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## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
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### **BICYCLISTS BRING BUSINESS!**

*Free Roundtable will Discuss How to Attract and Profit from the Growing Trail Tourist Market*

The New York State Canal Corporation is partnering with Parks & Trails New York to present a free roundtable on taking advantage of the growing bicycle tourist market. The event is scheduled for Monday, May 17 from 6:00 p.m. to 8:00 p.m. at the Saratoga Town Hall, corner of Route 29 (Spring Street) and Route 4, Schuylerville, NY.

Entitled “Bicyclists Bring Business,” the roundtable will focus on how to attract and profit from the area’s growing number of bicycle tourists. Local business people, elected officials, Chambers of Commerce, Tourist Promotion Agencies, and interested citizens are invited to attend.

Carmella R. Mantello, Director of the New York State Canal Corporation, said, “The Canalway Trail, more than two-thirds complete, offers an economic boost to hundreds of communities with extensive close to home recreational opportunities and serves as a destination for long-distance bicycling and hiking tourism. The Canal Corporation is proud to work with Parks & Trails NY to sponsor this free roundtable to help local communities and businesses benefit from this tremendous resource.”

Robin Dropkin, Executive Director of Parks & Trails New York, said, “The Saratoga, Washington, and Warren County area has what it takes to be an attractive destination for the cycling tourist –a variety of trails to enjoy such as the Zim Smith Trail, Warren County Bikeway, Glens Falls Feeder Canal Trail, and Champlain Canalway Trail; beautiful lakes and mountain vistas; peaceful country roads with wide shoulders; impressive historic sites and museums; charming B&B's and inns; ample campgrounds; and country stores and farm stands. Through the roundtables, we want to help area businesses and communities attract bicyclists and outdoor enthusiasts and thereby increase their share of tourism dollars.”

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Parks & Trails New York  
Bicyclists Bring Business Roundtables

Marlene Bissell, President of Hudson Crossing Park and a member of the Champlain Canalway Trail Working Group, said, "On behalf of the Champlain Canalway Trail Working Group and Hudson Crossing Park, we are delighted to have been chosen to host this innovative roundtable discussion. When complete, the Champlain Canalway Trail will connect communities from Waterford to Whitehall ~ an incredible opportunity to increase recreational trails and improve the quality of life for area residents. Please join us to learn more about attracting and welcoming cyclists to your community!"

Studies consistently show that bicycle and other outdoor tourists come from high-income households, typically spend between \$100 and \$300 per day, and will travel significant distances to regions offering a good mix of cycling, attractions, and services. With new sections of Champlain Canalway Trail and other trails under construction and planned, the area is becoming increasingly attractive to those wishing to enjoy a cycling vacation in Upstate New York.

The roundtable will cover the demographics and needs of the bicycle tourist as well as offer tips for making communities and businesses more bicycle-friendly and attractive to other outdoor recreationalists. Attendees will receive a copy of the newly released guidebook, "[\*Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities.\*](#)" There will also be time to network with business people and tourism professionals from other communities and enjoy some light refreshments.

Parks & Trails New York is the only statewide, non-profit organization dedicated to preserving and expanding a statewide network of parks, greenways, and trails for all New Yorkers to enjoy. Since 1998, Parks & Trails New York has been working in partnership with the NYS Canal Corporation to help canal communities plan, develop and promote the Canalway Trail. Parks & Trails New York organizes Cycling the Erie Canal, the highly successful 400-mile, eight day bike tour, now in its 12<sup>th</sup> year, that annually attracts more than 500 participants to ride from Buffalo to Albany, and has published the popular, 136-page guidebook, *Cycling the Erie Canal: A Guide to 400 miles of adventure and history along the Erie Canalway Trail.*

When complete, the New York State Canalway Trail System will span more than 500 miles and connect numerous cities, towns, and villages along the Erie, Cayuga-Seneca, Oswego, and Champlain Canals, making it one of the longest multi-use recreational trails in the country.

To learn more about the New York State Canalway Trail and Canal System or to obtain a free map, please call 1-800-4CANAL4 or visit the Canal Corporation's website at [www.nyscanals.gov](http://www.nyscanals.gov).

Roundtable space is limited. RSVP to Parks & Trails New York at [B3roundtable@ptny.org](mailto:B3roundtable@ptny.org) or by calling 518-434-1583.

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