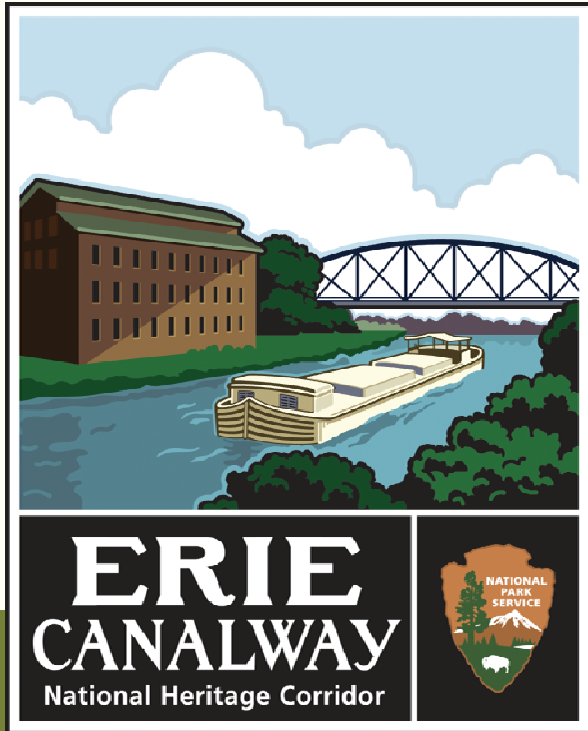


**FINGER LAKES TRAILS  
&  
GREENWAY CONFERENCE  
2011**



In partnership with the National Park Service

# It's a New Kind of National Park

**The combination of**  
exceptional scenery and  
landscapes  
&  
history, culture, and natural  
resources

In 2000, US Congress  
designated the Erie  
Canalway National Heritage  
Corridor.



# Geographic Area & Scope



- Erie, Champlain, Cayuga-Seneca, Oswego Canals and towpath-era alignments
- 524 miles of navigable waterway
- 234 municipalities; home to 2.7 million New Yorkers
- Part of 23 counties, eight regional planning board areas, and six NYS tourism regions

# Value of National Heritage Corridor

- Serves as both umbrella over and bridge between local initiatives. Connects stories, communities and attractions.
- Promotes Heritage Development, Cultural Heritage Tourism and Recreation
- Federally funded program that brings more than money – technical assistance, identity-building, strategy/prioritization
- Strong appreciation of NPS stature (brand) and experience in preservation and interpretation
- Build strong local, state and regional partnerships



# Why are we doing this?

## WHY:

- To create unique and authentic experiences like nowhere else.  
*(Creating and economic opportunity)*
- Preserve and protect the authentic landscapes, stories and structures, and historic communities.
- Work to develop promote our distinctive sense of place that encourages community pride and visitor interest-- American Culture
- To build partnerships

# How are we doing this?

## HOW:

- **Erie Canalway Grants Program. Deadline October 28, 2011**  
[www.eriecanalway.org](http://www.eriecanalway.org)
- **Funded Projects and Events**
  - PTNY:** Visit Canalway Trail, Bicycles Bring Business Guide, and Cycling the Erie Canal Guide Book
  - Communities:** Ithaca Waterfront Trail Guide and Palmyra Historic Walking Tour Guide
  - Festivals & Events:** Twenty events each year including Feeder Canal Kayak Race and Tour de Farm
- **Promotion:** Website, Pow Wow, WTM and publications
- **Future:** “Spare Seat Tour”

# Who are We Attracting ?



## Who are We Attracting?

### 2010 Erie Canalway Economic Impact Study

- 70% of visitors to East Region are day trippers and 80% are from New York State.
- More than half of visitors to sites in the eastern region come for a specific cultural and heritage tourism site or special event, rather than to visit the region in general. Historic sites and festivals are top attractions, followed by museums.
- The typical profile of a Corridor visitor is an adult between ages of 46 and 75, with income of \$75,000 or more per year and travelling with immediate family members.
- These visitors patronize local businesses: of those that shop, 57% visit historic downtowns, 43% shop in locally owned stores, 50% of meals eaten are in locally owned restaurants, and 21% of overnight visitors stay in locally-owned lodging facilities (vs 29% who stay in chain hotels/motels).
- Day trip visitors spend approximately \$33 per trip and overnight visitors spend approximately \$360 per trip.

# Domestic Visitors

*A 2009 Visa Tourism Outlook*

- *USA* study revealed that 83% of Americans plan to modify their travel plans due to the economic environment.
- Forty-six % will travel during off peak and 26% plan to travel close to home (Visa, 2009).
- There are strong preferences for Americans when they travel to destinations. Sixty-three percent prefer cultural heritage activities, 42 % prefer family friendly experiences, and 39 % desire outdoor adventure (Visa, 2009, p.9).

# International Visitors

*US Department of Commerce and Kay New Century Tours*

**Non-Mass Travelers:** More than 78% of the adult traveling population have taken adventure trips in their lifetime, most of them in the past five years.

**Activities most commonly participated in during vacations:**

Nature Eco Wildlife tourism (74%)

Nautical tourism (31%)

Culinary tourism & WINE (30%),

Hiking (26%),

Cultural tourism & Heritage tourism (24%)

Biking trips (19%)

# International Visitors

The U.S. Department of Commerce indicates that 60 million international visitors traveled to the United States in 2010, a nine percent increase over 2009

The U.S. can expect 6-8 percent average annual growth in tourism over the next 5 yrs.

2011: 64 million foreign travelers are projected to visit the US States, spending \$144 billion which will set a new record for travel exports

Travel Promotion Act, signed by President Obama, establishes a nonprofit entity to represent the US Globally.

# Future...Trends

- Localization
- Authenticity
- Domestic-Travel Locally
- Social Conscious  
Traveler and Companies
- Graying of Population
- 2015 Minorities will make  
up 40% of population

- Futurist Outlook 2009, Global Economic Outlook

# Benchmark Experiences

## **Erie Canalway Corridor**

Walk the Canal Villages

<http://walkthecanalvillages.com/>

Washington County Cheese Tour

[http://www.washingtoncountycheese.com/  
bike.html](http://www.washingtoncountycheese.com/bike.html)

Inn to Inn Tourism along the Erie Canal

[http://www.footprintpress.com/Rochester/7  
\\_Inn\\_Brochure.pdf](http://www.footprintpress.com/Rochester/7_Inn_Brochure.pdf)

Inn to Inn Finger Lakes

[http://www.softseatravel.com/Erie-Canal-  
Finger-Lakes-Inn-to-Inn-Vacation.html](http://www.softseatravel.com/Erie-Canal-Finger-Lakes-Inn-to-Inn-Vacation.html)

## **Outside the Corridor**

Underground Railroad

<http://www.adventurecycling.org/routes/unde>

Chew Chicago

Health and Wellness

<http://www.chewchicago.com/tours.html>

Cycling Ghost Tours

[http://www.cyclingescapes.com/bicycletours/a  
rizona/tucson/biketour.html](http://www.cyclingescapes.com/bicycletours/arizona/tucson/biketour.html)

Tour de donut <http://bicycling.a>

[bout.com/od/thebikelife/a/different\\_rides.htm](http://bout.com/od/thebikelife/a/different_rides.htm)

Shopping Bike Tour-Madrid

[http://madrid.mad-  
bike.com/2011/01/shopping-bike-tour-  
madrid/](http://madrid.mad-bike.com/2011/01/shopping-bike-tour-madrid/)

# Economic Impact Sporting Events

## How is money spent?

- ✓ Direct spending of sporting body on wages, infrastructure and promotion
- ✓ Spending by visitors on accommodations, transport, food and beverage
- ✓ Sponsorship and merchandising
- ✓ Public and private investment in infrastructure
- ✓ Long term benefit of pride

## Financial Impact

- Reports and statistics vary
- Just professional sports, not participant or recreation sports, economic impact figures range from \$200-\$500 billion (this includes auxiliary businesses – advertising, legal, media)
- Twice the size of the U.S. auto industry
- Seven times the size of the U.S. movie industry

# Sporting Events

## Economic Impact Study on the Marine DC Marathon

- Conducted by GW's International Institute of Tourism
- Objective—economic contribution to DC area and characteristics of visitors and local spectators
- Key findings – visitors spent \$31.7 million, generated more than \$2.2 million in tax revenue

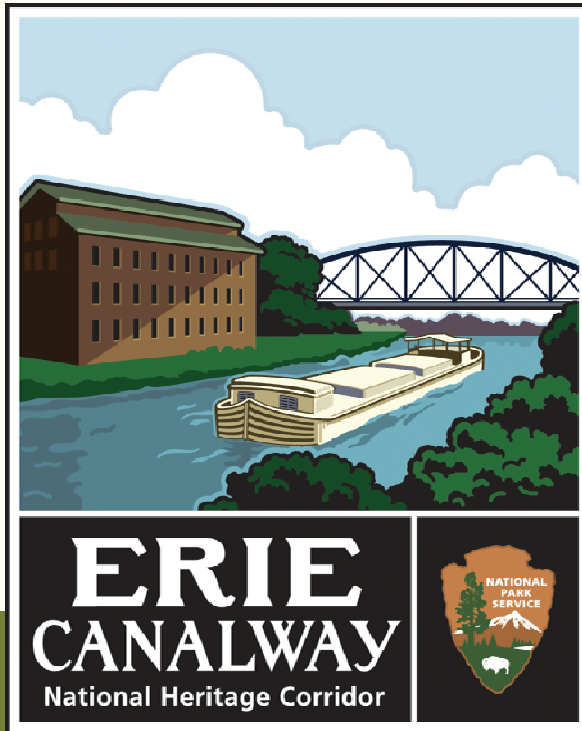


# Upstate NY is a Destination



It's our "park."





In partnership with the National Park Service

# For more information

[www.eriecanalway.org](http://www.eriecanalway.org)

(518) 237-7000