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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 Thursday, October 27 from 6:00 p.m. to 8:00 p.m. at the Knights Inn, 20 Albany Street, Little Falls, 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. CARE (Citizen Advocates for Revitalization Efforts) will host the event.

Brian U. Stratton, Director of the New York State Canal Corporation, said, “With more than 275 miles of completed trail stretching from Buffalo to Albany, 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 Canal Corporation is proud 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 Mohawk Valley has what it takes to be an attractive destination for the cycling tourist –almost 50 miles of continuous Erie Canalway Trail; peaceful country roads with wide shoulders; impressive historic sites and museums; charming B&B's and inns; 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.”

“For more than a decade the all-volunteer Canalway Trails Association New York (CTANY) has been working to promote the Canalway Trail in communities across the corridor,” said Alan Vincent, CTANY president and Little Falls resident. The Little Falls roundtable provides an excellent opportunity for Canalway Trail citizens and existing and prospective business owners in the Mohawk Valley to come together and discuss how to more fully realize the economic potential that this world-class trail offers.”

**- MORE -**

Parks & Trails New York  
Bicyclists Bring Business Roundtables

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 a renewed focus on closing the gaps in the Canalway Trail east and west of Little Falls and other trails under construction and planned such as the Salisbury Dolgeville Greenway, 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 Parks and Trails New York's 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 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 13<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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