

the Worcester County  
**SAND PAPERS**

ISSUE 8

NEWS FROM THE BEACH AND BEYOND IN WORCESTER COUNTY

FALL 2007

*Welcome*  
to the new newsletter  
of Worcester County  
Tourism!



From waterways to wild horses, Pocomoke offers lots of nature tourism potential. [PHOTO BY DUSTY PHOTOS]

## AT A GLANCE

Delmarva Discovery Center on track to open in summer 2008.

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Today's travelers are looking for active, hands-on vacations.

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Visitors have their say as Assateague plans a new visitor center.

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## MAIN STREET CORNER

# 'How to' in Pocomoke

## *How Pocomoke can ride the wave of how-to vacations*

Recently ABC News carried a human interest news story on "How to" vacations. Tourists are flocking to areas that offer hands-on experiences. For instance, in Hoboken, New Jersey, vacationing girlfriends who want to spend 2 or 3 hours together and \$60 can create and make one-of-a-kind designer bags. New Orleans offers workshops for tourists in glassblowing. In Indiana, visitors can make guitars. Other towns offer hand casting and paper marbling as well as small boat building.

The new popularity in hands-on experiences brings tourist dollars to small towns while offering families a chance to share enriching experiences learning and doing things together.

So how can we apply the popularity of "How to" vacations to Pocomoke City? Two words: Nature Tourism. Pocomoke has a unique opportunity to develop this low environmental impact experience while benefiting from tourist dollars. Tourists in Pocomoke can experience kayaking on the beautiful Pocomoke River with the entire family. Dividing Creek, just on the edge of town, has been named one of the best kayak trips in Maryland.

Large groups of bicyclists have already discovered the wonderful biking trails around the town, and the nature trail is spectacular with its unspoiled landscape and abundance of wildlife. The *Bay Queen*, one of the best large

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## Beach & Beyond Visitor's Guide

Worcester County Tourism has unveiled its new 32-page Beach & Beyond Visitor's Guide. Look for the new section on Assateague State and National Parks and the Pocomoke River State Park and Forest. Pick up a guide in any of the state and county visitor centers, as well as numerous other locations. Or download it from the county web site at [www.visitworcester.org](http://www.visitworcester.org).

## Tourism web site has a new look

The county's web site at [www.visitworcester.org](http://www.visitworcester.org) has a new look with lots of new images, video, e-cards and information on spas, golf, campgrounds, restaurants, outdoor activities and events, to name just a few. One of the most visited areas on the site is the Viewtrail 100 scenic bicycling trail.

## MAIN STREET CORNER, cont'd

# Pocomoke offers plenty of 'how-to'

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group tour boats in the area, is docked right downtown and is ideal for family reunions, dinner and lunch outings or river excursions.

The Pocomoke Main Street Program has already begun to coordinate these efforts with the formation of the Pocomoke Attractions Committee. Made

up of the four nonprofits located downtown, the Costen House Museum, the Sturgis One-Room School Museum, the Mar-Va Theater and the soon-to-open Delmarva Discovery Center, along with the *Bay Queen*. The group has been meeting regularly and is producing a brochure touting Pocomoke City as a tourist destination. The organization, along with the Downtown Pocomoke Association, has created an online calendar of events for the downtown area (see [www.pocomokeriver.org](http://www.pocomokeriver.org) or [www.mar-vatheater.org](http://www.mar-vatheater.org)).

On August 22, Jim Rapp, the new director for Delmarva Low Impact Tourism Experiences, was on aboard the *Bay Queen* discussing his vision for how Pocomoke City will play a major role in the development of the growing nature tourism market. 🌳



Residents and visitors can enjoy the water on the *Bay Queen*. [PHOTO BY MICHAEL DAY]

For more information about

**Pocomoke**, contact Michael Day, Main Street Coordinator for Berlin and Pocomoke City.

Also visit:

[www.pocomokeriver.org](http://www.pocomokeriver.org)

[www.Mar-VaTheater.org](http://www.Mar-VaTheater.org)

[www.delmarvadiscoverycenter.org](http://www.delmarvadiscoverycenter.org)

# Delmarva Discovery Center set to open in summer 2008

It has been nearly 10 years, but the Delmarva Discovery Center is fast becoming a reality. The center is moving full speed ahead toward its opening date of summer 2008. The project, in the newly renovated Duncan Building on the banks of the Pocomoke River in Downtown Pocomoke City, hosted an open house/reception on August 23. During the event, a short program outlined the progress of the project with a slideshow presentation showing the building renovation. Renderings of exhibits were also on display. Visitors were invited to walk through the building to gain a sense of the exhibit spaces. While the Duncan Building retains its historic appearance, the interior exhibit space is modern and exciting. The exhibit themes include: an introductory theater, Native People exhibit, The River, The Wharf & The Steamer, Shipbuilding & Woodworking, Fishing and Industry & The River. To find out about membership, how to get involved or other opportunities, please call Executive Director Brian Garrett at 410-957-9933. 🌳



More vacationers are looking for adventurous pursuits, such as sea kayaking. [PHOTO BY JERRY GERLITZKI]

## Travel as an experience

### *Travelers hungry for active, hands-on vacations*

Note: The following is an excerpt of M.J. Blank's "Take a New Look," as featured in Group Travel Planet Magazine.

According to the 2007 national leisure Travel Monitor, produced by the travel marketing firm Yesawich, Pepperdine, Brown & Russell, 67% of travelers want to go somewhere they've never visited before. But travelers—groups or otherwise—are not just looking for new destinations. They're seeking new travel experiences, whether it's adventure travel, multigenerational family travel, educational trips, fitness-related travel or volunteer opportunities.

Like other mega-trends, baby boomers are driving the demand for "transformative" travel. According to the travel Industry Association (TIA), baby boomer households generate the highest travel volume in the U.S., registering some 268 million trips. Affluent, active and informed, "baby boomers have accumulated their assets—the cars, homes, boats—so now they're accumulating experiences," explains George Deeb, founder and CEO of iExplore, a web-based adventure travel trip organizer.

**Family travel.** The old notion of going back to the same family retreat or destination, year in and year out is fading. All-inclusive resorts and packages at resorts and hotels are big attractions for this group.

**Hands-on travel.** Travel as a learning experience is hot. More than half of travelers say they want to take an educational or "experiential" trip.

**Travel with a purpose.** About a quarter of US travelers say they want to take a volunteer or service-based vacation, according to TIA. The rise of volunteerism has been building for years—reflecting a potent social force that many travel experts will continue to grow.

**Aiming for adventure.** One-half of U.S. adults, an estimated 98 million people, have taken an adventure trip in the past 5 years, according to TIA research. Multi-sport vacations—cycling, hiking, kayaking, rafting—offer a satisfying way to see the sights and stay fit. People are living a much more physically fit lifestyle. They're going to the gym and they don't see themselves as old. They want to do the same things in their 50s and 60s that they did in their 20s and 30s. 🌐



Worcester County was featured in *Chesapeake Life* magazine, August issue, in which **Assateague** was the cover story. There was also a feature on **Solstice**, the Atlantic Hotel's restaurant, which, in the reviewer's words, "surpasses all expectations."

*Maryland Life Magazine* featured **Ocean City** on the cover with stories about Mitzi Perdue's condo and great appetizers at area restaurants.

Writer Diane Daniels and her crew of seven were on the Shore **cycling Delmarva** for a feature story in the *Boston Globe* to run in September. She used the Great Delmarva Cycling Trail brochure and map as her guide. Their stops included Assateague Island, Berlin and Snow Hill.



See Berlin in a whole new way by renting a Segway. [PHOTO BY MICHAEL DAY]

## Segways glide through Berlin

Gerard DiCairano's Segway tour business has opened in Berlin. Tours are offered Monday to Saturday at 10 a.m. and 1:30 p.m., starting and ending in the parking lot of St. Paul's Episcopal Church. The tours, which last about two hours, cost \$59 a person. DiCairano said reservations are recommended for the tours, which lead visitors past more than 30 historic buildings and attractions in Berlin. To make reservations, call 410-845-3278.

## Jim Rapp is new director of DLITE

Jim Rapp has been named executive director of Delmarva Low-Impact Tourism Experiences (DLITE). DLITE is an alliance of local, state, and federal agencies, non-governmental organizations, local tourism providers and natural resource managers that encourages nature-based tourism on Delmarva and fosters a sense of wonder and value for the natural world.



Jim Rapp

Director of the Salisbury Zoo for the past 14 years, the affable naturalist is well positioned to move nature tourism forward on the Shore. Contact Jim Rapp at P.O. Box 669, Salisbury, MD 21803; e-mail: dlitedirector@comcast.net; phone: 443-944-8097; www.delmarvalite.org.

### SURVEY SAYS

## Assateague uses survey to help plan for new visitor center

Why do people come to Assateague Island National Seashore? What do they expect, and what do they need? As the Park plans for a new visitor center, a survey taken last summer offers insights from the experts—the visitors themselves. Conducted by Eppley Institute for Parks & Public Lands, Indiana University Research Park, the survey involved more than 1,000 visitor groups. Some highlights:

### Who's visiting?

**74%** of visitor groups were **families**. The average age of respondents was 46. Over 97% identified their race as White.

**56%** of respondents reported either a bachelor's or graduate degree.

**77%** of the visitors had **visited the park at least once before**. 13% were local residents, **85% were not local**, and 1.5% were international.

### Why do they visit?

**80%** of the respondents planned to see horses during their visit. **80%** also planned to visit the beach.

**53%** of respondents indicated their primary reason for coming to the area was **to visit Assateague**. For 28%, Ocean City, Maryland, was the primary reason.

### How do they visit?

**49%** of the respondents purchased a weekly pass. 27% had an annual pass.

The most common **first stops** were the beach (34%), a visit with Park staff (18%), and the Maryland Visitors Center (18%).

Over **60%** of respondents visited the park more than one day on their most recent trip. Of those, **the average visit was 4.6 days**.

## CALENDAR

## SEPTEMBER

- Sept. 7 Arts on the River First Friday, Snow Hill. 5-8pm. 410-632-3555
- Sept. 9 Concert on the Lawn, Calvin B. Taylor Museum, Berlin. Free. 6pm. 410-641-1019
- Sept. 13-16 Delmarva Bike Week, Ocean Downs, Berlin. 410-629-1560
- Sept. 14 Second Friday, Berlin. 5-8pm. 443-735-0957
- Sept. 20 Sandcastle Home Tour. 410-524-9433
- Sept. 20-23 Sunfest, Ocean City. 800-OC-OCEAN
- Sept. 21-23 Berlin Fiddler's Convention, Berlin. Fri, 7-10pm; Sat, 10am-5pm; Sun, 9am-3pm 410-219-3500
- Sept. 22-23 Quilts on the Line, Nassawango Outdoor Quilt Show, Furnace Town. Noon-5pm. 410-632-2032
- Sept. 25 The Big Read, Stephen Decatur High School. Free. 6pm. 410-632-2600
- Sept. 28-29 Winefest, Ocean City. 11am-7pm. 410-280-3306

## OCTOBER

- Oct. 5-7 Oktoberfest, Ocean City. Fri-Sat, 11am-6pm; Sun, 11am-4pm.
- Oct. 6-7 Chesapeake Celtic festival, Furnace Town. 11am-5:30pm. 410-632-2032
- Oct. 6 Osprey Sprint Triathlon, Public Landing. 9am. 410-213-2297

## NOVEMBER

- Nov. 15-Jan 2 Winterfest of Lights, Northside Park. 5:30-9:30pm. 800-OC-OCEAN
- Nov. 23 Holiday Arts Night, Berlin. 6-9pm. 443-735-0957

## Keep up with the arts with Tri-County Arts Calendar

The quarterly arts calendar covering all events, workshops, classes, performances and exhibits is available through the Worcester Tourism Office or on line at [www.visitworchester.org](http://www.visitworchester.org). Click on the directory and then on "Arts & Times" or Google "Tri-County Arts Calendar." This quarterly publication has been a huge hit covering events in Worcester, Somerset and Wicomico counties. If you'd like to be added to the mailing list, send an e-mail to [econ@ezy.net](mailto:econ@ezy.net) or call 410-632-3110.



## 2007 Heritage Event to span 10 days

The Lower Eastern Shore Heritage Council, in conjunction with participating Heritage sites across the Blue Crab Scenic Byway, is planning for the Lower Eastern Shore Heritage Days. An expansion of last year's weekend event, Heritage Days will span 10 days from October 12-21, 2007. The event will encompass some major events, including the Ward Museum's Chesapeake Wildfowl Expo, 50th Anniversary of Old Princess Anne Days and the Crisfield Heritage Foundation's Watermen's Festival. Musical entertainment, story-telling and food venues will be part of the festivities. For more information, call 410-677-4706.

## SAND PAPERS

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To subscribe to the quarterly *SandPapers* newsletter or to share story ideas, drop us a line at [econ@ezy.net](mailto:econ@ezy.net) or call us at 800-852-0335.

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