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Carbon County Chamber

Letter from the Chamber

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Leverage Your Surroundings

Carbon County is host to a beautiful backdrop that comes to life with each unique season. As we say goodbye to summer, the leaves are rapidly changing and welcome the stunning colors of fall. Thousands of visitors will flock to our area to get a glimpse of nature's magical transformation. Tourists as well as local community members will enjoy hiking, biking, kayaking, fishing, train rides, and much more. So, how can a business leverage the seasons?

A great example is the Delaware & Lehigh National Heritage Corridor, also known as the D & L Trail. You will find tourists and local residents walking, cycling and running as they experience nature and explore the region all while getting healthy.

Elissa Garofalo, President/Executive Director of the Delaware & Lehigh National Heritage Corridor explains, "Savvy merchants are tapping into proven revenue generation in the burgeoning trail-user market. Statistics show trails can be powerful tools for economic development and in Carbon County they are residents who are buying locally." She goes on and suggests taking advantage of the growing market by offering supplies, amenities and hospitality "are your customers greeted warmly when they enter your shop or facility, can you and your employees answer questions about the town and region and do you do so in a friendly manner? Do your store hours match customer needs?" great things to think about as a business owner.

Take the time to asses your business, research the region and your surrounding area so that you are ready to answer questions and direct others as needed. When we all find a way to work together, support one another and offer up a friendly smile while doing so, our visitors will most likely return and best of all, they may tell others about the great experience they had in Carbon County. Take pride in our area, speak of it in a positive manner and be kind to all.