



Cumberland Valley Pennsylvania – Destination Profile Sheet

Cumberland Valley is a place for passionate seekers. We have a rich collection of towns, villages and communities surrounded by some of the most beautiful natural scenery in America. Here collectors, craftsmen, explorers, historians and more go to reflect, express, grow and pursue what makes them happy. People can find what they've been searching for amongst the collections of Cumberland Valley...that unique antique, a scenic hike or a glimpse of a one-of-a-kind dream car.

Cumberland Valley PA is located at the midway point of the 2,180-mile Appalachian Trail and in the number one visited region in the state of Pennsylvania. Our convenient location puts you in the hub of a unique vacation experience, right in the middle of all the excitement without the mainstream monotony. But that's only part of our appeal.

To find out what we're truly all about, spend some time here, rest and recharge at our warm, welcoming lodging choices. We celebrate a rich history and thriving eclectic communities. Our quaint downtowns offer a vibrant blend of historic architecture and walkable shopping districts with boutiques, pastry shops, galleries, restaurants, coffee houses and old-fashioned theaters. For a gratifying and gracious experience take a stroll through the streets where the people take the time to smile and to chat.

The view around the valley is one you won't soon forget. Lace up your hiking boots because you'll definitely want to explore the natural treasures and ravishing views that blanket the valley. Pack a lunch and float down the peaceful waters of a Pennsylvania Designated Scenic River. There are only 13 in the state and we've got 2 of them!

In the warmer months a profusion of car shows will rev the engines of auto aficionados, cultural flings and small-town festivals flood our streets providing you, our visitor, and an ever-changing kaleidoscope of fun.

Population: There are more than 230,000 people residing in Cumberland.

Location: Cumberland Valley is centrally located in the Hershey-Gettysburg-Lancaster vacation region at the confluence of Interstate 81, I-76, I-83 and US 11/15. Every major city on the Northeast Corridor including New York City, Pittsburgh, Philadelphia, Washington D.C. and Baltimore are within a one- to three-hour drive.

Climate: Cumberland Valley offers the best weather for spring hiking, summer swimming, fall leaf peeping and winter cuddling.

- Average daytime temperature: Summer 86° F, Winter 30°F
- Average nighttime temperature: Summer 59°F, Winter 18°F

Getting Here

- Amtrak (Harrisburg Transportation Center) in Harrisburg, PA: 30 minutes
- Harrisburg International (MDT) in Harrisburg, PA: 40 minutes
- Baltimore Washington International (BWI) in Baltimore, MD: 2 hours
- Lehigh Valley International (ABE) in Allentown, PA: 2 hours
- Philadelphia International (PHL) in Philadelphia, PA: 2 ½ hours
- Megabus Service in Philadelphia, Pittsburgh & State College to Harrisburg, PA: 30 minutes
- Greyhound Bus Terminal in Harrisburg: 30 minutes

Getting Around

- On Foot: Many of our downtowns have walkable shopping districts. Self-guided walking tours are available online and in print.
- Bike: Most of our downtowns are bike friendly. The Cumberland Valley Rail Trail is a great spot for a leisurely ride.
- Taxi: American Taxi - 717-846-8294
- Bus: The Harrisburg-based Capital Area Transit (CAT) operates a public bus service in Cumberland and Dauphin counties. CAT service extends from Shippensburg in the western part of the county, to Enola and the Defense Distribution Region East in Fairview Township. CAT also provides transportation to Harrisburg International Airport in Middletown, the Amtrak station in Harrisburg and Capitol Trailways and Greyhound bus terminals. When you board the bus, you must have exact fare if paying cash. Base fare is \$1.75. Buses do not run on New Year's Day, Easter, Memorial Day, Fourth of July, Labor Day, Thanksgiving or Christmas and when a Sunday holiday is celebrated on a Monday. Express buses do not run when state and federal offices are closed. CAT schedules can be downloaded on www.visitcumberlandvalley.com.

Accommodations: You'll never grow tired of our Cumberland Valley hospitality. When it's time to relax for the evening, we have plenty of places to call it a night. Our lodging ranges from charming Bed & Breakfasts to modern downtown hotels.

Attractions:

Top 6 –

1. U.S. Army Heritage & Education Center
2. Pine Grove Furnace State Park
3. Appalachian Trail Museum
4. Kings Gap Environmental Education Center
5. Meadowbrooke Gourds
6. Cumberland County Historical Society

Annual Events:

Top 6 –

1. Carlisle Fairgrounds' Car Events, April – Oct.
2. Army Heritage Day, May
3. Jubilee Day, June
4. Corn Festival, August
5. Corvettes Downtown Parade, August
6. Murder Mystery Weekends, Oct. – April

Outdoor Recreation: Enjoying the Cumberland Valley's natural beauty is never boring with three state parks, two state forests and over 200 miles of trails to explore. Climb up towards breathtaking views of the lush Valley, trek to uncover stone ruins from secret WWII POW Camps or join raptor enthusiasts on a rocky hike to watch migrating hawks.

Highlights include:

Cycling: Cumberland County Hiker-Biker Trail at Pine Grove Furnace State Park & the 11-mile Cumberland Valley Rail Trail

Hiking: The midway point of the 2,180-mile Appalachian Trail is in Cumberland Valley. Explore more than 96 routes with over 200 miles of trail from day hiking to backpacking.

Fishing: Home to two world-renowned fly-fishing streams - *Yellow Breeches Creek* and *LeTort Spring Run*

Boating: Susquehanna River Trail, Yellow Breeches Creek Water Trail, Conodoguinet Creek Water Trail, Laurel Lake & Children's Lake

Birding: Waggoner's Gap Hawk Watch averages about 19,000 migrating raptors a year. It's one of the best places to see golden eagles.

Skiing: Roundtop Mountain Resort offers downhill skiing, snowboarding and tubing.

Higher Education: The Army War College, Central Pennsylvania College, Dickinson College, Messiah College, Shippensburg University, Dickinson School of Law ■ **Specialty Education:** Central Pennsylvania Youth Ballet

Our Towns:

Camp Hill

Lemoyne

New Cumberland

Enola

Mechanicsburg

Carlisle

Newburg

Boiling Springs

Wormleysburg

Shippensburg

Newville

Mt. Holly Springs

Key Markets and Target Audiences

VISITORS:

- **Leisure:** "Collectors" of all types. From car enthusiasts and hikers or fishermen to historians and antiquarians. Anyone drawn by his or her passion to collect – whether it is an experience or something more tangible. Current overnight visitors are young, educated and middle- to upper-class. Many are single and located in larger metro areas or just outside of them. They are looking for a vacation rich in experience, but different from the big city they come from.
- **Business:** Cumberland Valley abuts Harrisburg – the capital of Pennsylvania. Because of that location, the Cumberland Valley enjoys a lot of overnight spillover traffic from the Harrisburg market. These travelers tend to be traveling solo or with business partners, are 30-60 years of age and middle- to upper-class. We need to entice those business travelers to extend their stays and potentially bring their families.
- **Group:** These visitors skew older – Baby Boomers up to octogenarians. During our research, group tour operators said they are definitely ready to spice up their tours to the area with more stops in Cumberland Valley – they just don't know what there is or how to translate it for their visitor. We need to craft some messages that will help make that connection so that these tours will stop in CV, instead of using it as a pass-through between Gettysburg and Hershey.

RESIDENTS:

- Almost half of Cumberland Valley residents fall in the mid-range affluent segments opposed to the U.S. population, which is more dispersed among the affluent segments. They are married couples with and without children, 30-60 years of age and middle- to upper-class and enjoy golf, DIY, fishing and hunting.

GEOGRAPHIC

- *Brand Awareness:* Cumberland County and bordering counties
- *Leisure Travel:* Philadelphia, and New York City, North NJ and Long Island
- *Military Travel:* Washington D.C.

TYPICAL TRAVEL PARTY CHARACTERISTICS

- **Travel Party:** Adults who skew younger, with a median age around 36 all around and are less likely than the average leisure traveler to be traveling with kids – however some are much older – retirees traveling without children.
- **Length of Stay:** 2.25 nights
- **Mode of Travel:** Automobile with some market potential for air travelers from HIA
- **Income:** Top 5 segments have HHI ranging from \$41,000 – almost \$80,000
- **Profession:** Professional, retired, management and educational
- **Education:** College education or higher
- **Trip planning:** Planned trip in one month or less

TOURISM SEASON

- January and December are slowest, and June, July and August are strongest
- Slowest day is Sunday

For more information please contact us at:

- **Twitter:** Cumberland Valley Visitors Bureau has a virtual visitor center on Twitter. Follow @Cumberland_PA for frequent updates on goings-on around town, or tweet a specific travel question to hashtag #cvhelp.
- **Note to Editors:** For photos of Cumberland Valley, visit our online photo gallery at www.flickr.com/visitcumberlandvalley
- **Cumberland Valley Visitors Center:** Stop by for visitor information, directions, suggestions and recommendations from a trained staff. Location – 33 W. High St., Carlisle, located inside History on High – The Shop.