

## Bicycle travel guide available from state

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ALBANY (readMedia)-- The New York State Canal Corporation, Parks & Trails New York and the Erie Canalway National Heritage Corridor today announced the availability of

"Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities" has been made available by the state Canal Corporation, Parks & Trails New York and the Erie Canalway National Heritage Corridor.

"Through the 'Bicyclists Bring Business' guide, we want to help area businesses and communities attract bicyclists and outdoor enthusiasts and thereby increase their share of tourism dollars," Robin Dropkin, executive director of Parks & Trails New York, said, in a news release.

The guide, a resource for canal communities to attract bicyclists, focuses on how to attract and profit from the growing number of bicycle tourists along the Erie Canalway Trail. Local business people, elected officials, Chambers of Commerce, Tourism Promotion Agencies, and bicycling enthusiasts will all find the new guide book interesting and helpful.

"The Canalway Trail crosses much of Upstate New York and offers recreational and tourism opportunities to residents and visitors alike. This Bicyclists Bring Business guide will allow the hundreds of communities linked to the trail to attract more bicyclists and, in turn, increase economic development," Gov. David A. Patterson said in a news release.

Carmella R. Mantello, director of the New York State Canal Corporation, noted that the Erie Canalway Trail offers "extensive close to home recreational opportunities and serves as a destination for long-distance bicycling and hiking tourism with linkages to local communities and attractions along the way."

The 365-mile Erie Canalway Trail follows both active and historic sections of the Erie Canal between Buffalo and Albany. More than three-quarters of the trail is off road and at specific locations attracts an estimated 100,000 to 200,000 cyclists for day trips and multi-day excursions each year.

With the combination of the waterway, the Canalway Trail, and an extensive number of attractions, the National Heritage Corridor is becoming increasingly attractive to those wishing to enjoy a cycling vacation in Upstate New York. The Bicyclists Bring Business guide sets forth strategies for enhancing the appeal of communities and businesses along the Canalway Trail to bicycle tourists.

The guide points to studies that show:

- Bicycling is now the third most common vacation activity
- Bicycle tourists are, on average, well educated older adults from upper income households who typically travel in groups of friends or family members.
- Bicycle tourists spend money. Those who take long, multi-day bicycling vacations spend between \$100 and \$300 per day on food lodging and other items.
- Bicycle tourists will travel further to bike on a multi-use trail or low traffic road than to use roads.

To download a complete copy of the Bicyclists Bring Business: A Guide for Attracting Bicyclists to New York's Canal Communities, please visit Parks and Trails New York's website at [www.ptny.org/publications/index.shtml](http://www.ptny.org/publications/index.shtml).

The New York State Canal Corporation is a subsidiary of the New York State Thruway Authority (Authority). Since 1992, following State legislation transferring the Canal System from the New York State Department of Transportation to the Authority, Canal operating and maintenance activities have been supported by Thruway toll revenue.

For more information regarding events, recreational and vacation opportunities along the Canal System, visit [www.nyscanals.gov](http://www.nyscanals.gov) or call 1-800-4CANAL4.