



Creating Opportunities Along the Nation's Trails

425 West Pittsburgh Street | Greensburg, PA 15601 | (724) 216-9160 | www.trailtowns.org | www.progressfund.org

Ohiopyle Business Opportunities

As of March 2016

The Trail Town Program® aims to identify trail user needs and help fill service gaps in trail communities by providing market information, technical assistance, and 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

- There are six guest houses and a motel are located in town.
- The Ohiopyle State Park campground is a steep climb out of town directly from the trail.
- There are additional campgrounds and guest houses near the perimeter of the park, some do shuttle.

Recreational

- There are several whitewater and camping outfitters.
- There are four bike shops with rentals located in Ohiopyle.
- There are also a couple of small amusements including a mini-golf course and a zip-line course.

Food and Drink:

- There is a mix of small in-town eateries including American fare, sandwiches/wraps, BBQ, coffee shop, pizza, craft beer, ice cream, local foods, small grocery essentials, specialty hot dog shop, and seasonal produce.

Retail

- There are a few shops in town that include merchandise such as local souvenirs, massage center, local wine and specialty foods, local artisan wares, and a professional photography studio that documents adventure trips.

Amenities

- There is one small laundry facility available to the public attached to the motel.
- There is a 24/7 ATM at the Community Center.

Nearby Attractions

- There are other attractions drawing visitors beyond the trail and state park. Some of these attractions include Frank Lloyd Wright's Fallingwater and Kentuck Knob, Laurel Highlands Hiking Trail, Ohiopyle Falls, Fort Necessity, Laurel Caverns, National Road, Nemacolin Woodlands Resort, and many other outdoor recreational activities year round.

Potential Opportunities

Currently there are no commercial properties available located immediately in Ohiopyle, but as a popular tourist destination business expansion in the borough as well as nearby Farmington, and the entry areas to Ohiopyle can support the following opportunities.

Lodging

- Ohiopyle may be able to support a **boutique hotel, eco-lodge or high end B&B**. However, significant water and sewer infrastructure issues need to be addressed before any large-scale development can take place.
- There are also opportunities for **guest/vacation houses or a hostel** that could accommodate larger groups or those with a limited budget.

Food and Drink

- Trail users would likely frequent an eatery that had **outdoor seating**. Fresh and healthy menu items that include vegetarian options; packed lunches for trail-side consumption; and locally grown and raised food items would be of particular interest.
- The **farm-to-table** movement provides tremendous potential. Other informal but specialized foods might be a gourmet burger or more **ethnic food options**, like Mexican or Chinese food, and higher end options, such as white linen dining.
- Many restaurants are closed during the evening, weekends, or have limited seasonal hours. There is an **opportunity to adjust hours** to accommodate visitor traffic or be open when many other restaurants are closed.

Retail

- Unique retail, such as **specialty, artisan, or gift shops**, could appeal to both trail users and locals alike.
- Many retail locations are closed or have limited hours during the weekends and evenings and “off-seasons.” There is an **opportunity to adjust hours** to accommodate visitor traffic or be open when many other shops are closed.

Ecotourism & Year-Round Opportunities

- Many of the Ohiopyle businesses have not fully capitalized on **eco-tourism opportunities**. 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.
- Most Ohiopyle businesses close or cut hours during the winter months because winter visitation is much lower than that of the other seasons. Perhaps the savviest of entrepreneurs can capture the **winter travel market** and even arrange for seasonal space.
- While some local businesses carry artisan wares, there is no formal art **gallery, gift shop**, or other specialty shop other than sporting outfitters. 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**.