



Bicyclists Bring Business

***Bringing Canalway Trail
Tourism to Wayne County***



Wayne County Nature-based Tourism Summit – October 25, 2016



About us

Parks & Trails New York is the state's leading advocate for parks and trails, working since 1985 to expand, protect and promote a network of parks, trails and open spaces for use and enjoyment by all





Today's Cue Sheet

<u>AT</u>	<u>GO</u>	<u>FOR</u>	<u>ON</u>
0	S	5	Background on cycling as economic development
5	L	5	Erie Canalway Trail info
10	L	3	2014 ECT Economic Impact report
13	R	10	Tale of Two Trails
23	R	7	10 Ways to attract cycling tourists
30	S	5	Update from Canal Corporation

How can we attract more cyclists and take advantage of the economic opportunity they present?





Bicycling is popular



- 27 million Americans have taken a bicycling vacation in the past five years
- Bicycling is the second most popular outdoor recreation activity in U.S.

-Outdoor Industry Association (OIA)



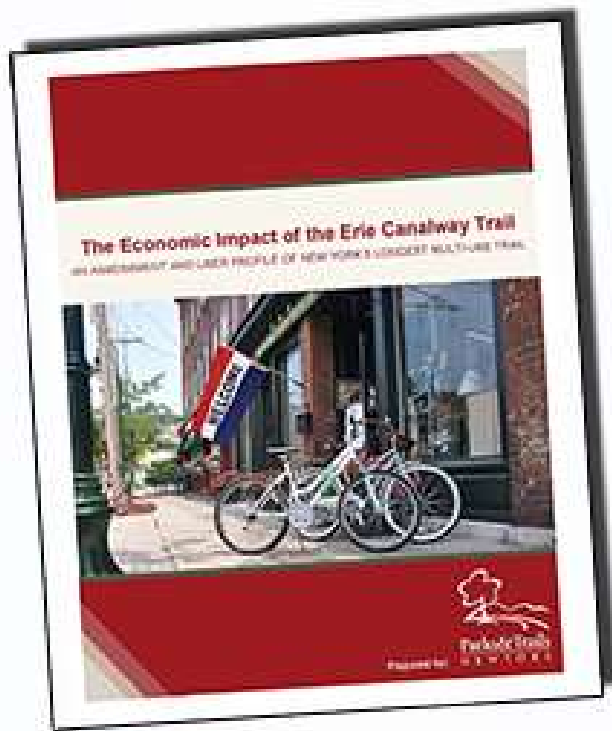
About bicycle tourists

- ◆ Longer trails/routes – people will travel farther, stay longer and spend more
- ◆ Day trippers spend 4X amount of locals; overnight visitors spend 2X amount of day trippers
- ◆ When traveling alone or with friends – prefer 40 miles or more
- ◆ Prefer tours of 3-7 days
- ◆ Willing to travel 300+ miles for multi-day trip





Economic Impact



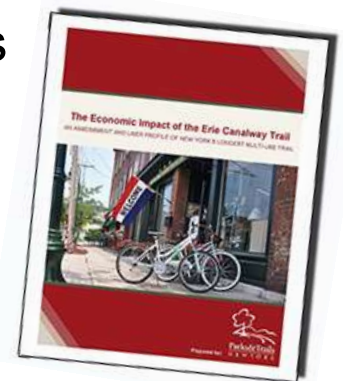
- 1.58 million visits
- \$253 million in sales
- Only 2.5% are vacationers – but account for 21% of overall spending
- Lodging 34%
- Restaurants/bars 32%



ECT Bicycle Tourists



- Affluent, highly educated, employed Baby Boomers
- Live outside the region
- Visit the trail to bicycle with others
- Spend on average \$939 per person/per visit
- Stay at least three nights in a hotel or motel





A unique opportunity for Wayne County

- 360 miles when complete – longest trail in the U.S.
- 130 miles of continuous trail from Buffalo to Lyons
- Worldwide name recognition, small town charm, working and historic canal infrastructure



ECT Partnership Resources & Programming



CycletheErieCanal.com
Mobile-optimized map



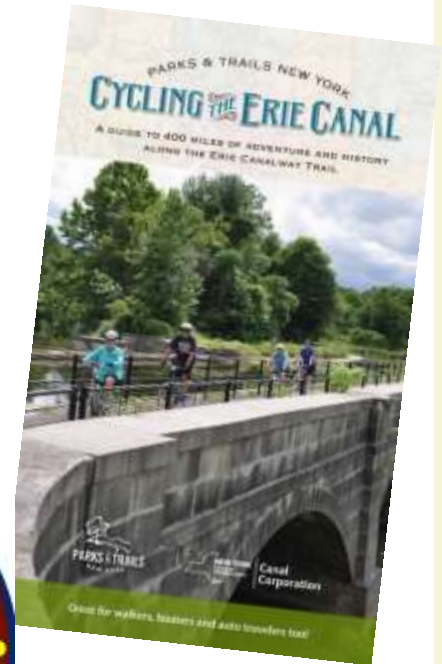
Trail Ambassadors



Annual bike tour



End-to-End
Recognition



Best-selling
guidebook



The Video

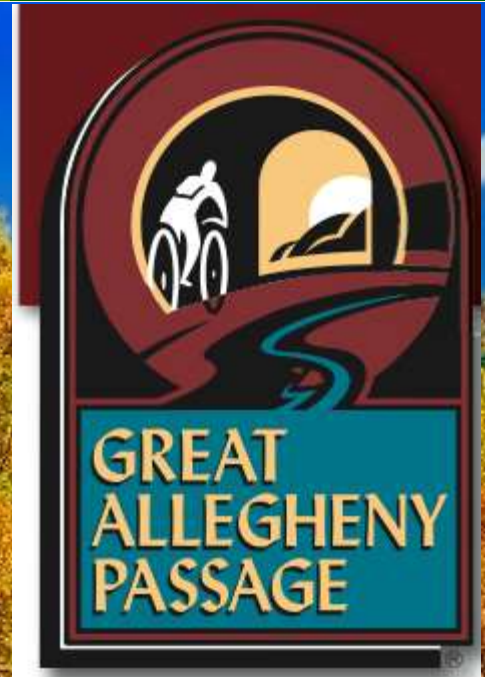


Two Trails, Two Tales

Great Allegheny Passage

Le P'tit Train du Nord





























10 Ways to Attract Bicycle Tourists



Making your community a friendly place that encourages bicyclists to visit and welcomes them with warm hospitality



#1: Make Road Connections

Create a strong, safe connection between your town and the bike route or trail

- ◆ Create bike lanes
- ◆ Pay attention to roadway shoulders
- ◆ Use bicycle-friendly storm drains
- ◆ Calm traffic/reduce speed limits
- ◆ Share the road mentality with signage





#2: Create a Gateway

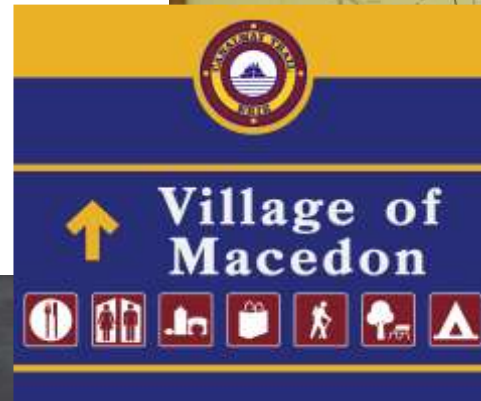
- Signage
- Landscaping
- Banners
- Interesting amenities
- Sculptures
- Lamppost banners





#3: Improve/Install Signage

Should include
information on local
services as well as
maps





#4: Create Amenities

- Bicycle racks at major attractions and shopping areas
- Public restrooms
- Access to water
- Shelters
- Safe overnight parking



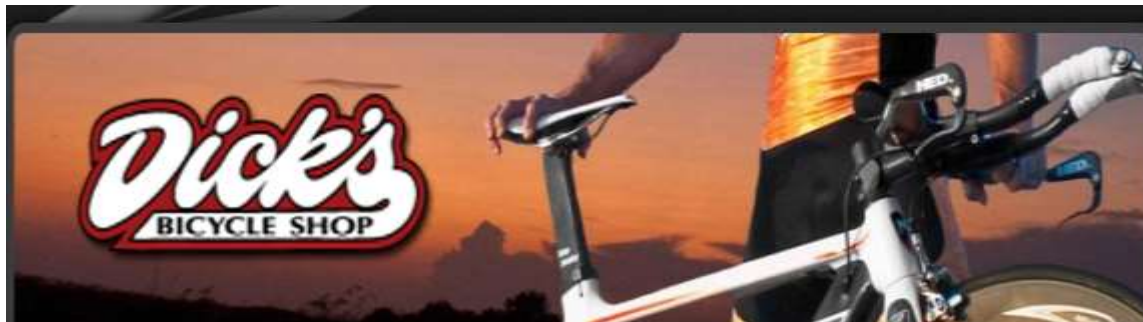






#5: Create Bike-friendly Services

- ◆ Encourage bicycle services including sales, rental, and repair
- ◆ Encourage transportation services for trail users
- ◆ Other services: laundromats





#6: Create Bike-friendly Policies

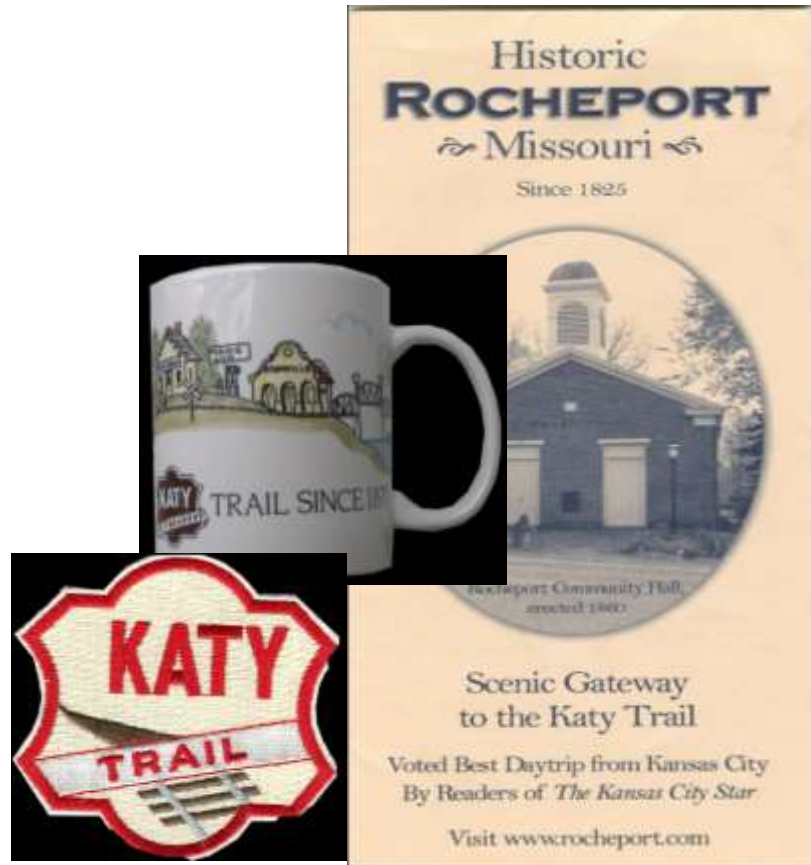
- ◆ Incorporate bicycle facilities into community plans and projects
- ◆ Create citizens bicycle or trail advisory committee
- ◆ Set a community goal of becoming a “trail town” or better yet a trail “gateway”



#7: *Branding*

**Brand your town as
bicycle-friendly and a
“trail town”**

- ◆ Logos
- ◆ Graphics
- ◆ Print ads
- ◆ Website
- ◆ Social Media
- ◆ PR





#8: Market to Cyclists

Toot Your Horn

Advertise in magazines dedicated to bicycle touring, outdoor recreation, adventure tourism





#9: Recruit Ambassadors

**Make everyone in town
bicycle and trail
ambassadors**

- ◆ Merchants
- ◆ Law enforcement officers
- ◆ Postal workers
- ◆ Chamber representatives
- ◆ **Tourism professionals**





#10: Start a bike friendly program

Create your own or participate in an existing certification



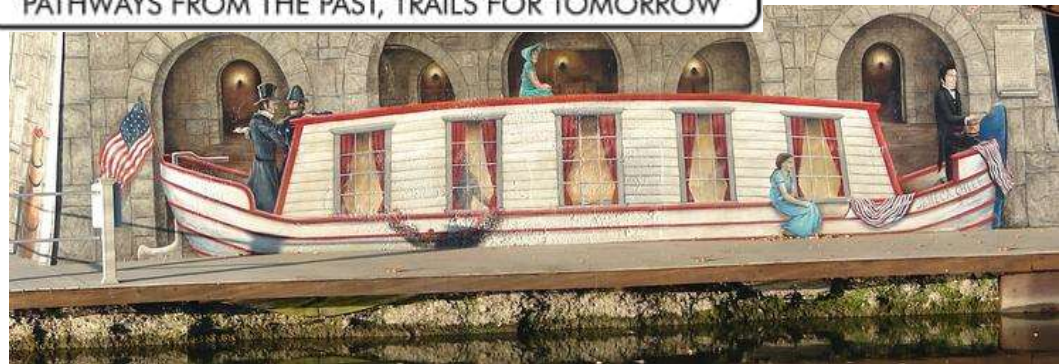
Continuing the Dialogue

Join us for a community Bike-a-Round in Newark!

Meet at the Newark Garden Hotel, 10 AM, Tomorrow

**BYOBike
Helmets required**

**Lunch discussion
to follow at Parker's,
~ 12:15 PM**





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Questions?
Comments?



Bicyclists Bring Business



The Erie Canalway Trail



William Sweitzer, Director - Marketing
John Joyce, Director - Policy & Program Development



**Canal
Corporation**

The Erie Canalway Trail – 2017

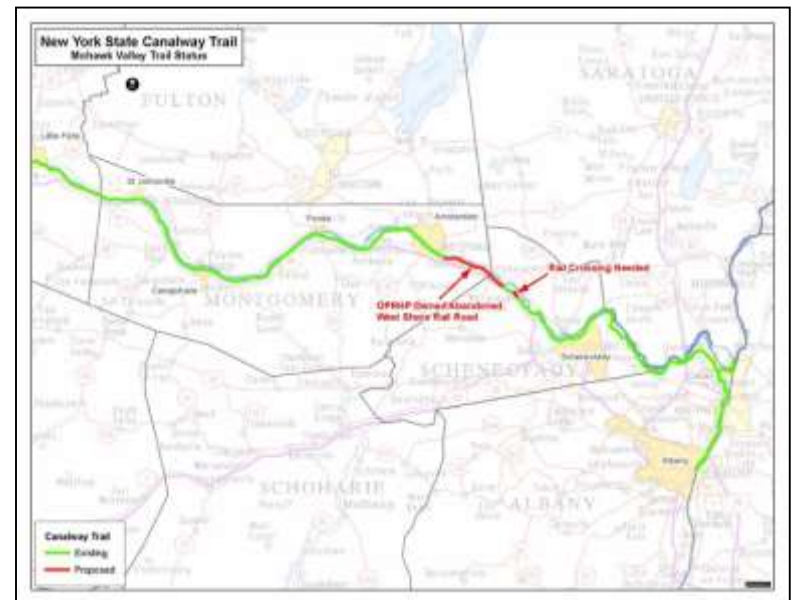
- **Complete the Gaps**
- **Improve Surface Condition & Consistent Signage**
- **Market Research & Studies**
- **Continue partnerships with You! & NYS Agencies, Municipalities, non-profits and working groups**
- **Pursue Grants through the CFA and federal TAP**
- **Increase participation in trail related events and activities, outreach to the “Adventurist”**



Closing the Gaps

Funded Projects:

- Lockport to Amherst Phase II
- 3 miles (2016)
- Pattersonville to Amsterdam
- 4 miles (State Parks 2016)
- German Flatts to Lock 18 -
2 miles (TAP funded 2017)
- Utica to Schuyler - 6 miles
(2018)



Partnerships with Municipalities

Smaller Successes - Large Impact

- **Canal Road Adams Basin**
- **Pittsford Maintenance Shops**
- **Cobb's Lane – Perinton**
- **Whitbeck Road - Arcadia**

Trail at Amherst April 2016



Amherst Trail Overlook



Harder Canal Park - Whitbeck Road Crossing Arcadia- Wayne County



Old Erie Canal Community Working Group



Tour the Towpath
Syracuse, NY
Bike the Erie Canal Trail before the Conference
September 23 & 24 2017

WORLD CANALS CONFERENCE
SEPTEMBER 25-27, 2017
ALBANY, NEW YORK

Bike Support!
Explore Communities!
Special Events Along the Way!
A Great Way to Meet People!

Looking for an adventurous way to experience New York's Erie Canal before the 2017 World Canal Conference? Join us for the 3rd annual Tour the Towpath bicycle ride through the Old Erie Canal State Historic Park. Experience 36+ miles of beautiful, off-road trail riding and explore historic communities that were built around the Erie Canal. Complete the ride in two days with camping or hotel accommodations at the mid-point. Or do the abbreviated one day version. See photos and get more information: facebook.com/olderiecanal

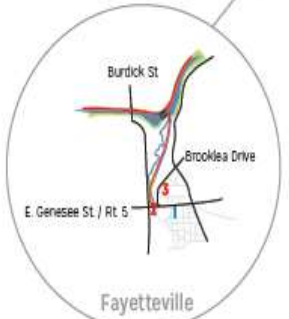
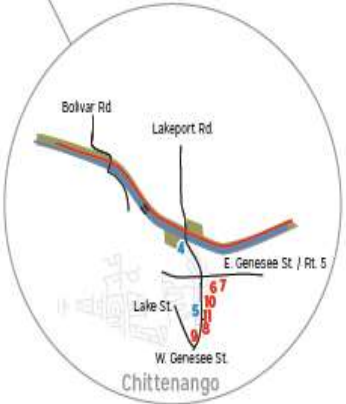
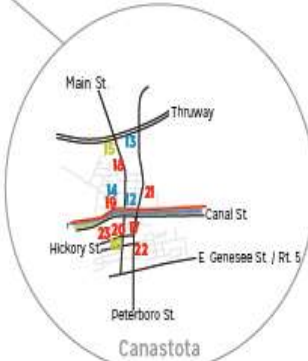
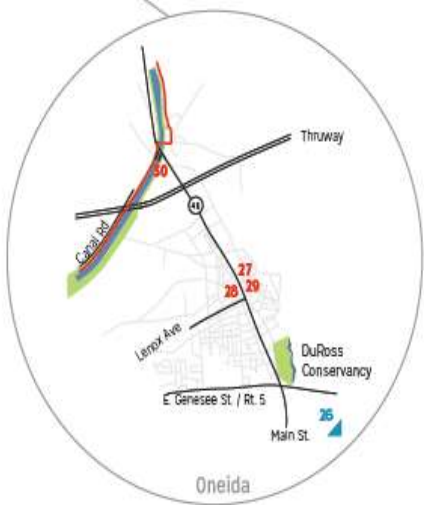
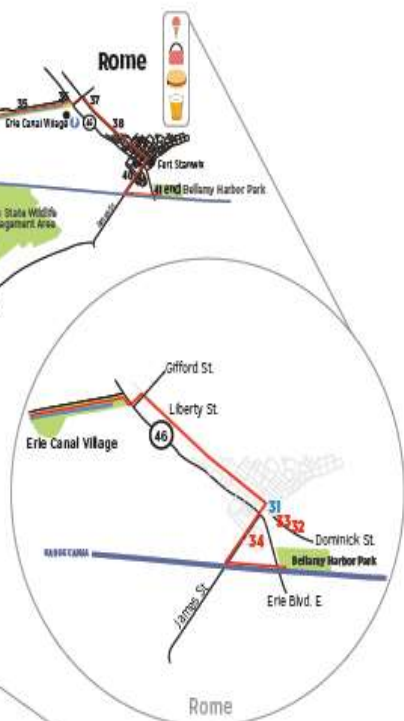
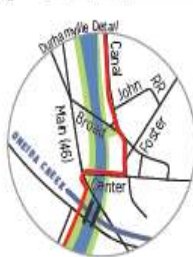
MAP KEY

- Old Erie Canal
- trail
- other trails
- trail mile markers
- park
- point of interest
- parking
- restrooms
- brewery
- camping
- ice cream
- shopping
- food
- canal museum
- aqueduct

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0 1 2 4 Miles



2016 Canalway Trail Tender Award



SEPTEMBER 24 - 28

WORLD | **20**
CANALS | **17**
CONFERENCE



Erie Canal | Syracuse, New York | USA