

West Virginia Buyer Survey Results

State Park Gift Shop Buyers Trade Show at Pipestem 02/2008

Data reflect input from WV State Park Gift Shop Buyers participating as part of the “Made In Grown In” West Virginia project with funding assistance from the Claude Worthington Benedum Foundation.

1. The average price of a Gift Shop sale is:

- **78%** were in the \$10-\$29 range.
- **22%** were in the \$1-\$9 range

2. Your approximate Annual Gift Shop Sales in \$1,000s are:

- **56%** were above \$60,000
- **22%** were between \$30-60,000
- **22%** were between \$1-9,000

3. The highest volume of Gift Shop sales occurs during these months:

- **100%** reported highest sales in Jun-Jul
- **50%** reported high sales in Aug-Sep-Oct

4. The Gift Shop is closed during these months

- **66%** are closed Nov, Dec, Jan, Feb, Mar
- **12%** are closed Apr, Oct
- **12%** are open year round

5. Approximate percent of customers are which gender?

- **35 – 80%** Female
- **20 – 65%** Male

6. Approximate percent of customers are in which age range?

Child	0- 20%
Teen	0- 20%
21-30	10- 18%
31-50	15- 60%
51-70	17- 75%
70+	0- 20%

7. How important is it to have products that are only available in the State Parks?

- 55% felt it was important to very important
- 45% felt it was somewhat important to not important

8. How important is it to have consistent merchandising displays for all State Parks?

- 67% felt it was important to very important
- 33% felt it was somewhat important to not important

9. Do you think it is important to have products from your specific area or region?

- 45% felt it was important to very important
- 55% felt it was somewhat important

10. Do you have an interest in purchasing art or products for guests to enjoy and providing referrals for visitors who want to purchase similar items direct from the artist? i.e. A rocking chair maker from Doddridge county sells several rocking chairs on referrals as a result of having them in the lobby at Chief Logan Resort State Park.

- 40% Yes
- 60% No

Items currently in shop or desired for shop ranked by top choices

100-85%	T-shirts, souvenirs with park logo, clothing, post cards, magnets, books
84-66%	Photos/prints, jewelry, souvenirs-nature theme, glassware
65-33%	Food items, note cards, souvenirs-WV logo, toys-dolls, wind chimes, wood products
32-21%	Pottery, music, baskets, candles
20-0%	Bath & body

State Park Buyers who responded to this survey to date are:

Name	Park
	North Bend
Sam Cowell	Carnifex Ferry Battlefield
Clinton Cochran	Babcock
Dillard J. Price	Beech Fork
Andrew Bennett	Cass Scenic RR
John Bracken	Hawks Nest
Alfred Kerns	Coopers Rock State Forest
Stephanie Bailey	Kumbrabow State Forest
Melanie See	Blennerhassett