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# The Cradle of Conservation

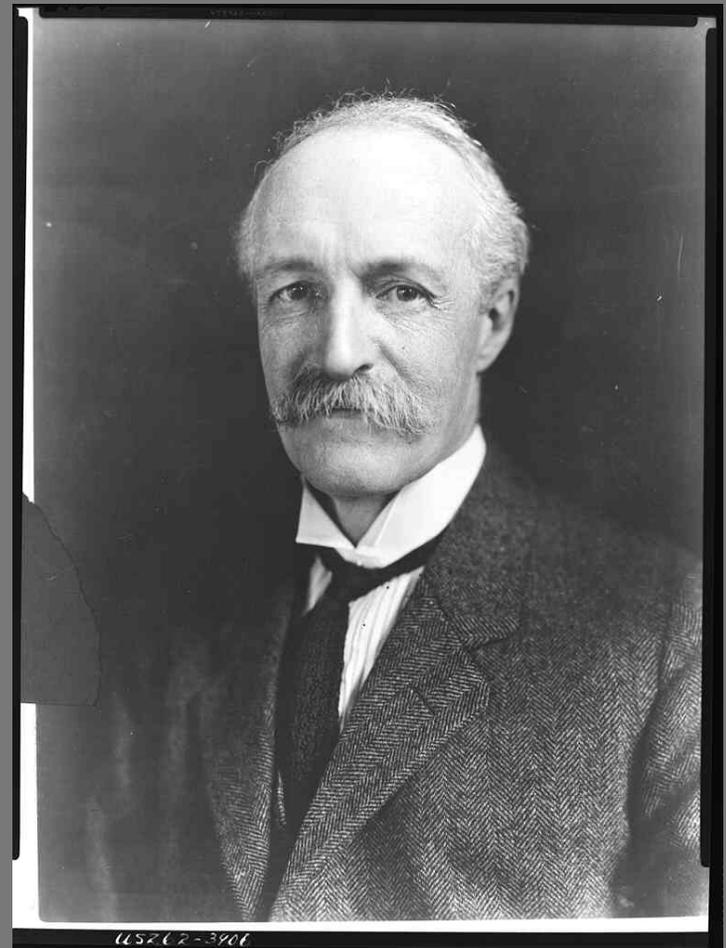
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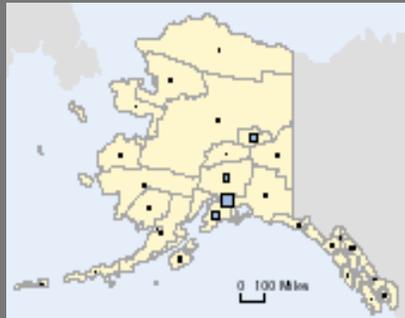
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**West Branch Susquehanna Restoration Symposium**

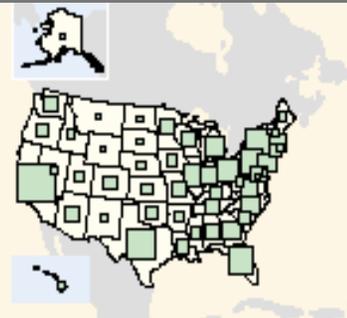
“Conservation is the foresighted utilization, preservation and/or renewal of forests, waters, lands and minerals, for the greatest good of the greatest number for the longest time.”

*Gifford Pinchot*

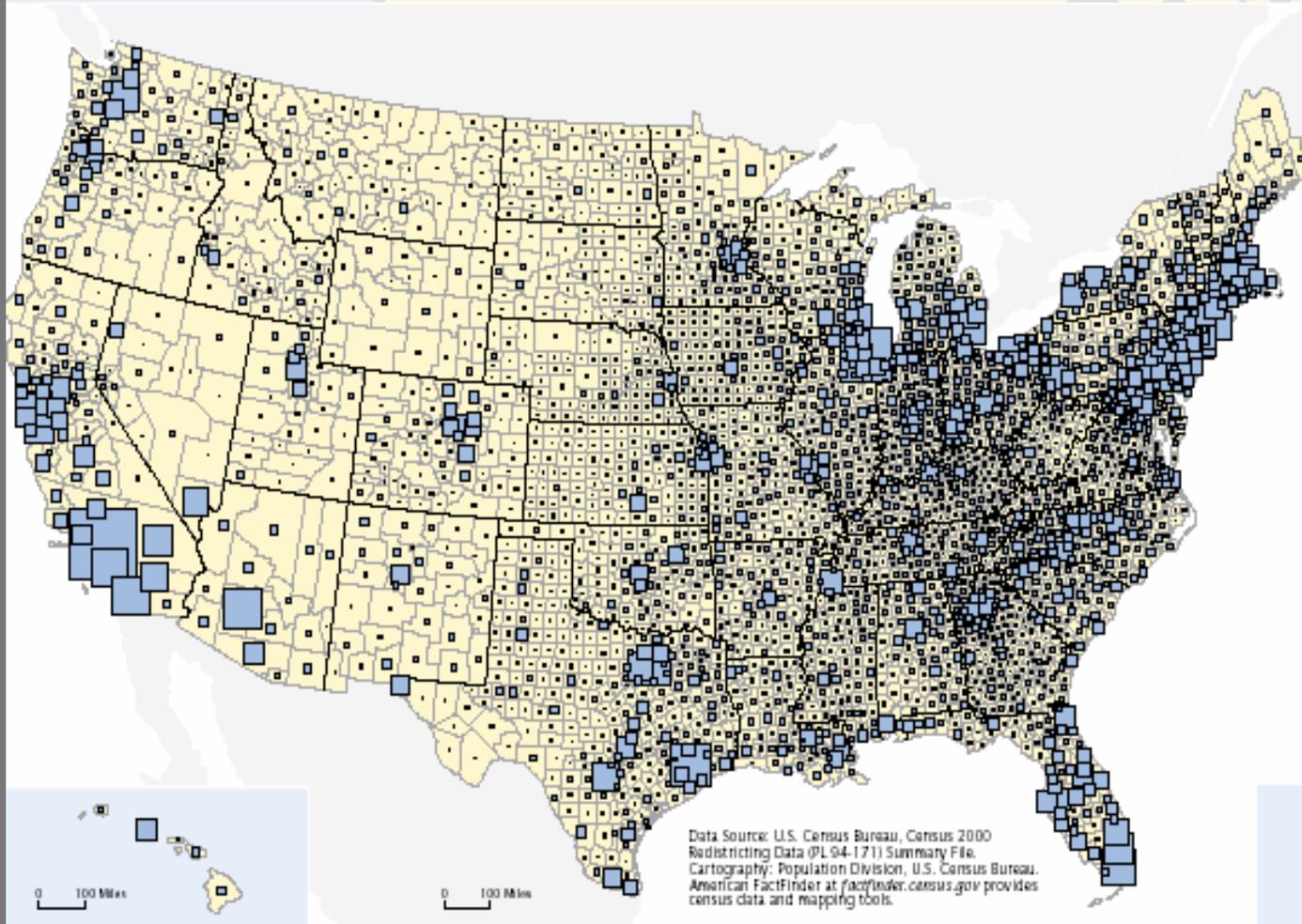
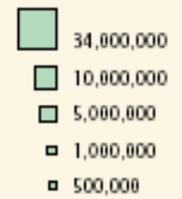




# Population Distribution, 2000

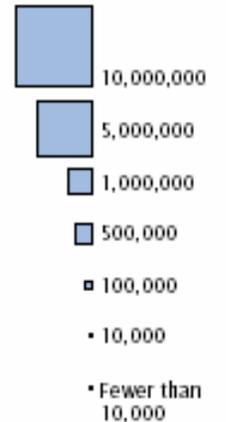


Number of people by state

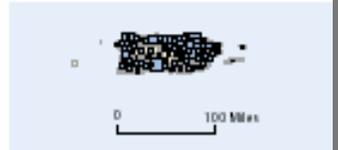


The area of each square symbol is proportioned to the number of people in a county or state. The legends present example symbol sizes from the many symbols shown on the maps.

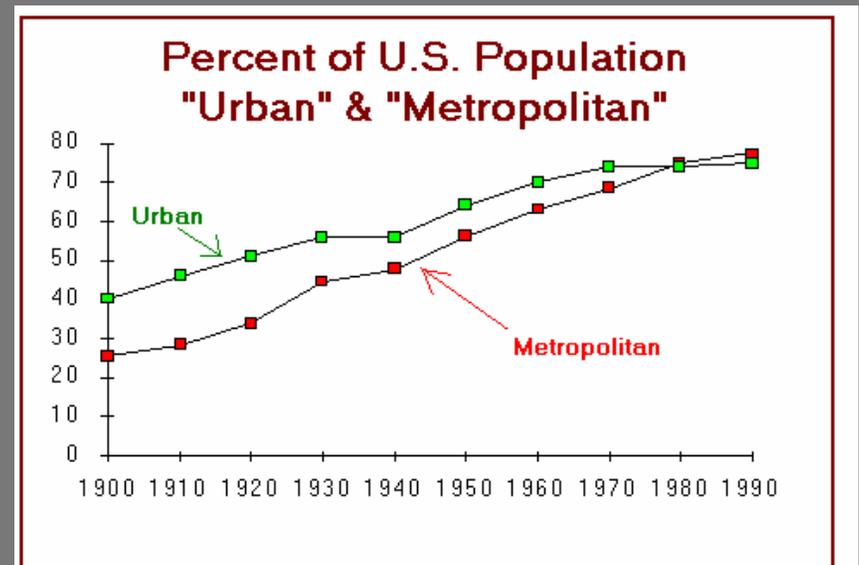
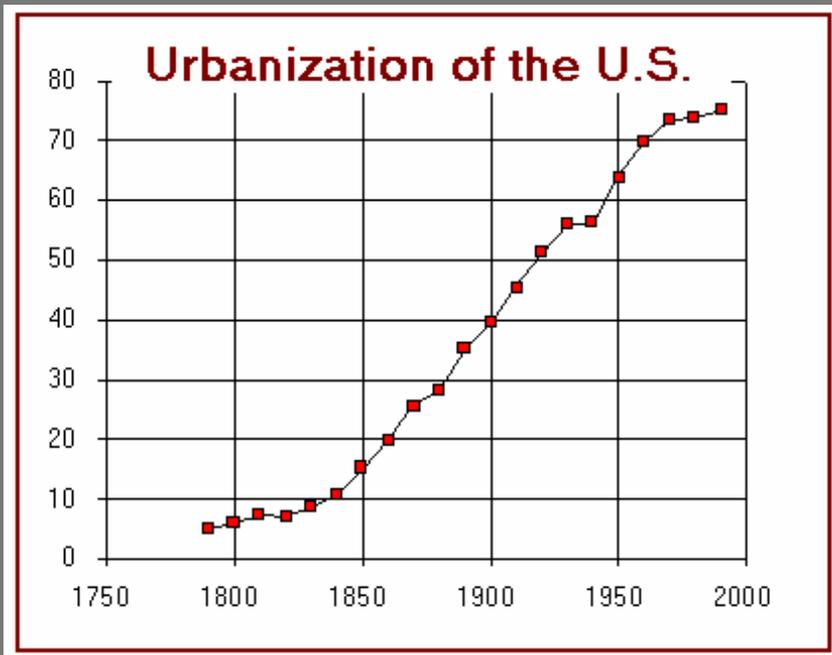
Number of people by county



Data Source: U.S. Census Bureau, Census 2000 Redistricting Data (PL 94-171) Summary File.  
 Cartography: Population Division, U.S. Census Bureau.  
 American Factfinder at [factfinder.census.gov](http://factfinder.census.gov) provides census data and mapping tools.



# U.S. Urbanization Trends



# Population Comparison

<b>Stratum</b>	<b>PA 2003</b>	<b>US 2003</b>
Population	12,365,455	290,809,777
Change 1990-2003	3.4%	13.1%
Female (2000)	51.7%	50.9%
65 and older	15.6%	13.1%
White	85.4%	75.1%
Black	10.0%	12.3%
Hispanic	3.2%	12.5%
Bachelor's degree	22.4%	24.4%

# U.S. General Population

1 July 2004 Estimates

- California had the highest number of people 65 and older (3.8 million) in 2004, followed by Florida (2.9 million), New York (2.5 million), Texas (2.2 million), **Pennsylvania (1.9 million)**, Ohio (1.5 million) and Illinois (1.5 million).

# U.S. General Population

1 July 2004 Estimates

- Florida had the highest proportions of its total population in the 65 and older age group (16.8 percent), followed by West Virginia and **Pennsylvania (15.3 percent each)** and North Dakota and Iowa (14.7 percent each).



Populations

Resources

Recreations

Places

Recreations

Messages

Merchandise

“Recreation is valuable in proportion to the intensity of the experiences, and to the degree to which it differs from and contrast with workaday life.”

*Aldo Leopold*



# Nature Tourism Examples

- Most American travelers (80%) highly value outstanding scenery.
- Most travelers (73%) place a high importance on a clean, unpolluted environment when they take a leisure trip.
- Many (61%) believe their experience is better when their destination preserves its natural, historic, and cultural sites.

# Nature Tourism Examples

- Economic Importance of Blue Ridge Parkway Views
  - Scenic views along the Blue Ridge Parkway in North Carolina are worth upwards of \$5 billion a year to the visitors who enjoy them.
  - The Parkway in North Carolina averages more than 11 million visits a year which yields a total visitor value of some \$5 billion.

# Economic Impacts

- **Direct:** visitor spending that *directly* supports the jobs and income of people and firms that deal directly with the visitor.

# Economic Impacts

- **Indirect:** changes in sales, income, or jobs in regional sectors that supply goods and services to the recreation/tourism industries.
- **Induced:** increased sales within the region from the household spending of the income earned in the tourism and supporting sectors.

# Economic Impacts

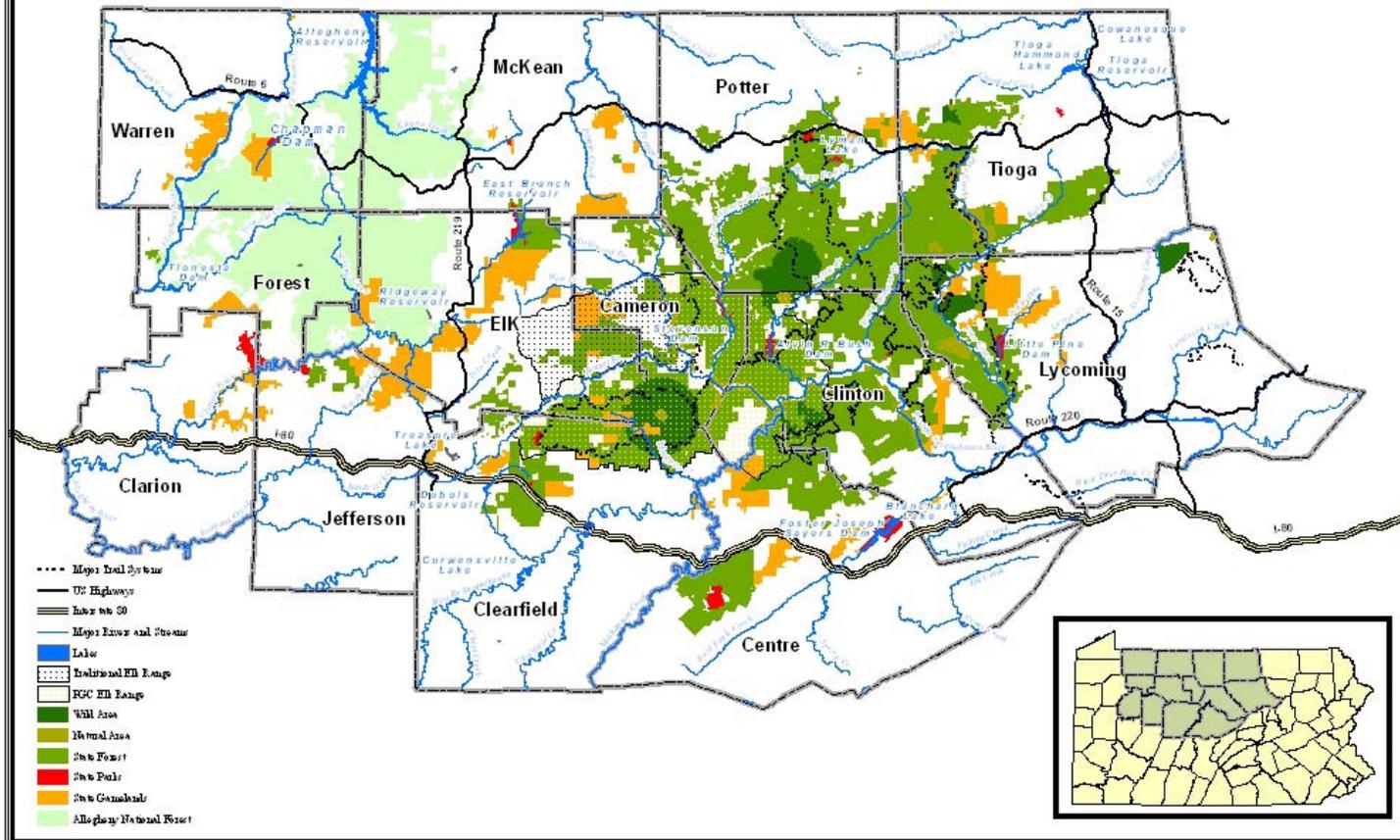
- **Environmental**: the changes in regional quality of life indicators as a result of tourism developments.
  - Positive
  - Negative
- **Enabling**: enabling communities to attract compatible industries with improved quality of life.



# Pennsylvania Wilds

## pennsylvania WILDS

Major Public Lands  
in Outdoor Recreation Plan



# Pennsylvania Recreation Strategy

- Increase participation by Pennsylvanians within the state.
- Increase the amount of non-resident recreational spending in Pennsylvania.
- Expand and diversify Pennsylvania recreational offerings.
- Expand and diversify the goods and services available to recreationists.



- PA Wilds *DarkSkies*
- PA Wilds *Life*
- PA Wilds *Waters*
- PA Wilds *Ways*
- PA Wilds *Woods*

# Wilds *Waters*



- Swimming in natural waters 4.0% (19.05)
- View/Photograph fish 85.6% (18.88)
- Visit watersides (besides beach) 3.9\* (10.81)
- Warmwater fishing 10.5% (9.09)
- Coldwater fishing 24.4% (6.61)
- Canoeing 23.9% (5.01)
- Kayaking 169.2% (3.77)
- Rafting 7.3% (3.63)
- Rowing -17.4% (1.64)
- Ice Fishing 23.5% (0.78)

# Fly Fishing

## PARTICIPANTS BY STATE

- 1 Wyoming 31.8% 121,438
- 2 Montana 19.1% 133,972
- 3 Idaho 18.4% 178,327
- 4 West Virginia 15.4% 224,127
- 5 Nevada 14.3% 219,919
- 6 South Carolina 12.3% 383,161
- 7 Alabama 11.8% 407,287
- 8 Arkansas 11.4% 236,279
- 9 Maine 11.1% 112,140
- 10 Colorado 10.6% 352,180
- 22 Pennsylvania 6.5% 630,109**

# Pennsylvania Fishing

- Total Fishing \$ by PA Residents
  - \$762,242,000
    - In State \$479,744,000
    - Out-of-State \$282,498,000
- Total Fishing \$ in PA
  - \$580,351,000
    - Residents \$479,744,000
    - Non-Residents \$100,607,000
- Net In - \$100,607,000
- Net Out - \$282,498,000

“One basic weakness in a conservation system based wholly on economic motives is that most members of the land community have no economic value.”

*Aldo Leopold*



# The Cradle of Conservation



Recreation is the pathway of choice for Americans who find their way to nature.

# The Cradle of Conservation



Recreation  
endows nature  
with value.

# The Cradle of Conservation



People conserve  
only that which  
they value.

“We choose to go to the moon. We choose to go to the moon in this decade, not because it is easy, but because it is hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone....



*John Kennedy  
12 September 1962  
Houston, Texas*

“The ivory bill is a perfect emblem of our own paradoxical relationship to the American wilderness, of what is lost and what can be recovered...”

*Jonathan Rosen  
New York Times*

