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## A Site-Suitability Analysis of an Indoor Snow Ski Park near Harrisburg, Pennsylvania

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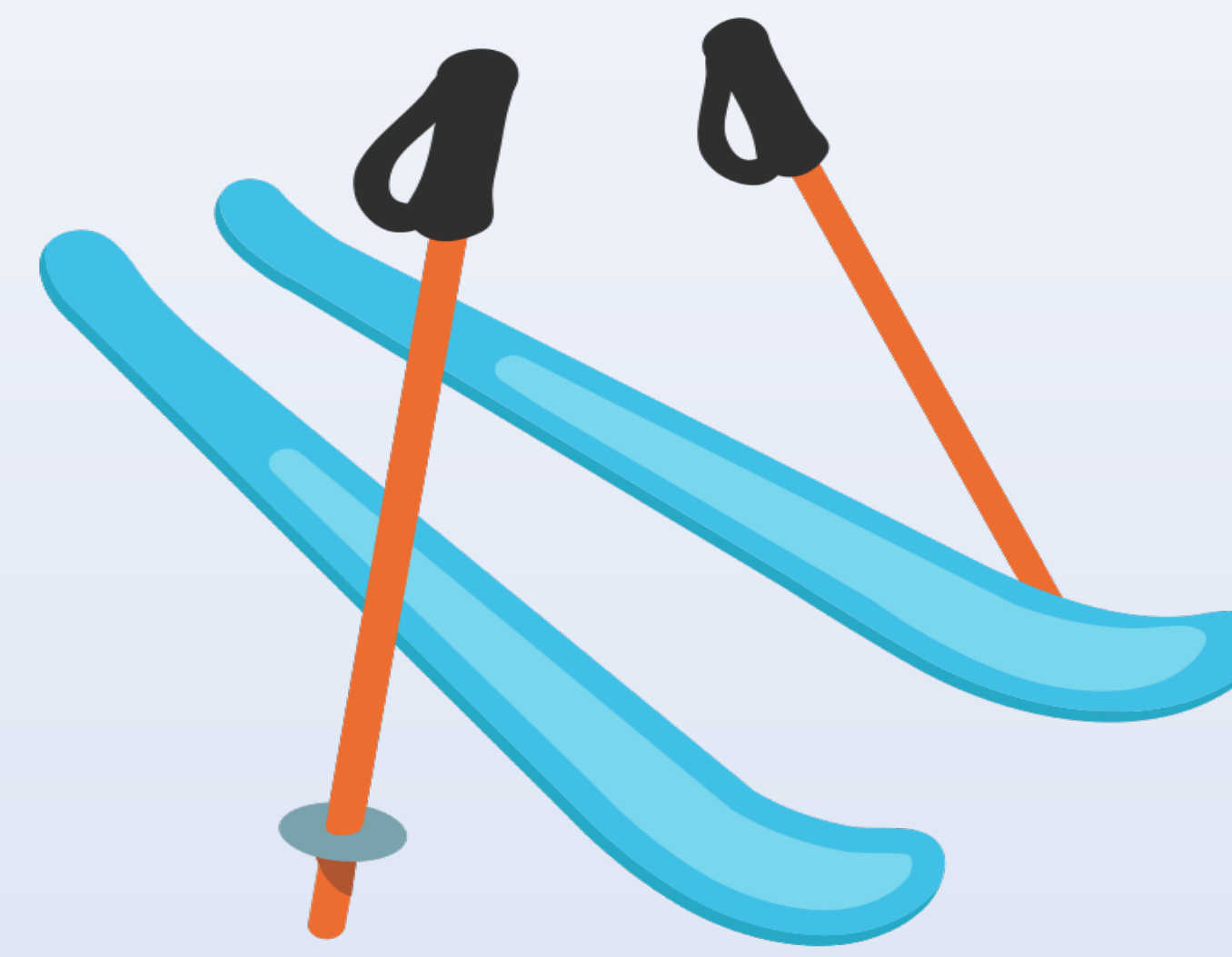
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# Indoor Ski Slope in Harrisburg, PA?

Ethan Falsone & Austin White  
03/03/2021  
Spring 2021  
Geoanalytics, MRKT3541

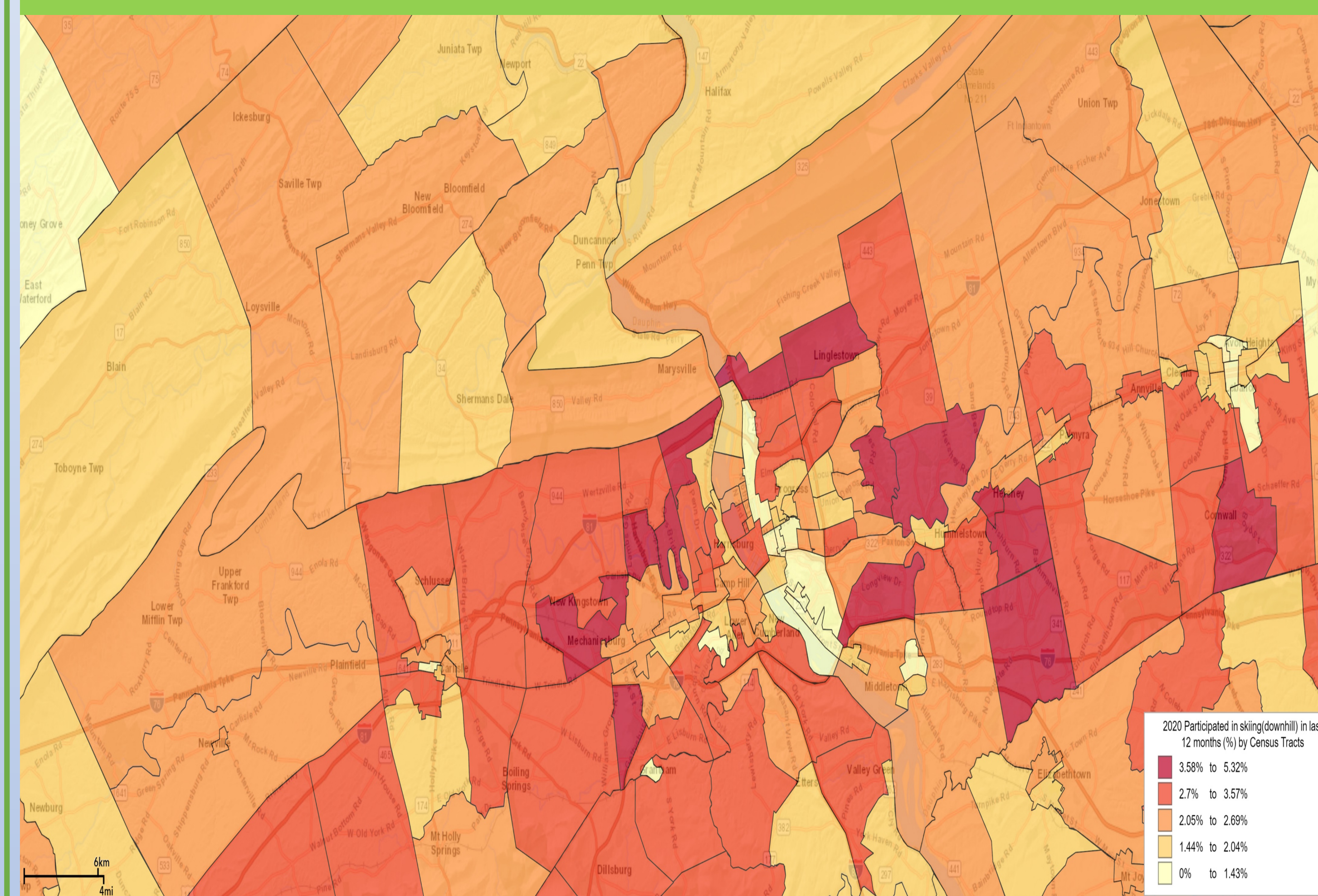


## Industry Analysis:

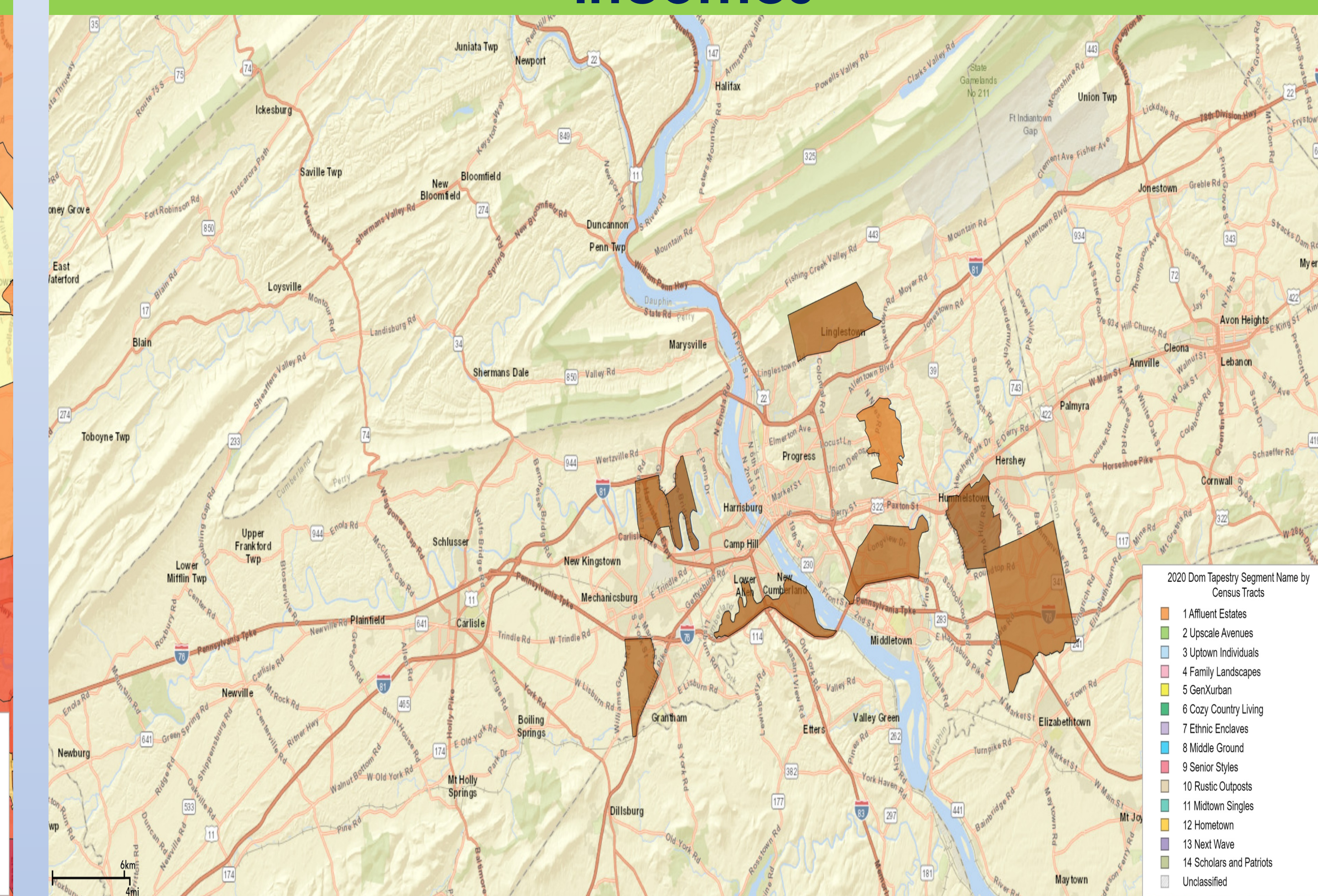
- The purpose of this project is to determine whether an Indoor Skiing Facility would be viable in Harrisburg, PA based on key consumer variables
- In the last 3 years, some of the first indoor ski slopes in North America have launched
- Overall, the skiing industry has been in decline in recent years (-1.9%)
- Indoor skiing has largely been seen as the future of the skiing industry

## Customer Analysis:

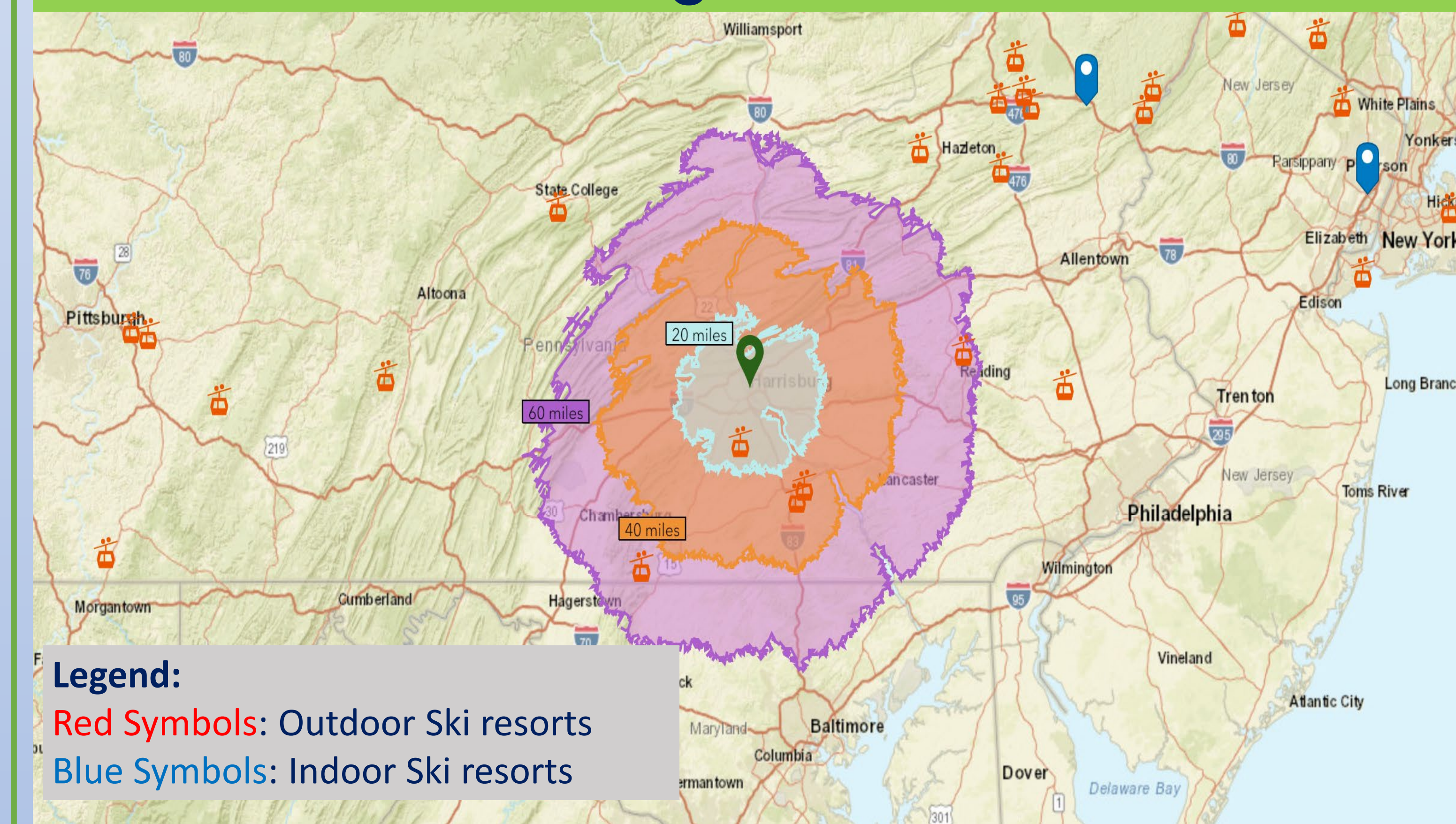
### Display of percent of population who participated in downhill skiing in last 12 months



### Display of affluent census tracts with populations holding larger disposable incomes

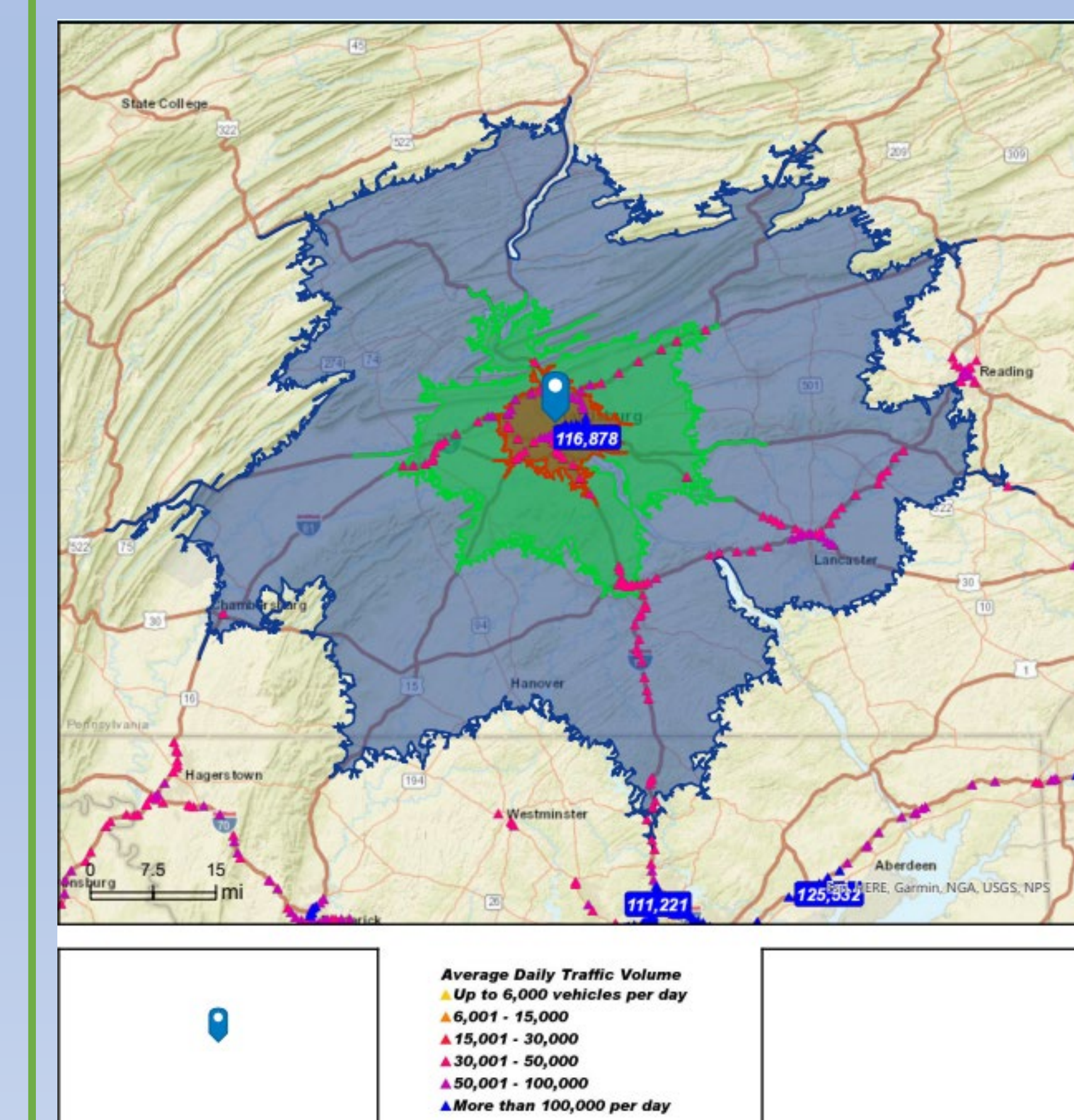


## Drive-time analysis from Harrisburg, PA to other Skiing facilities



- Based on these maps, it would be reasonable to place a facility in or near Harrisburg, PA, because the surrounding areas have the resources and consumers to support one

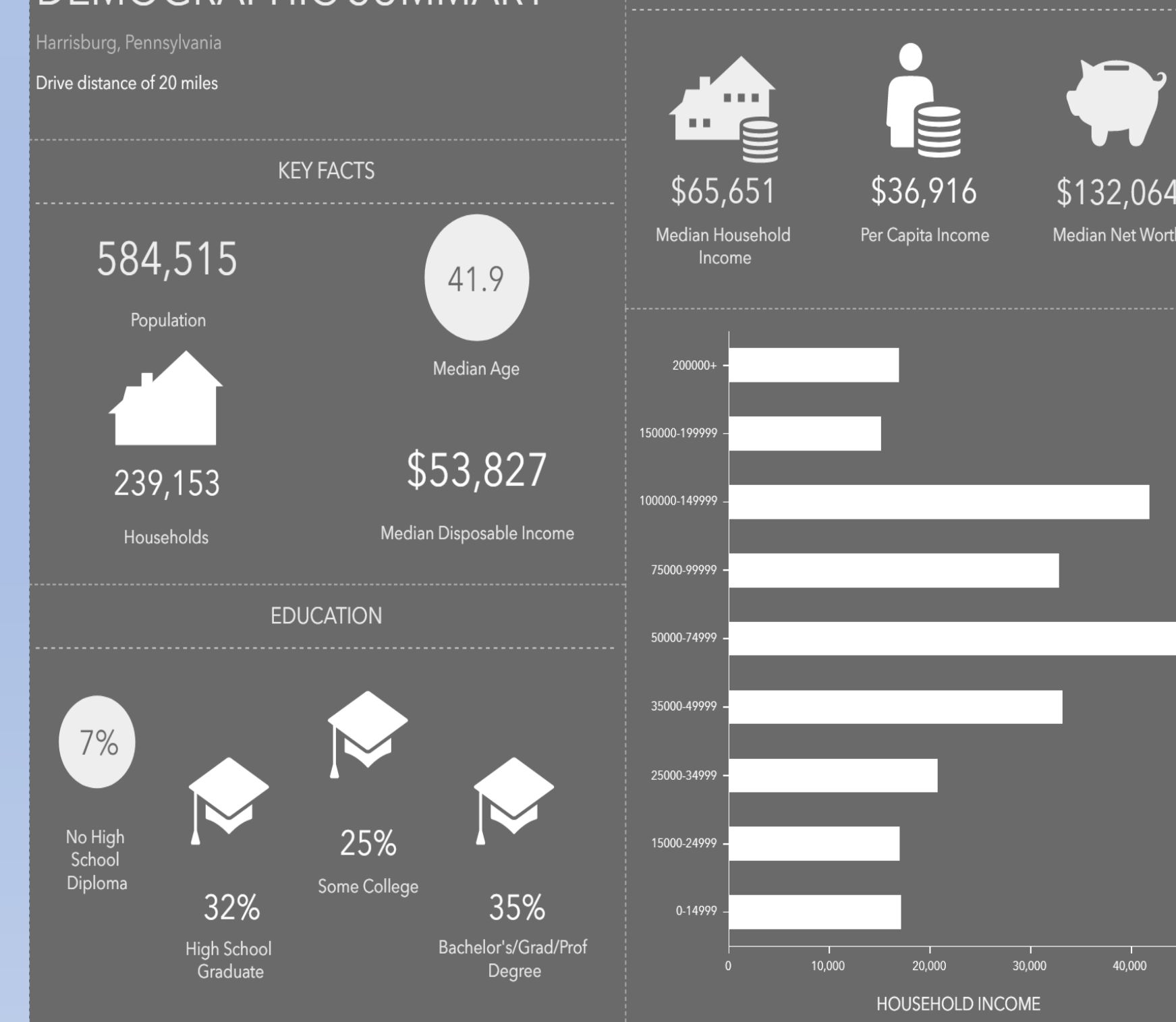
## Location Overview:



Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.05	Market Street	S River St (0.0 miles NE)	2019	9,507
0.08	Walnut St	N River St (0.01 miles SW)	2017	5,876
0.08	North River Street	Walnut St (0.0 miles NW)	2019	7,533
0.10	North 3rd Street	Strawberry St (0.0 miles NW)	2019	2,960
0.11	N Front St	Walnut St (0.02 miles NW)	2017	17,078
0.11	Walnut St	N 3rd St (0.02 miles NE)	2017	6,848
0.11	N 3rd St	Strawberry St (0.01 miles SE)	2017	7,342
0.13	Market St	Strawberry Aly (0.02 miles NE)	2017	7,978
0.18	Chestnut St	S Dewberry St (0.02 miles NE)	2017	6,404
0.19	North 4th Street	Strawberry St (0.0 miles NW)	2019	3,873
0.20	N 4th St	Walnut St (0.02 miles NW)	2017	3,475
0.21	South 4th Street	Aberdeen St (0.03 miles NW)	2019	11,841
0.22	Walnut St	N 4th St (0.02 miles SW)	2019	7,811
0.24	Grace St	Aberdeen St (0.03 miles NW)	2016	1,545
0.24	Market Street	Aberdeen St (0.0 miles SW)	2019	1,547
0.25	S Front St	Mary St (0.04 miles SE)	2017	17,078
0.25	Aberdeen Street	Aberdeen St (0.0 miles N)	2018	7,826
0.29	N 5th St	Strawberry St (0.02 miles NW)	2019	5,973
0.30	N Front St	South St (0.02 miles NW)	2017	12,919
0.32	North Front Street	N Front St (0.0 miles NW)	2019	14,576
0.33	Fisher Plz	South St (0.08 miles N)	2019	1,653
0.35	S 2nd St	Vine St (0.04 miles SE)	2017	9,334
0.36	Commonwealth Ave	South St (0.03 miles SE)	2017	4,030
0.39	Market St	N 9th St (0.03 miles NE)	2017	7,978
0.40	Mulberry St	S 10th St (0.03 miles NE)	2016	11,828
0.41	N Front St	Liberty St (0.01 miles NW)	2017	12,919
0.41	North St	N 4th St (0.05 miles NE)	2017	1,205
0.41	Walnut St Unp	State St (0.05 miles NW)	2017	3,248
0.44	State Street	Vine St (0.05 miles NW)	2019	12,393
0.45	State Street	State St (0.0 miles E)	2019	2,698

- As the traffic map and data shows, most of the traffic around Harrisburg is on the southeastern side towards Hershey

## DEMOGRAPHIC SUMMARY



## Site Selection:

Harrisburg, PA is an okay candidate city for an Indoor Ski facility, but somewhere between Harrisburg and Hershey, PA would work better. Here's why:

- Participation in ski activities correlates highly with identified affluent census tracts, and the drivetime analysis supports that consumers would travel to an indoor slope located towards Hershey, PA
- Traffic reports that more traffic flows in the southeastern region between Harrisburg and Hershey
- Hershey would also be a better location due to the tourism it brings with its attractions, such as Hershey Park

Sources

- [https://www.skiersplanet.com/wp-content/uploads/2019/06/Ski-Dubai-an-indoor-ski-area\\_Rob-Crandall-Shutterstock.com-min-e1560251908521.jpg](https://www.skiersplanet.com/wp-content/uploads/2019/06/Ski-Dubai-an-indoor-ski-area_Rob-Crandall-Shutterstock.com-min-e1560251908521.jpg)
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