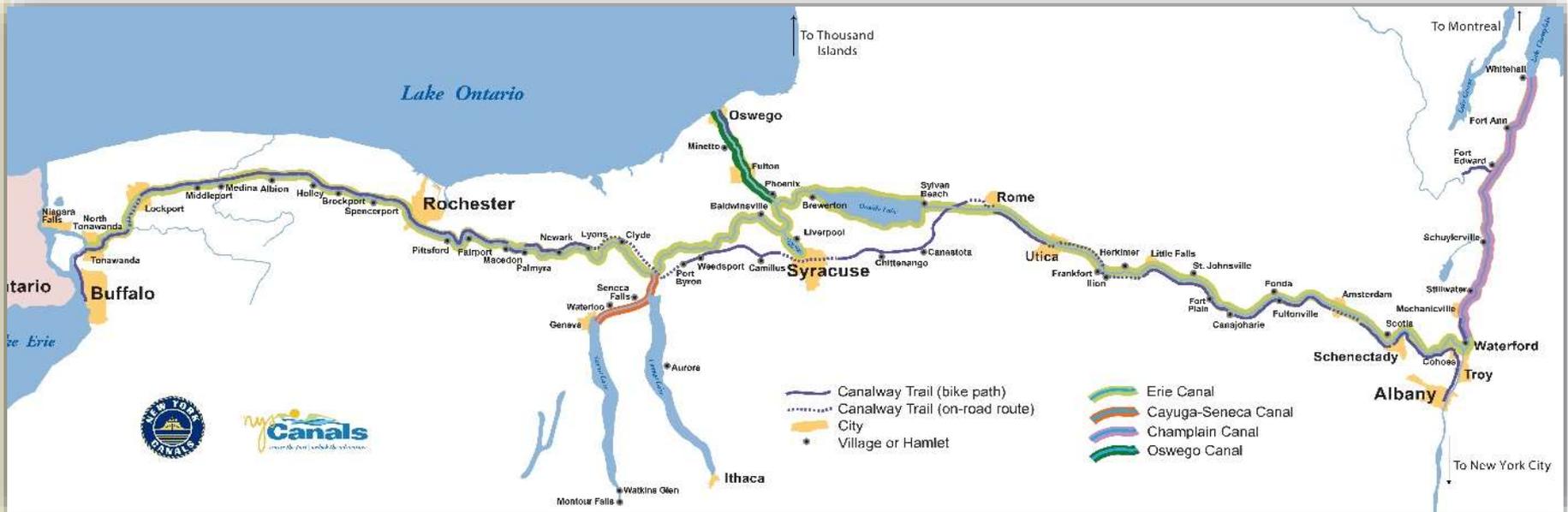


A group of cyclists is riding along a paved trail that runs parallel to a canal. The canal is on the left, and the trail is on the right. The cyclists are wearing helmets and colorful clothing. The background is filled with lush green trees and vegetation. The sky is clear and blue.

The Erie Canalway Trail Experience

Economic Impact and Beyond

Erie Canalway Trail



360 miles, paved and stone dust
277 miles open to the public
234 communities
Multiple ownership

Trail History

- 1960s Communities develop sections of towpath

- 1970s



**NYS Canal
Recreation
Development Plan**

- 1990s



Canal Recreationway Plan

- 2000



**Preservation and
Management Plan**



Canalway Trail Partnership



Trail Development
Common Identity
Community Engagement
Promotion



400 miles
in **8** days

- BUFFALO
- MEDINA
- PITTSFORD
- SENECA FALLS
- SYRACUSE
- ROME
- CANAJOHARIE
- SCOTIA
- ALBANY



**45 Adopt-a-Trail groups
350 + volunteers**

Adopt-a-Trail Program



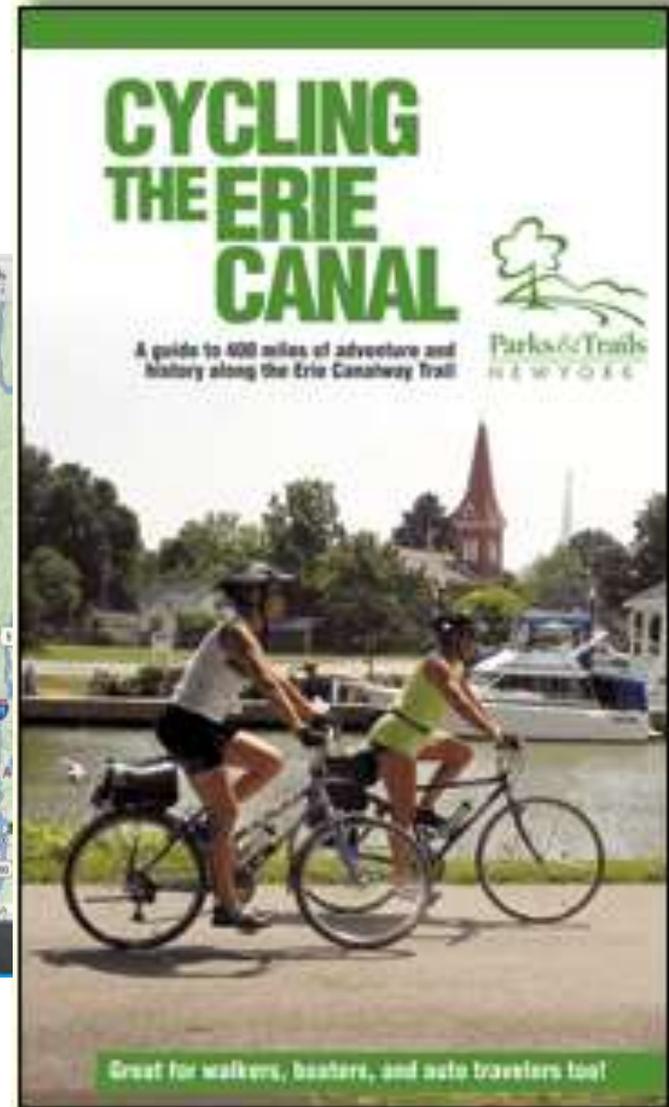
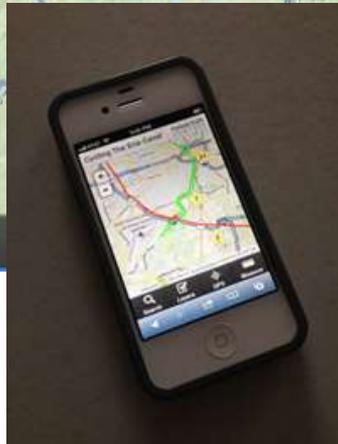
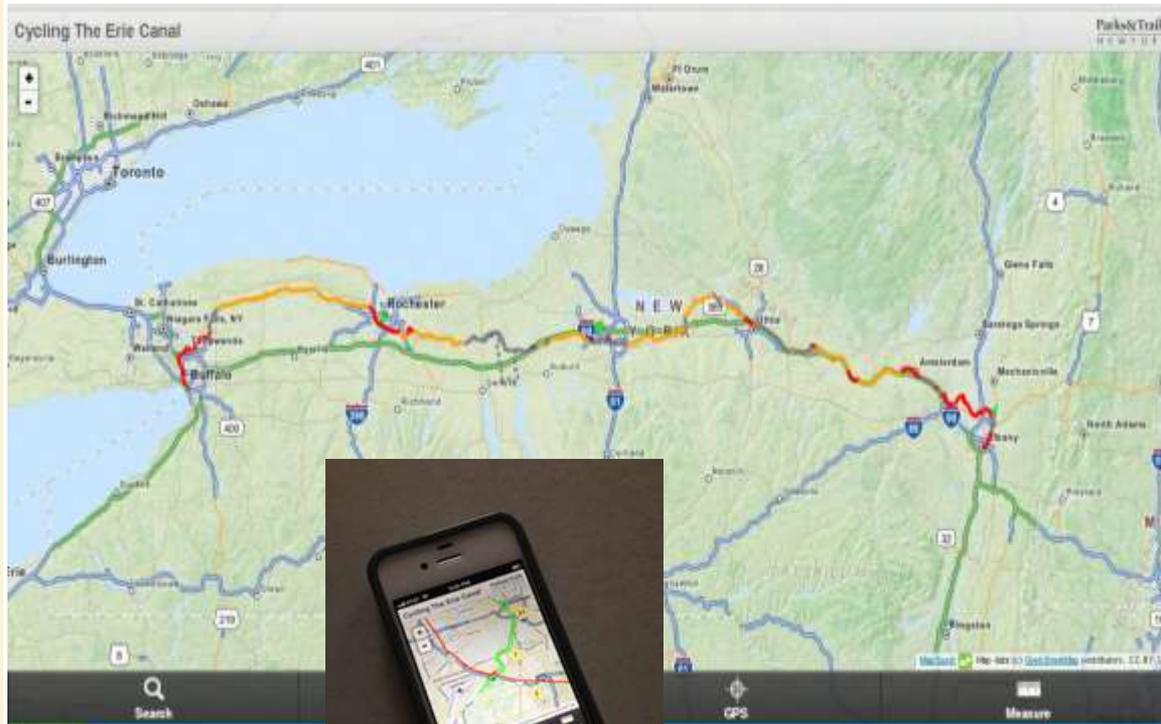
CANAL CLEANSWEEP



100+ events
3,000
volunteers



Maps





Bicyclists Bring Business! Roundtables



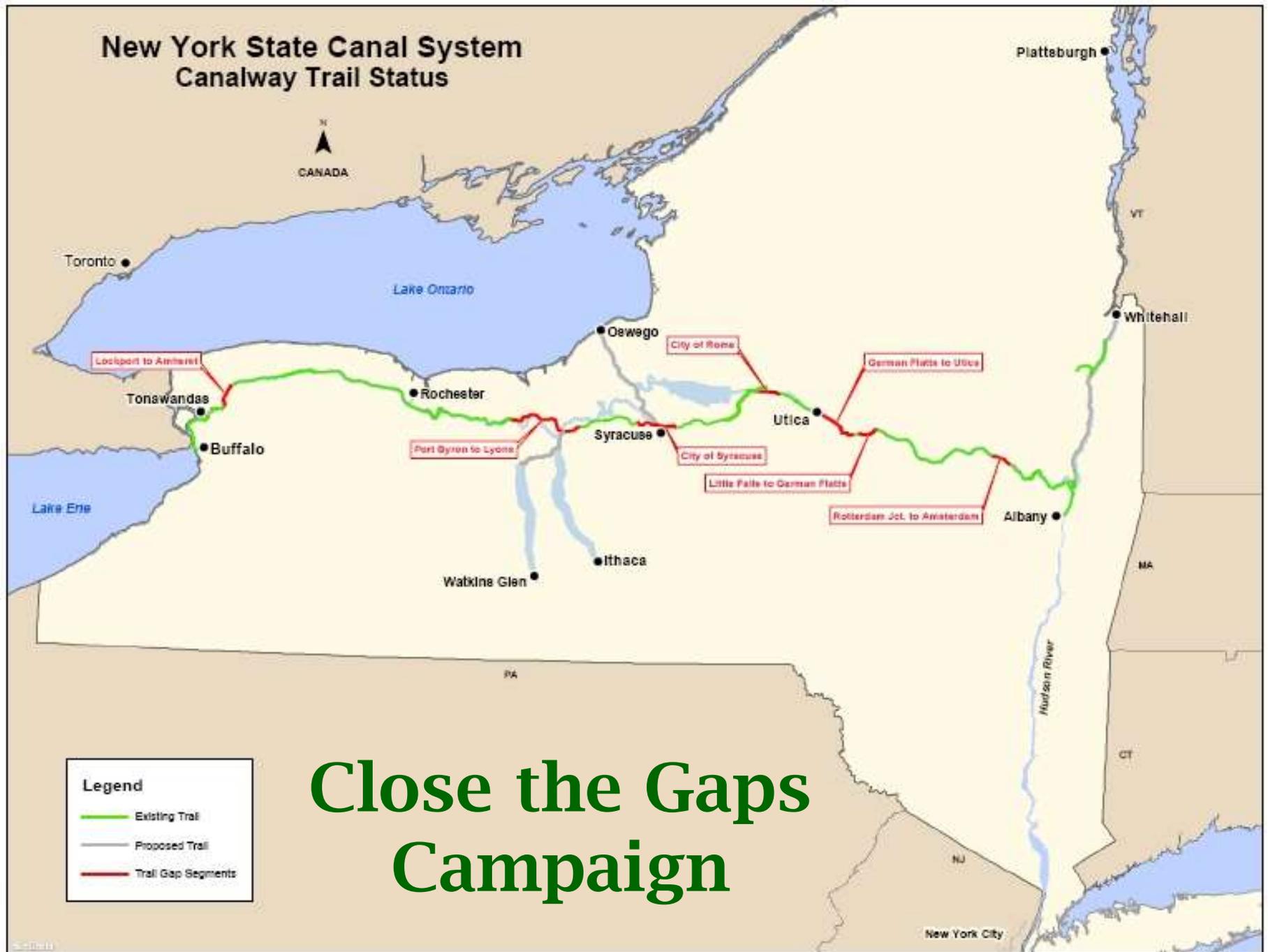
50 Canalway Trail Ambassadors





End-to-End Program

New York State Canal System Canalway Trail Status



Legend

- Existing Trail
- Proposed Trail
- Trail Gap Segments

Close the Gaps Campaign

The Economic Impact of the Erie Canalway Trail

AN ASSESSMENT AND USER PROFILE OF NEW YORK'S LONGEST MULTI-USE TRAIL

Commissioned by **Parks & Trails New York**





Made possible in part by funding from

**New York State Canal Corporation
Erie Canalway National Heritage Corridor**

Quantitative and qualitative research conducted by

Paul A. Scipione, Ph.D.

Professor Emeritus and Director Survey/Research Center
Jones School of Business
State University of New York at Geneseo



Why did we do the study?

- **Provide comprehensive data on trail usage and economic impact**
- **Confirm anecdotal belief of ECT as an important contributor to Upstate economy**
- **Establish benchmark and methodology for future surveys**



How did we do the study?

- **Trail Counts – annual visitation**
- **Trail User Surveys**
 - **Visitor spending per trip**
 - **Demographics, preferences**



What did we learn?

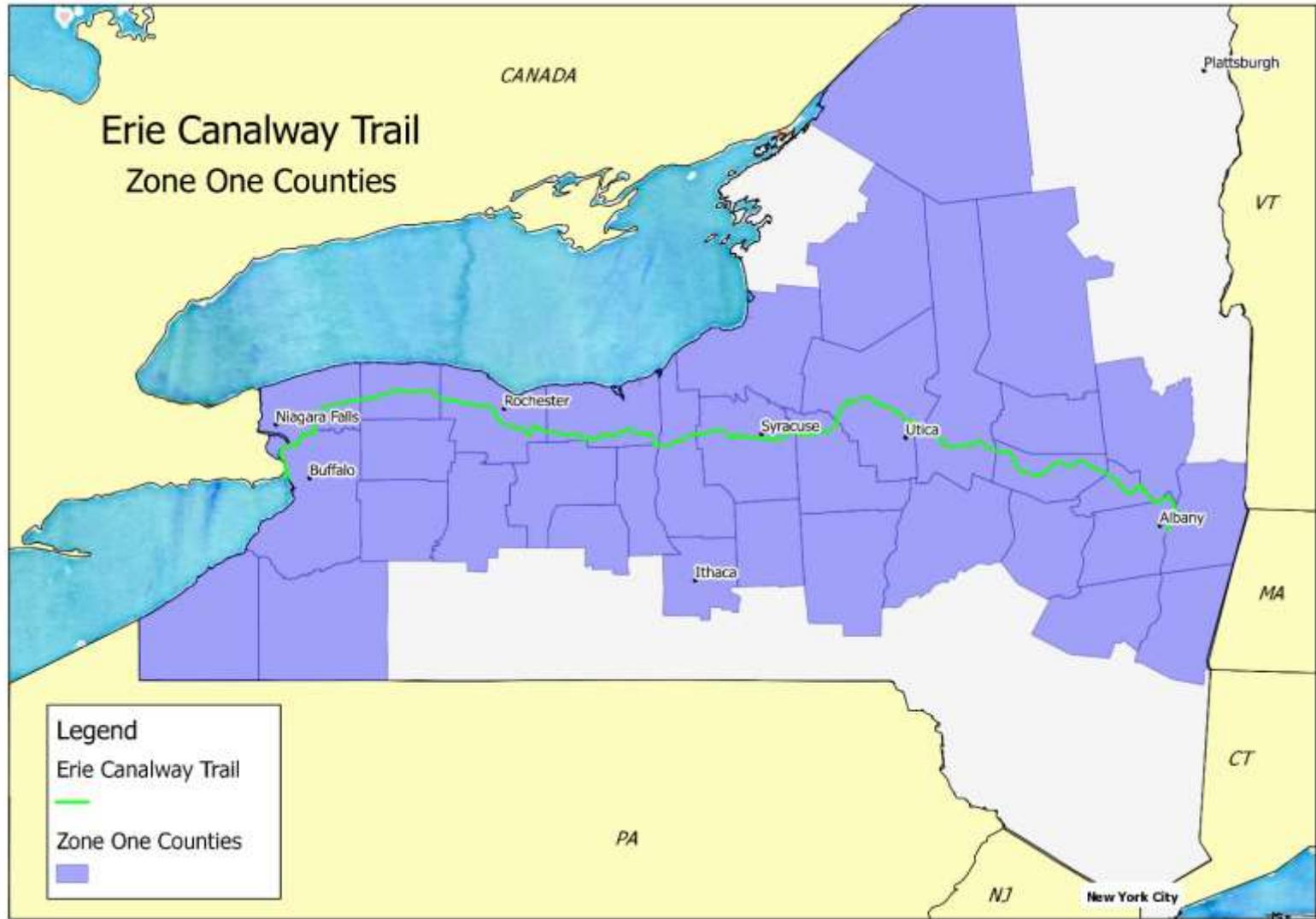


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1.58 million visits per year



Erie Canalway Trail Zone One Counties





Usage is local

- **92% live in 14 ECT counties**
- **97.5 % live in 35 counties of Zone One**
- **50% live within 5 miles of the ECT**

Marketing Opportunity

- **Large local, year-round audience**
- **Major opportunity for non local visitor growth**



\$210.6 million
visitor spending per year



It's about eating and staying overnight

Spending and Visits by Segment

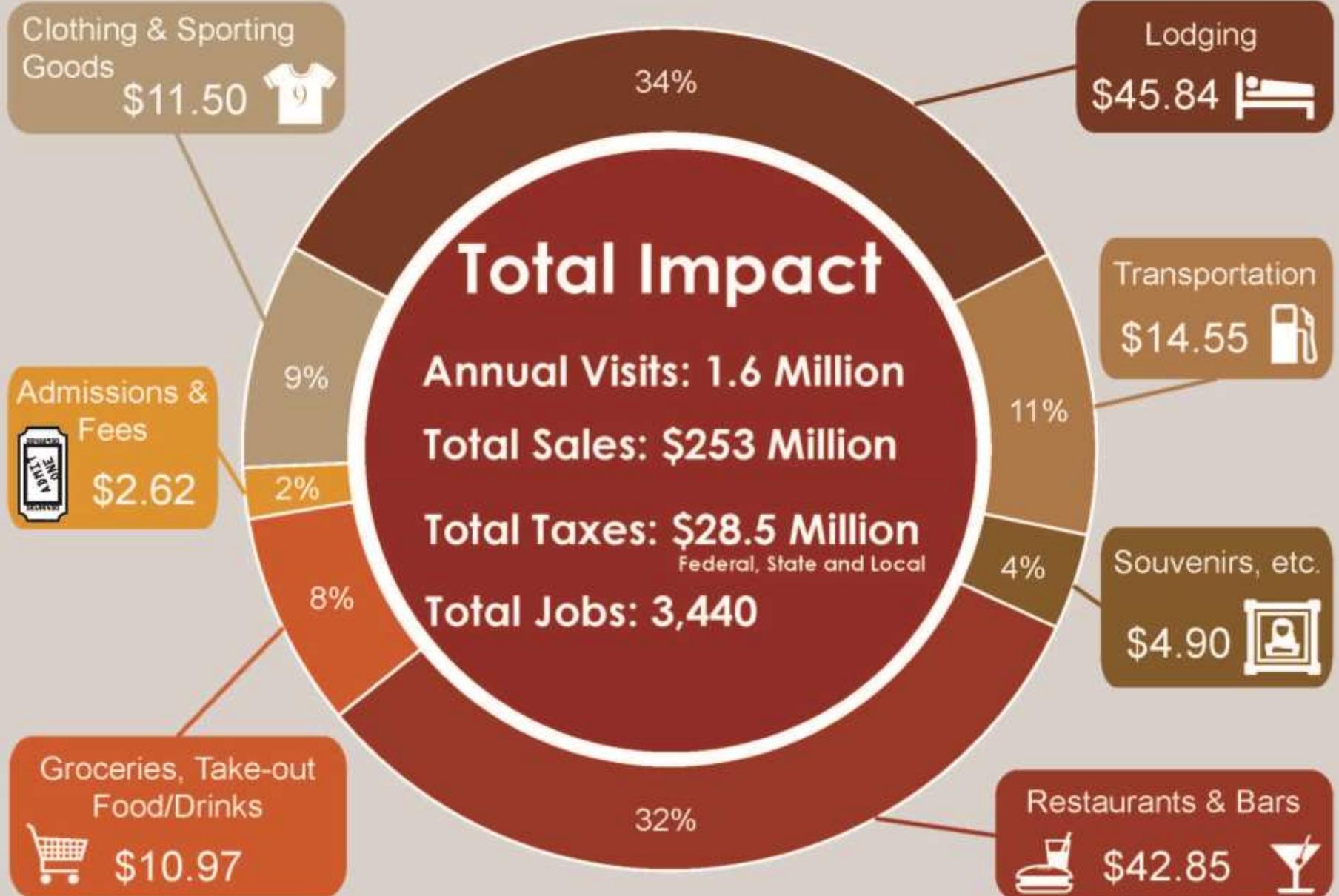
Zone	Number of Trail Visits	% Trail Visits	Direct Spending (\$)	% Spending
Zone One Day	1,292,031	81.75%	\$34,063,632	16%
Zone One Overnight	249,152	15.77%	\$132,388,646	63%
Zone Two Overnight	39,152	2.48%	\$44,169,698	21%
TOTAL	1,580,335	100%	\$210,621,976	100%

- **Overnight visitors (18%) = 84% of spending**
- **Lodging and food = 74% of spending**



What's the impact of that spending?

ECT Visitor Spending





New Money = Zone Two Visitors

- **21% of overall spending**
- **\$55.8 million in economic impact**
- **731 jobs**

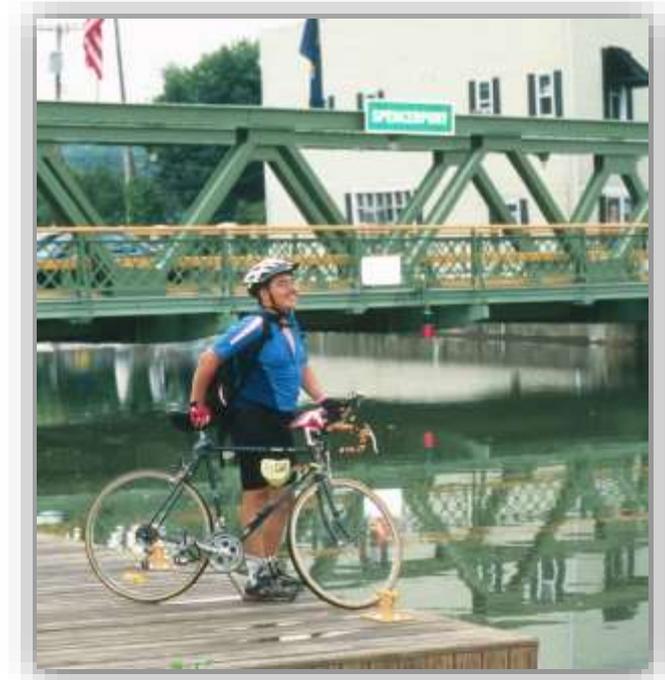


Who's using the trail?



Typical Trail User

- **Employed, college-educated, male cyclist**
- **Member of Generation X (ages 30-49)**
- **Average household income**
- **Spends ~\$26.37/person/visit**





Parks & Trails
NEW YORK

*What do the results
suggest for future
marketing efforts?*



Capitalize on generational differences

Age of Trail Users	
Age Cohort	Percent
18-29	16%
30-49	41%
50-69	34%
70-79	7%
80+	1%
n =378	

- **Learn what they want and cater to it**
- **Use their communication channels**

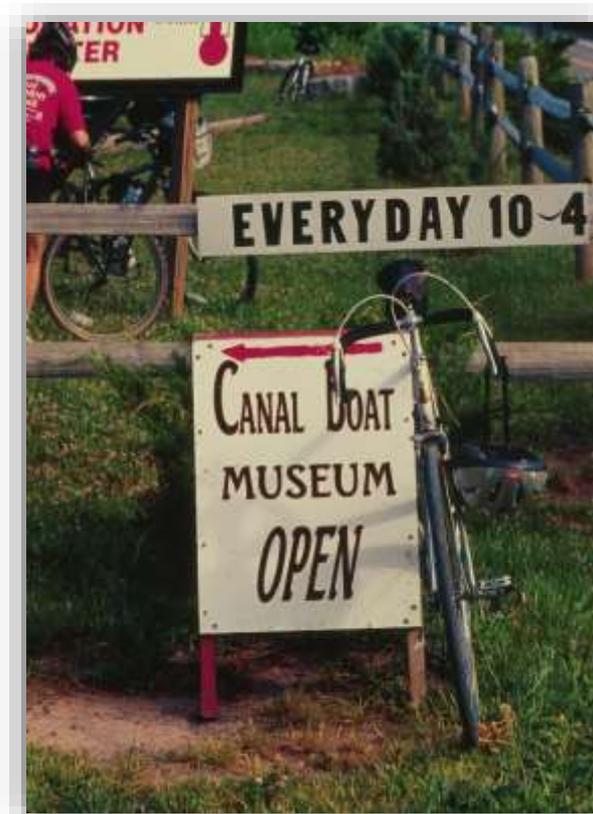


Promote the canal history

Trail Users by Interest in Canal History

Response	Percent
Definitely Does	35%
Does Somewhat	44%
Not at all	4%
Not very well	17%
n = 497	

79% expressed interest





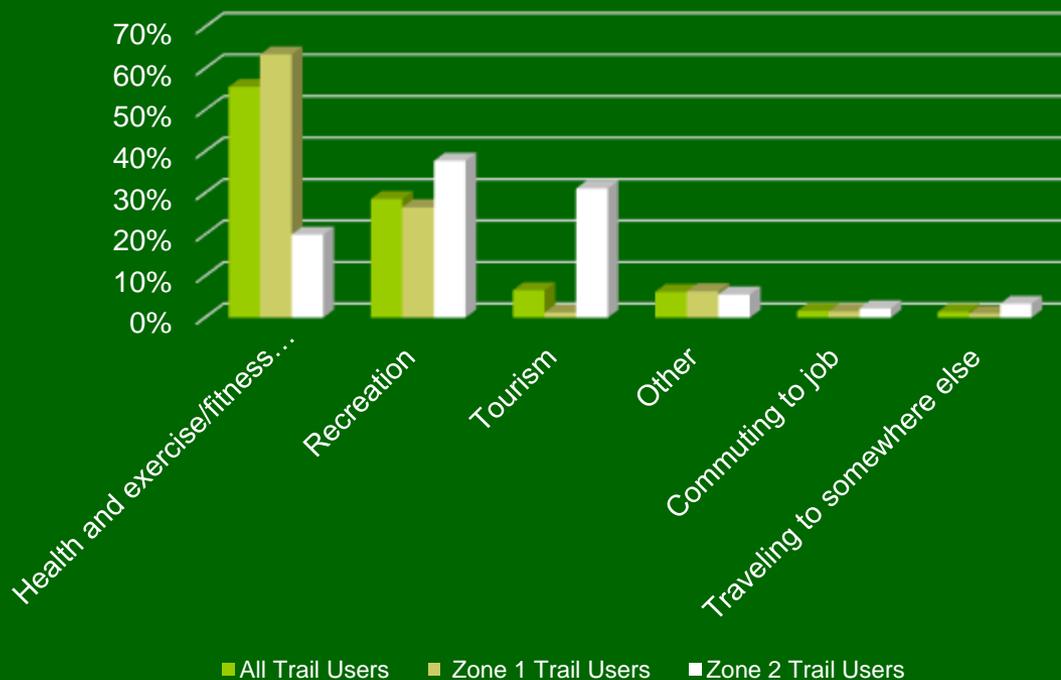
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Engage the health care community



56% use for health, exercise, fitness

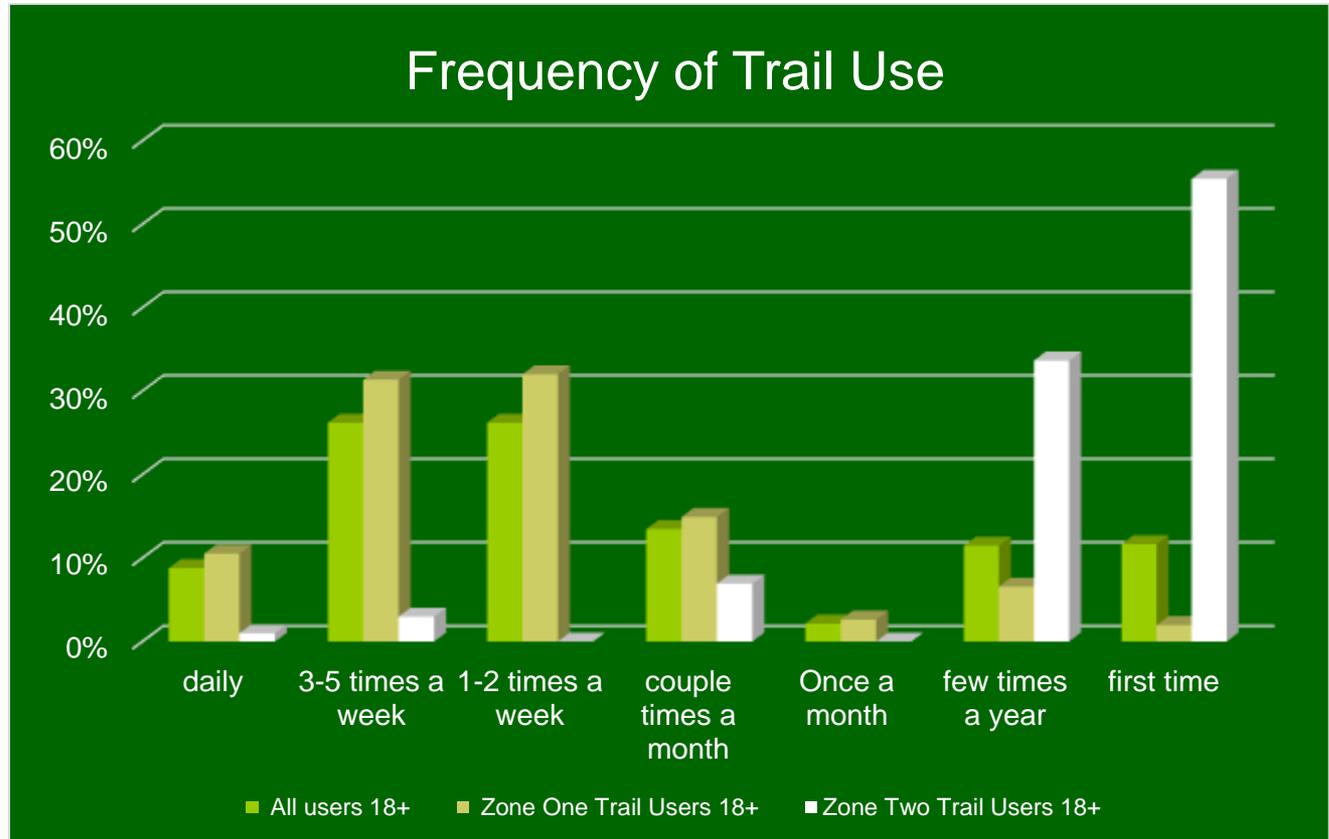
Trail Users by Primary Trail Use





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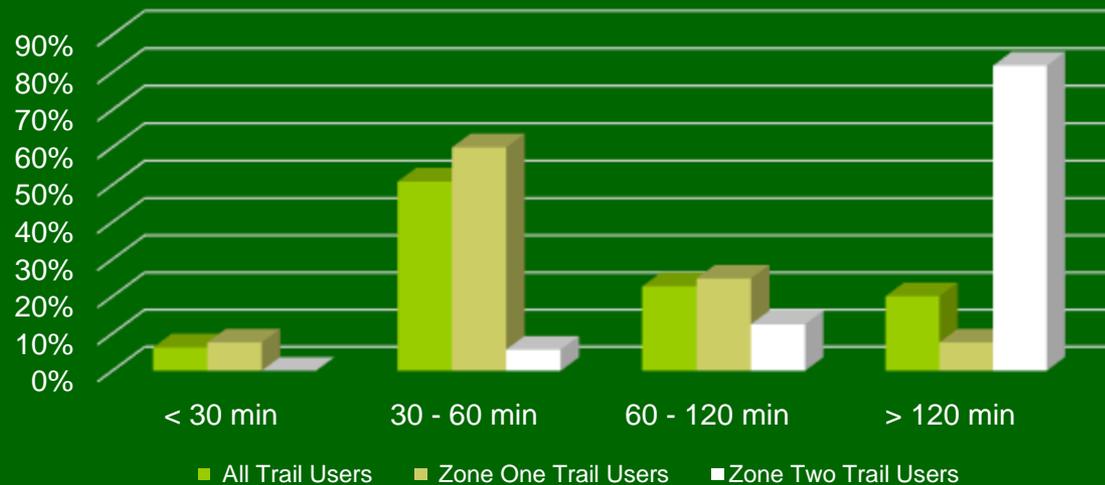
61% -weekly use or more





51% - 30-60 *minutes/visit*

Trail Users by Time Spent on the Trail
During a Typical Visit





Positive effect on mental health

Overall, outdoor activities along the trail have had a very positive effect on me.

Trail User by Effect of Outdoor Activities Along the Trail

Response	Percent
Definitely Does	77%
Does Somewhat	22%
Not at all	0%
Not very well	2%
n = 502	



*Create and promote
cycling trips*



69% interested in longer bicycling trip

Trail Users by Interest in Biking Along a Significant Portion of the Trail

Level of Interest	Percent
Not at all interested	11%
Not very interested	21%
Somewhat interested	28%
Very interested	41%
n = 432	



61% interested in organized rides

Interest in Organized Ride

	Percent
Could not at this time take such a trip	38%
Have not taken such a trip before but would be interested in one	42%
Have taken such a trip before and hope to again	19%
Have taken such a trip before and probably won't again	1%
n = 511	



All ages and incomes

Trails Users Not Taken Organized Ride Before But Interested in One

Age Cohort	Percent
18-29	23%
30-49	50%
50-69	24%
70-79	4%
80+	0%
n = 140	

Trail Users Not Taken Organized Ride Before But Interested in One

Household Income	Percent
Less than \$10,000	4%
\$10,000 - \$24,999	2%
\$25,000 - \$34,999	9%
\$35,000 - \$49,999	20%
\$50,000 - \$74,999	24%
\$75,000 - \$99,999	14%
\$100,000 - \$149,999	15%
\$150,000 - \$199,999	6%
\$200,000+	6%
n = 190	



Opportunities for lodging establishments



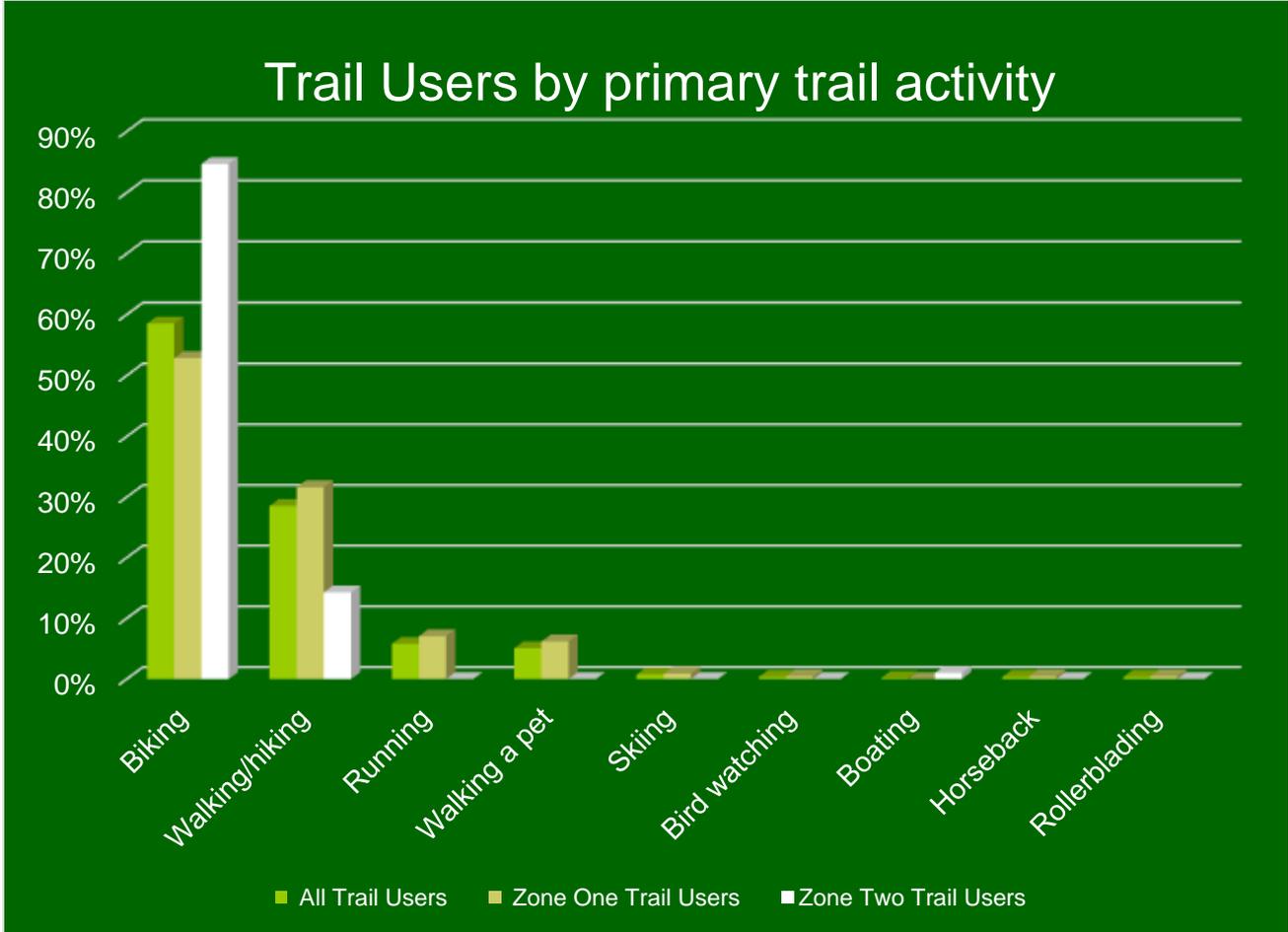
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Trail Users by Lodging Preference

Lodging preference	Percent
Hotels/motels	42%
B&B	36%
Campground	22%
n = 341	

*Ensure communities are
bicycle friendly*

Congratulations!
Simsbury
Farmington
Northampton



59% bicyclists



Trail Users Living Less Than 5 Miles from the Trail by Mode of Reaching Trailhead

Group	Percent
Walk	22%
Bike	35%
Horseback	0%
Car, truck, van	44%
n = 268	

57% walk or bike to the ECT



ECT Vacationers - a special market



22% of visitors = ECT Vacationers



Typical ECT Vacationers

- **Highly educated, employed, male Baby Boomers**
- **96% ECT influenced their vacation choice**
- **Visit the trail to bicycle with 1-3 others for > 2 hours**
- **Spend on average \$939 per person/visit**



Vacationers are a great potential market

- **Half of U.S. adults (98 million persons) participate in adventure vacations each year**
- **27 million persons have taken a bicycling vacation in the past five years**

U.S. Travel Association



ECT Vacationers have money to spend

ECT Vacationers by Household Income

	Percent
Less than \$10,000	0%
\$10,000 - \$24,999	0%
\$25,000 - \$34,999	3%
\$35,000 - \$49,999	14%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	11%
\$100,000 - \$149,999	28%
\$150,000 - \$199,999	12%
\$200,000+	12%
n = 90	

More than half with incomes > \$100,000



How do we reach ECT Vacationers?

Social media and satisfied visitors are very important

How They First Found Out About the Trail

Communication Channel	Percent
Word of mouth	42%
PTNY website	28%
Internet search	21%
PTNY Guidebook	19%
Magazine	17%
Driving past	13%
NYS Canal Corporation website	11%
Bike shop	9%
County tourism office	6%
Live by the trail	5%
Trail kiosk	4%
Signage	4%
Newspaper	4%
Tourist agency	3%
Other	12%
n = 100	



ECT Vacationers by Trip Planning Resources

Trip Planning Resource	Percent
PTNY guidebook	69%
Map	43%
Internet Search	35%
PTNY map	25%
Canal Corporation Website	17%
Other	13%
Roadside signage	8%
County tourism office	7%
Tourist agency	1%
n = 106	

How do they plan their trip?



What draws vacationers to the ECT?

ECT Vacationers by Trail Attributes that Influenced Visit	
	Percent
Biking	76%
Natural scenery	75%
Affordability	55%
Tranquility	43%
Environmental quality	36%
n = 92	



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NEW YORK

Lodging Preferences

Overnight Vacationers by Lodging Category Utilized

Lodging category	Percent
Hotel/Motel	44%
B&B	35%
Campground	20%
Staying with friends or family	1%
n = 75	

Overnight Vacationers by Number of Nights Stayed

Number of Nights Stayed	Percent
1 night	4%
2 nights	24%
Between 3 and 6 nights	37%
Between 7 and 14 nights	29%
More than 14 nights	5%
n = 75	



Next Step for PTNY Cycle the Erie Canal Marketing Campaign

- **Identity Package** – logo, typography, tag line
- **Website**
- **Collateral Materials** – for trade shows, Tourist Promotion Agencies, mailings
- **PR Campaign**

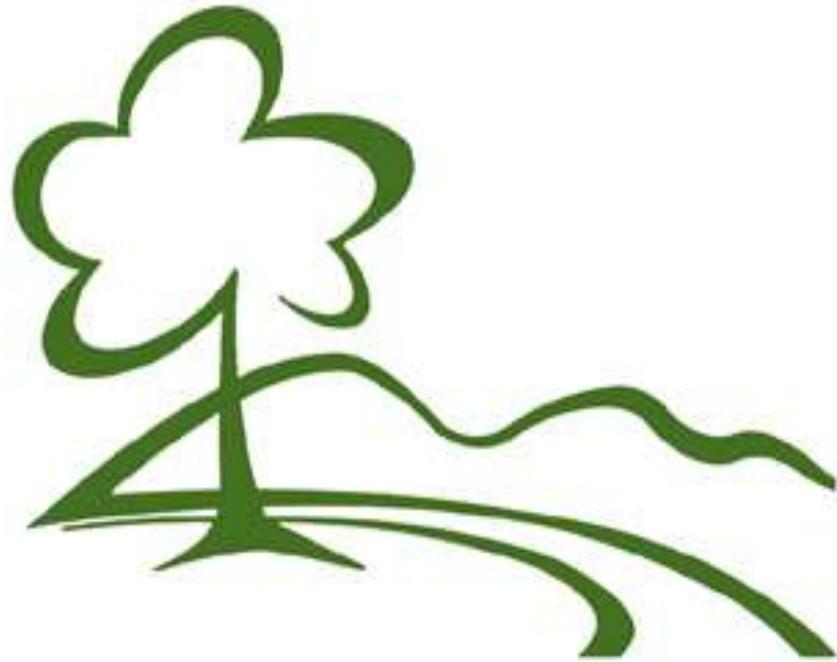


Ideas to Consider

- **Common name and logo**
- **Who do you want to attract?**
- **National Heritage Corridor designation**



- **Day and weekend organized tours/rides**
- **Lodging packages- CT B&B Bike Trail**
- **History-themed events**
- **Welcome cyclists program**



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www.ptny.org