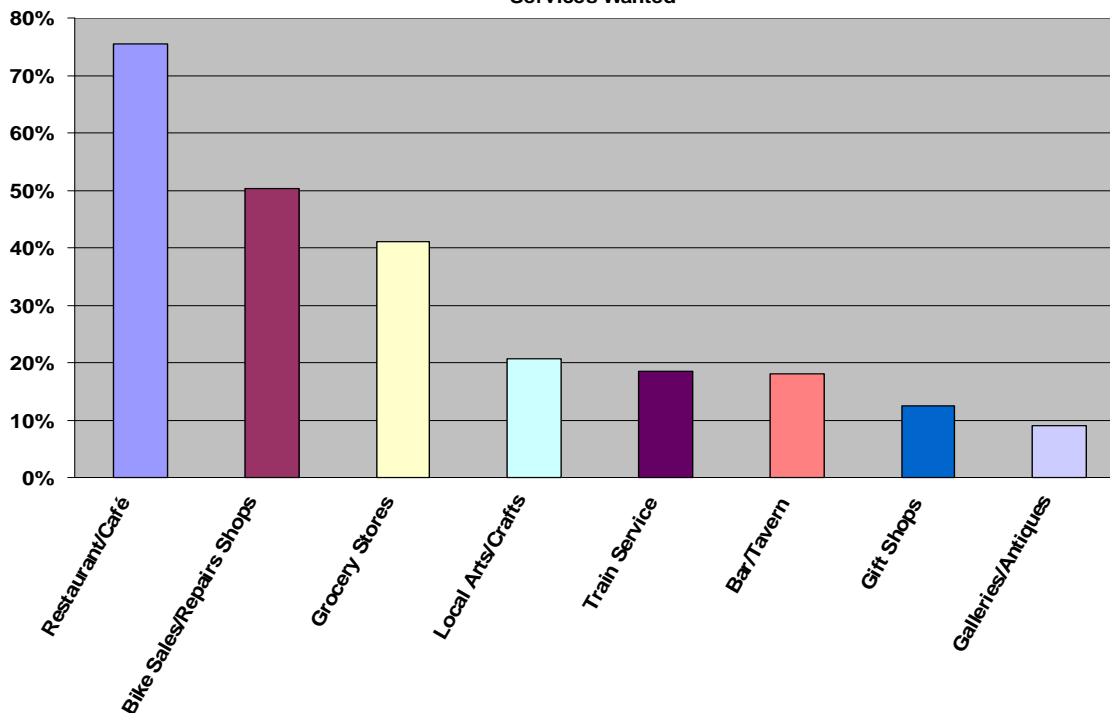
The most desired services as identified by 266 trail users during a 2006 intercept survey are depicted in the graph below. While this graph represents the most desired services, a 2008 survey revealed that the services on which trail users *spend the most* are (in order):

- 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**



*The Trail Town Program® is an initiative of The Progress Fund.  
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