



VISITOR RESEARCH

Erie Canalway National Heritage Corridor

February 2018



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INTRODUCTION

Erie Canalway National Heritage Corridor, designated by Congress in 2000, spans more than 500 miles across upstate New York. The New York State Canal System, including the Erie, Champlain, Cayuga-Seneca, and Oswego Canals, forms the spine of the National Heritage Corridor, providing a focus for water-based recreation and connecting more than 200 communities and historic sites across the region. The Erie Canalway Corridor also includes the 365-mile Erie Canalway Trail, which receives traffic volume of more than 1.58 million visits per year.

Capitalizing on the region's rich and distinctive canal history, scenic beauty, and recreational opportunities for the benefit of the region's communities and attractions is among the primary goals of the National Heritage Corridor. The Erie Canalway National Heritage Corridor Commission and its non-profit partner, the Erie Canalway Heritage Fund, Inc. work in partnership with a number of federal and state agencies and non-profit organizations to promote tourism.

In addition, canal-related events are a major driver of visitation to the Erie Canalway National Heritage Corridor. The number of events has increased dramatically over the last 10 years and includes annual concerts, arts festivals, cycling and paddling events, celebrations of local foods and beverages, and events that focus on history and heritage.



OBJECTIVES

Refining the Visitor Profile

In 2017, Erie Canalway National Heritage Corridor sought to refine its visitor profile, identify target audiences and tourism trends, evaluate and recommend marketing strategies and conduct an economic impact study of the canal-related events on the Upstate NY corridor. Level 7 Market Research was commissioned to develop, field and report on quantitative, qualitative, competitive communications and event economic impact research to recommend future marketing strategies. Visitor Research results are detailed in this report. Economic analysis is provided in a separate report.

The primary quantitative research was designed to answer these questions posed by ECNHC:

- What visitors (past and prospective) are most likely to visit the Erie Canalway?
- How effective are existing outreach/marketing materials in helping audiences find experiences here?
- What are the strengths and weaknesses of the existing materials?
- What are the best methods of reaching target audiences?

The tourism/economic impact research was designed to answer these questions:

- What are the tourism trends in the region that we can capitalize on?
- How can we quantify the role events play in bringing people to the Erie Canalway Corridor today?
- What is the economic impact of the canal-related events?



METHODOLOGY

- Level 7 conducted an online quantitative survey on behalf of the Erie Canalway National Heritage Corridor to understand past and prospective visitor interest in the Erie Canalway and evaluate effectiveness of existing marketing materials.

Survey	<ul style="list-style-type: none">• 14 minutes• Online
Field	<ul style="list-style-type: none">• ECNHC & Partner Sources (NY Canal Corp, Parks & Trails NY and others) July 12, 2017 – August 23, 2017• External Sources July 26, 2017 – August 7, 2017
Qualifications	<ul style="list-style-type: none">• No one in household employed by a travel agency or booking firm• US resident that has traveled at least twice outside of their community in the past year for a vacation or daytrip• Has visited the ECNHC in the past few years or would consider visiting the ECNHC
Respondents	<ul style="list-style-type: none">• Total = 1,068 (3% Margin of error at 95% Confidence)<ul style="list-style-type: none">• ECNHC = 440• External = 628



METHODOLOGY

- Visitors were split into two groups that answered different questions based on their experience with the ECNHC.
- Those who indicated they had visited in the past few years were asked about their recent Erie Canalway Corridor visit and prospective visitors were asked their impressions of the Erie Canalway Corridor and details about their most recent travel outside of the corridor.
- They were also grouped based on where they lived. Those considered to be “Insiders” indicated they lived in one of the 23 corridor counties. All others are labeled as “Outsiders.” External sample was targeted at prospective visitors living in NY, PA, OH, NJ, MI, VA, MA, CT, ME, DE, VT, NH and RI.

Segment	Completes
Recent Visitor	n= 631
Prospective Visitor	n = 437
Insider	n =479
Outsider	n = 589
Total	1,068



ERIE CANALWAY NATIONAL HERITAGE CORRIDOR

- Respondents were shown an image to help them determine whether they had visited any location along the 524 mile New York State Canal System in the past few years.



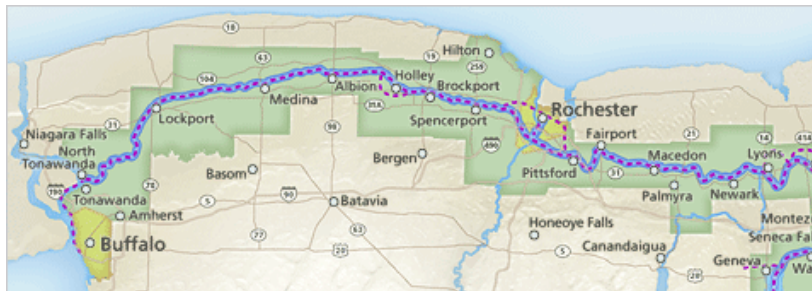
CANALWAY CORRIDOR REGIONS

- The following images were shown to help determine which regions they visited.

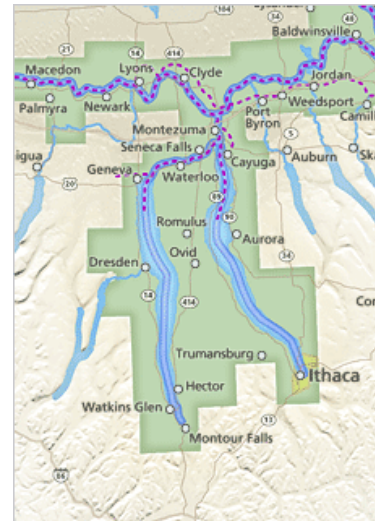
Erie Canal Central



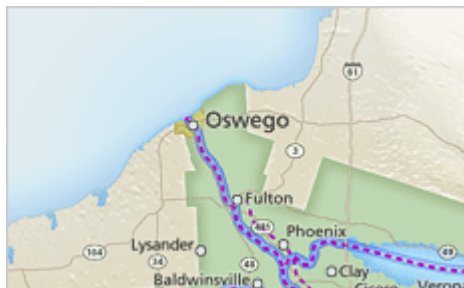
Erie Canal West



Cayuga Seneca Canal - Montezuma to Finger Lakes



Oswego Canal



Champlain Canal

Erie Canal East



VISITORS BY REGION

- While those who live inside the corridor but haven't visited recently were less prevalent, there was a good mix across visitors and prospects among those inside and outside of the Corridor.

Segment	Completes
Inside Visitor	n= 348
Inside Prospect	n =131
Outside Visitor	n =283
Outside Prospect	n = 306
Total	1,068



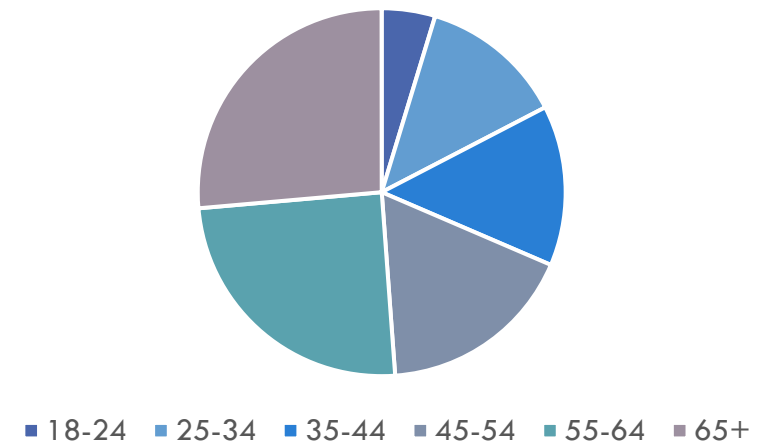


Visitor Profile

OVERALL TRAVELER PROFILE

- Half of those surveyed lived in New York State and have taken 5 or more trips or day visits outside the community they live in within the past year.
- Nearly three-fifths (59%) have visited a location along the New York State Canal System or their surrounding communities in the past few years.
 - 4 in 10 have not recently visited but would consider a trip.
- Skewed older, couples and higher income household.
 - 51% are age 55+ (vs. 27% of the US population aged 55+).
 - 44% have a 2 person household (vs. 34% of US population).
 - 48% have an annual household income of \$75K+ (vs. 40% of the US population).

Age of Respondents



RECENT CANAL VISITOR PROFILE

- Nearly two-thirds of Recent Visitors (64%) were New York residents compared to just under a third of Prospective Visitors (31%).
 - Recent Visitors were significantly more likely to live inside the corridor (55%) compared to Prospects (30%).
 - After NY, Recent Visitors were likely to travel from PA or NJ.
- Recent Canal Visitors skew older, travel in smaller parties and have higher income households.
 - 68% of Recent Visitors were age 45 or older.
 - 46% travel to the Canalway in couples; Insiders were more likely to travel alone.
 - 33% have an annual household income of \$100K+ (vs. only 24% of Prospects and 28% US population).



RECENT VS PROSPECTIVE VISITOR

- Nearly three-fifths (59%) of respondents indicated they had visited the ECNHC in the past few years; the remaining 41% would consider a trip or haven't visited recently.
- If someone had not been to ECNHC but would not consider a visit, they were excused from the study.

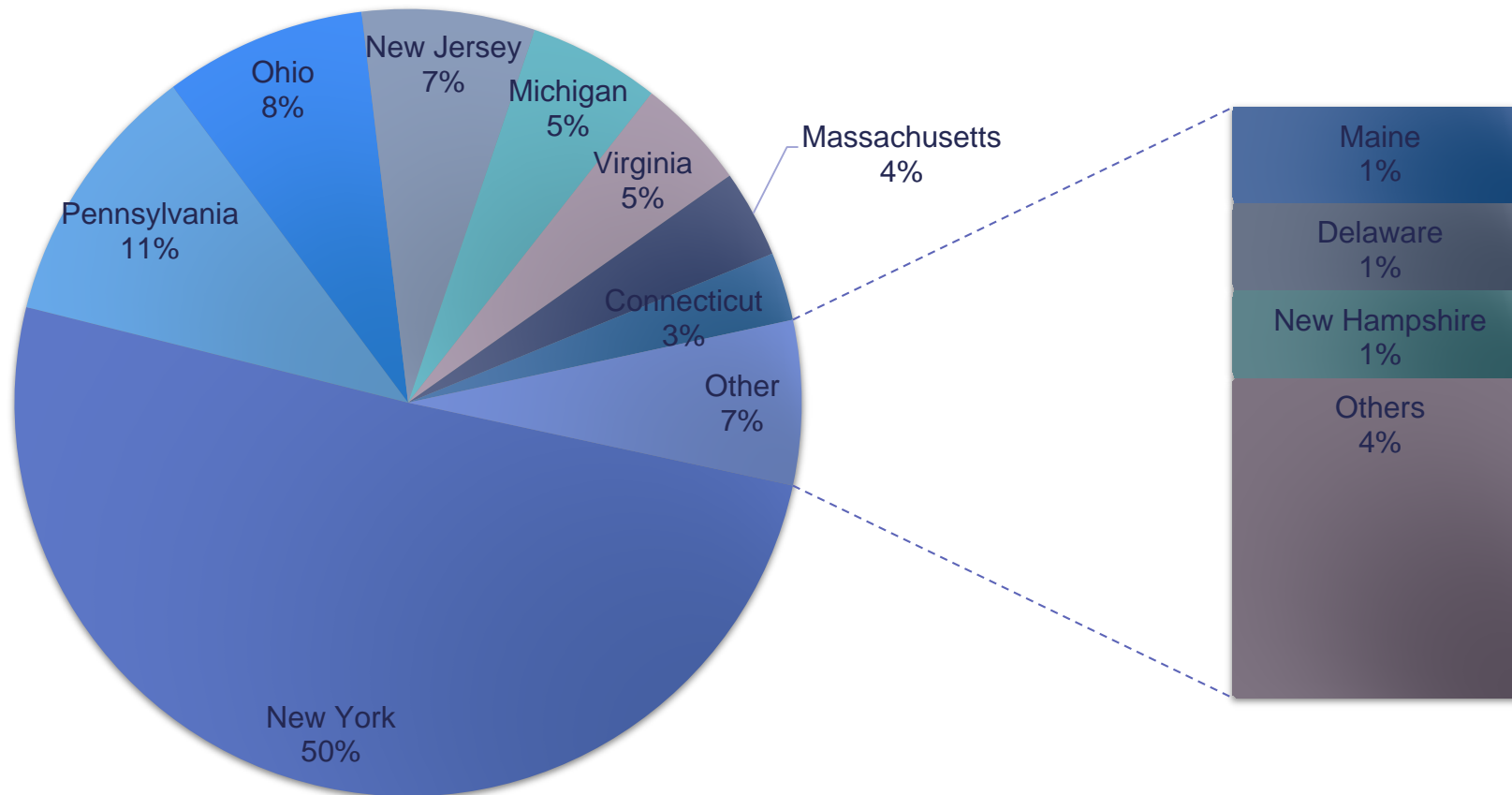


Base: All Respondents (n=1,068)

In the past couple of years, did you visit or vacation to any location along the 524 mile long New York State Canal System, which includes the Erie Canal, Cayuga-Seneca, Champlain and Oswego Canals, the Erie Canalway Trail, or their surrounding communities?

WHERE THEY LIVE

- Half of respondents were from New York, with a strong representation from PA, OH, NJ, MI and VA accounting from another third.

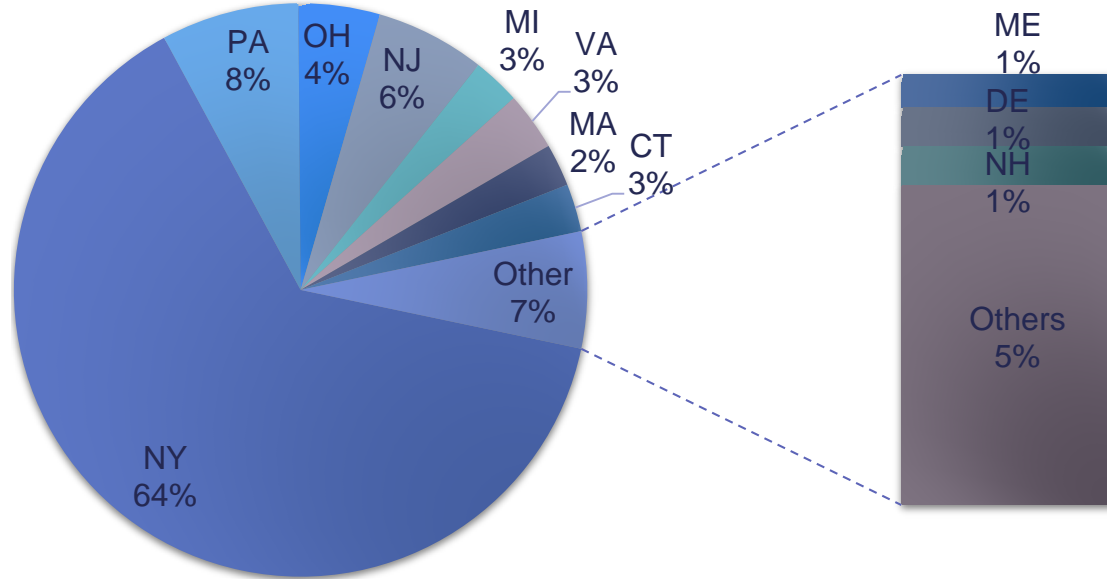


Base: All respondents (n=1,068)
What State do you live in?

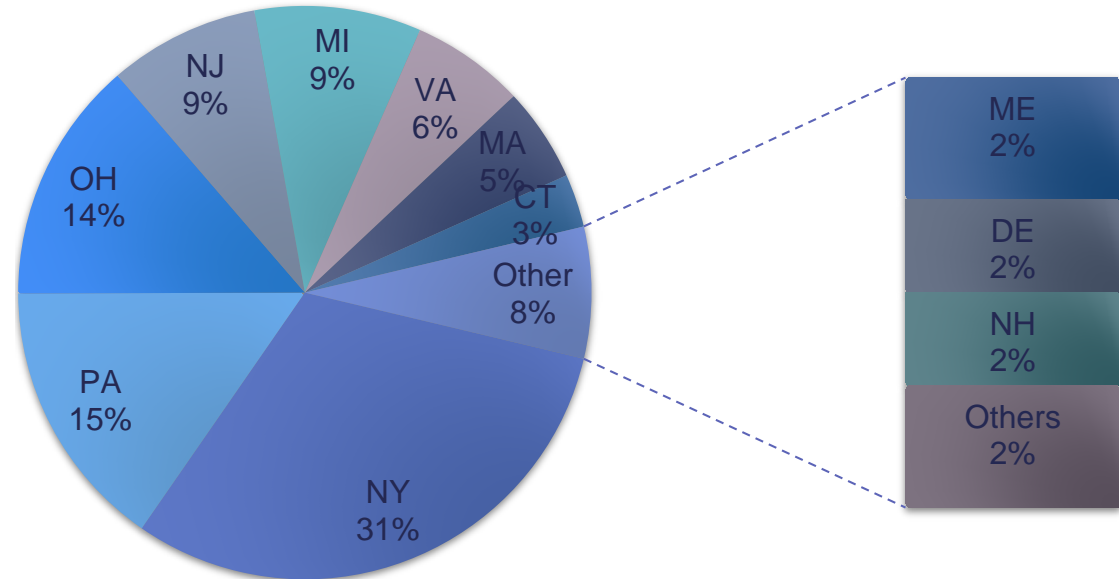
WHERE THEY LIVE

- Recent Visitors were twice as likely to live in NY (64%) compared to Prospects (31%); Nearly half (47%) of Prospective Visitors came from PA, OH, NJ, or MI.

Recent Visitors



Prospective Visitors

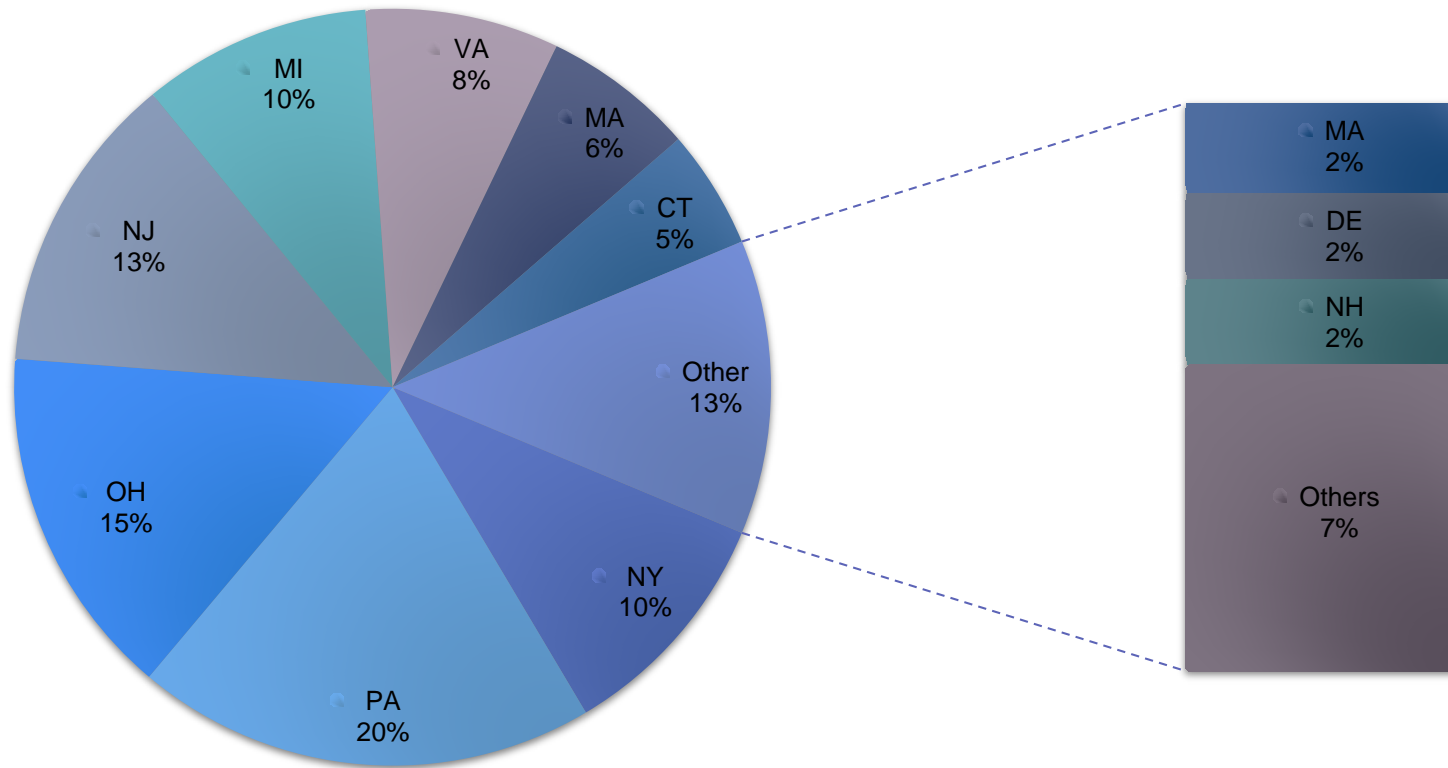


Base: All respondents (n=1,068)
What State do you live in?

WHERE THEY LIVE

- While 100% of Insiders were from New York, only 11% of Outsiders came from NY counties outside of the corridor. Nearly half (48%) of Outsiders were from PA, OH and NJ.

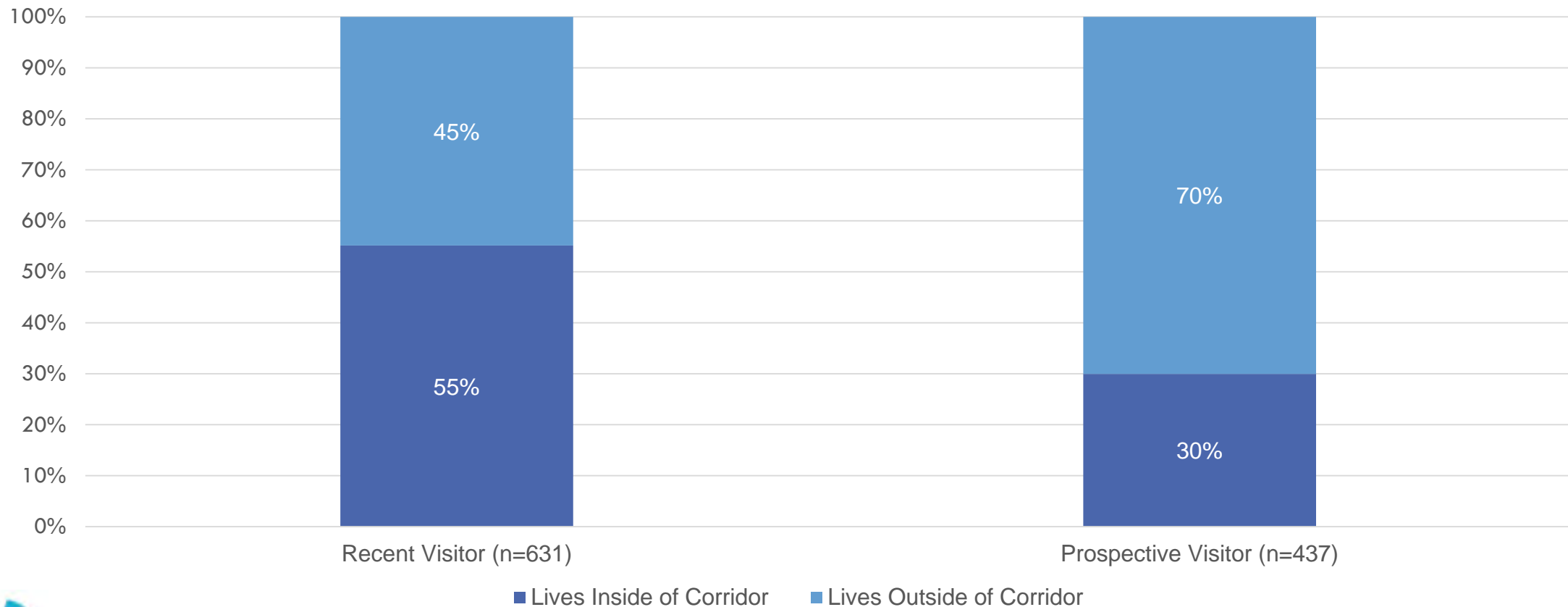
Outsiders



Base: All respondents (n=1,068)
What State do you live in?

RECENT VS PROSPECTIVE VISITOR

- Recent Visitors were nearly split between those who lived inside and outside the corridor.
- Prospective Visitors were heavily skewed with those from outside of the corridor.



Base: All Respondents (n=1,068)

In the past couple of years, did you visit or vacation to any location along the 524 mile long New York State Canal System, which includes the Erie Canal, Cayuga-Seneca, Champlain and Oswego Canals, the Erie Canalway Trail, or their surrounding communities?

NEW YORK COUNTIES

- The Canal Corridor counties are bolded and represented the vast majority (89%) of NYS respondents. The strongest represented counties included Monroe, Erie, Onondaga, Saratoga and Albany – together making up half of the completes.

Total		Total		Total		Total	
Albany	7%	Herkimer	2%	Orleans	1%	Tompkins	4%
Allegany	0%	Jefferson	0%	Oswego	1%	Warren	1%
Bronx	0%	Kings	0%	Otsego	0%	Washington	1%
Broome	1%	Livingston	1%	Queens	1%	Wayne	3%
Cayuga	3%	Madison	2%	Rensselaer	5%	Westchester	0%
Chemung	0%	Monroe	15%	Richmond	1%	Yates	0%
Chenango	1%	Montgomery	3%	Rockland	0%		
Columbia	0%	Nassau	1%	Saratoga	7%		
Cortland	0%	New York	1%	Schenectady	2%		
Delaware	1%	Niagara	3%	Seneca	1%		
Dutchess	0%	Oneida	3%	St. Lawrence	0%		
Erie	12%	Onondaga	9%	Steuben	0%		
Fulton	1%	Ontario	4%	Suffolk	1%		
Greene	0%	Orange	0%	Tioga	0%		



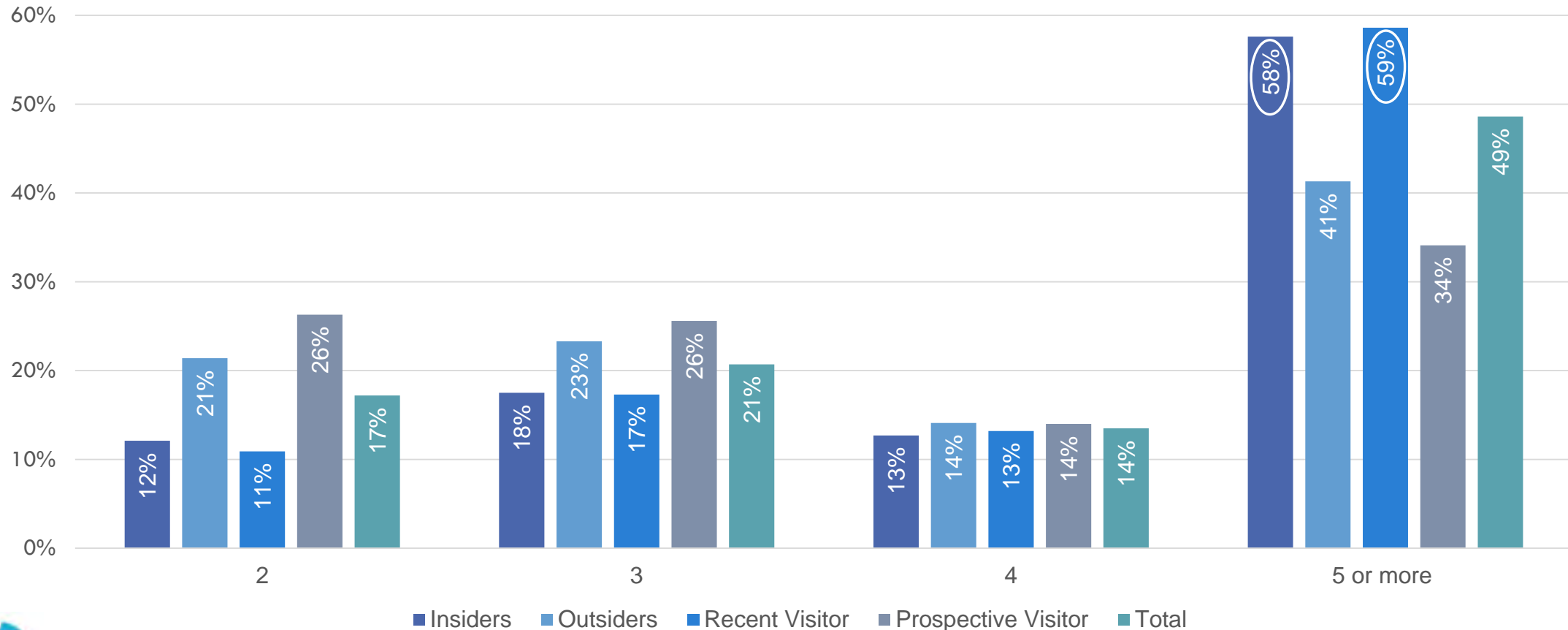
Base: New York Residents (n=539)
What county in New York State do you live in?



Vacation Profile

OF TRIPS PER YEAR

- Almost half of respondents have taken daytrips or vacations outside of their local community 5x or more per year. Those inside the canal corridor and recent corridor visitors were likely to travel outside of their areas more often.

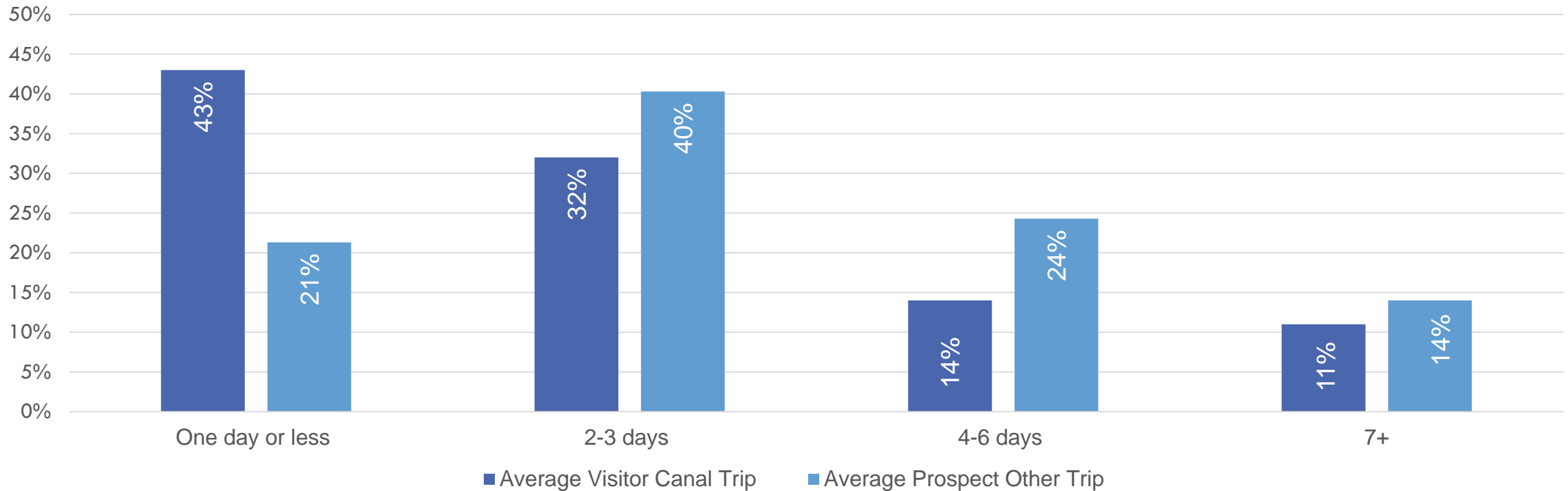


Base: All Respondents (n=1,068)

How many daytrips or vacations have you taken in the past year outside of the community that you live in?

LENGTH OF VISIT

- Recent Canal Visitors were twice as likely to make it a daytrip.
- Prospective Visitors were significantly more likely to visit 2-6 days while camping, boating or some other cultural/family visit.



Base: Recent Visitors (n=631)

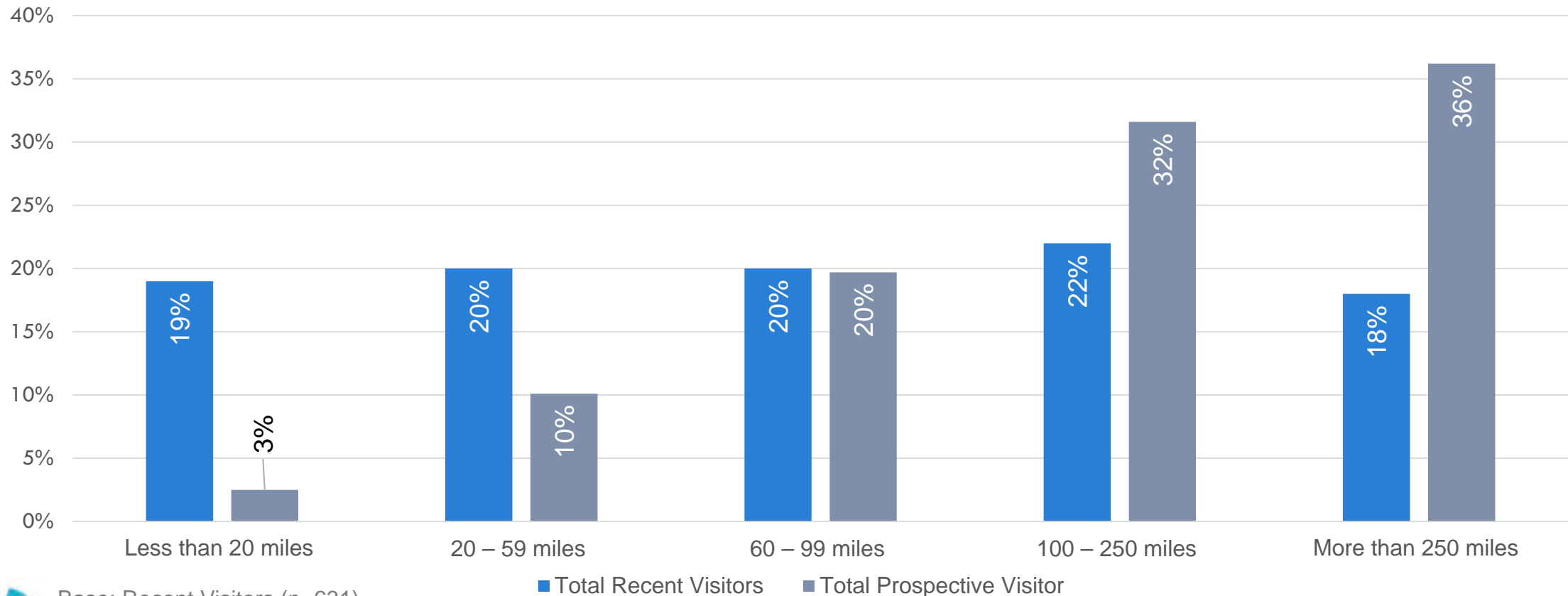
Thinking of your last trip to the area, how long did you stay?

Base: Prospective Visitors (n=437)

Thinking of your last camping, boating, active adventure, family visit, or historical/cultural travel, how long did you stay?

DISTANCE TRAVELED

- Over two-thirds (68%) of Prospective Visitors are putting in over 100 miles to reach their destination, regardless of where they are from, significantly more so compared to Recent Canal Visitors (38%).



Base: Recent Visitors (n=631)

On your last trip, how far did you travel to reach your destination in the Erie Canalway National Heritage Corridor?

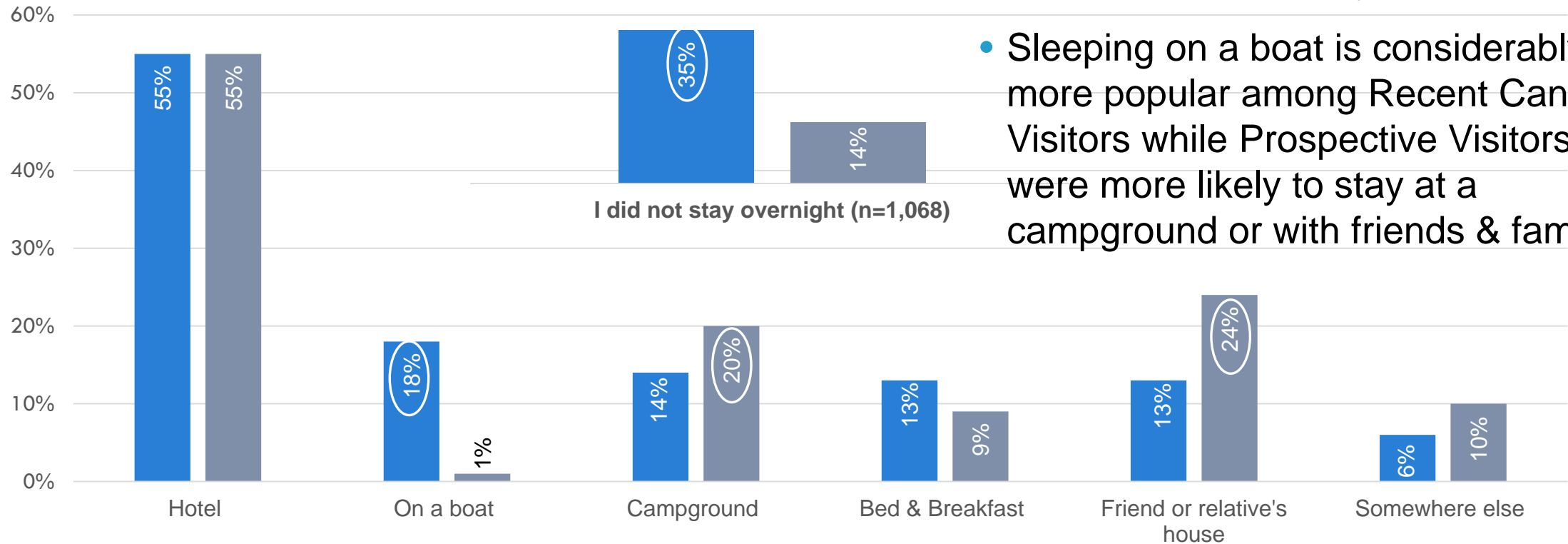
Base: Prospective Visitors (n=437)

How far did you travel to reach your destination for your last trip?

WHERE DID YOU STAY?

- Prospects were more than twice as likely to stay overnight on their most recent trip compared to Recent Canal Visitors.

- Hotels were the top choice for over half of those who stayed over.
- Sleeping on a boat is considerably more popular among Recent Canal Visitors while Prospective Visitors were more likely to stay at a campground or with friends & family.



Base: Recent Overnight Visitors (n=411)

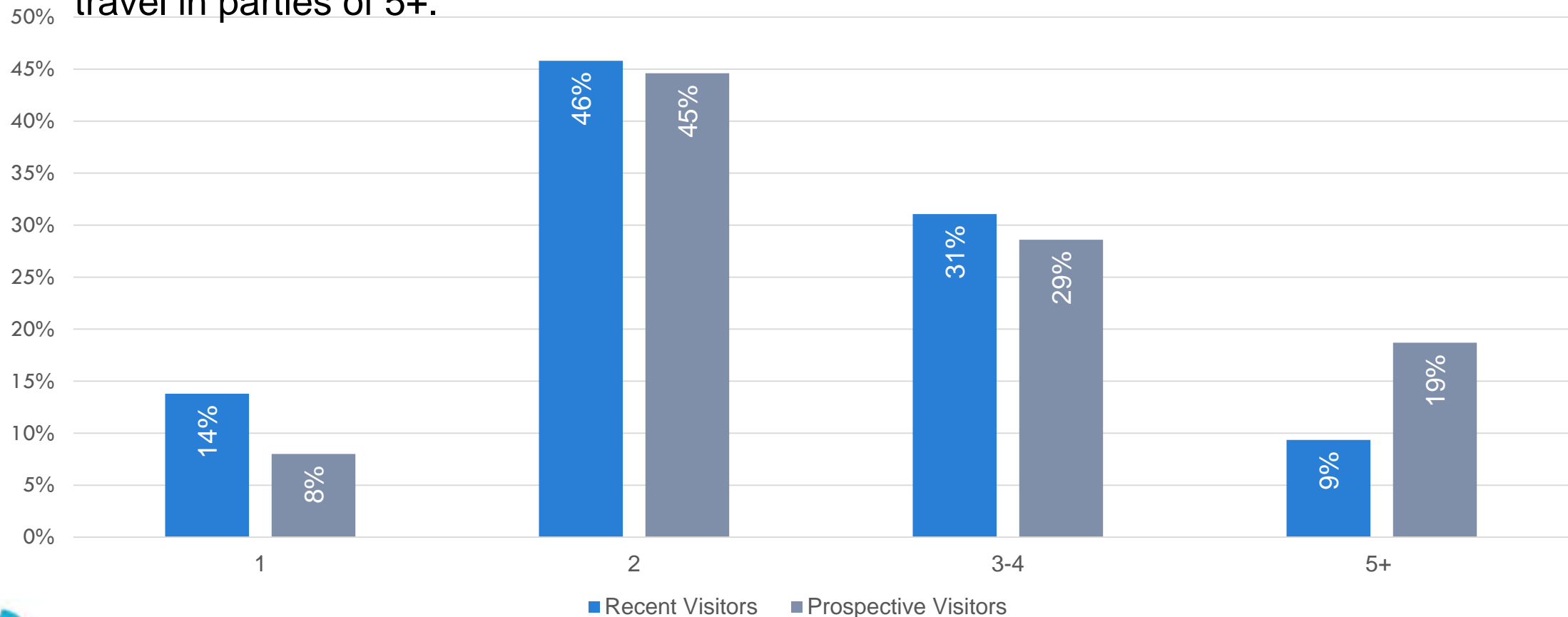
If you stayed overnight during your last trip, did you stay in a ... (CHECK ALL THAT APPLY)

Base: Prospective Overnight Visitors (n=376)

If you stayed overnight during your last trip, did you stay in a ... (CHECK ALL THAT APPLY)

SIZE OF PARTY

- About half of all visitors traveled as couples.
- Recent Canal Visitors were more likely to travel solo while Prospects were more likely to travel in parties of 5+.



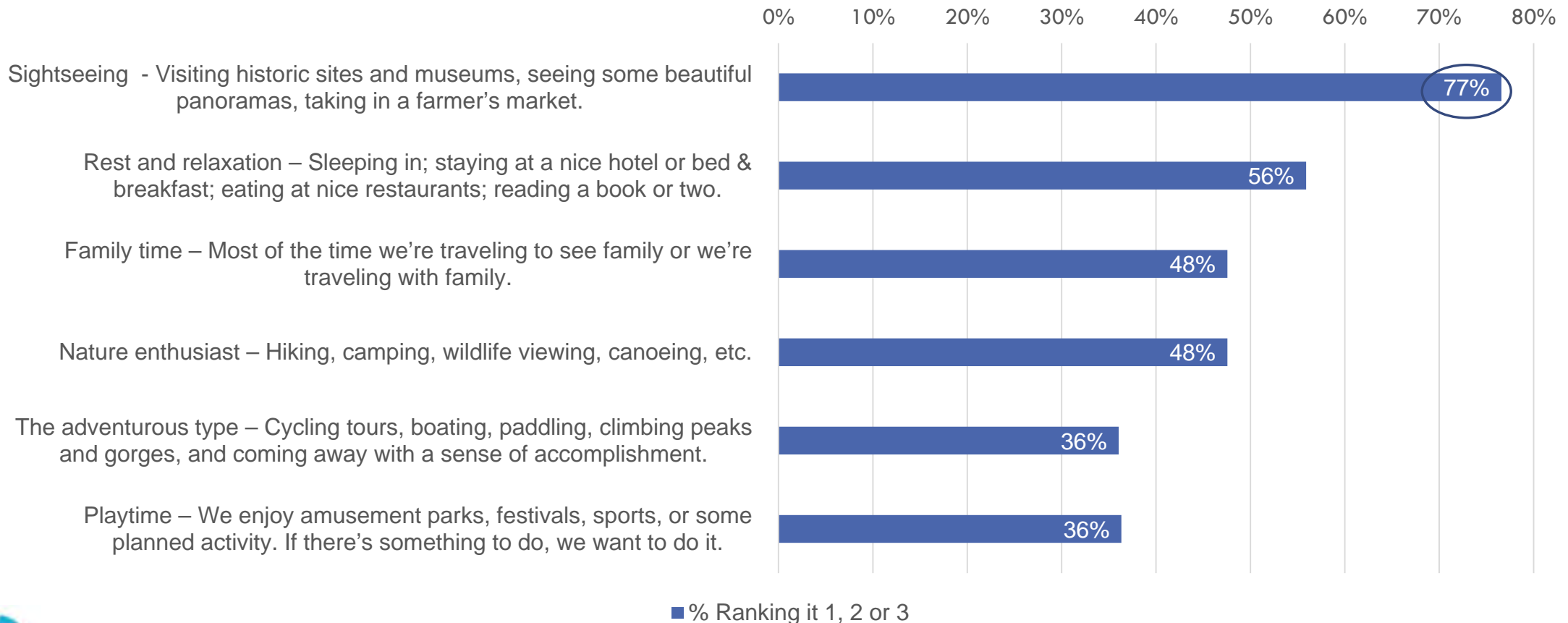
Base: Recent Canal Visitors (n=631)

Base: Prospective Visitors (n=437)

How many people, including yourself, went on that trip?

VACATION STYLE

- Sightseeing was by far the most preferred vacation style with over three-quarters choosing it in their top three types; it was ranked #1 by 30%, nearly double that of rest and relaxation.

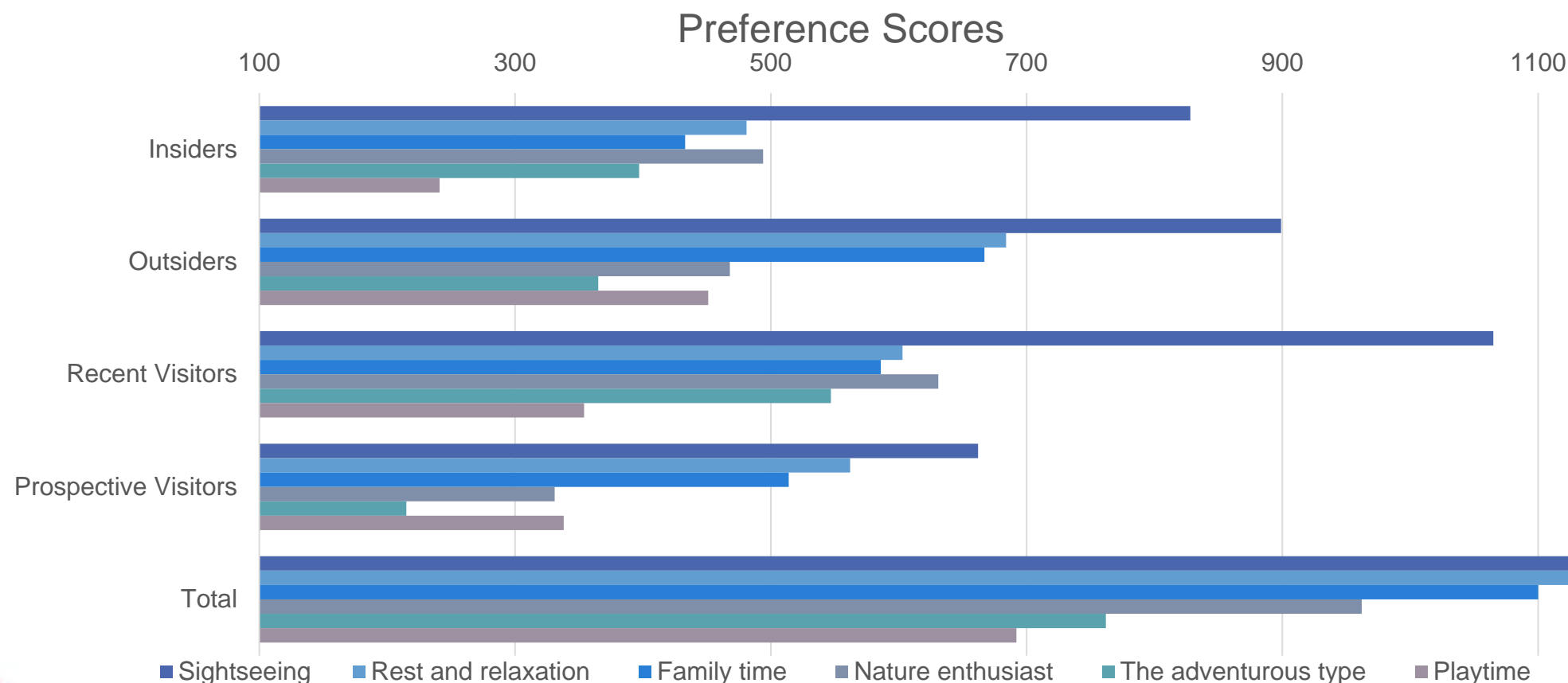


Base: All Respondents (n=1,068)

Below are several descriptions of how people approach vacations. Please select and rate your top THREE in regards to how closely they reflect your vacation type.

VACATION STYLE RANKINGS

- Sightseeing was strongly ranked #1 across all segments.
- R&R was important for everyone along with activities.
- Nature was second among Insiders and Recent Visitors.
- Family time was key for Outsiders and Prospects.

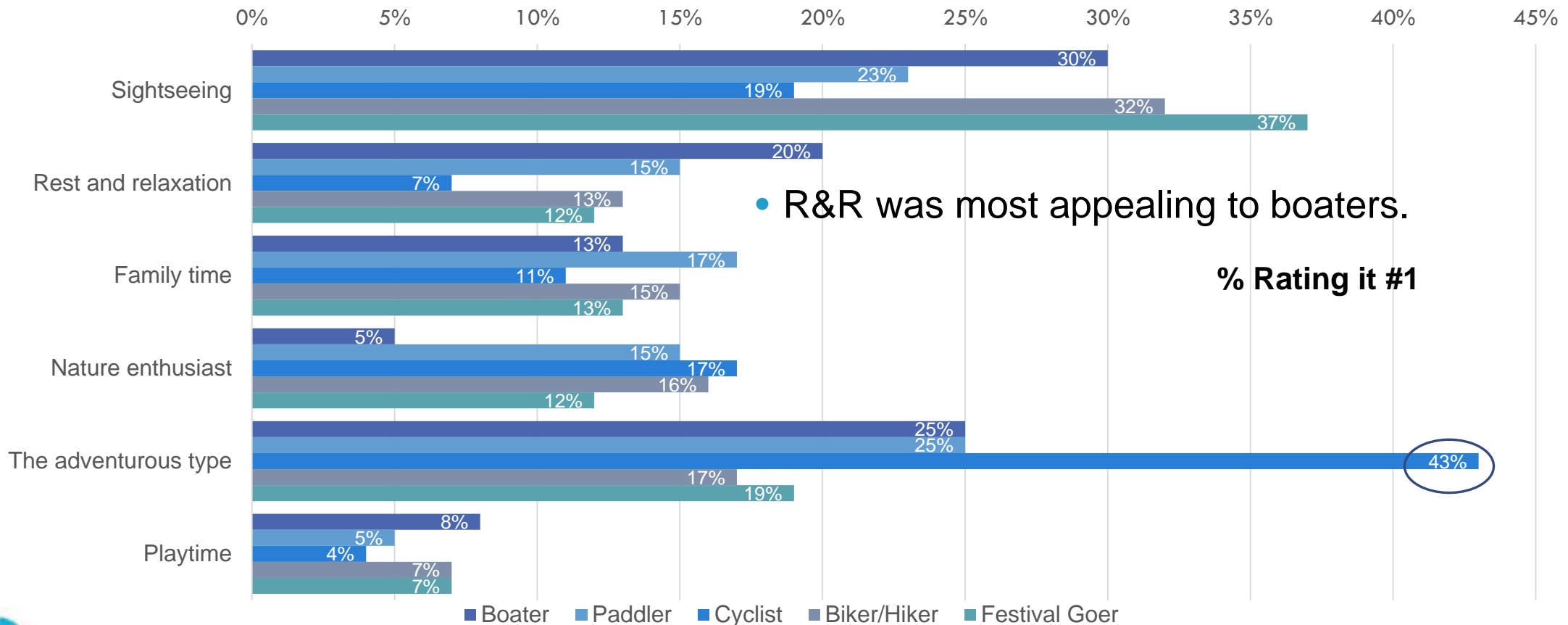


Base: All Respondents (n=1,068)

Below are several descriptions of how people approach vacations. Please select and rate your top THREE in regards to how closely they reflect your vacation type. The score is a weighted calculation. Items ranked first are given a higher value/weight.

VACATION STYLE

- Sightseeing was most popular among festival goers, boaters and bikers/hikers.
- Adventure was strongest among cyclists but tied for first among paddlers



- R&R was most appealing to boaters.

% Rating it #1

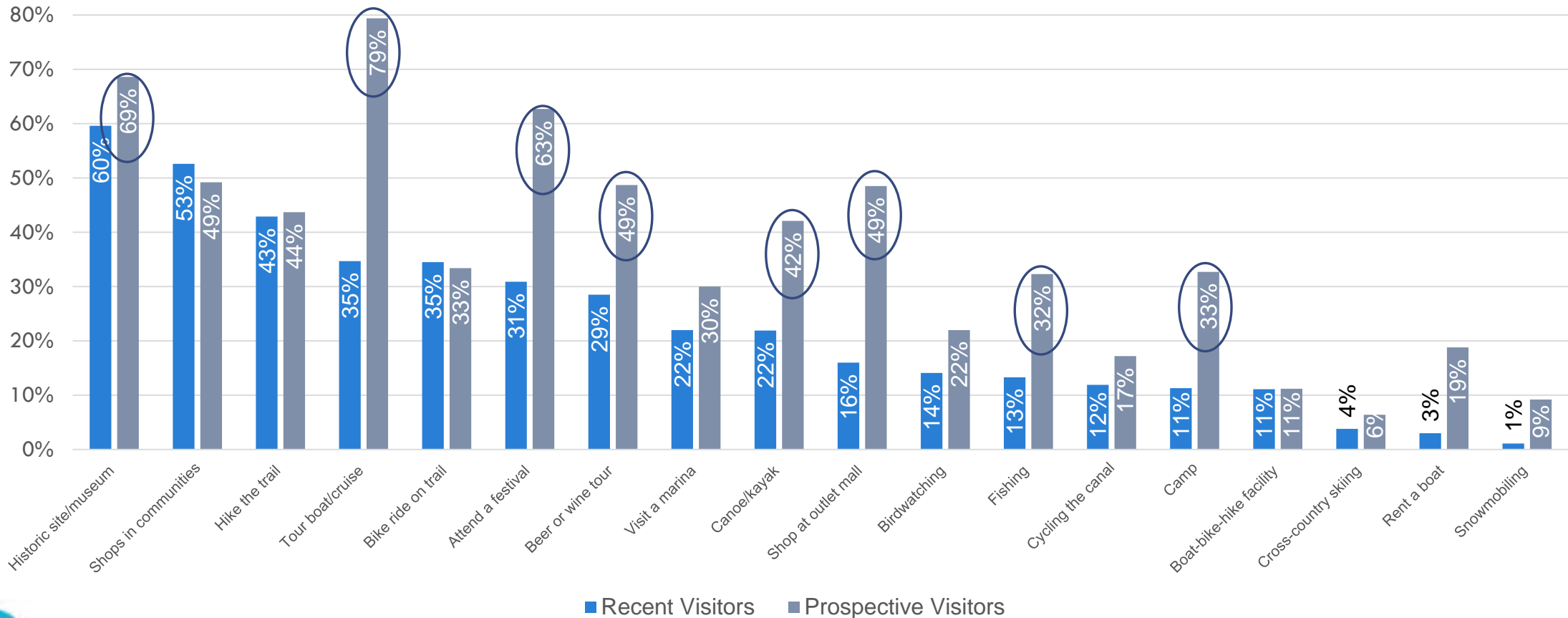


Base: All Respondents (n=1,068)

Below are several descriptions of how people approach vacations. Please select and rate your top THREE in regards to how closely they reflect your vacation type.

CANAL ACTIVITIES

- Recent Visitors and Prospective Visitors were both drawn to the history and exploring local canal communities.

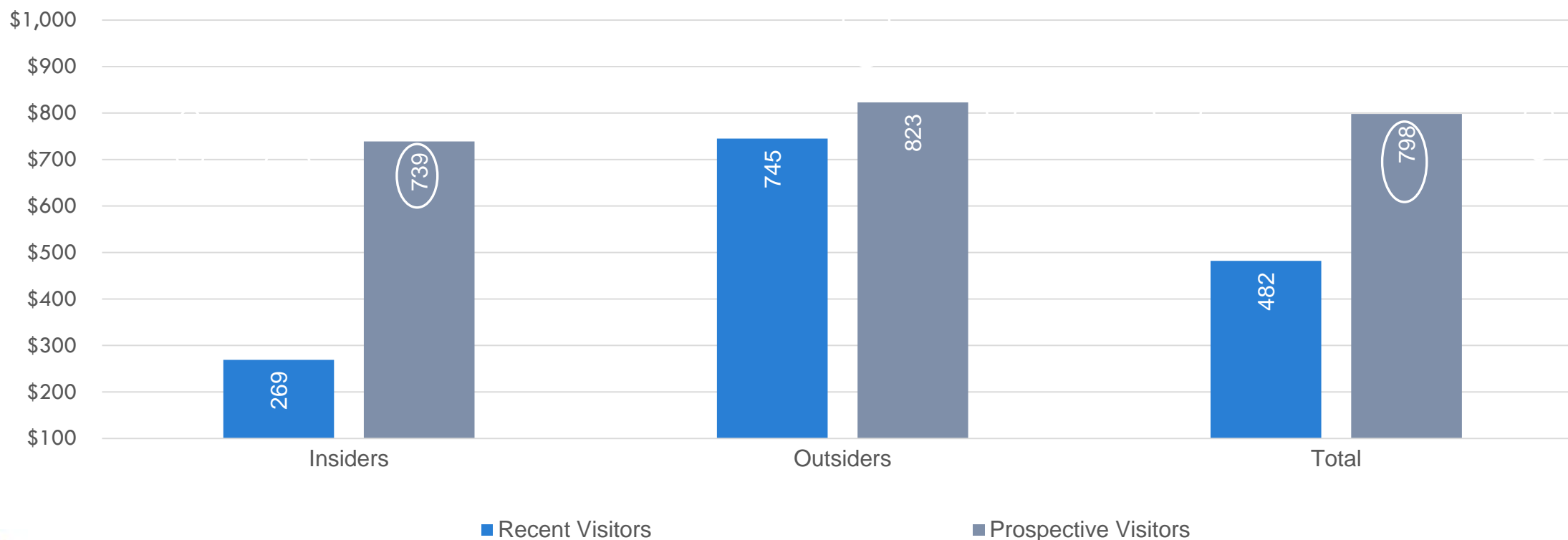


Base: All Respondents (n=1,068)

Here are several recreational activities available along the canal and other New York State waterways. Which of these did you or your family do/are you interested in? (CHECK ALL THAT APPLY)

AVERAGE SPEND – CANAL VISIT VS PROSPECT TRIP

- The average spent on food, lodging and entertainment was over 1.6 X more among Prospect trips compared to Recent Canal Visitor trips.
- Outsiders spent similar amounts for their trips, while Insiders spent significantly more on non-canal trips compared to canal visits.



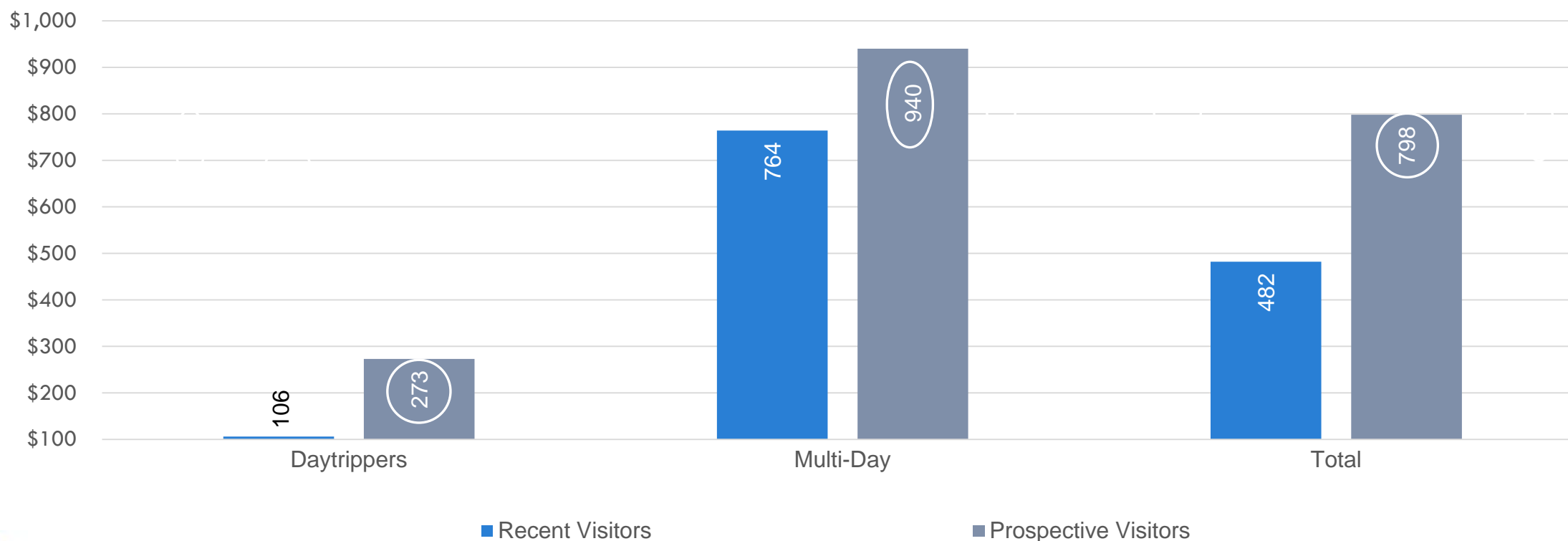
Base: Recent Visitors (n=631)

Base: Prospective Visitors (n=437)

During your last trip, please estimate the amount you spent on food, lodging, and entertainment for your family?

AVERAGE SPEND – DAYTRIP VS EXTENDED

- Prospective daytrippers spent a whopping 2.5x more on their most recent travel compared to canal daytrippers.
- Outsiders spent similar amounts for their trips, while Insiders spent significantly more on non-canal trips compared to canal visits.



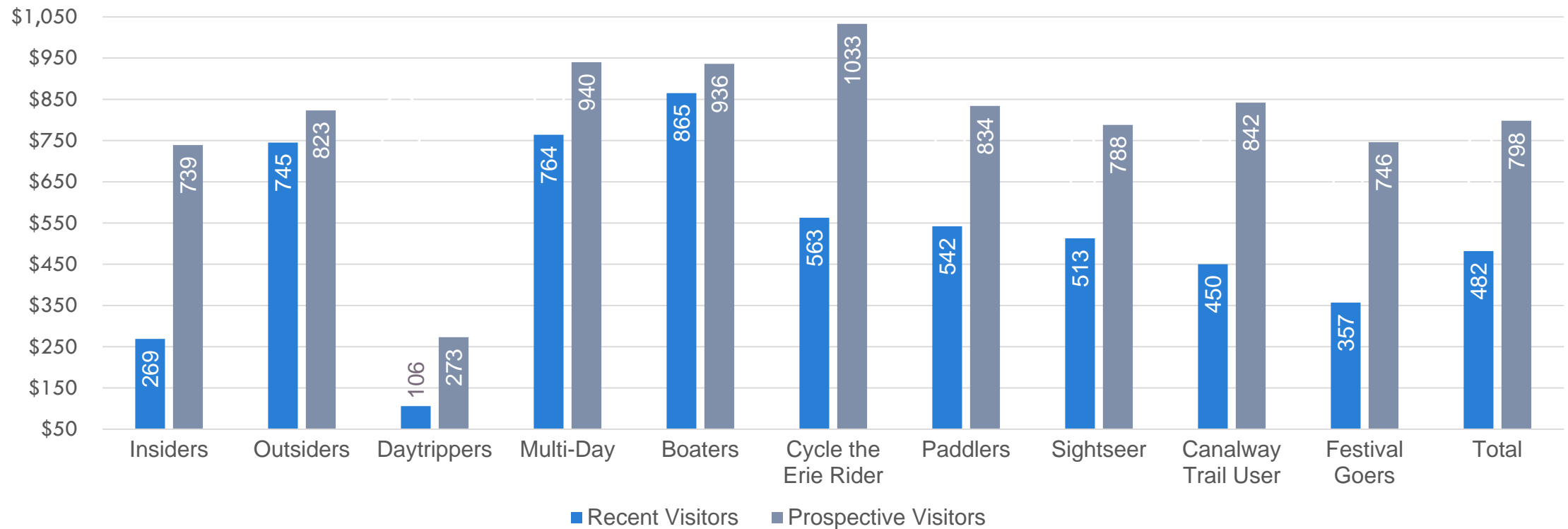
Base: Recent Visitors (n=631)

Base: Prospective Visitors (n=437)

During your last trip, please estimate the amount you spent on food, lodging, and entertainment for your family?

AVERAGE SPEND – ACTIVE SEGMENTS

- Active segments with the greatest spend included Boaters, Cyclists and Paddlers.
- With the exception of Boaters, Prospects spent significantly more than Recent Canal Visitors in every active segment.



Base: Recent Visitors (n=631)

Base: Prospective Visitors (n=437)

During your last trip, please estimate the amount you spent on food, lodging, and entertainment for your family?



 NY and Other Travel

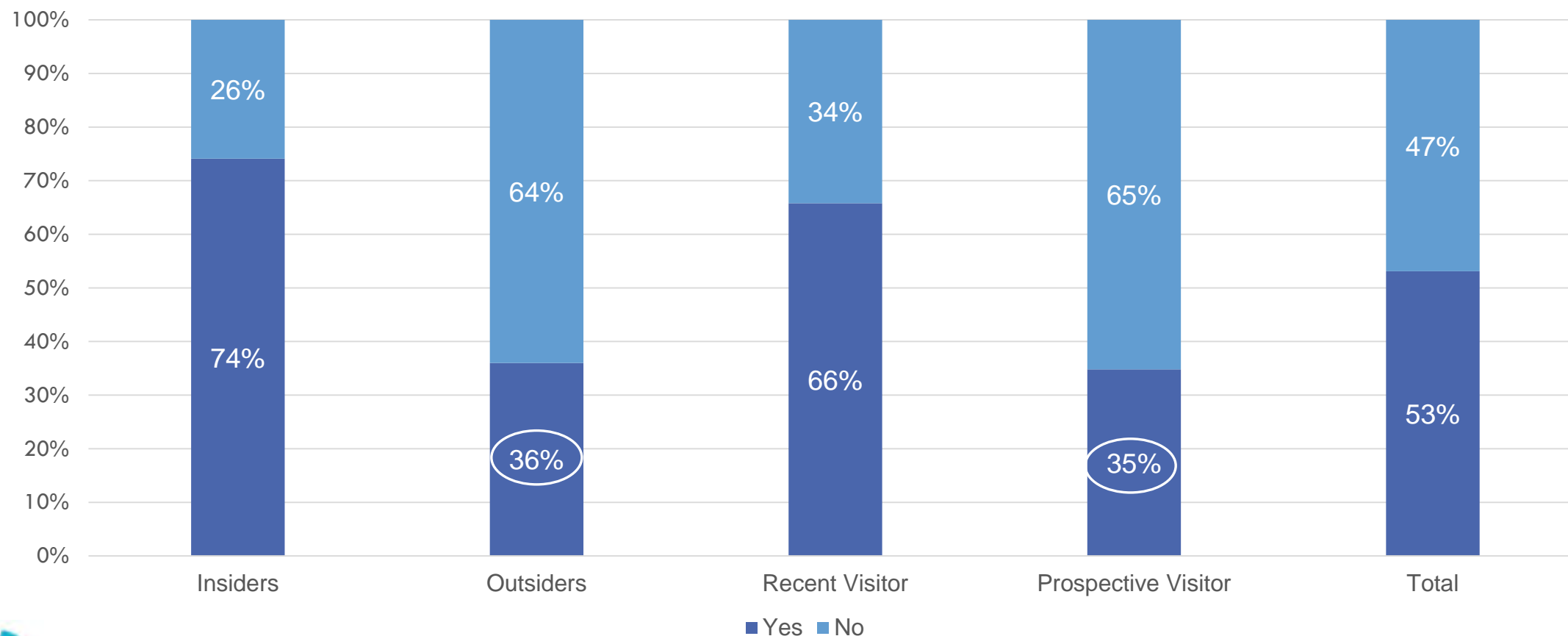
NEW YORK & OTHER TRAVEL PROFILE

- Over half of all travelers (53%) had visited New York locations other than the Canalway this past year.
 - Almost a third of Prospective Visitors had been to the state of New York.
 - The Finger Lakes, NYC and Adirondacks were the most popular destinations.
 - Finger Lakes and the Adirondacks were chosen more by Insiders and Recent Visitors
 - Outsiders and Prospects were more likely to go to NYC.
- The majority of travelers (80%) vacationed this past year outside of NY as well.
 - The South and Northeast were the most popular areas to travel for all segments.
 - Recent Canal Visitors were nearly 3x more likely to travel internationally than Prospects.



OTHER NEW YORK TRIPS THIS YEAR

- Over half of respondents have taken a New York trip outside of the Canal Corridor. Two-thirds of Recent Canal Visitors and nearly three-quarters of Insiders have traveled to other NY locations and a third of Outsiders and Prospective Visitors have been to NY.

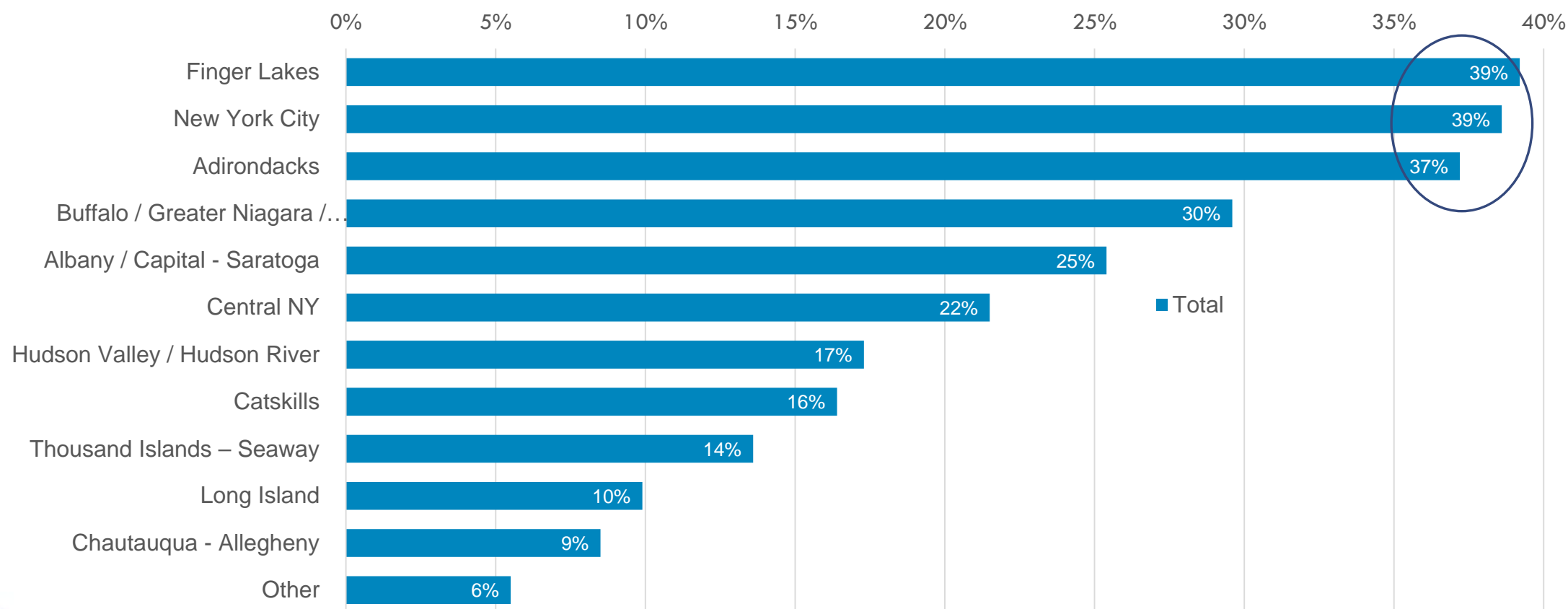


Base: All Respondents (n=1,068)

Did you take any other trips or vacations in the past year inside New York State?

OTHER TRAVEL IN NEW YORK

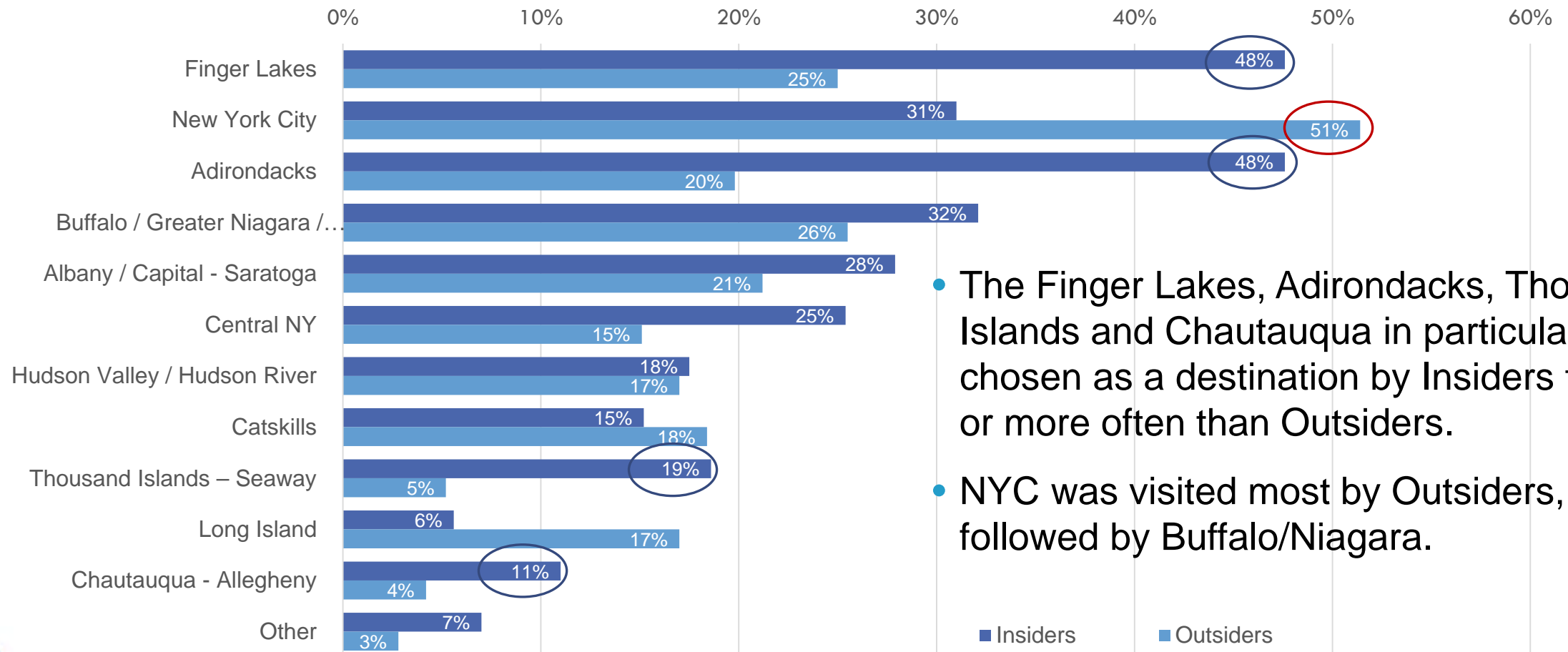
- Overall, the Finger Lakes, NYC and Adirondacks were the most popular destinations, visited by over a third of those who have traveled to NY in the past year.



Base: Have traveled to NY (other than the Canal Corridor) (n=567)
Where did you go? (CHECK ALL THAT APPLY)

OTHER TRAVEL IN NEW YORK

- Insiders were much more likely to have traveled to most other NY regions, other than NYC and Long Island.



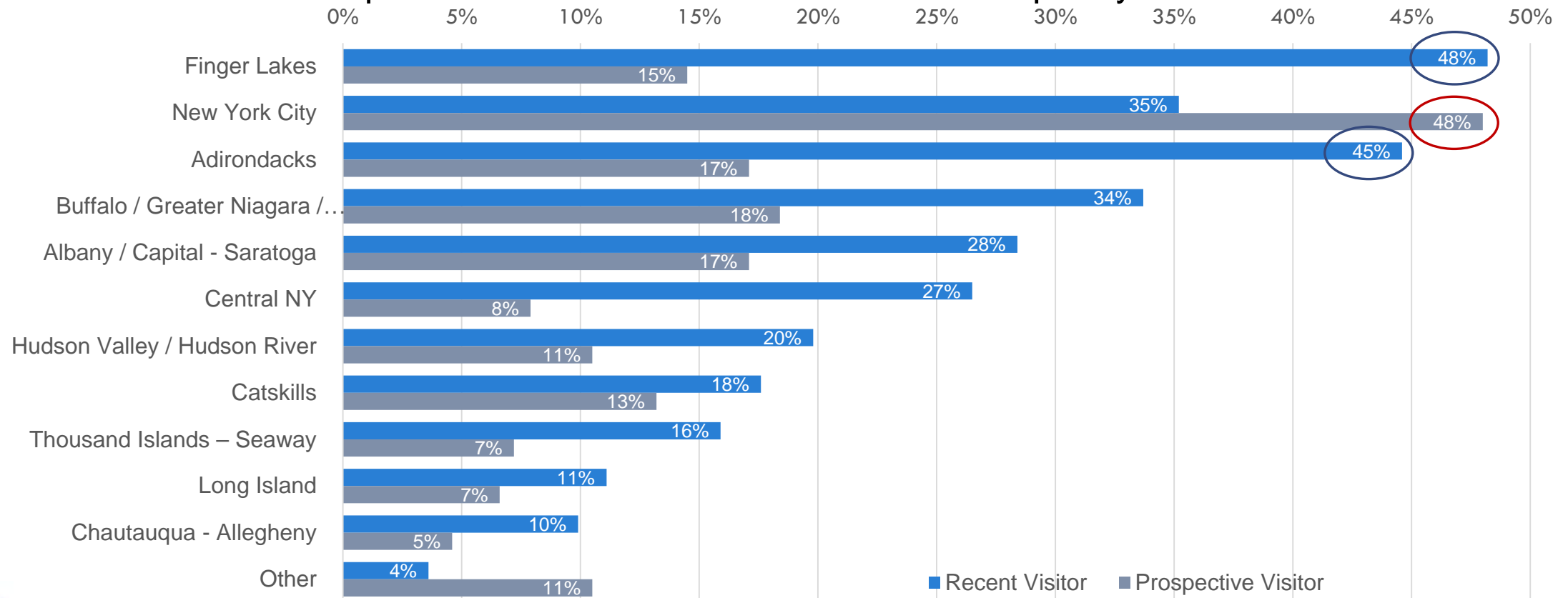
- The Finger Lakes, Adirondacks, Thousand Islands and Chautauqua in particular were chosen as a destination by Insiders twice or more often than Outsiders.
- NYC was visited most by Outsiders, followed by Buffalo/Niagara.



Base: Have traveled to NY (other than the Canal Corridor) (n=567)
Where did you go? (CHECK ALL THAT APPLY)

WHERE DID YOU VISIT?

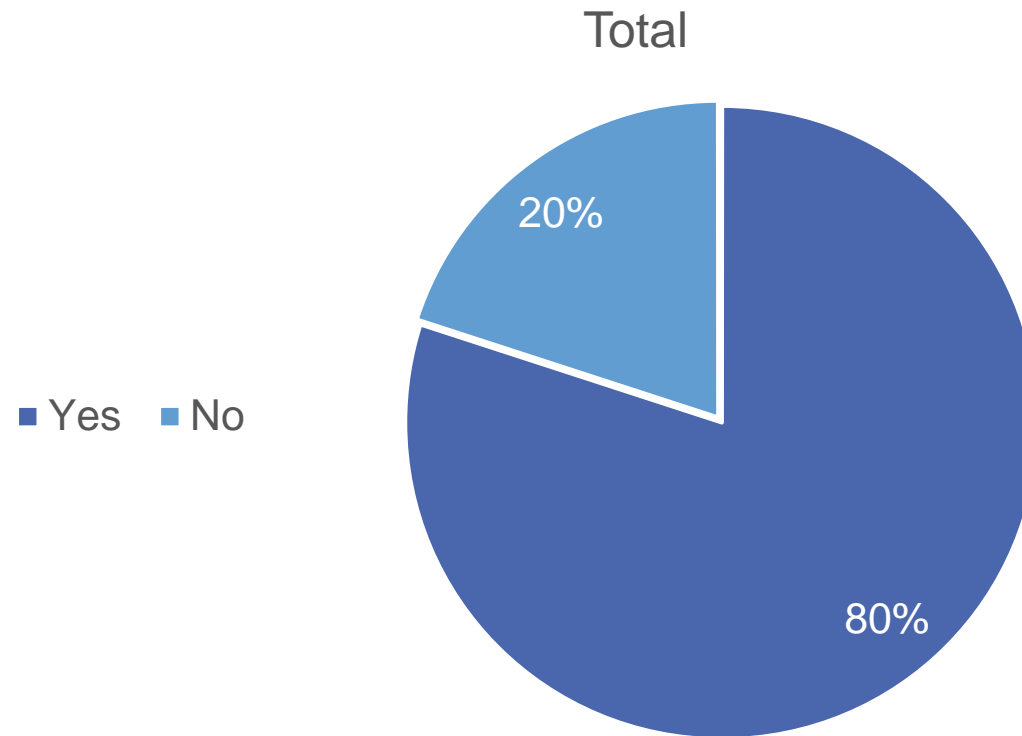
- Similarly, Recent Visitors were much more likely to visit other NY regions, with the exception of NYC.
- Almost half of Prospective Visitors who traveled to NY this past year went to NYC.



Base: Have traveled to NY (other than the Canal Corridor) (n=567)
Where did you go? (CHECK ALL THAT APPLY)

TRAVEL OUTSIDE OF NEW YORK

- As expected, the majority of respondents had visited outside of New York State for a trip or vacation in the past year.
- This was consistent for all segments – Recent & Prospective Visitors and those living inside and outside of the corridor.

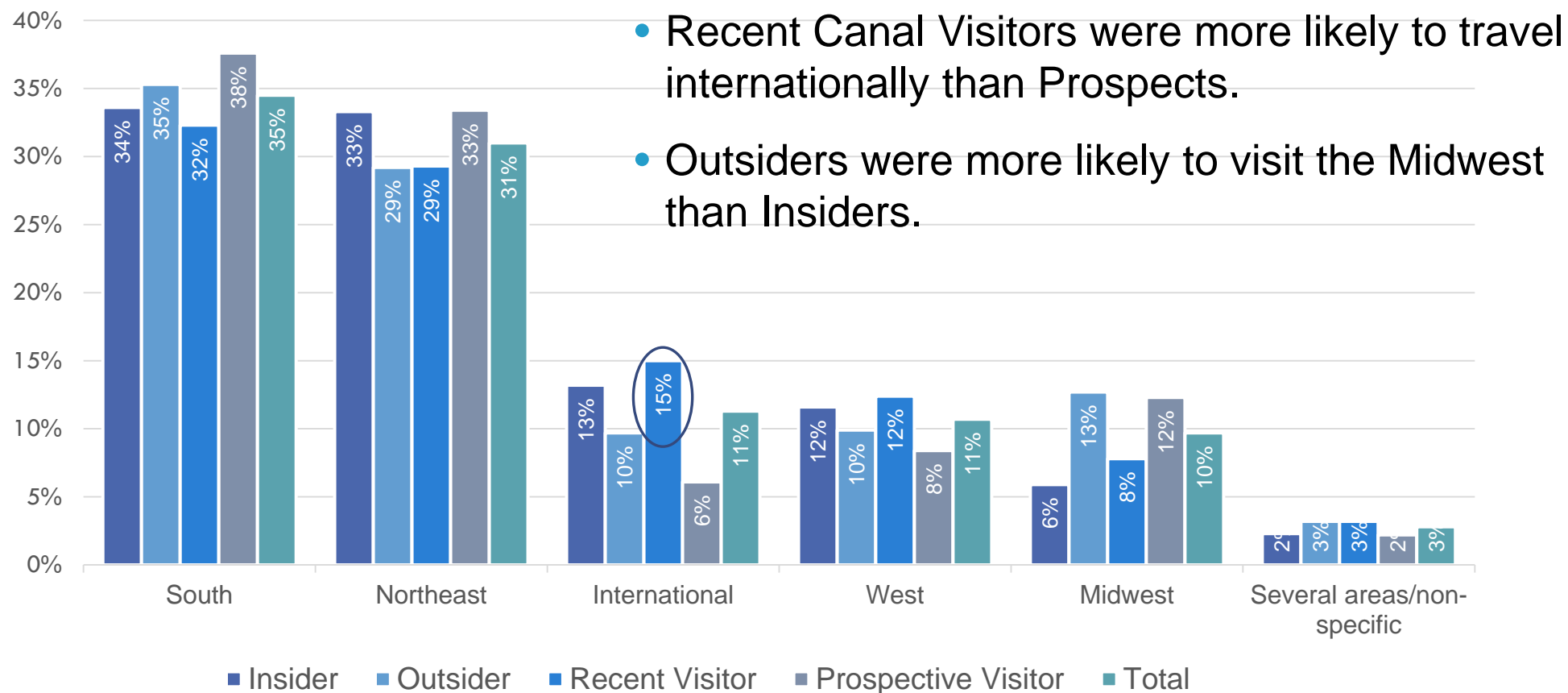


Base: All Respondents (n=1,068)

Did you take any other trips or vacations in the past year outside New York State?

WHERE DID YOU TRAVEL OUTSIDE OF NY?

- The South and Northeast were the most popular areas to travel for all segments.



Base: Traveled Outside of NY in the past year (n=860)
Where did you go?



Recent Visitors

RECENT CANALWAY VISITOR EXPERIENCE

- Almost half of Recent Visitors who live inside of the Canalway average about 2 trips per year, compared to just 10% of Outsiders.
 - Outsiders were most likely to visit only 1-2 times in the past 5 years.
 - Erie Canal East and West were the most popular destinations; Outsiders were most likely to visit the West region.
- Almost two-thirds of Insiders took a daytrip while Outsiders were 4x more likely to visit 4-6 days.
- Almost 60% of Insiders traveled under 60 miles to reach their Canalway destination, while most Outsiders put in 100 miles or more.
 - While Outsiders were significantly more likely to stay overnight (89%) given their amount of travel, almost half of Insiders (46%) didn't return home to sleep either.



RECENT CANALWAY VISITOR EXPERIENCE

- Hotels were the most popular choice, for half or more who chose to stay overnight for at least some part of their stay.
 - Nearly one in five slept on a boat.
- Almost half (46%) traveled in couples; Insiders were more likely to go solo.
- The greatest average spenders on food, entertainment and lodging included Outsiders (\$745), multi-day visitors (\$764) and boaters (\$865).
 - Outsiders spent nearly 3x that of Insiders (\$269)
 - Multi-day visitors spent over 7x an average day tripper (\$106)
 - Boaters spent about 2.5x more than festival goers (\$357).



RECENT CANALWAY VISITOR EXPERIENCE

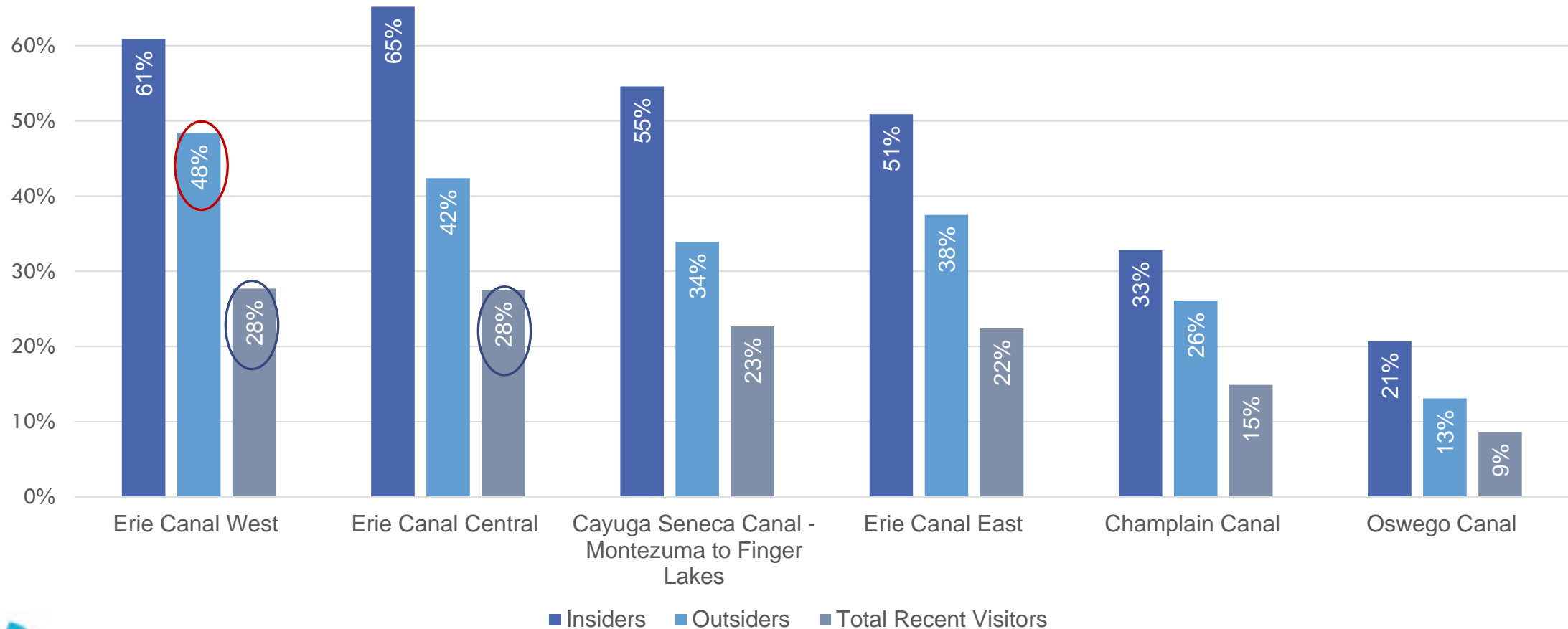
- The most popular activities enjoyed by over half included exploring the local restaurants, shops and museums/cultural sites.
- While average trip experience as a tourist destination was rated high overall (8 out of 10), Boaters as one of the highest spending segments had the worst experience.
 - The beauty, scenery and activities influenced the best experiences.
 - The lack of unique offerings in local towns including restaurants, hotels and access to bathrooms, fuel, walkable options took away from the experience for others. Some struggle to see it as a vacation destination.
- Three in five had a memorable experience, more so among Insiders.



REGIONS VISITED

- Erie Canal West and Erie Canal Central regions were most popular among Recent Visitors.

70% • Outsiders were most likely to travel to the Erie Canal West.

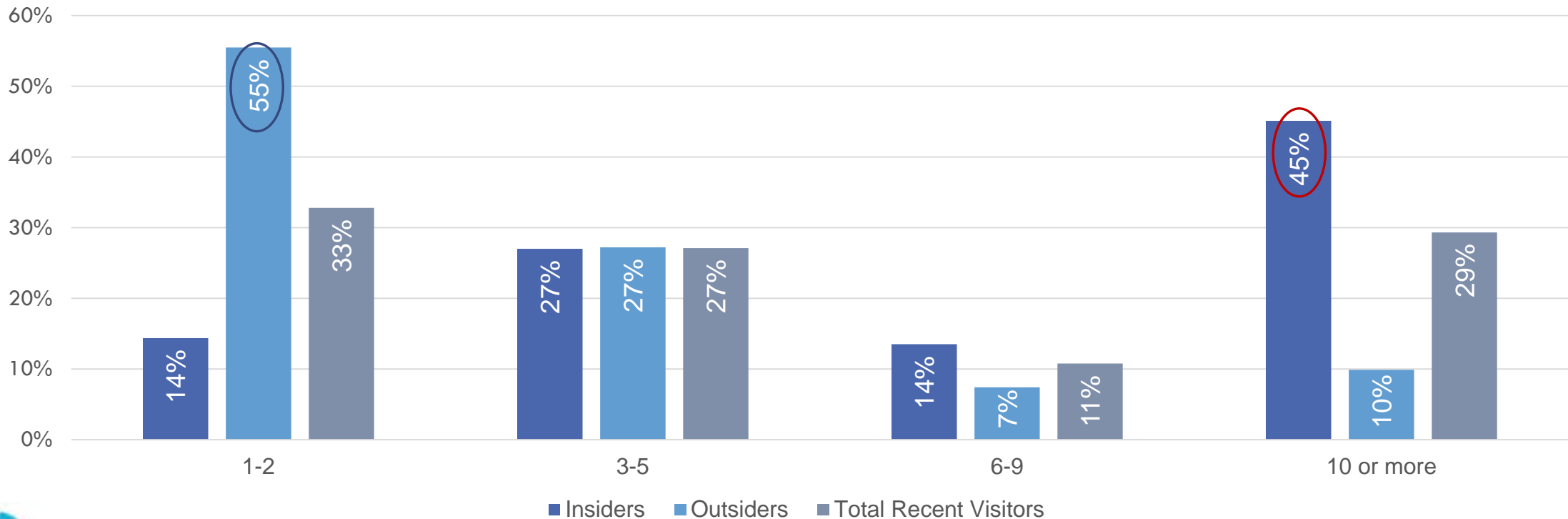


Base: Recent Visitors (n=631)

Which region(s) did you visit? (SELECT ANY OR ALL IMAGES THAT APPLY)

OF VISITS IN THE PAST 5 YEARS

- Nearly half of Insiders estimate they visited the NY Canal System 10+ times in the past 5 years, averaging a few visits per year compared to only 10% of Outsiders.
- As expected, those living outside of the corridor were more likely to have only visited 1-2 times in the past 5 years.

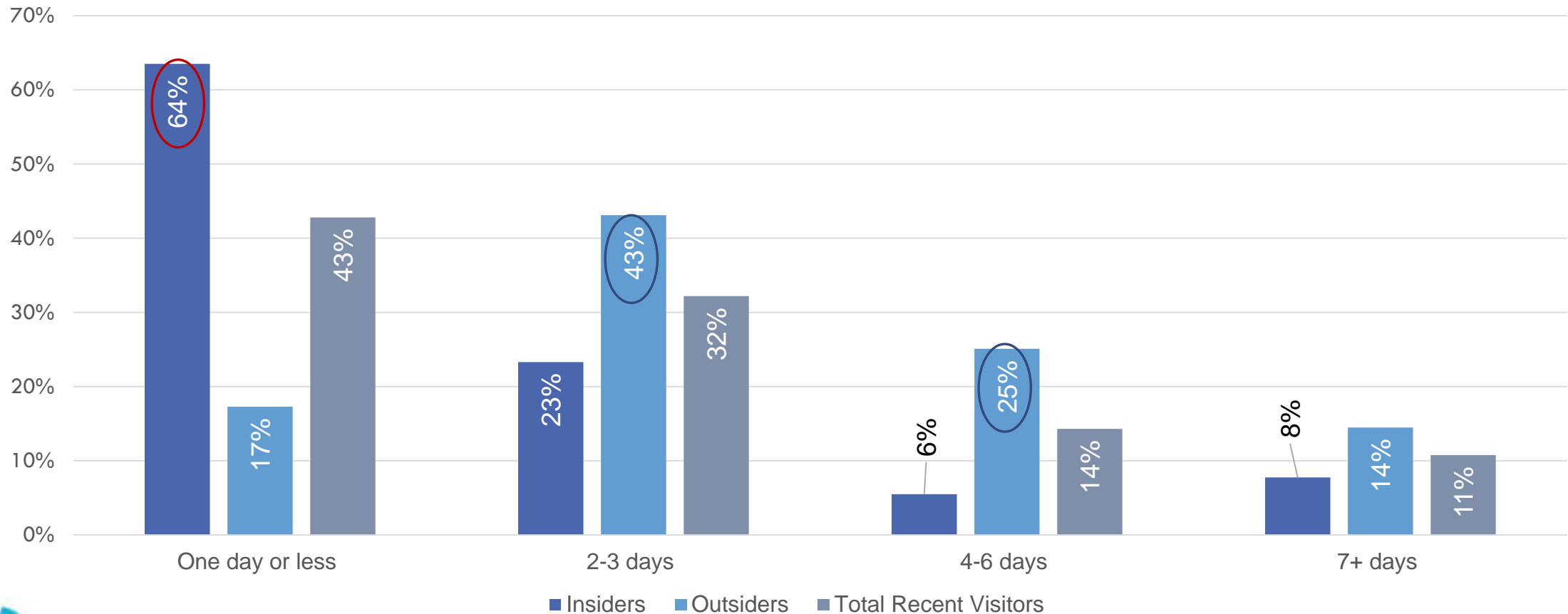


Base: Recent Visitors (n=631)

How many visits or vacations have you taken to the New York State Canal System, Erie Canalway Trail, or canal-related heritage sites in the past five years? 45

LENGTH OF VISIT

- Almost two-thirds of Insiders took a day trip.
- Most Outsiders stayed 2-6 days on their last visit to the area.



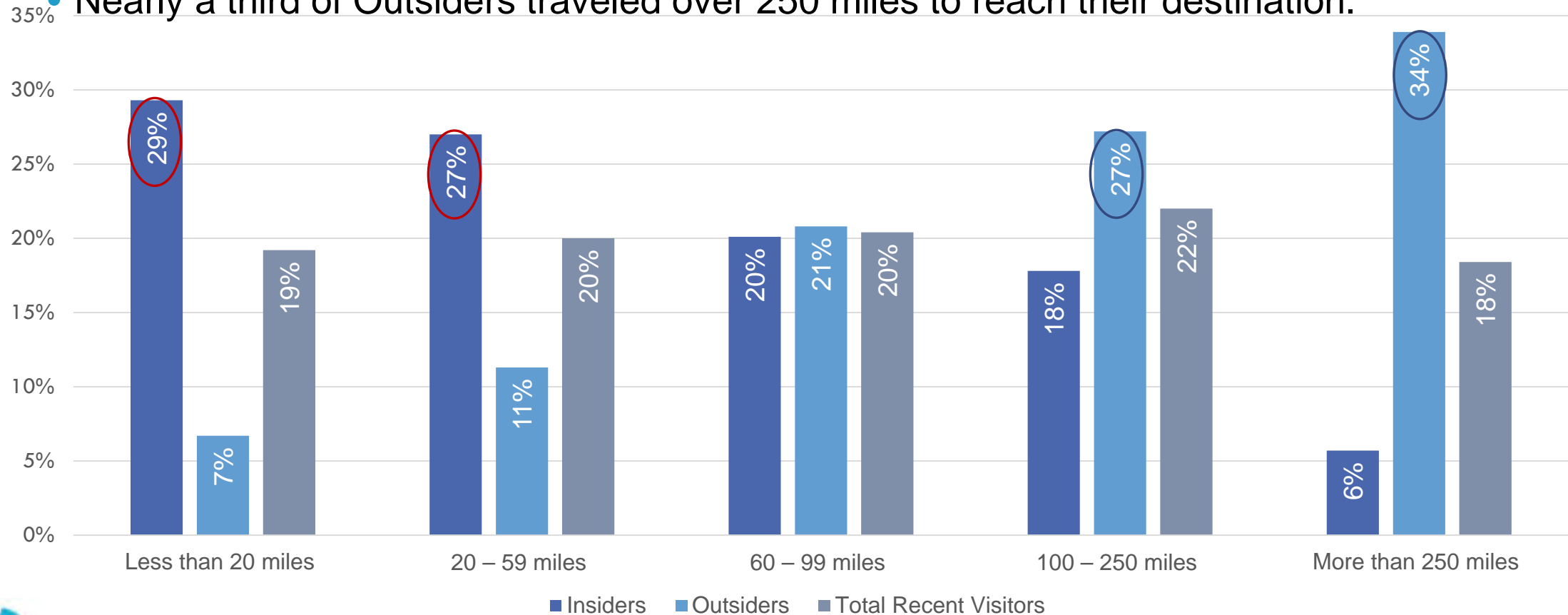
Base: Recent Visitors (n=631)

Thinking of your last trip to the area, how long did you stay?

DISTANCE TRAVELED

- Nearly three-fifths of Insiders traveled under 60 miles, while most Outsiders put in 100 miles or more to visit the corridor.

- Nearly a third of Outsiders traveled over 250 miles to reach their destination.

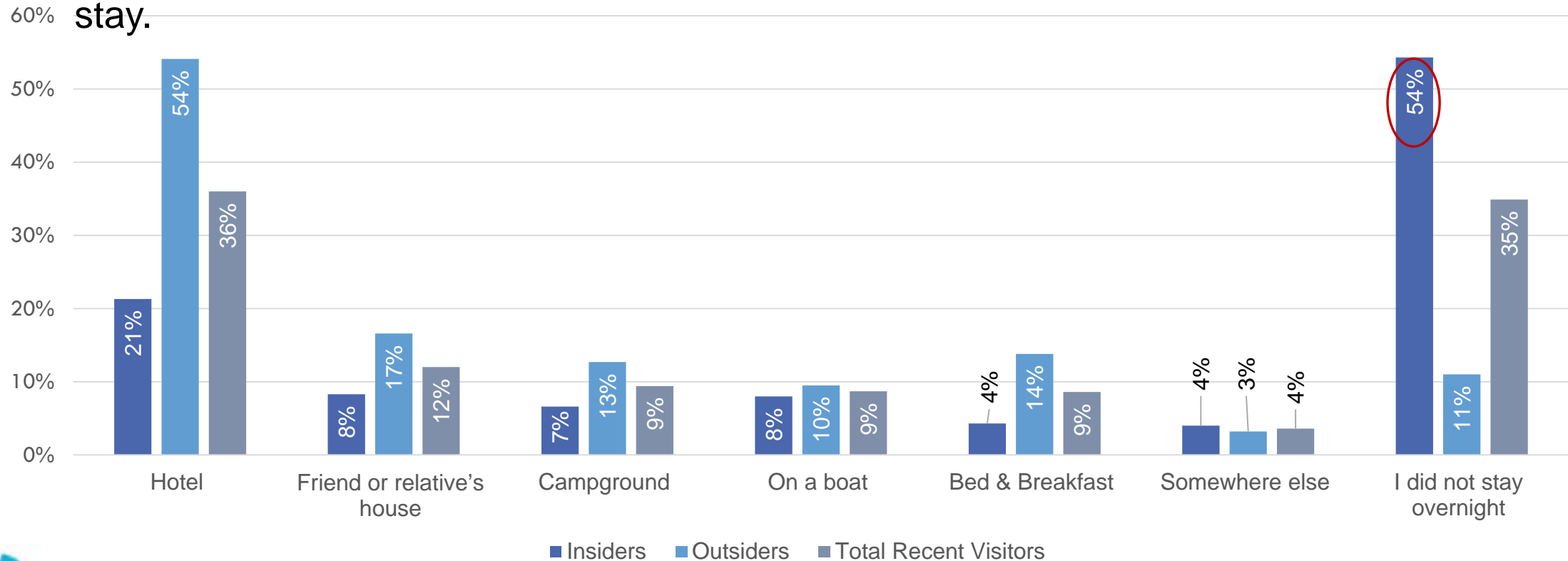


Base: Recent Visitors (n=631)

On your last trip, how far did you travel to reach your destination in the Erie Canalway National Heritage Corridor?

DID YOU STAY OVERNIGHT?

- As expected, the vast majority of Outsiders (89%) choose to stay overnight.
- Nearly half (46%) of Insiders didn't return home to sleep on their last corridor trip.
- For the two-thirds of visitors who stayed overnight, hotels were the most popular place to stay.

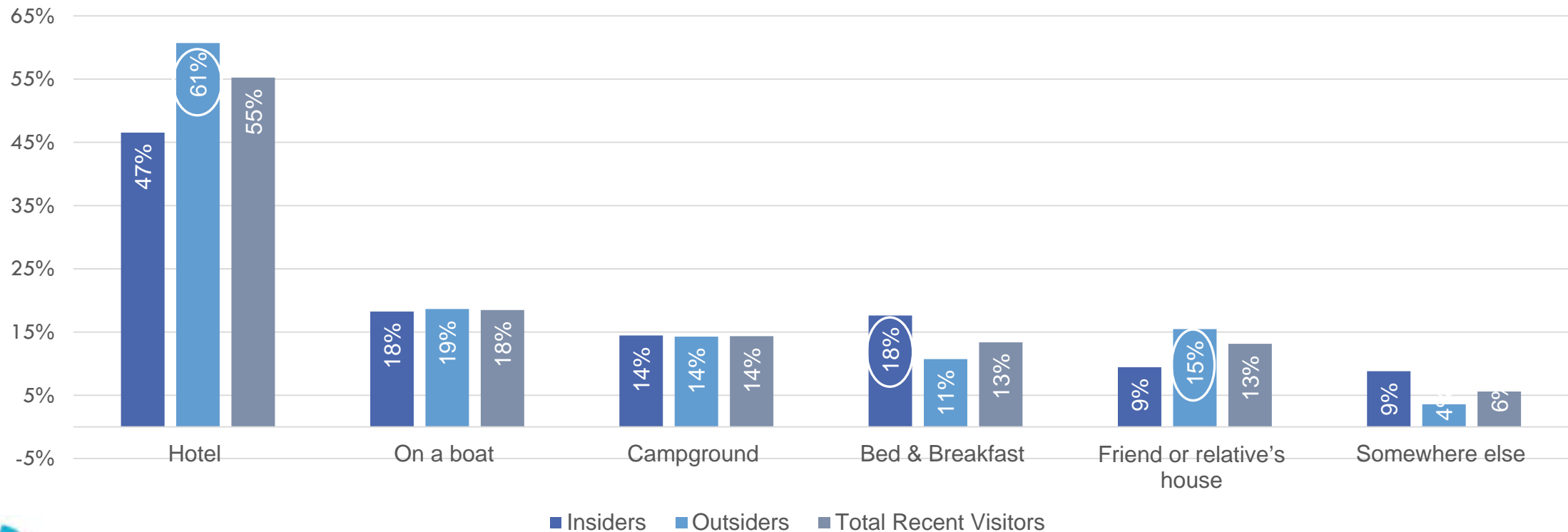


Base: Recent Visitors (n=631)

If you stayed overnight during your last trip, did you stay in a ... (CHECK ALL THAT APPLY)

WHERE DID YOU STAY?

- Half or more who stayed overnight chose a hotel for at least some part of their stay and nearly one in five slept on a boat. Outsiders preferred to stay in a hotel or with friends & family.
- Insiders were more likely to choose a B&B.

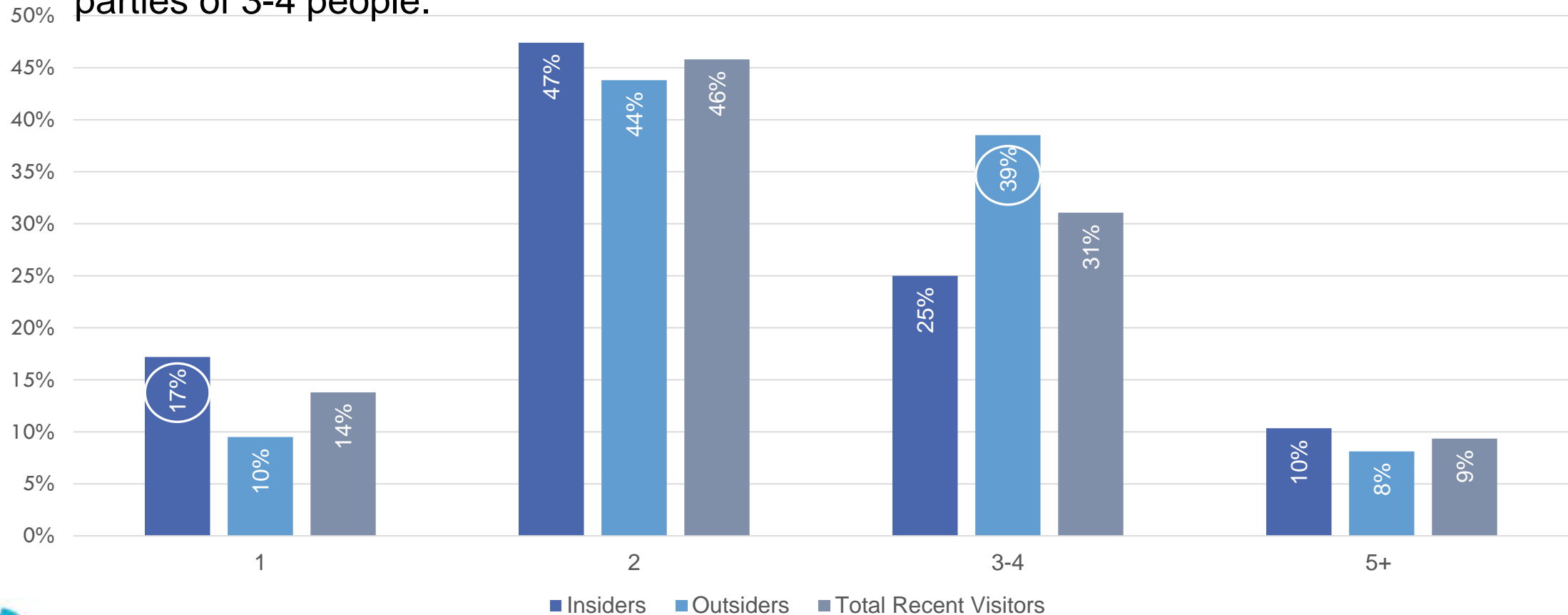


Base: Overnight Visitors (n=411)

If you stayed overnight during your last trip, did you stay in a ... (CHECK ALL THAT APPLY)

SIZE OF PARTY

- About half of all visitors traveled as couples.
- Insiders were more likely to visit alone while Outsiders were more likely to travel in parties of 3-4 people.

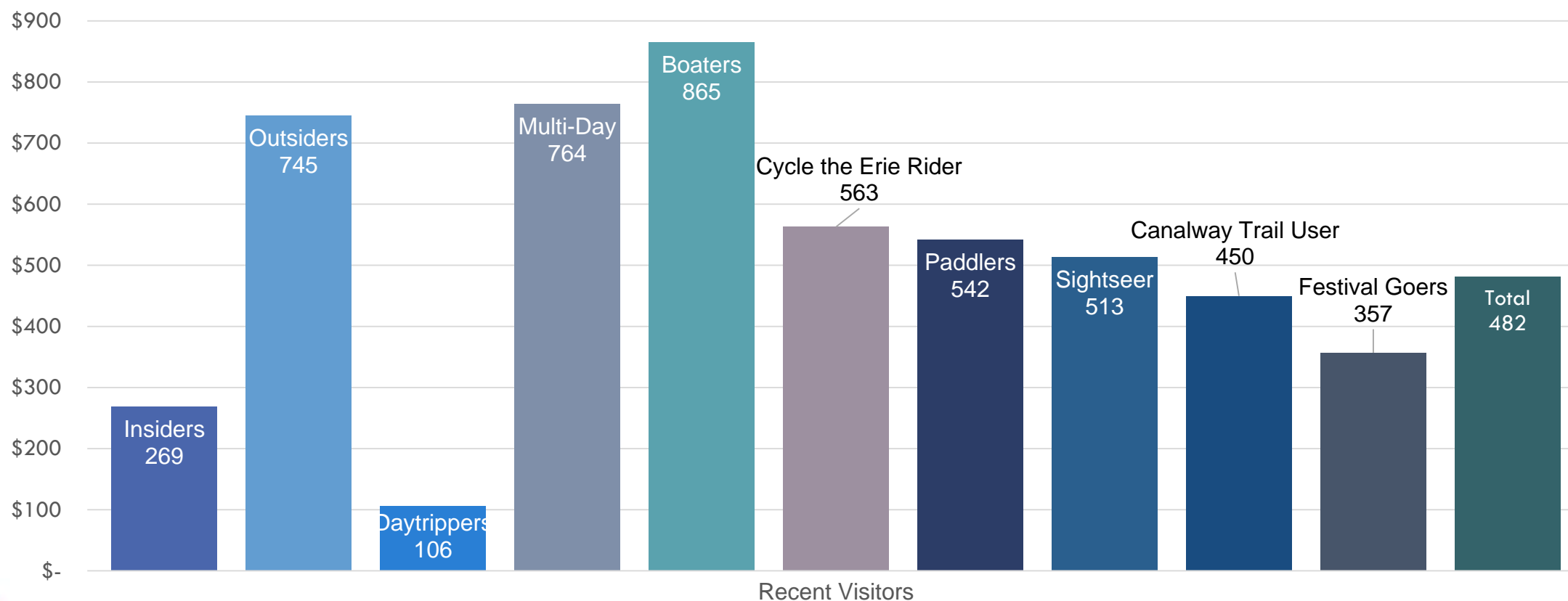


Base: Recent Visitors (n=631)

How many people, including yourself, went on that trip?

AVERAGE VISITOR SPEND PER SEGMENT

- The average spent on food, lodging and entertainment was just under \$500 a trip.
- Outsiders, Multi-Day and Boaters were the visitor segments with highest spend, closer to \$800 per trip.

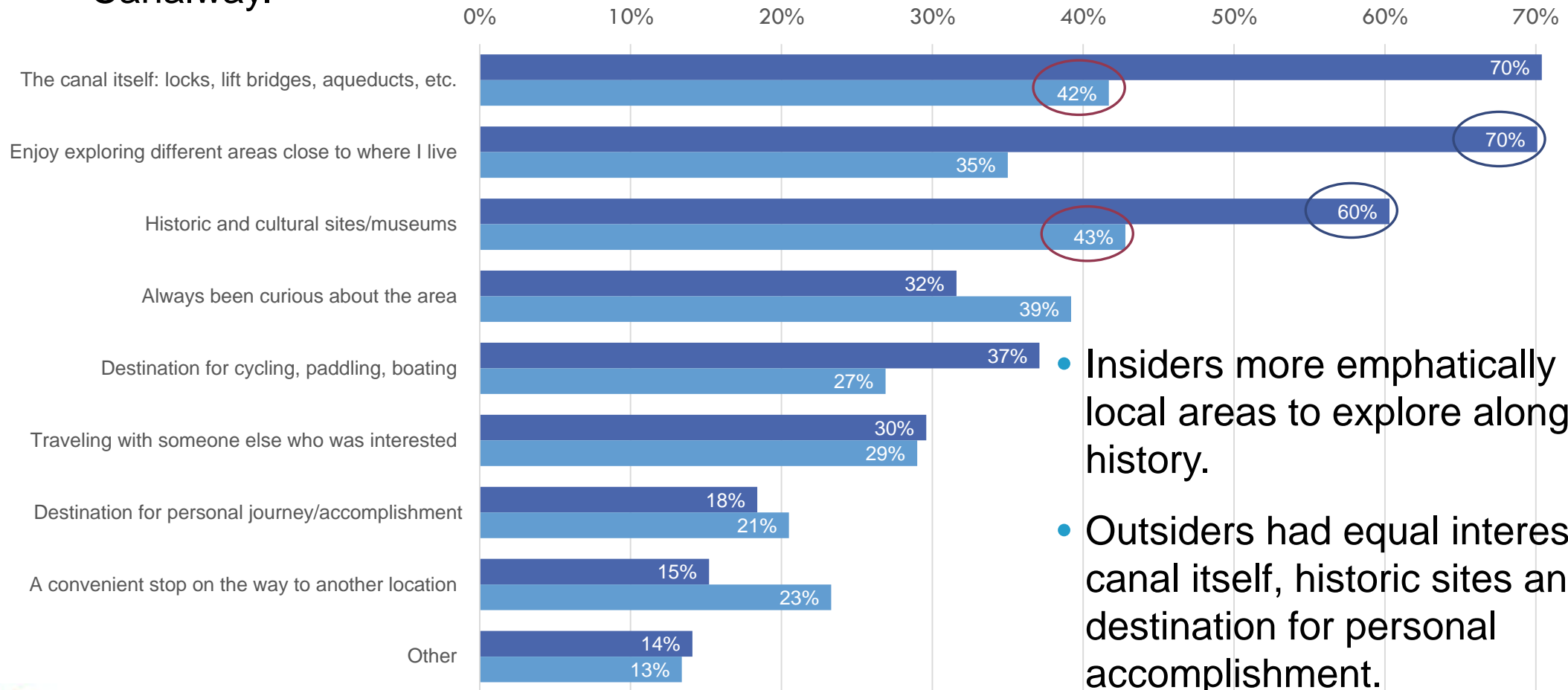


Base: Recent Visitors (n=631)

During your last trip, please estimate the amount you spent on food, lodging, and entertainment for your family?

WHY DID YOU VISIT?

- Insiders and Outsiders were both curious but had different motivations for visiting the Canalway.



- Insiders more emphatically saw it as local areas to explore along with history.
- Outsiders had equal interest in the canal itself, historic sites and destination for personal accomplishment.



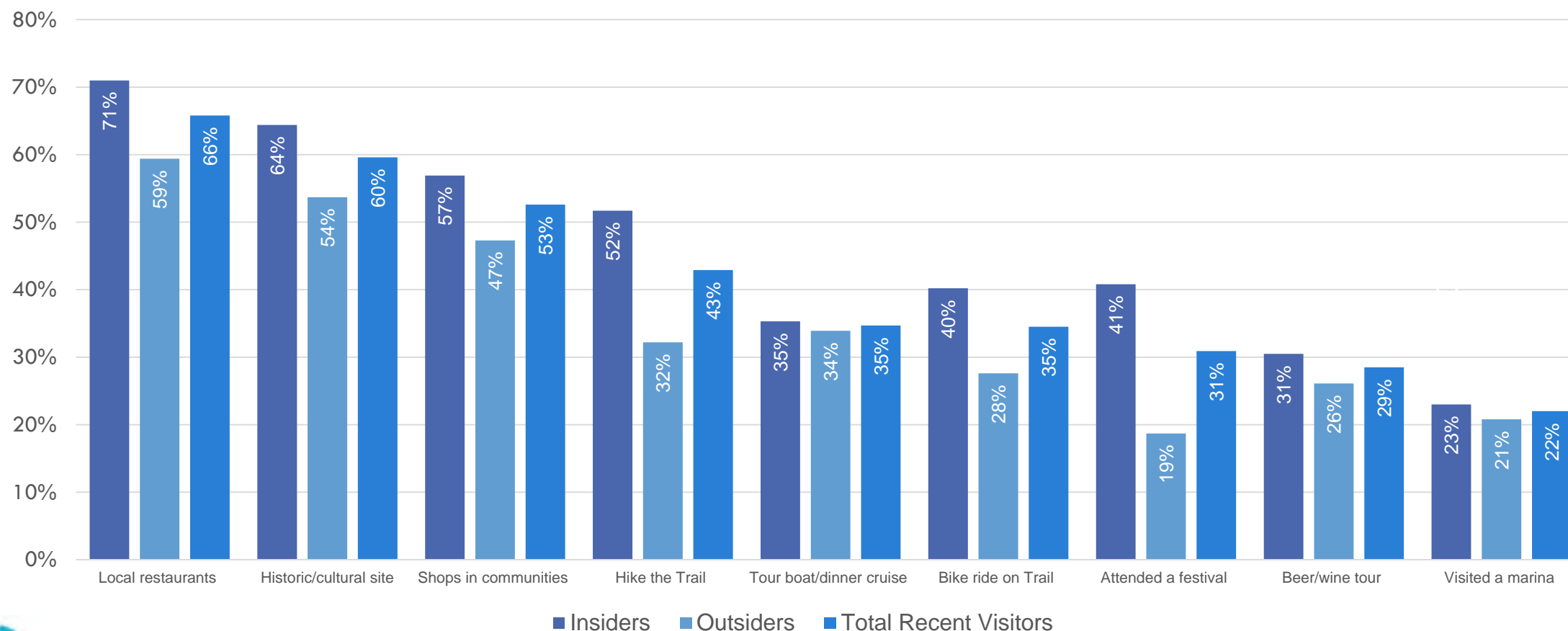
Base: Recent Visitors (n=631)

What prompted you to visit the Erie Canalway National Heritage Corridor / New York State Canal System? (CHECK ALL THAT APPLY)

■ Insiders ■ Outsiders

VISITOR CANAL ACTIVITIES

- Almost half or more of recent visitors explored local restaurants, museums and shops in canal communities.



Base: Recent Visitors (n=631)

Here are several recreational activities available along the canal and other New York State waterways. Which of these did you or your family do/are you interested in? (CHECK ALL THAT APPLY)

VISITOR CANAL ACTIVITIES (CONT.)

- Insiders were more likely to have dined, visited museums, attended festivals and hiked or biked.
- Outsiders were more into outlet mall shopping and camping.

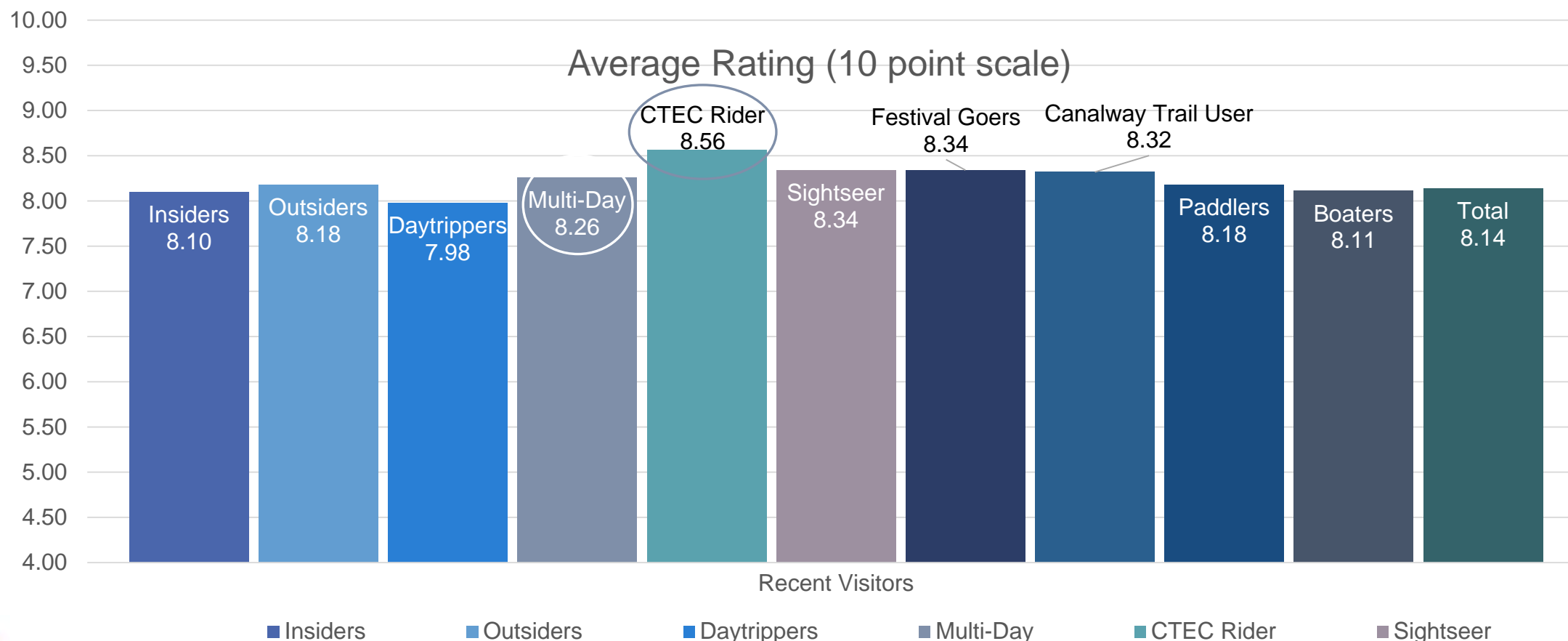


Base: Recent Visitors (n=631)

Here are several recreational activities available along the canal and other New York State waterways. Which of these did you or your family do/are you interested in? (CHECK ALL THAT APPLY)

ECNHC – TRIP EXPERIENCE AS A TOURIST DESTINATION

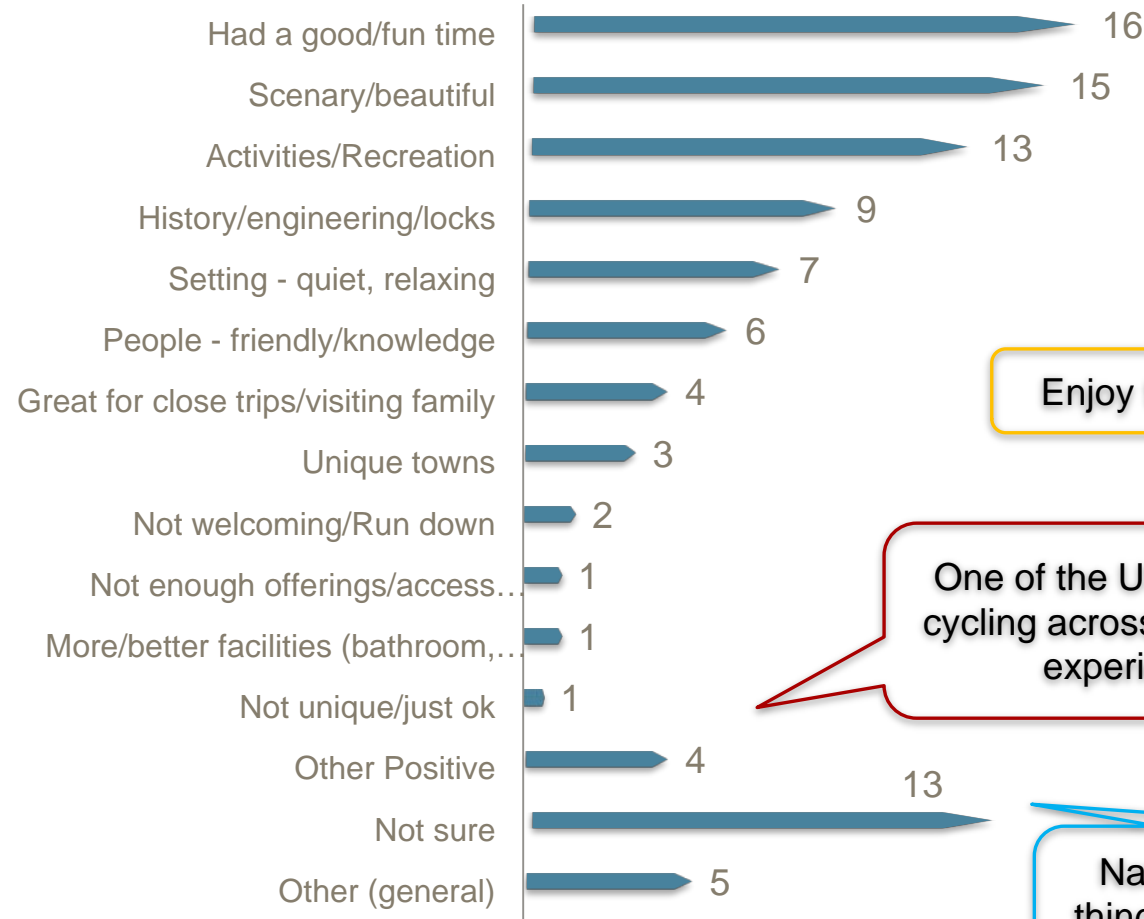
- Most Recent Visitors rated their experience high – 8 out of 10 across the board.
- Cyclists were significantly higher than average.



Base: Recent Visitors (n=631)

In regards to the Erie Canalway National Heritage Corridor (including New York State Canal System, Canalway Trail, canal towns and sites) as a tourist destination, how would you rate your trip experience on a scale of 1 to 10, with 1 being the worst and 10 being the best?

TOP 3 BOX – WHY?



It was fun and relaxing, the people were friendly and welcoming. (Outsider)

Love the experience we have along the way...trying local eateries, brew pubs, and ice cream stands. (Insider)

Enjoy the peacefulness of boating in the canal and ease of launching boat. (Insider)

One of the USA's best kept secrets. Boating or cycling across the canal is one of the best travel experiences in the US! (Outsider)

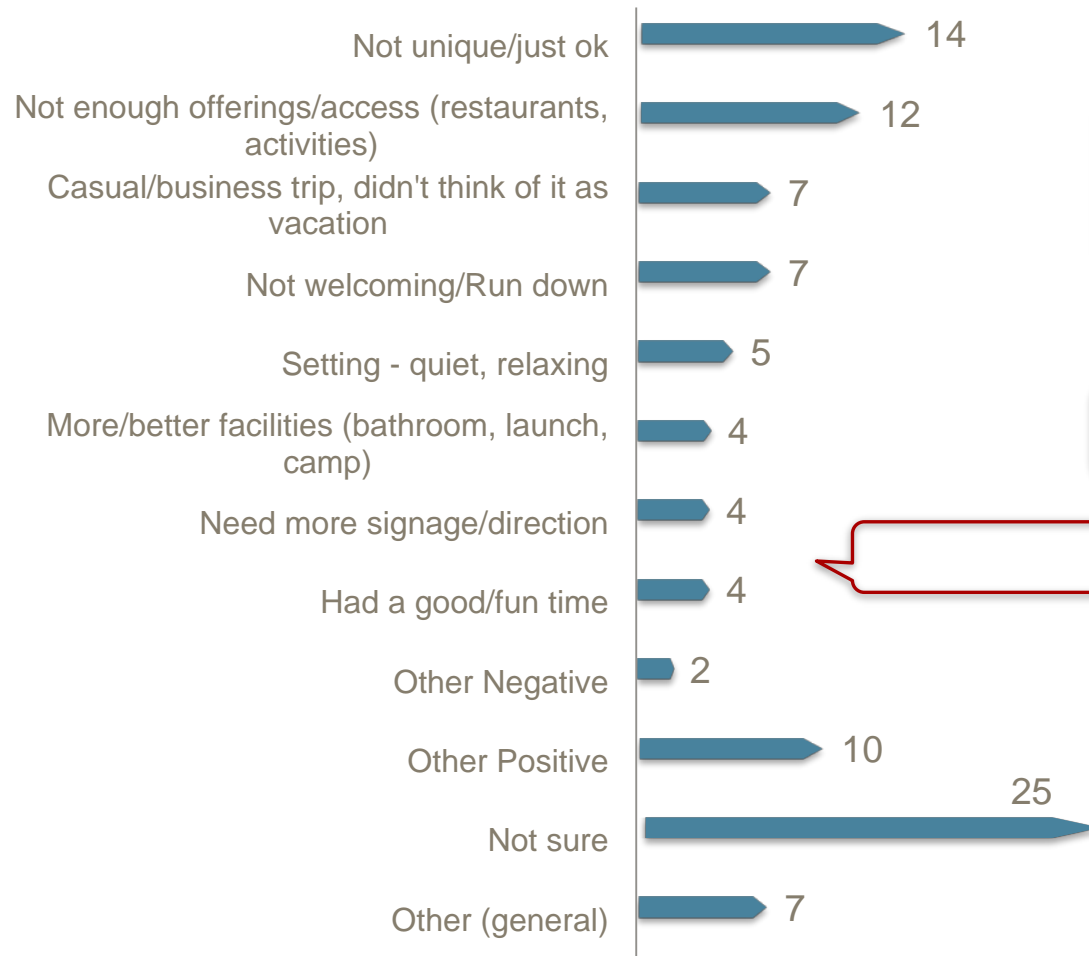
There are so many historical places along the way between the locks. (Insider)

Natural beauty; relaxing atmosphere; things to do like breweries and wineries. (Insider)



Base: Recent Visitors Rating 8, 9 or 10 (n=464)
What made you rate it that way? Anything come to mind?

BOTTOM 7 BOX – WHY?



Wish there were more hotel options within walking distance of the canal public docks, would also like to see more restaurants cater to boaters.
(Outsider)

Grew up here so take many of the assets for granted, but as a visitor experience its too much like a third world country. The place is pretty run down, people depressed and not hospitality friendly.(Insider, Boater)

Could use more places to tie up or dock with bathrooms, showers for boaters.
(Insider)

Worried about in-between amenities. (Insider, Boater)

We use the Canalway for regular recreation, don't really think of it for vacations.
(Insider)

I have cycled on other trails in the Eastern United States that are in much better condition and offer more amenities for cyclists. The Canalway trail has too many sections that are rough, unmaintained, and in need of drinking water and toilet facilities. (Insider)



Base: Recent Visitors Rating 7 or less (n=167)
What made you rate it that way? Anything come to mind?

DECENT SCORE BUT WHY NOT A '10'?

It didn't get a 10 because of the hours of operation of lift bridges and locks. We want to visit the small towns and spend money there, but hours of operation, especially at night, hinder that! Especially for the price we pay for a 41' boat! (Insider)

Would like to see the gaps on the bike paths completed. More bathrooms along the trails. Better traffic control on roads. Love the bike paths. Beautiful area. (Outsider)

Always a fun time, I bike between the little towns. I would rate the it higher if there were more facilities, water along the way. Please complete the gaps in the canalway, they are barriers to riding safely and enjoyably. (Outsider)

Fun, peaceful but not 10 because not great in the winter. (Insider)

It's a unique experience - renting a boat and spending a week on the canal. There is a little stress in managing a big steel ship (among other fiberglass boats) so that's why I didn't rate it a 10. We love it, but its not for everyone. (Outsider)

Wonderful facilities & scenery, but more funding is needed to make it a 10. (Insider)

At some of the villages along the canal, Lyons, for example, there needs to be more of a connection between the dock and the village. If Fairport and Pittsford are the examples, then all villages along the Trail should be like them. Palmyra is making a good start but could be better. Some of the biking trails are not off road. Finish the trail. (Insider)

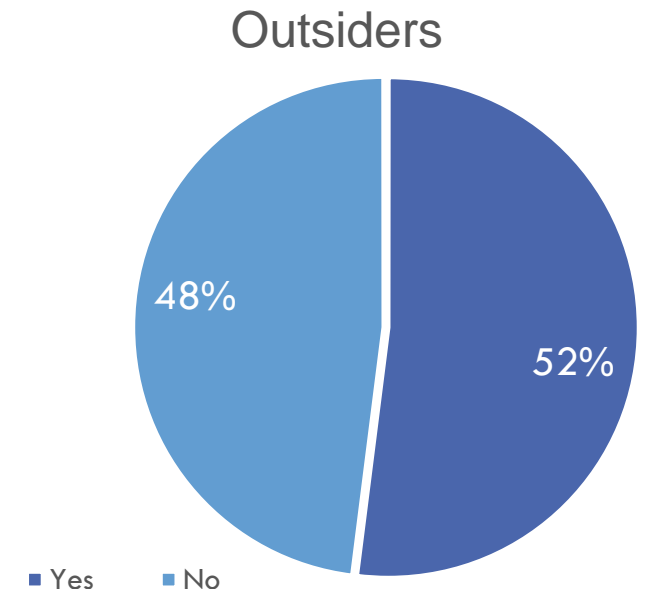
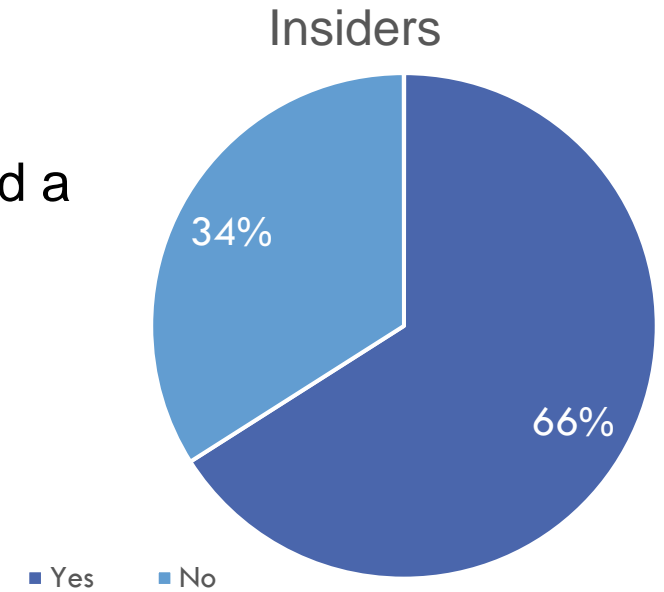
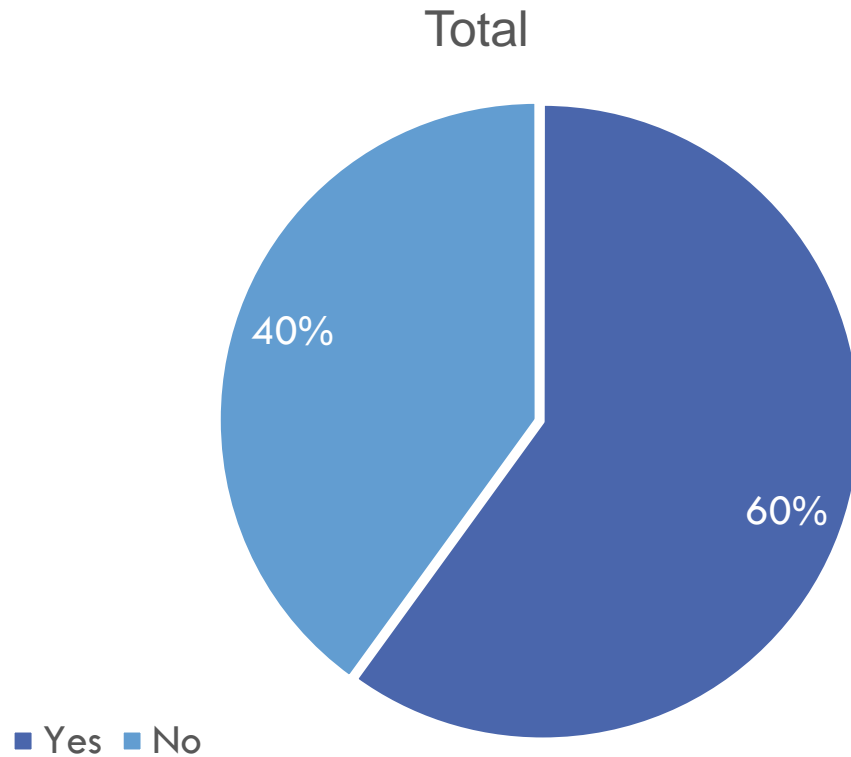


Base: Recent Visitors Rating 8, 9 or 10 (n=464)

What made you rate it that way? Anything come to mind?

DID ANYTHING STAND OUT?

- Three-fifths recalled something memorable or would recommend a specific feature as the Canalway's best asset.
- This is significantly more so among Insiders over Outsiders.

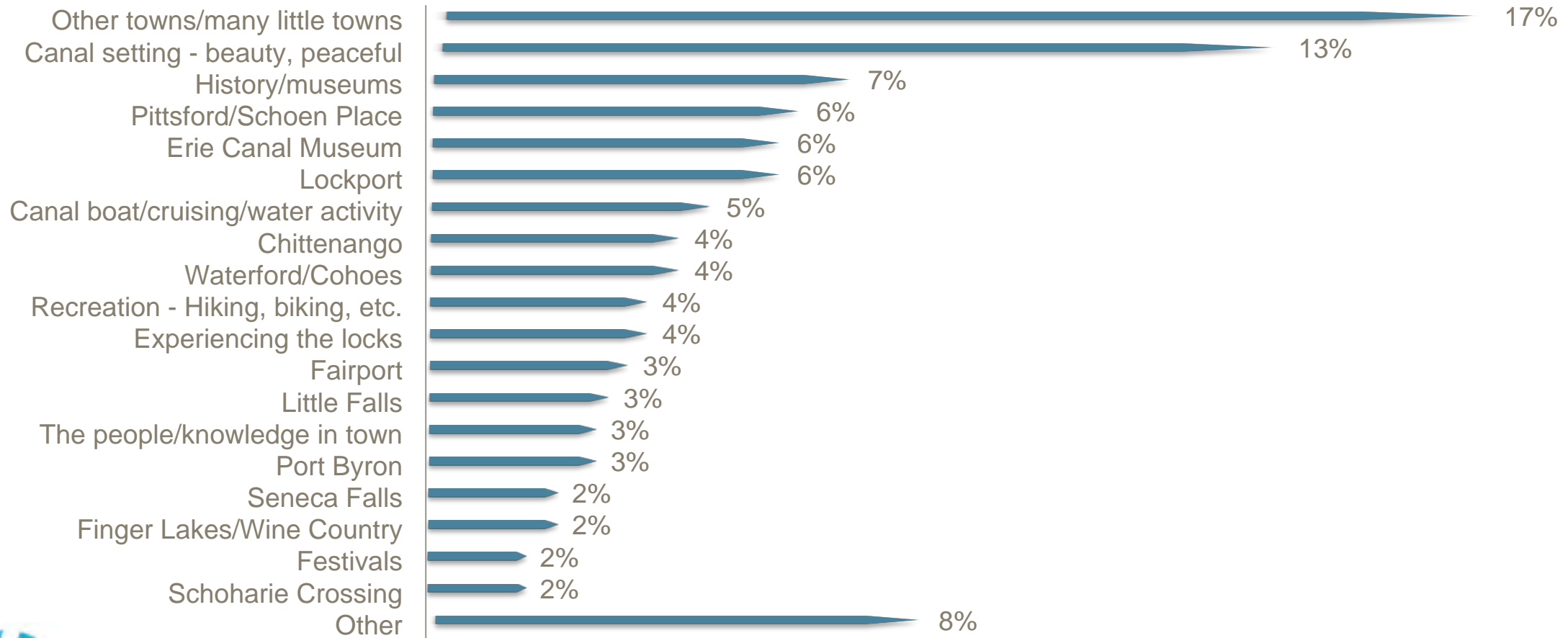


Base: Recent Visitors (n=631)

Was there anything (such as an exceptional canal village/town/city or museum/cultural site that especially stood out to you) that made your trip especially memorable or that you would recommend as the Canalway's best asset?

YES, WHAT STOOD OUT?

- The unique canal towns (and helpful, friendly people in them) and setting was most memorable.
- Pittsford, Lockport, Chittenango and Waterford were mentioned the most often.



Base: Recent Visitors with memorable experience (n=376)
Yes, What was it?



YES, WHAT STOOD OUT?

The lock keepers were very friendly and willing to share information about the canals and communities. (Outsider)

Scenery, history, the locks. Visiting the harbor facilities at Waterford, Baldwinsville, St Johnsville, Phoenix and other canal towns. (Outsider)

"Port" towns embracing the heritage, especially Lockport, Brockport, Spencerport, Newark, Lyons, Sen Falls, Baldwinsville (Insider)

Every venue we have visited had some feature or people or local eatery that made an impression. (Insider)

People were knowledgeable and friendly, happy to answer our questions. Genuinely seemed to be excited and happy to pass information our way (we stopped in Amsterdam, Fort Hunter and Waterford). (Outsider)



Base: Recent Visitors with memorable experience (n=376)
Yes, What was it?



Prospective Visitor

PROSPECT INTEREST IN ECNHC AS A DESTINATION

- For those that have heard of it, they were most likely to say to say the beauty, outdoor setting or relaxing nature is what draws them, followed by the history.
- The idea of seeing or doing something new is attractive for those who are very interested in visiting the canal.
- Awareness is equally mentioned by nearly one in five Insiders as well as Outsiders.
 - They want to understand what is offered (recreation, activities, etc.)
 - They need more education on the Corridor itself.
 - They don't see the Corridor as a vacation destination, they need examples to be persuaded about the opportunities.



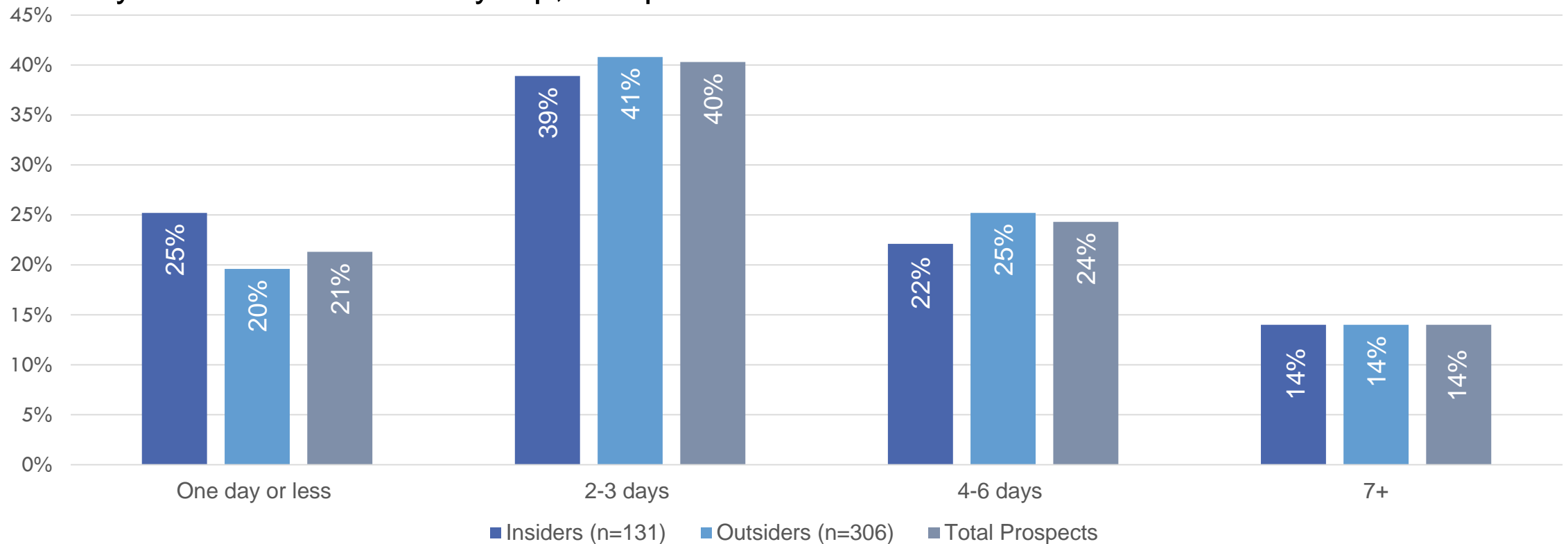
PROSPECT INTEREST IN ECNHC ACTIVITIES

- Many of those who were not interested in visiting the Corridor along with Insiders simply didn't know why – likely due to lack of awareness of options and activities.
- The vast majority of Prospects were interested in taking a Canal boat tour or dinner cruise, followed by visiting a historical/cultural museum or attending a festival.
 - Outsiders showed greater interest in shopping at the outlets as well as certain outdoor activities such as fishing, birdwatching or boating.



LENGTH OF VISIT

- Most Prospective Visitors spent 2-3 days on their last outdoor/cultural or family trip regardless of where they were from.
- Only one in five took a day trip, compared to over two fifths of Recent Canal Visitors.

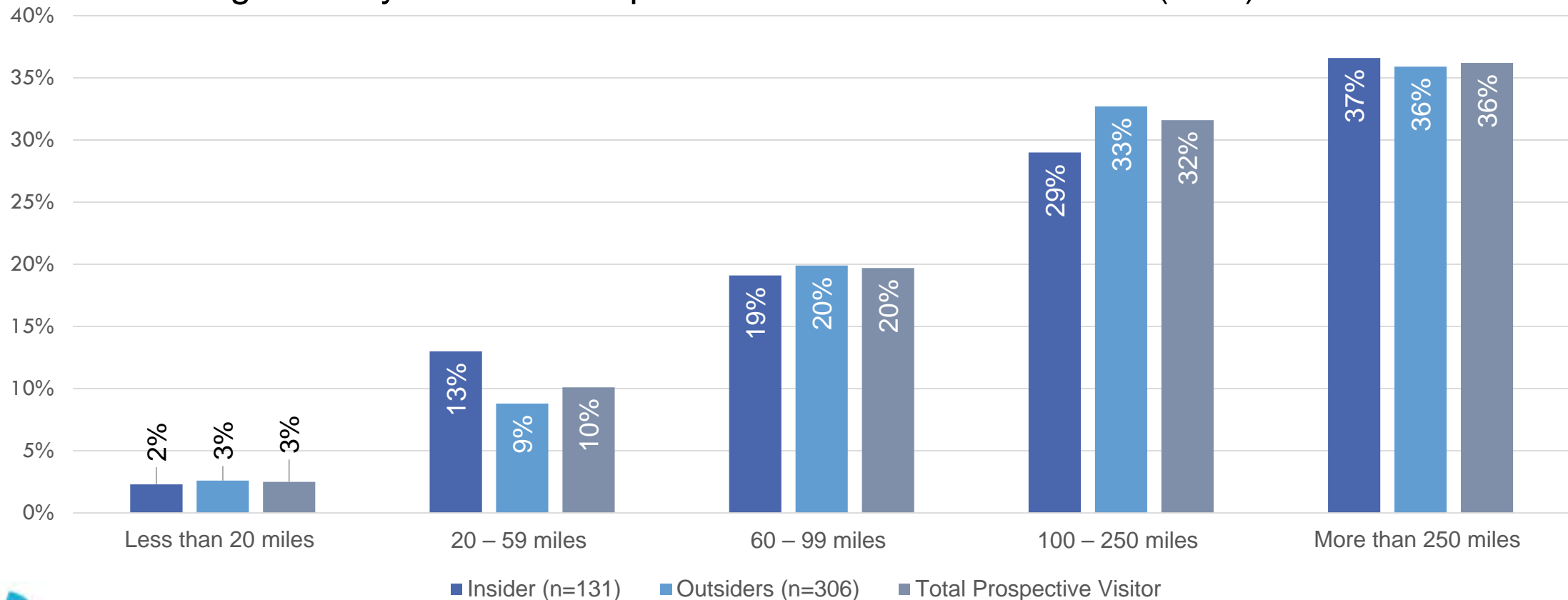


Base: Prospective Visitors (n=437)

Thinking of your last camping, boating, active adventure, family visit, or historical/cultural travel, how long did you stay?

DISTANCE TRAVELED

- Over two-thirds (68%) of Prospective Travelers are putting in over 100 miles to reach their destination, regardless of where they are from.
- This is significantly more so compared to Recent Canal Visitors (38%).

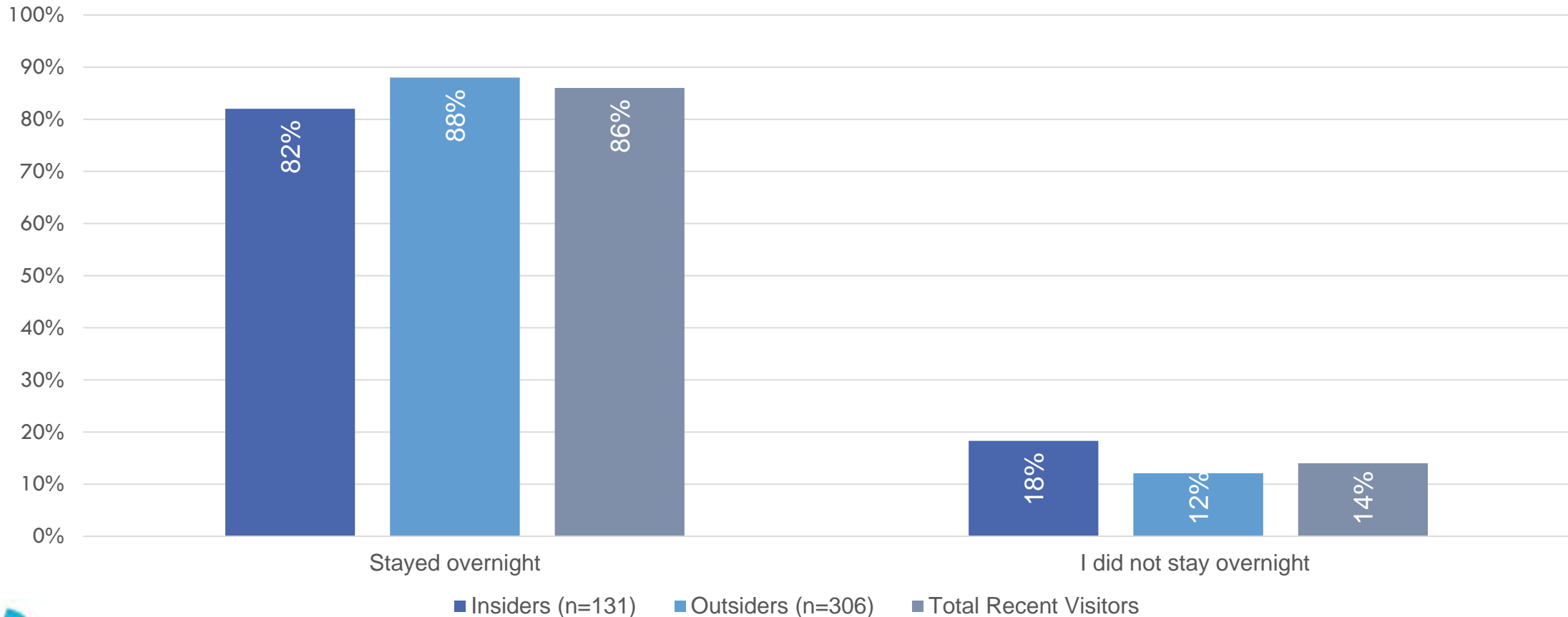


Base: Prospective Visitors (n=437)

How far did you travel to reach your destination for your last trip?

DID YOU STAY OVERNIGHT?

- The vast majority of Prospective Visitors chose to stay overnight on their last trip regardless of whether they live in the Corridor.

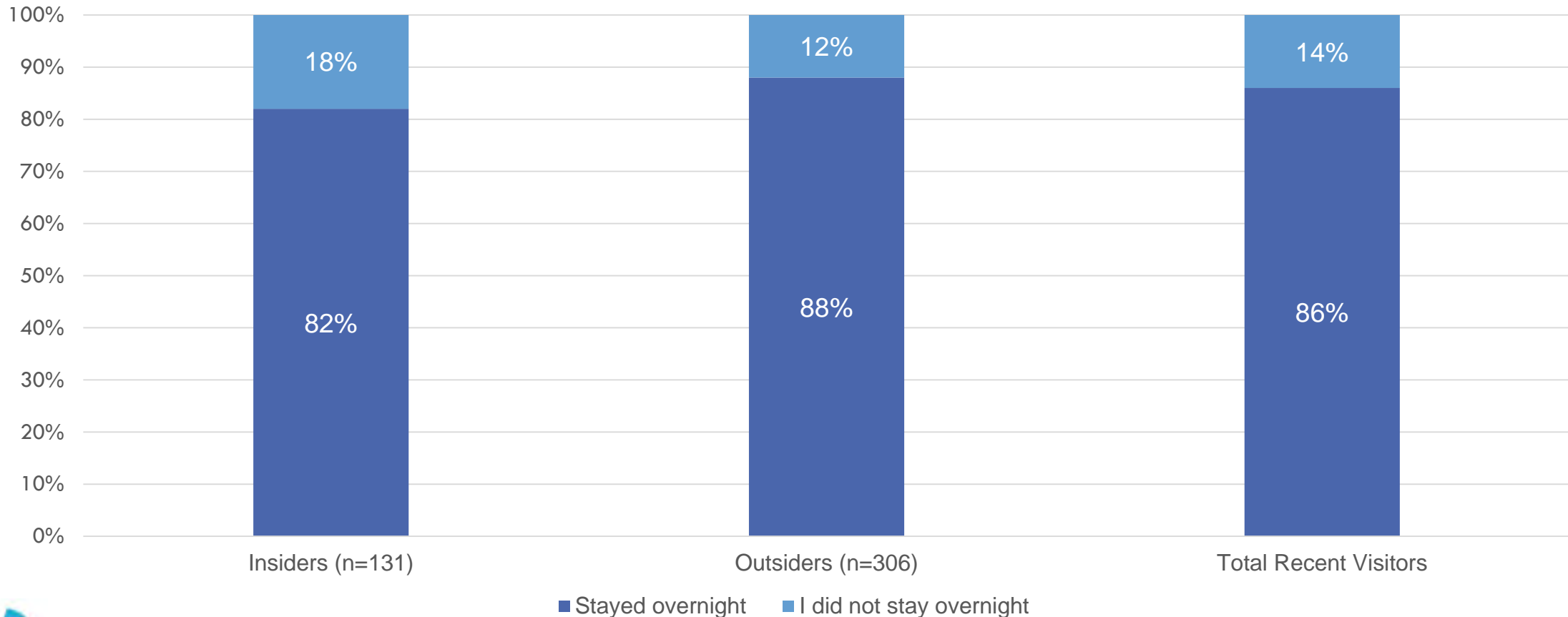


Base: Prospective Visitors (n=437)

If you stayed overnight during your last trip, did you stay in a ... (CHECK ALL THAT APPLY)

DID YOU STAY OVERNIGHT?

- The vast majority of Prospective Visitors chose to stay overnight on their last trip regardless of whether they live in the Corridor.

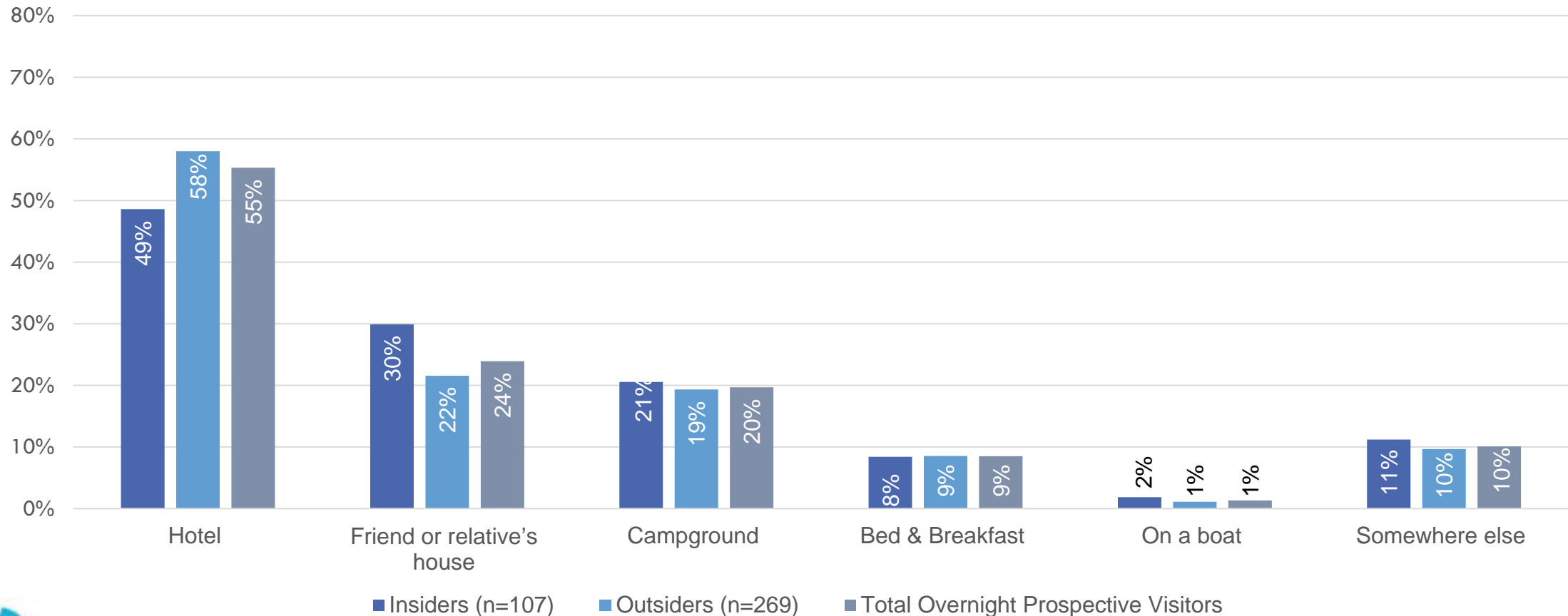


Base: Prospective Visitors (n=437)

If you stayed overnight during your last trip, did you stay in a ... (CHECK ALL THAT APPLY)

WHERE DID YOU STAY?

- Half or more who stayed overnight chose a hotel for at least some part of their stay.
- One in five or more slept at a friend/family members or camped.

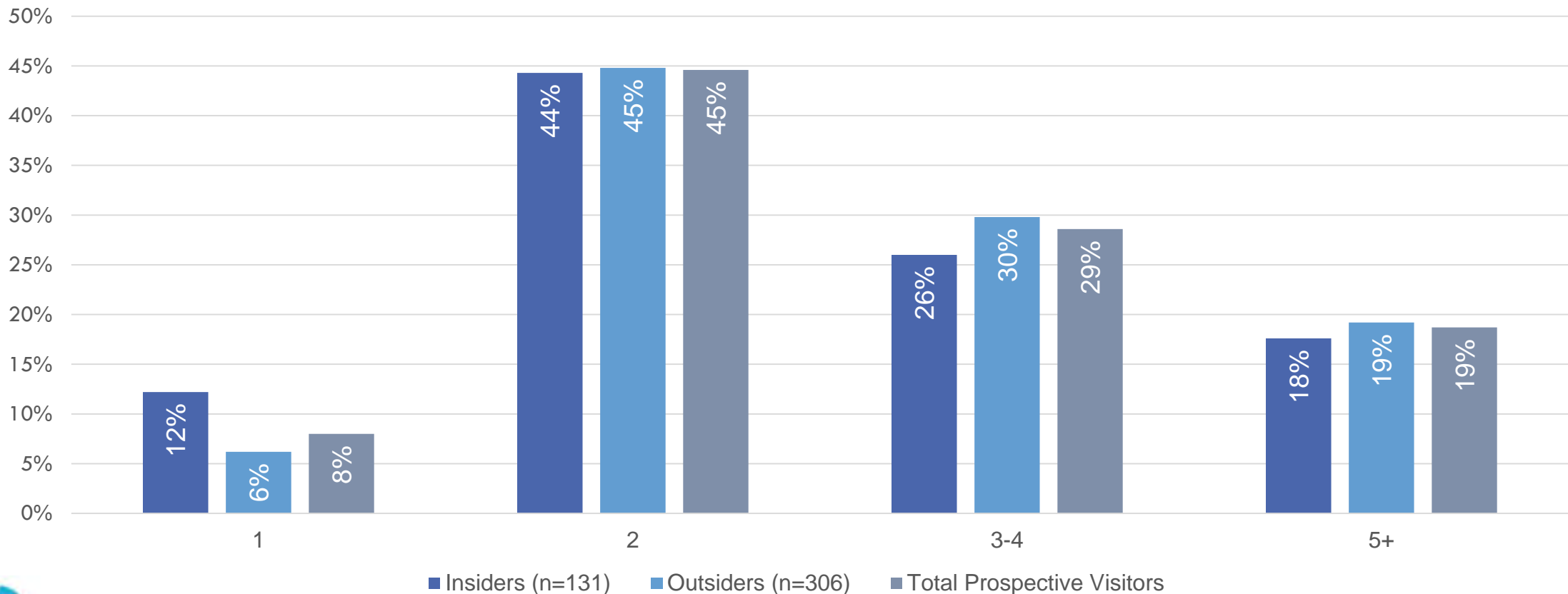


Base: Prospective Overnight Visitors (n=376)

If you stayed overnight during your last trip, did you stay in a ... (CHECK ALL THAT APPLY)

SIZE OF PARTY

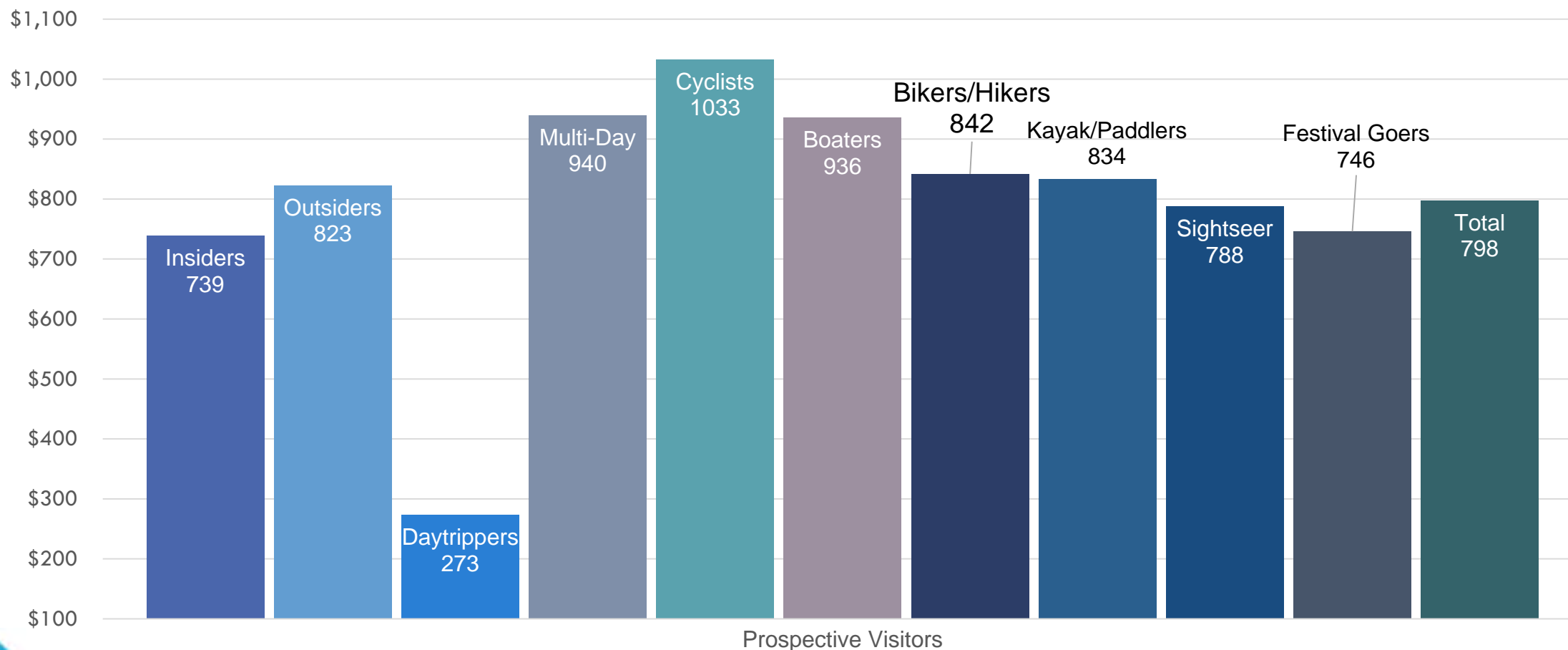
- The vast majority of Prospective Visitors traveled in parties of 2 or more, with nearly half traveling as couples.
- Insiders were slightly more likely to visit alone.



Base: Prospective Visitors (n=437)
How many people, including yourself, went on that trip?

AVERAGE PROSPECT SPEND PER SEGMENT

- The average spent on food, lodging and entertainment was just under \$800 a trip.

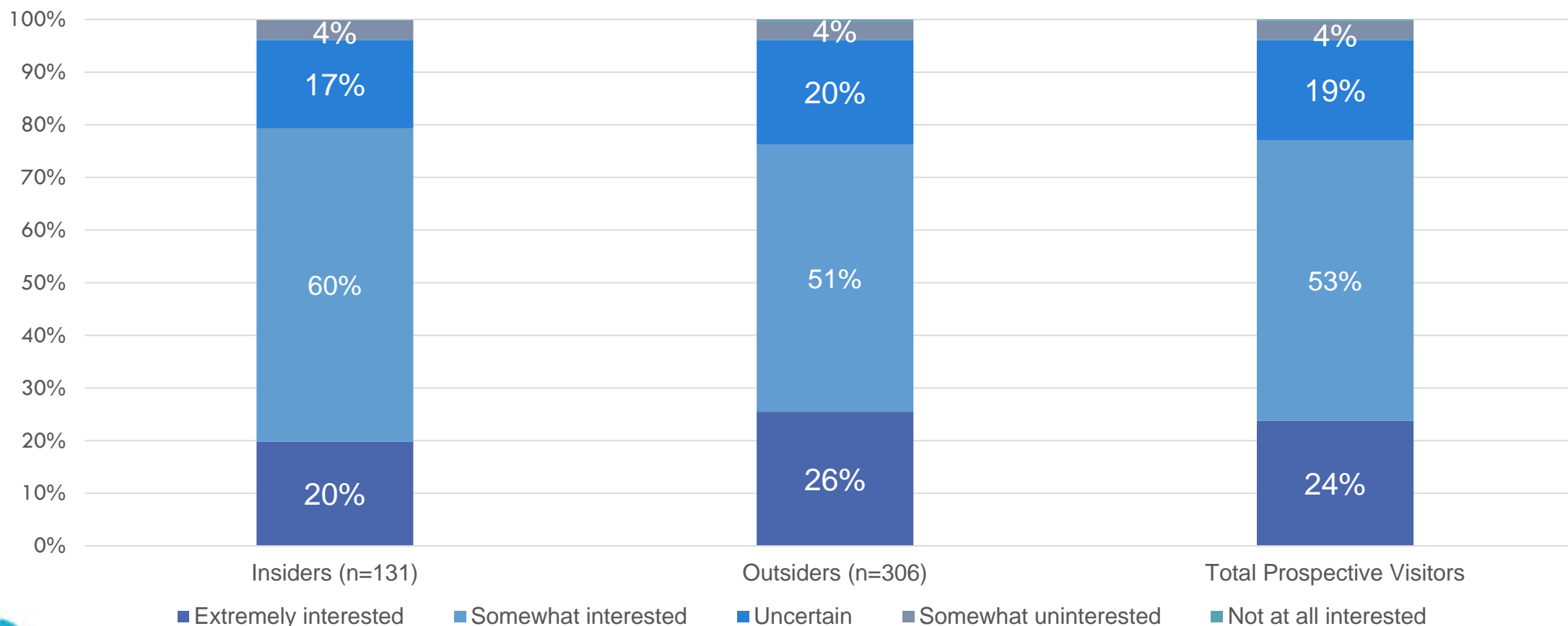


Base: Prospective Visitors (n=437)

During your last trip, please estimate the amount you spent on food, lodging, and entertainment for your family?

INTEREST (BEFORE SHARING CANAL ACTIVITIES)

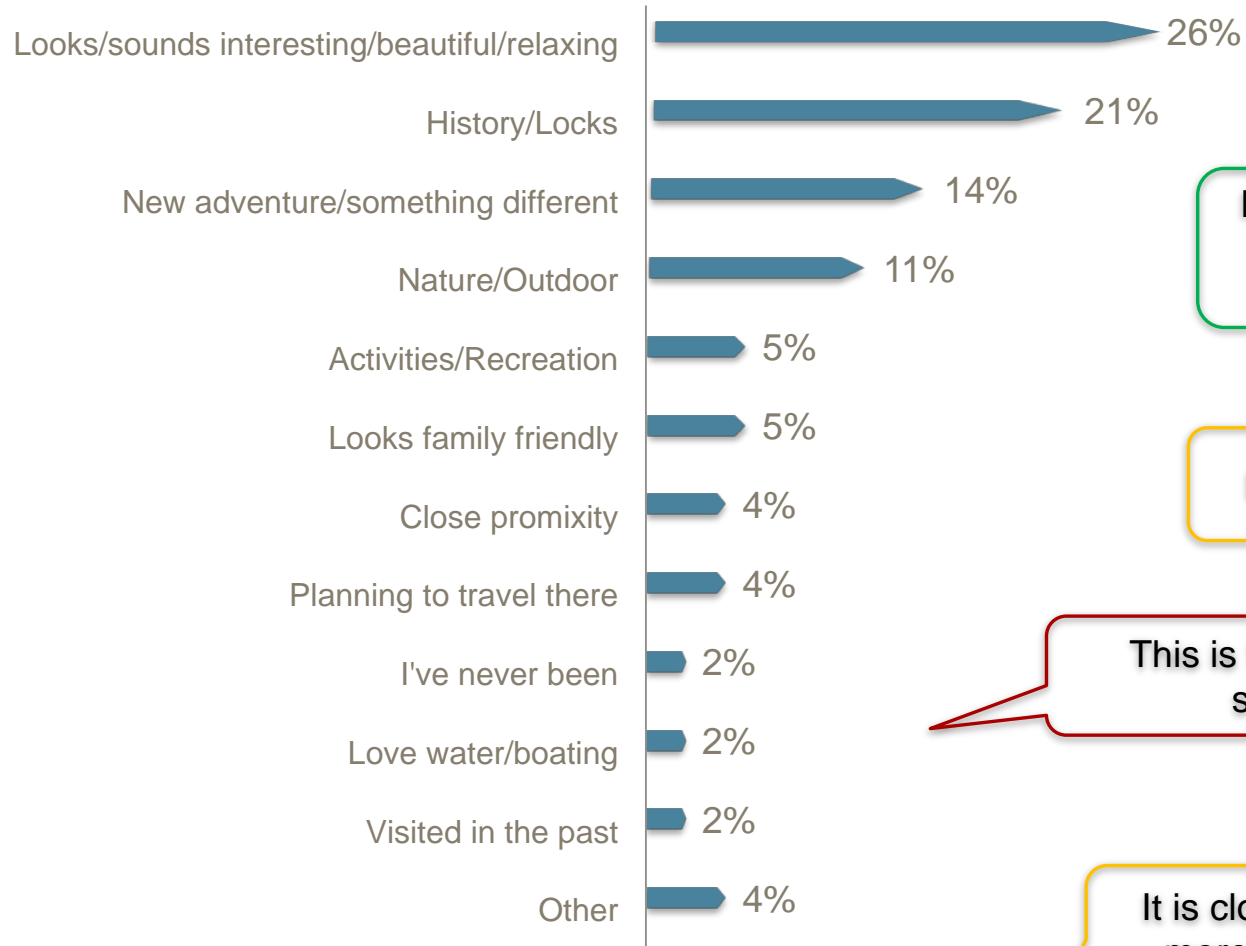
- About a quarter of Prospective Visitors were extremely interested in visiting and just over half were somewhat interested.



Base: Prospective Visitors (n=437)

In regards to the Erie Canalway National Heritage Corridor (including New York State Canal System, Canalway Trail, canal towns and sites) as a tourist destination, how would you rate your interest in visiting?

TOP BOX – WHY INTERESTED?



I'm always looking for new destinations to go with family and friends. I've never been to the Erie Canal but I want to know more about it.(Outsider)

I have friends who have visited and loved it. I'm looking forward to seeing it myself. (Outsider)

I love to visit historic and scenic places that I have never been to.(Outsider)

Interest in the engineering behind it's construction. (Insider)

This is the first I have heard of it and it sounds like fun.(Outsider)

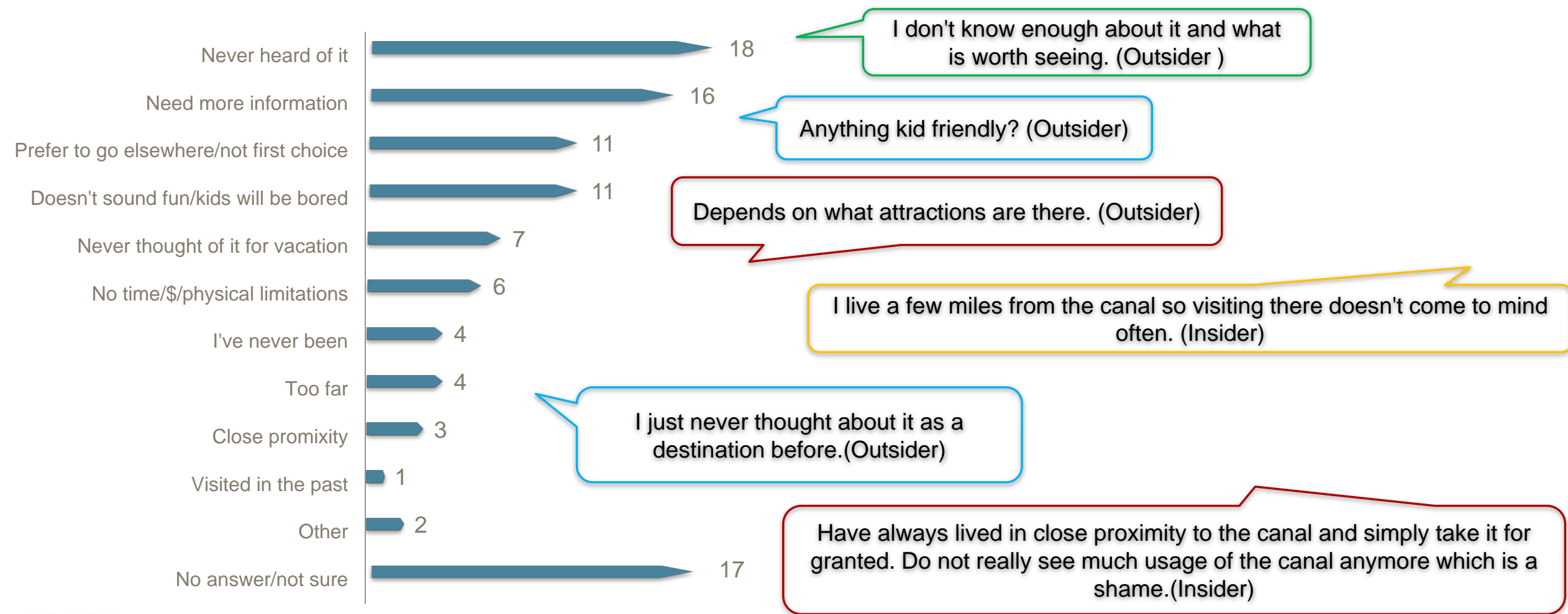
I plan to bicycle the Canal trail someday. (Insider)

It is close by and I need to do more staycations. (Insider)



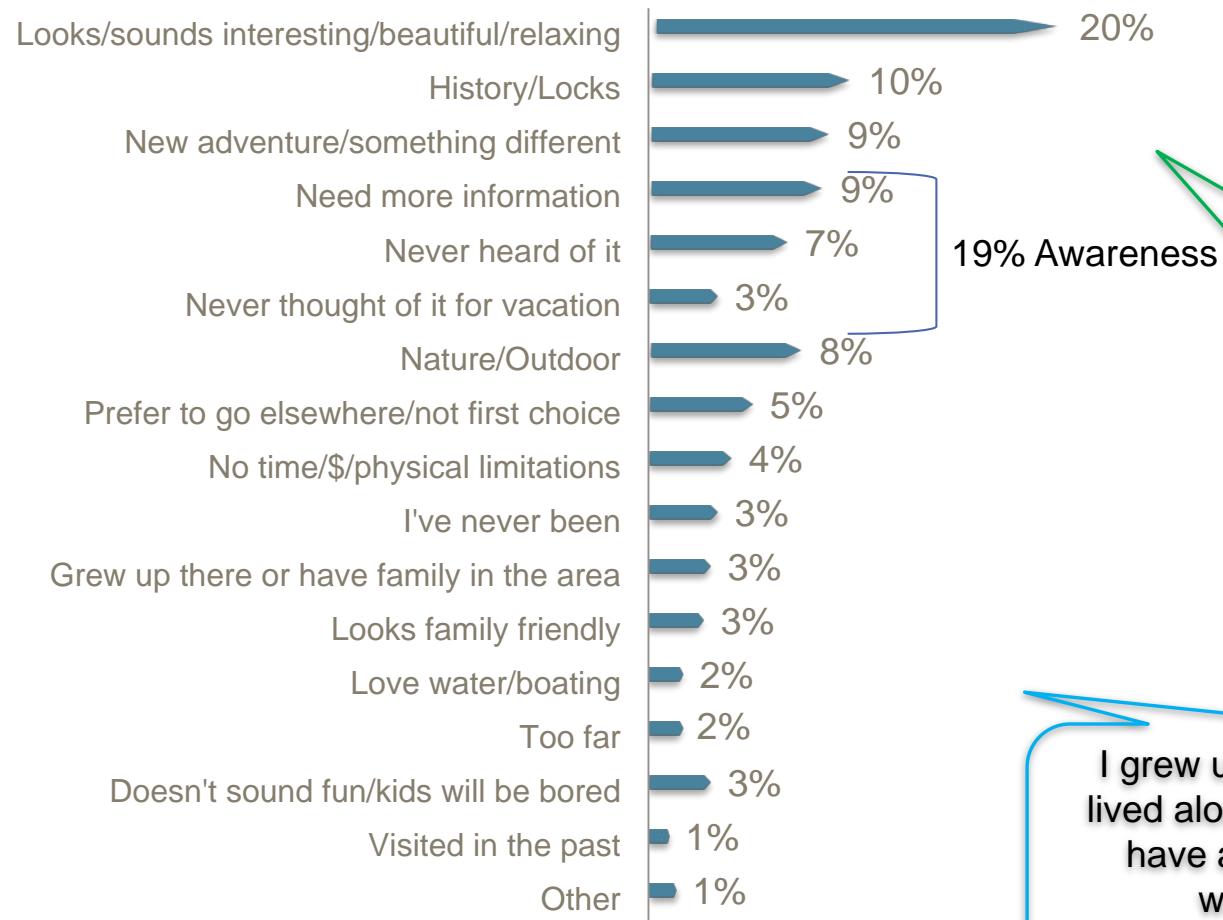
Base: Prospective Visitors Extremely Interested (n=104)
What made you rate it that way? Anything come to mind?

BOTTOM 3 BOX – WHY UNSURE/NOT INTERESTED?



Base: Prospective Visitors Uncertain/Not at all Interested (n=104)
What made you rate it that way? Anything come to mind?

OUTSIDER - WHY INTERESTED/NOT?



I would like to see it and what it has to offer, restaurants, hotels with a view, ships?
(Outsider)

We have a list of places already on our travel list so it sounds amazing but have other places to see first.
(Outsider)

Sounds interesting to visit, but not my first choice.
(Outsider)

I like the idea of exploring canal towns and sites but I'm not sure where I would stay while I was visiting. Would I be camping? Is it safe to camp near a campground? Or would I have to stay in a hotel? I don't know any hotels in this area.(Outsider)

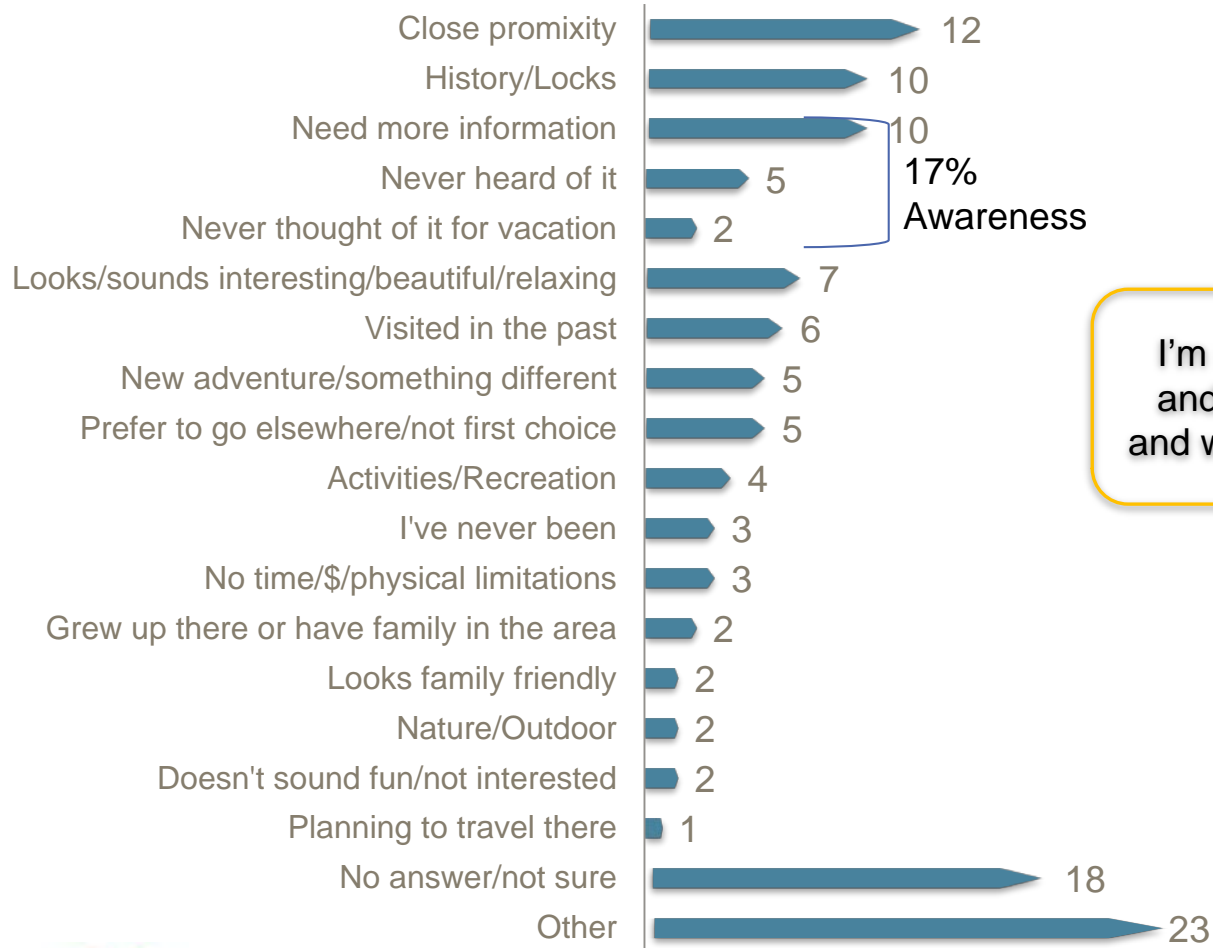
I grew up in Western New York and lived alongside the Barge Canal, so I have an interest in the history of waterways in New York State.(Outsider)



Base: Prospective Outsider (n=306)

What made you rate it that way? Anything come to mind?

INSIDER- WHY INTERESTED/NOT



Close to home so it's easy to visit, but more rural than I prefer for a vacation.(Insider)

I live close by and have never taken advantage of seeing - have out of town guests coming and will consider this. (Insider)

I'm interested but need more info and compelling picture of options and what visit might include.(Insider)

I'm not sure if the waterway has what I need to make it fun for my family.(Insider)

I kinda wanted to travel down the canal from one end to the other but I know that its been filled in places like Syracuse so its not really feasible. So it'd just be a day trip to one of the parts of it.(Insider)

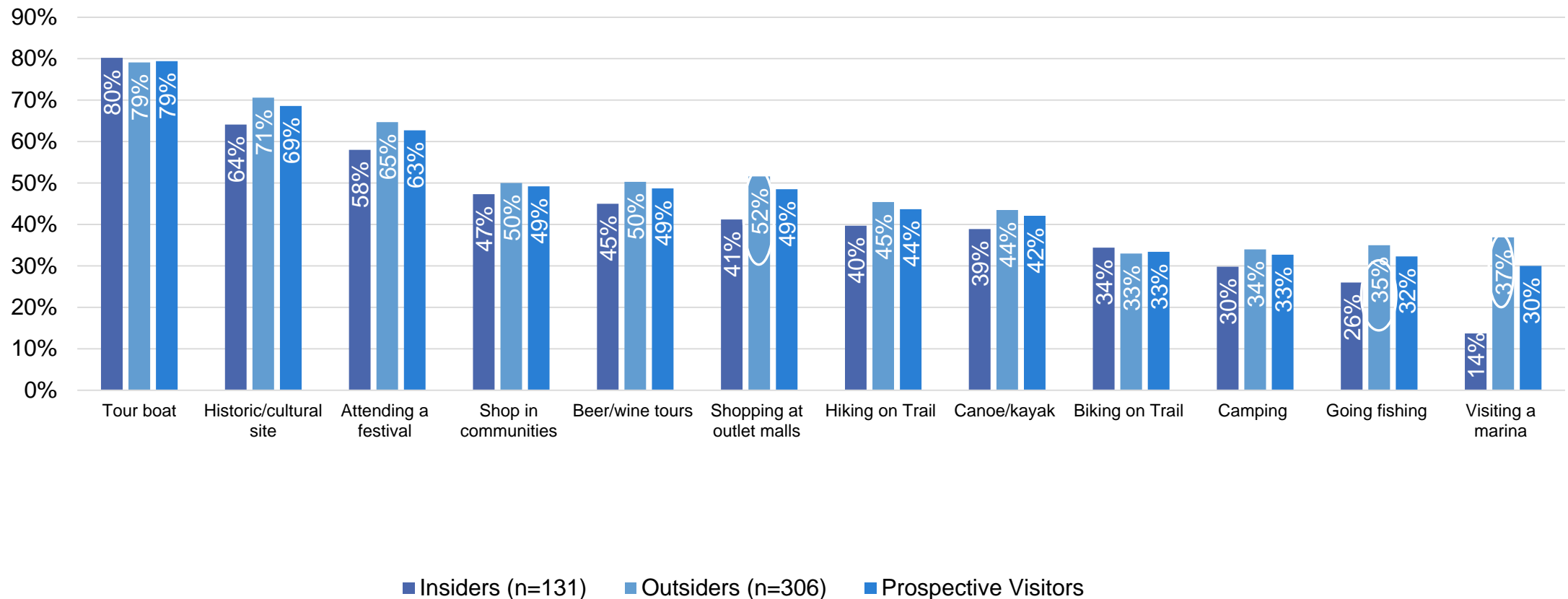
While I'm interested in returning to several of the places we rode through, there are other national destinations on my list and my vacation time is limited.(Insider)



Base: Prospective Insider (n=131)
What made you rate it that way? Anything come to mind?

PROSPECT CANAL ACTIVITIES

- The majority of Prospective Visitors (79%) expressed interest in taking a canal boat cruise, followed by visiting a museum/historical attraction or attending a festival by over three-fifths.

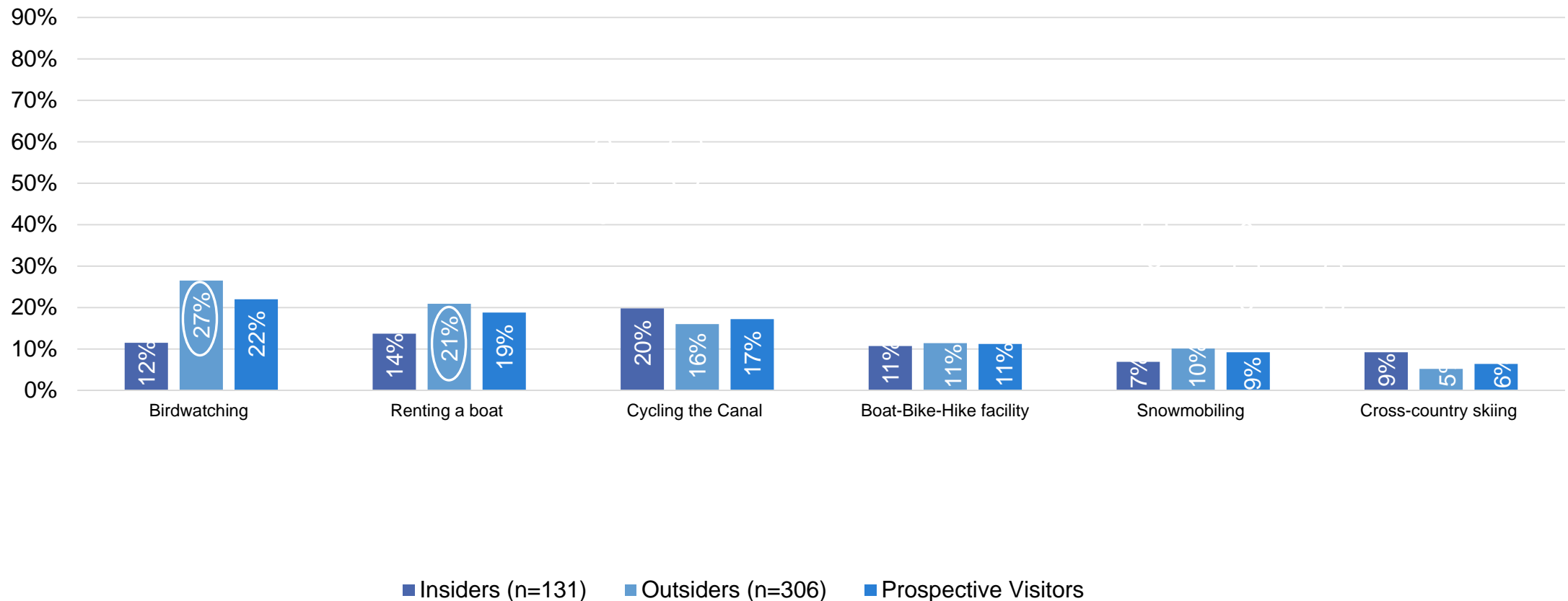


Base: Prospective Visitors (n=437)

Here are several recreational activities available along the canal and other New York State waterways. Which of these did you or your family do/are you interested in? (CHECK ALL THAT APPLY)

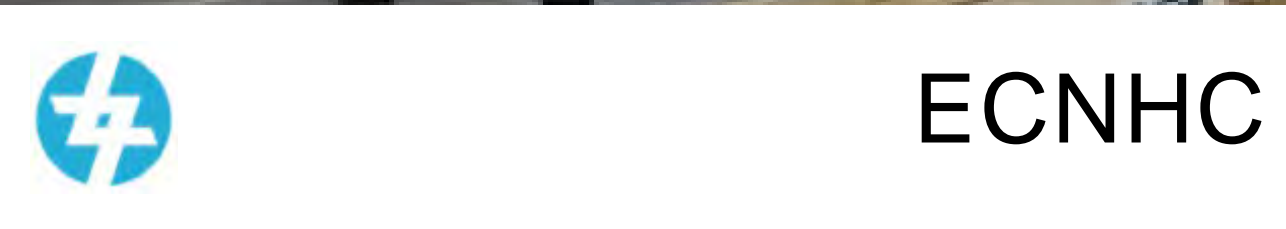
PROSPECT CANAL ACTIVITIES (CONT'D)

- Outsider Prospects were more attracted to outlet mall shopping and outdoor activities such as fishing, birdwatching, visiting a marina or renting a boat.



Base: Prospective Visitors (n=437)

Here are several recreational activities available along the canal and other New York State waterways. Which of these did you or your family do/are you interested in? (CHECK ALL THAT APPLY)



ECNHC TOP OF MIND

- History is the top overall mention when asked about the Erie Canalway National Heritage Corridor.
 - After history, Insiders are most likely to associate recreation and scenic beauty, while Outsiders are equally likely to mention scenic beauty and water along with history.
 - Recent Visitors often think of history and beauty, while Prospects (or those who haven't been in awhile) think of water and history.



ECNHC KNOWLEDGE

- Average knowledge about ECNHC is barely above neutral – even Recent Visitors and Insiders don't break a 7 on a 10 point scale.
 - Everyone could use more education on the ECNHC – and clearly shows interest in the history.
- While there seems to be acknowledgement of the significance as a national landmark, fewer are aware of the ability to travel the canal from Buffalo to Albany, particularly paddling on the water or cycling on the trail – more so among Prospects and Outsiders.
 - Festival Goers and Paddlers need the greatest education on the Canalway.
 - More than 2 out of 5 Boaters are unaware they can cruise the Erie Canal.



ECNHC FUTURE VISITS

- Interest in visiting the Canalway shifted positively among all Prospect segments after learning about the activities available, significantly so among Hikers/Bikers and Festival Goers.
- When asked about a future visit, almost half were likely to stay 3 days or more.
 - Insiders need the greatest push to consider more than a one day itinerary.
 - Boaters and Cyclists show the greatest interest in extended trips.
- One in five admit something is holding them back from visiting more often; up to a quarter of Outsiders have reservations.
 - The areas where ECNHC can influence increased visits include handicap accessibility (as well as sharing activities that require limited mobility), canal improvements related to safety and activity, communicating the activities and amenities available (restaurants, lodging, camping) as well as, public transportation options.



ECNHC TOP OF MIND

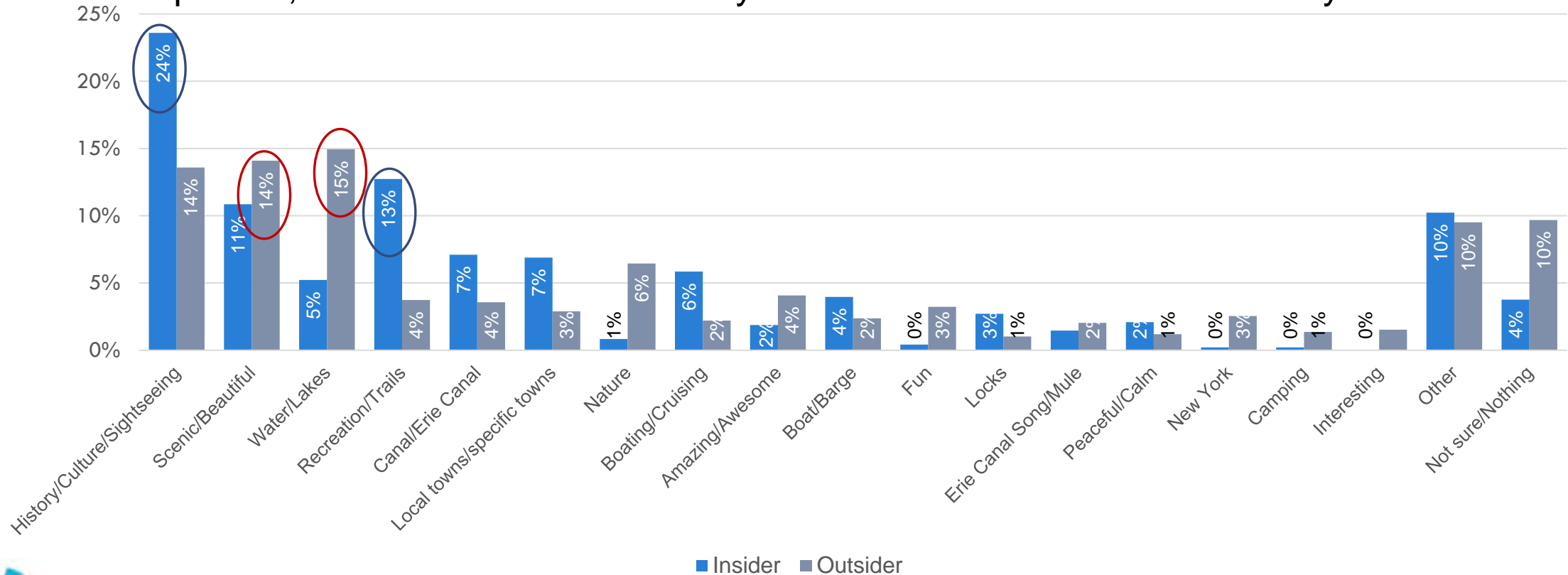


Base: All Respondents (n=1,068)

What first comes to mind when you think of the Erie Canalway National Heritage Corridor?

TOP OF MIND

- Insiders were more likely to associate the ECNHC with history and recreation.
- Outsiders more so thought of Water/Lakes along with the history and scenic views.
- As expected, more Outsiders were likely to be unfamiliar with the Canalway.

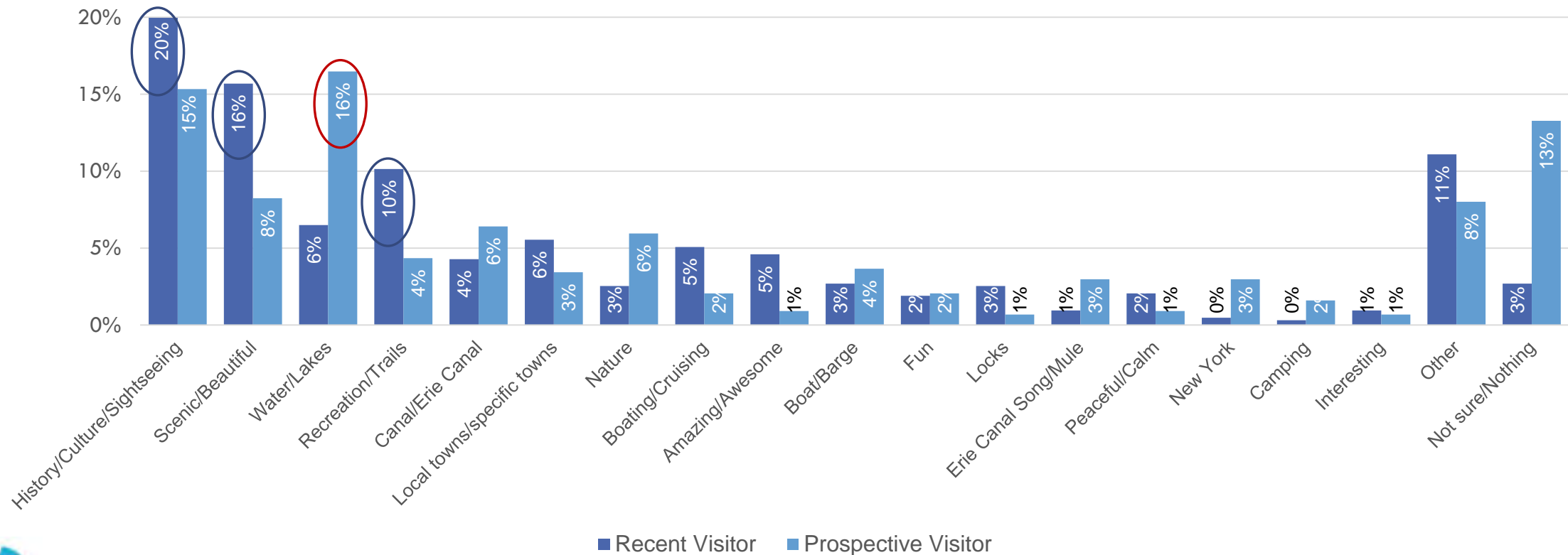


Base: All Respondents (n=1,068)

What first comes to mind when you think of the Erie Canalway National Heritage Corridor?

TOP OF MIND

- Recent Visitors were more likely to associate the ECNHC with history, scenic views and recreation
- Prospects and those who had not visited recently focused on water/lakes.

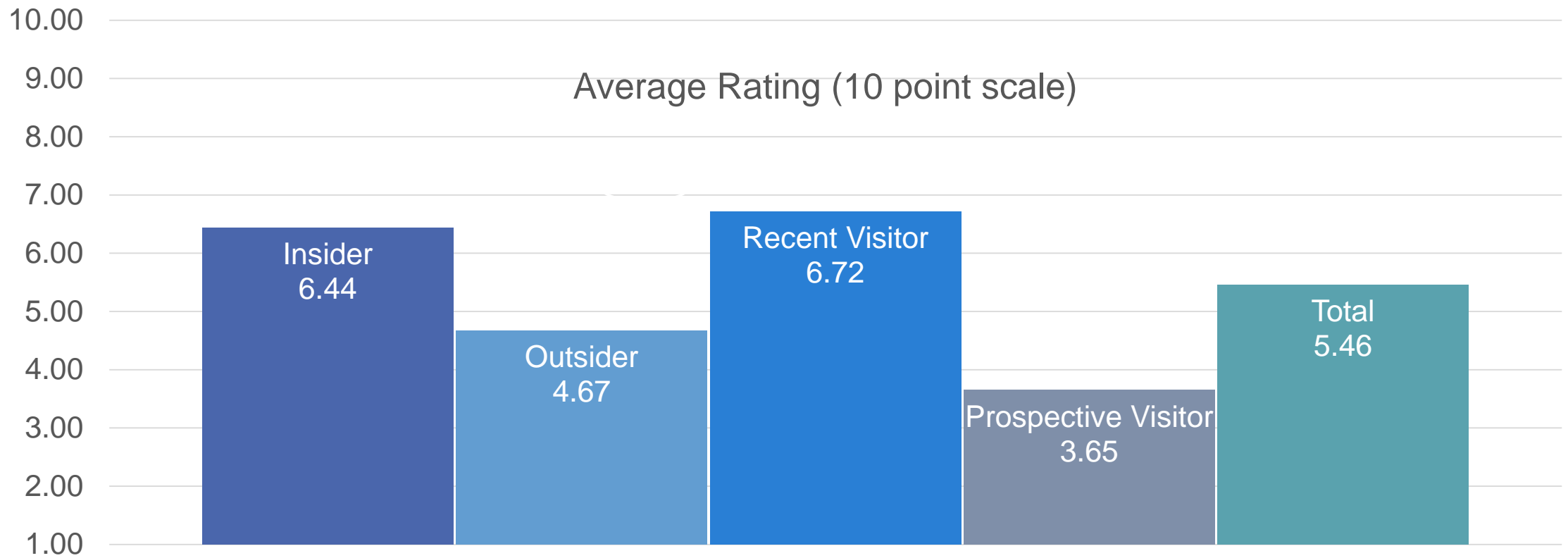


Base: All Respondents (n=1,068)

What first comes to mind when you think of the Erie Canalway National Heritage Corridor?

ECNHC – KNOWLEDGE

- Average knowledge of the ECNHC is barely above neutral.
- Recent Visitors and Insiders skew higher but everyone could use more education about the Canalway.



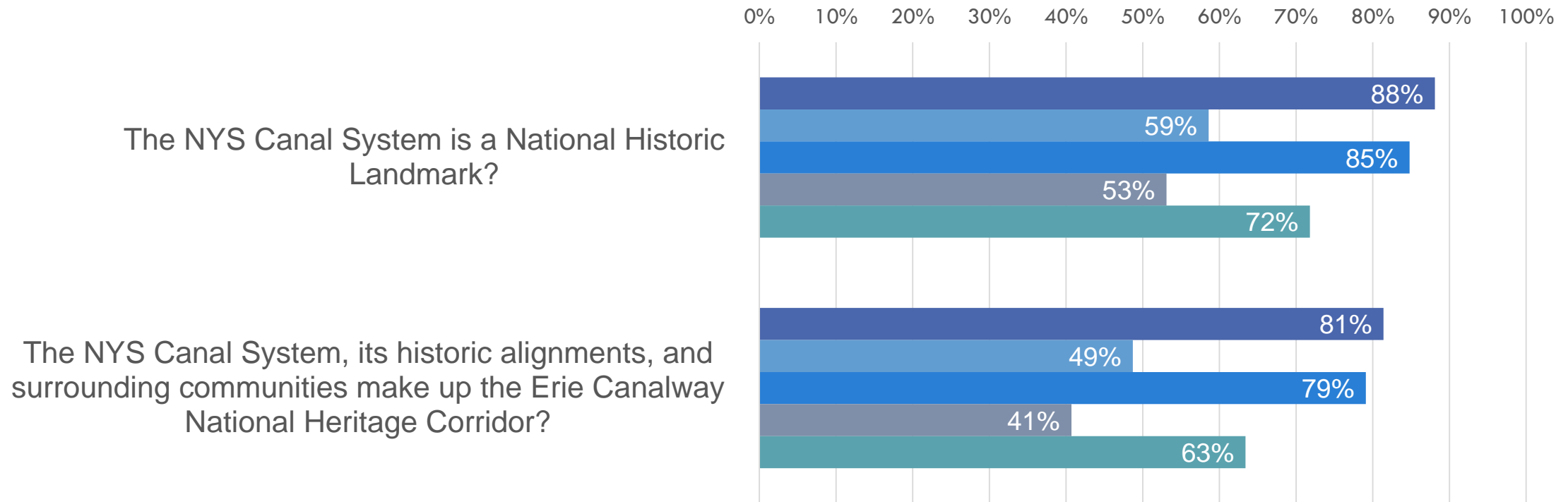
Base: All Respondents (n=1,068)

On a scale of 1 to 10 with 1 meaning not at all and 10 being very knowledgeable, how knowledgeable do you consider yourself about the Erie Canalway / NYS Canal System?

DID YOU KNOW?

- Half or more of each group know of the significance as a National Historic Landmark and fewer (significantly so among Outsiders and Prospects) were aware of the relation to the NYS Canal System.

% Indicating they Know...



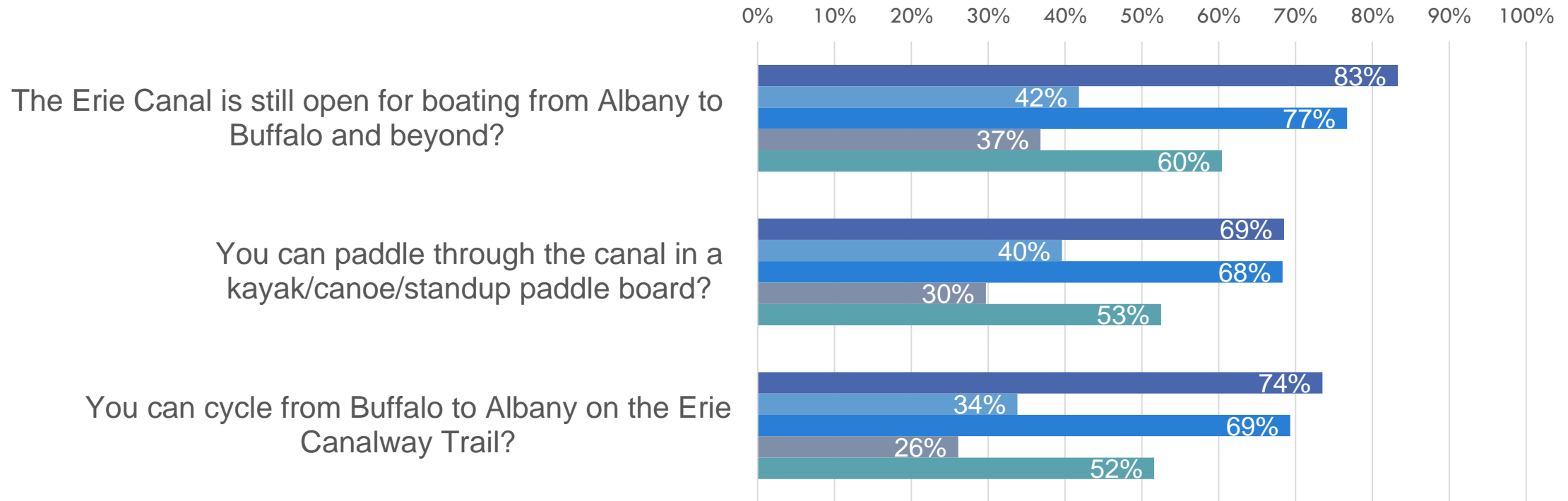
Base: All Respondents (n=1,068)
Did you know...

■ Insiders ■ Outsiders ■ Recent Visitors ■ Prospective Visitors ■ Total

DID YOU KNOW? (CONT'D)

- The ability to paddle through and cycle end to end was known by two-thirds or more of Insiders and Recent Visitors, however about a third or less of Outsiders and Prospects were aware.

% Indicating they Know...



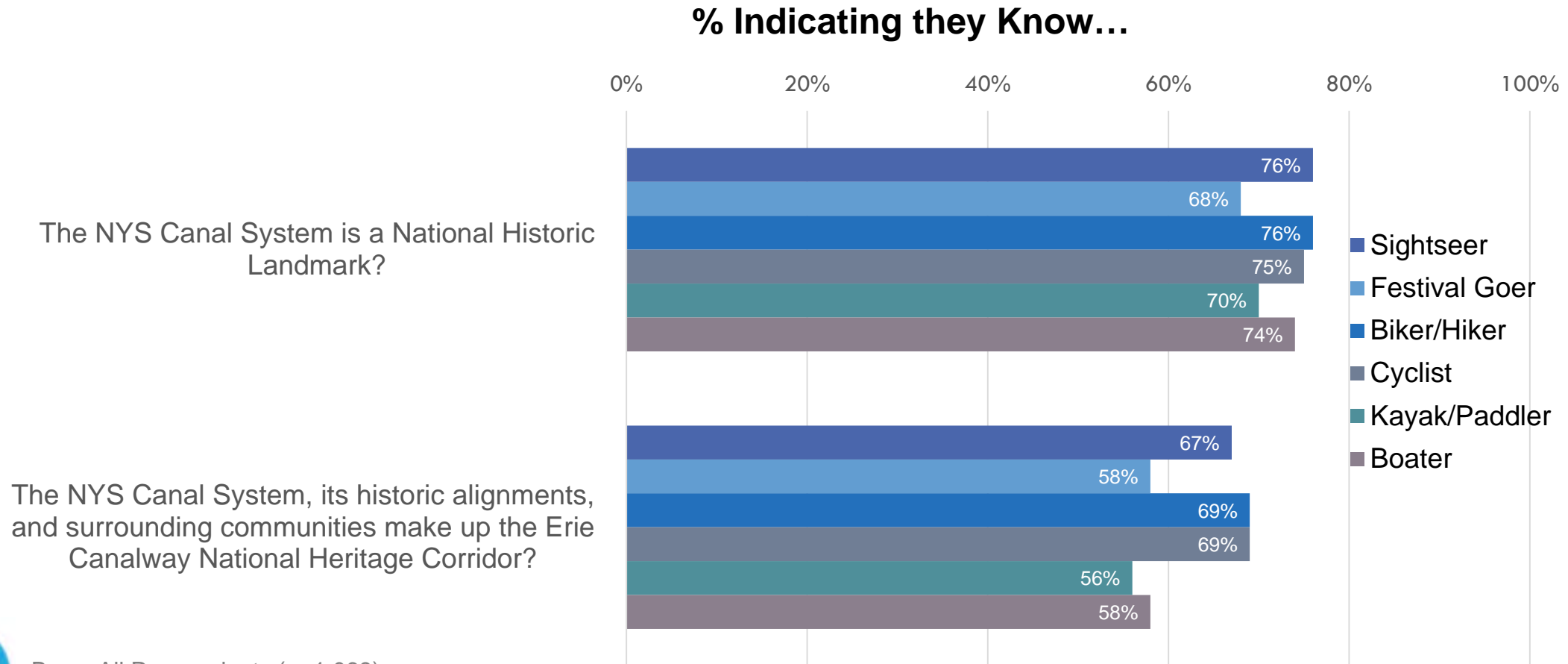
Base: All Respondents (n=1,068)

Did you know...

■ Insiders ■ Outsiders ■ Recent Visitors ■ Prospective Visitors ■ Total

DID YOU KNOW? BY SEGMENT

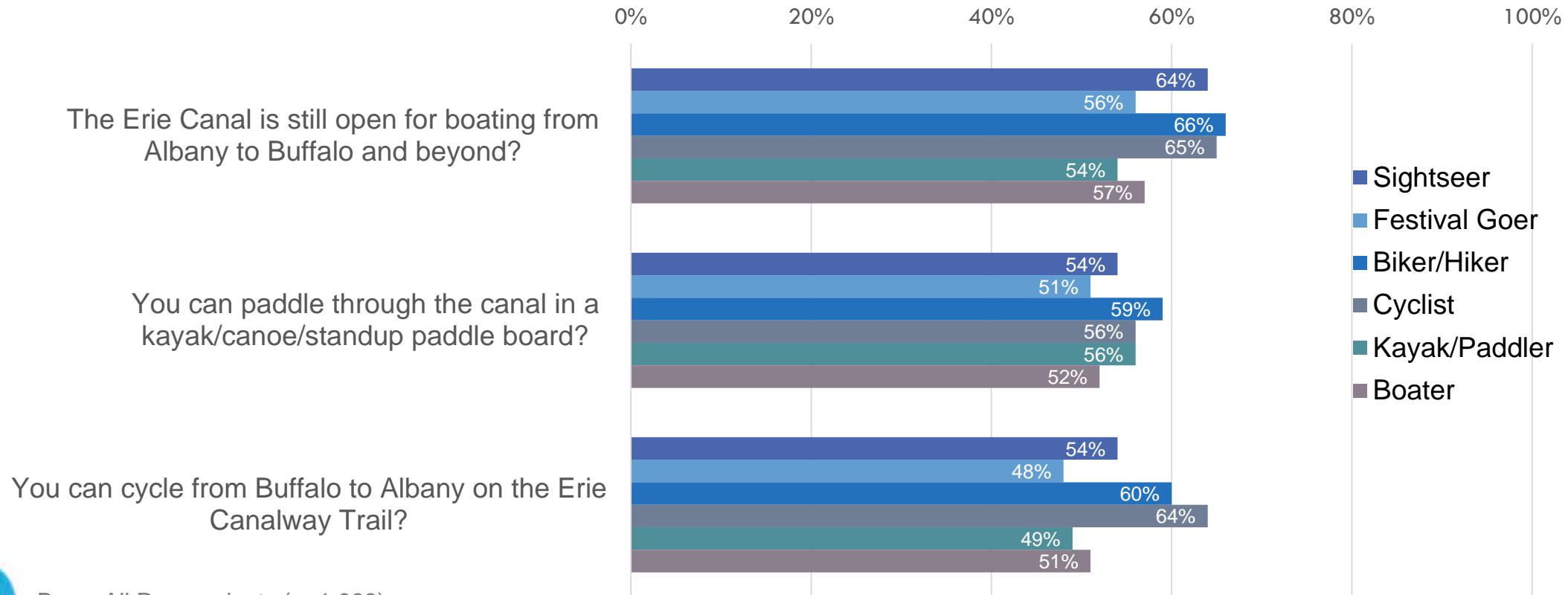
- Overall, Festival Goers and Paddlers tend to have the least knowledge of the Canal.



Base: All Respondents (n=1,068)
Did you know...% Indicating Yes

DID YOU KNOW? BY SEGMENT (CONT'D)

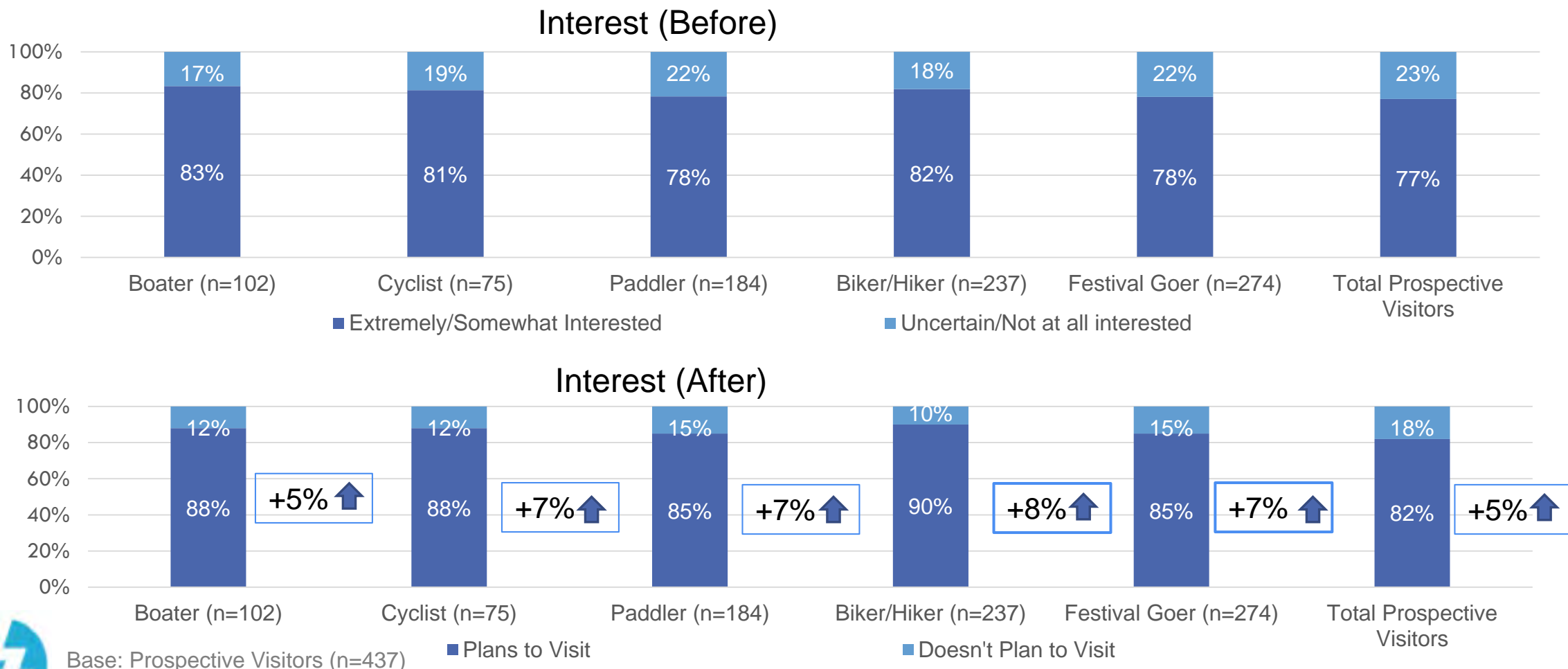
- More Sightseers, Hikers and Cyclists know of Boating opportunities than Boaters; only 57% of Boaters know its open for boating.
- More than a third of Cyclists are unaware they can cycle the trail from Buffalo to Albany and nearly half of Paddlers were not aware they can paddle the canal.



Base: All Respondents (n=1,068)
Did you know...% Indicating Yes

PROSPECT INTEREST (BEFORE & AFTER MATERIALS)

- Interest in visiting the Canal Corridor shifted positively across all Prospective Visitor segments, significantly so among Bikers/Hikers and Festival Goers.

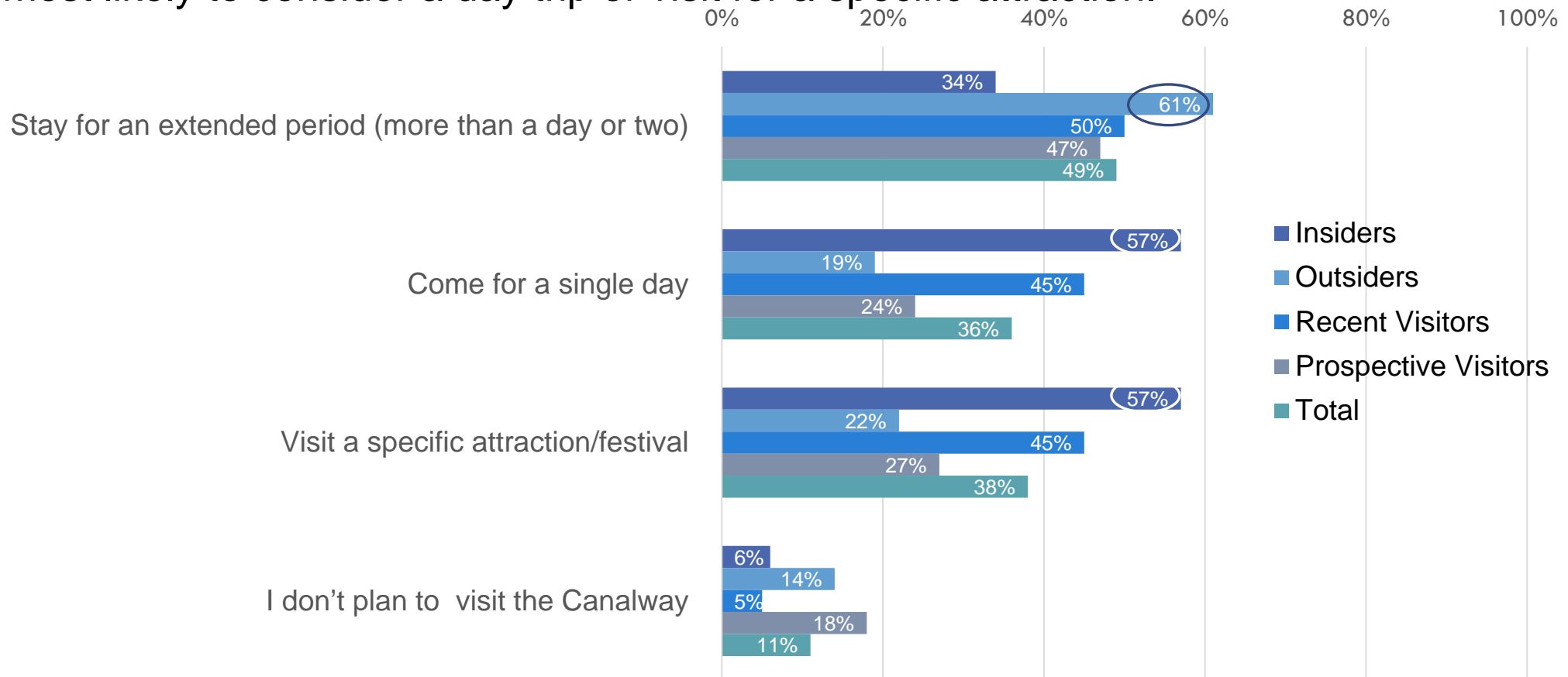


In regards to the Erie Canalway National Heritage Corridor (including New York State Canal System, Canalway Trail, canal towns and sites) as a tourist destination, how would you rate your interest in visiting? In the future, when you plan vacations, do you think you will visit the Erie Canalway / NYS Canal System to...

FUTURE CANALWAY PLANS

- The vast majority plan to visit the Canalway in the future.
- Outsiders and Recent Visitors are most likely to have an extended stay while Insiders are most likely to consider a day trip or visit for a specific attraction.

- Nearly half are likely to stay more than 3 days.

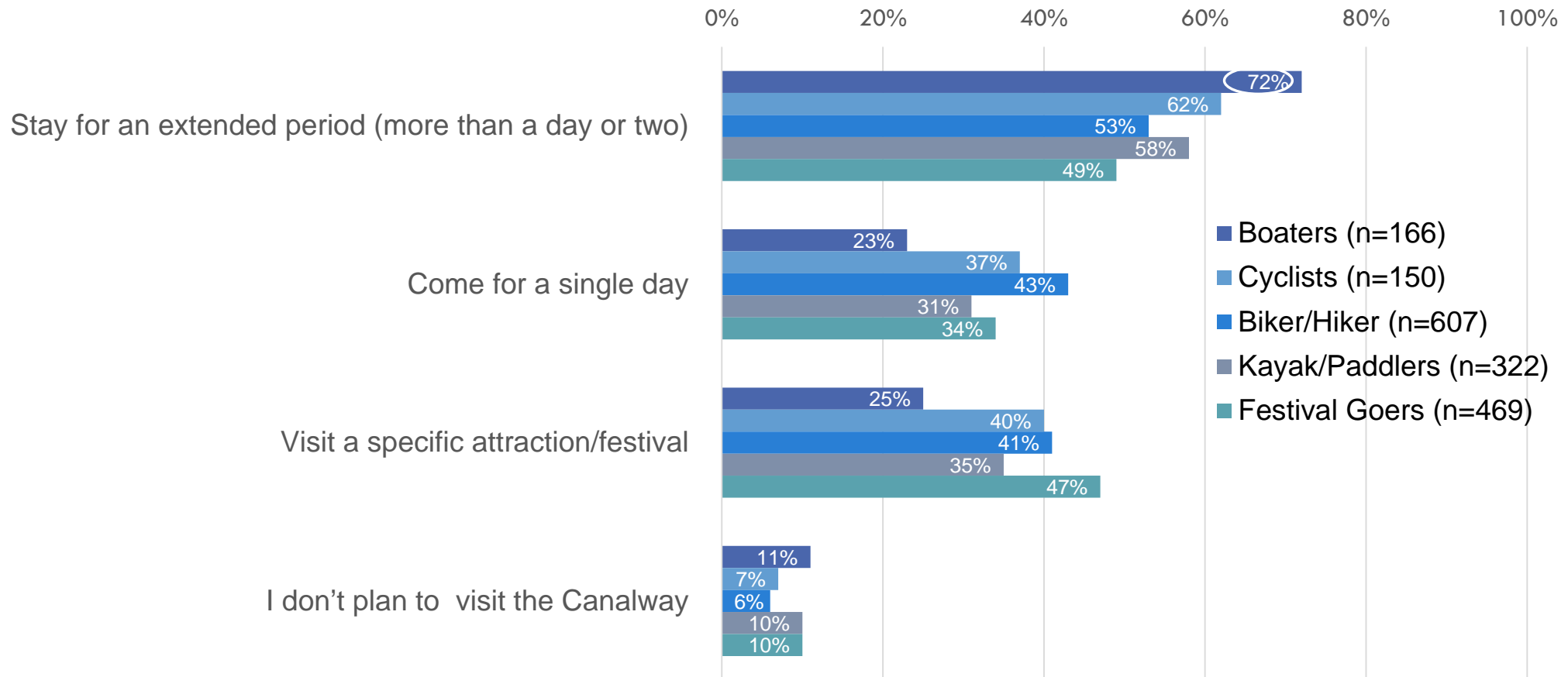


Base: All Respondents (n=1,068)

In the future, when you plan vacations, do you think you will visit the Erie Canalway / NYS Canal System to... (CHECK ALL THAT APPLY)

FUTURE CANALWAY PLANS

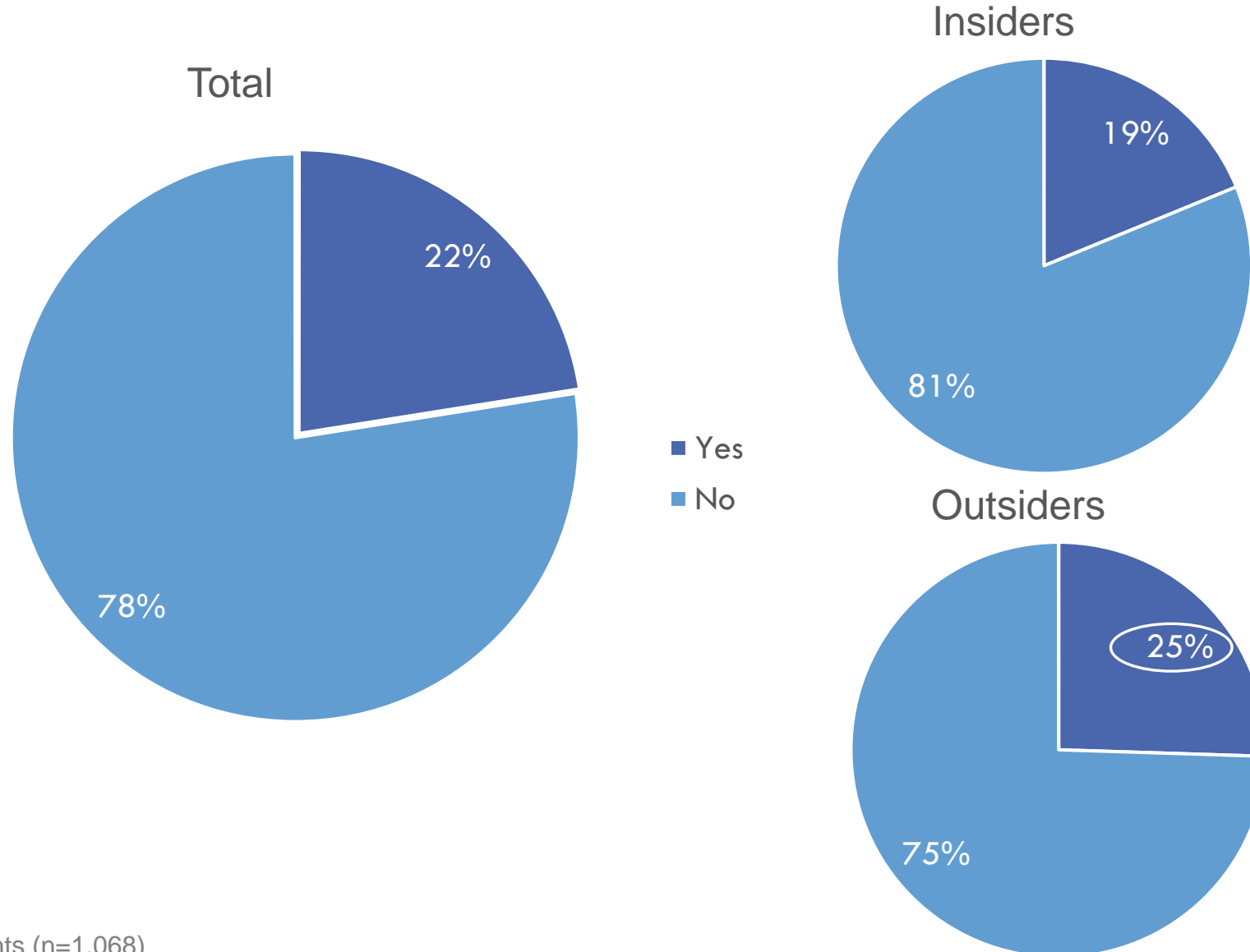
- Nearly three-quarters of boaters are likely to consider an extended stay.
- Cyclists are more likely than most to visit 3 or more days in the future.



Base: All Respondents (n=1,068)

In the future, when you plan vacations, do you think you will visit the Erie Canalway / NYS Canal System to... (CHECK ALL THAT APPLY)

IS THERE ANYTHING THAT KEEPS YOU FROM VISITING?

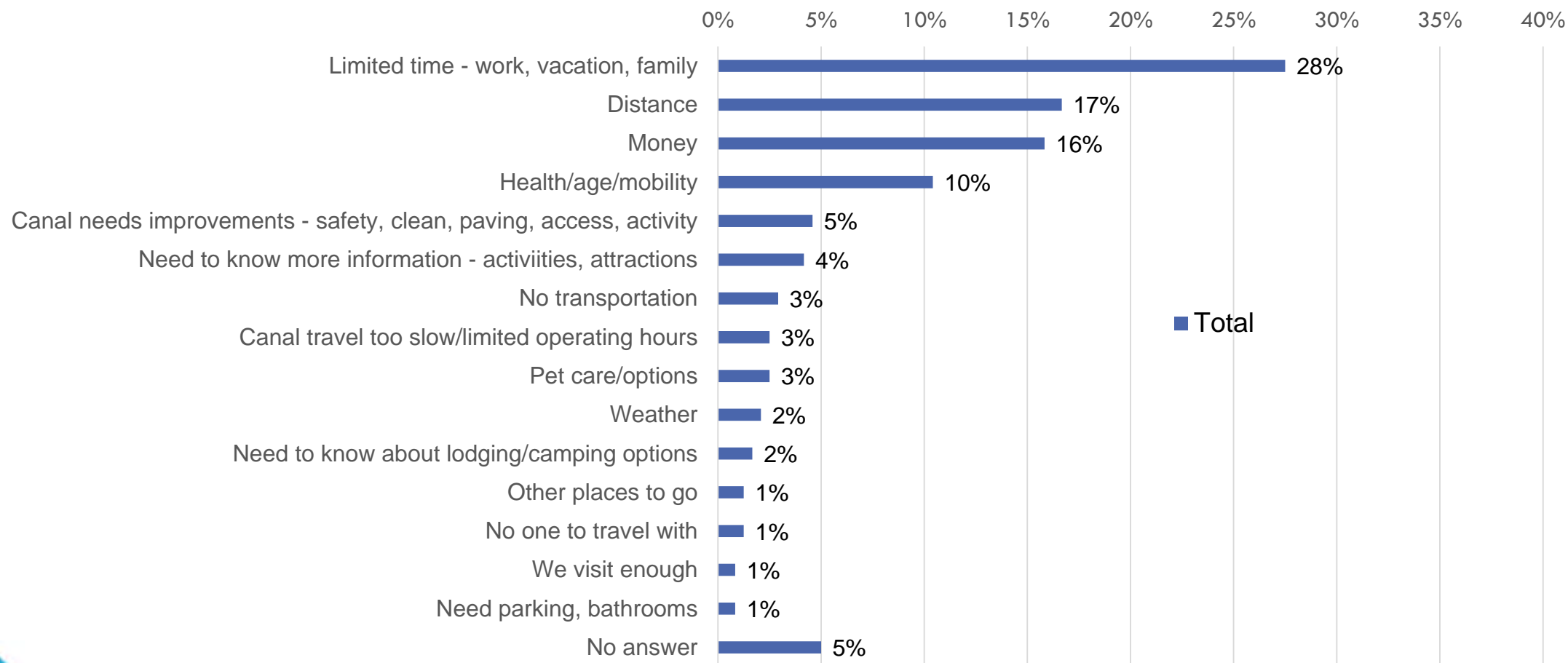


Base: All Respondents (n=1,068)

Is there anything that prevents you from visiting attractions along the Erie Canalway / NYS Canal System more often?

WHAT KEEPS YOU FROM VISITING MORE OFTEN?

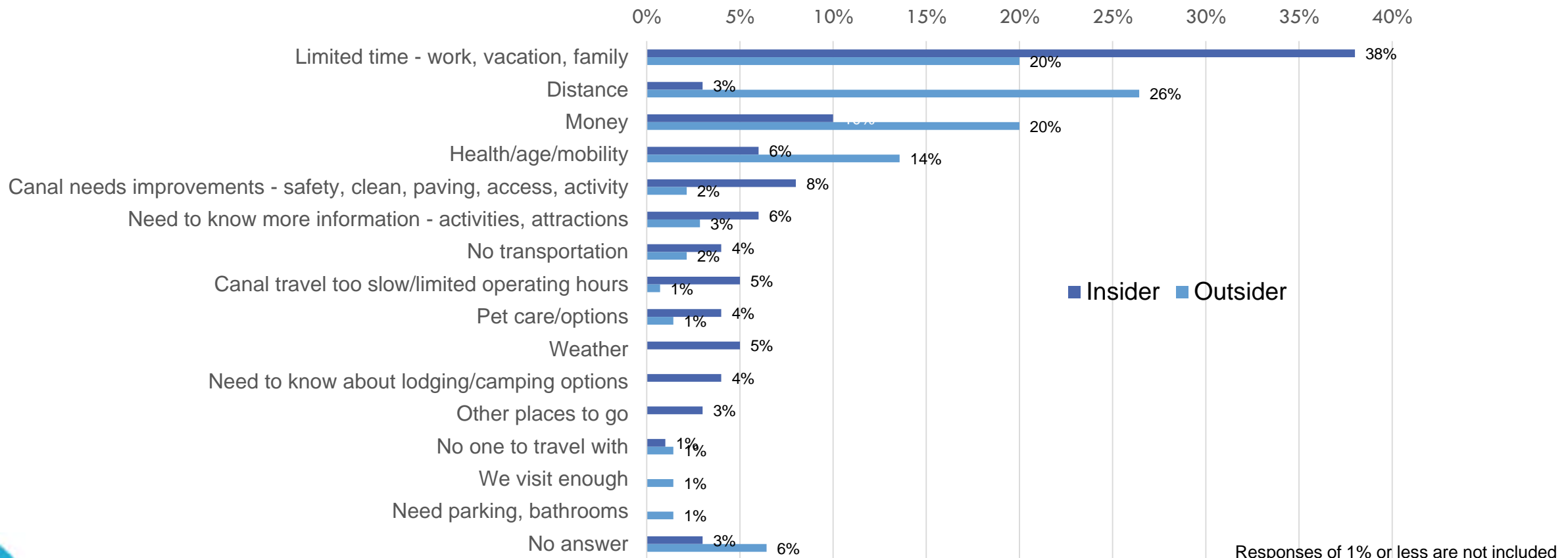
- The top mentions included things beyond the ECNHC, such as limited time, distance and money.



Base: Indicates Something Prevents From Visiting Erie Canalway / New York State Canal System More Often (n=240)
What is it that keeps you from visiting more often?

INSIDER VS OUTSIDER

- Insiders by far have the greatest time constraints keeping them from the Canal, they are also more vocal about canal improvements that are necessary from them to feel safe and more information in general to be interested or to help plan their visit (activities, lodging).

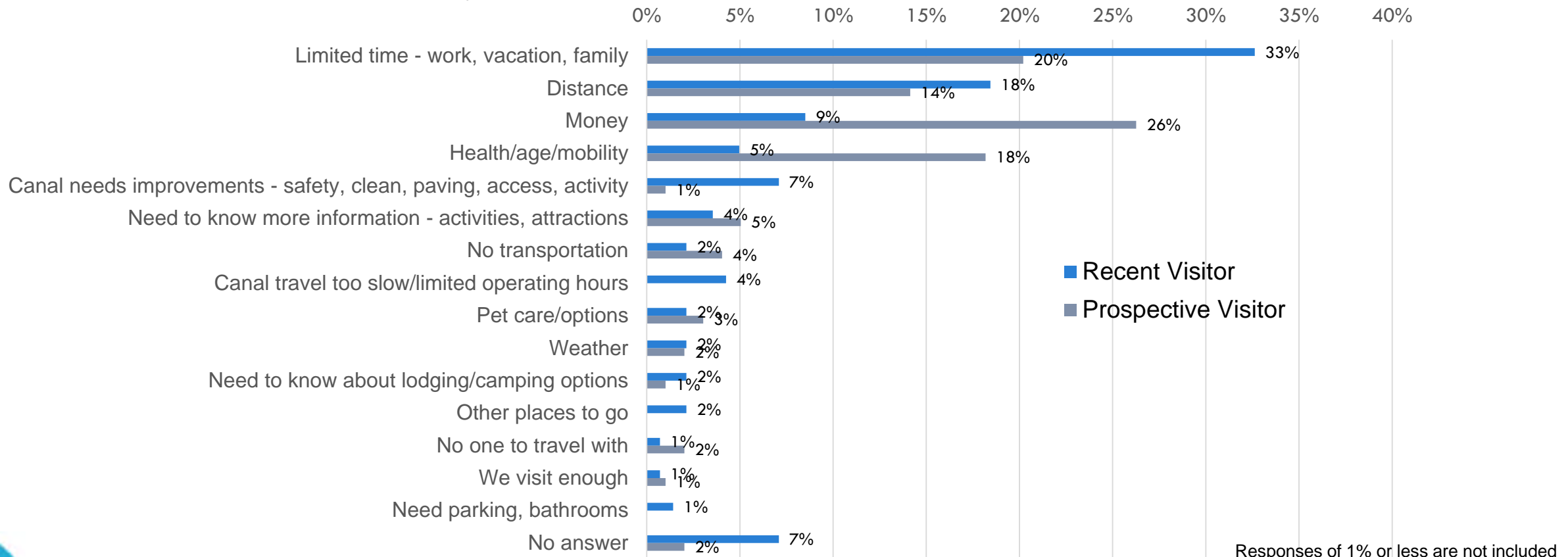


Base: Indicates Something Prevents From Visiting Erie Canalway / New York State Canal System More Often (n=240)
 What is it that keeps you from visiting more often?



RECENT VS PROSPECTIVE VISITOR

- Recent Visitors were most likely to mention time constraints kept them away
- They were also more likely to say canal improvements were needed based on recent conditions or lack of activity.



Base: Indicates Something Prevents From Visiting Erie Canalway / New York State Canal System More Often (n=240)
What is it that keeps you from visiting more often?

INSIDERS: WHAT KEEPS YOU FROM VISITING MORE?

The fact that the trail is not smoothly paved all the way across NY.(Inside Visitor)

Limited walking...I have 2 knee replacements. I avoid steps unless there is a railing .(Inside Prospect)

If there were more things to do right on the canal in the area where I live, I would visit more often. Also if the water quality were improved, I would use it for water recreation more.(Inside Visitor)

How to paddle from place to place and where to camp or stay if cycling. (Inside Prospect)

Affordable lodging, knowledge of where to go, what to visit. (Inside Visitor)

Never see advertising for it, anywhere.(Inside Prospect)

Ghost town like atmosphere both on and surrounding areas of canal.(Inside Visitor)

Hours of operation, can't leave Amherst on a Friday evening and get thru the locks of bridges.(Inside Visitor)

Slow for a boat on canal. Takes 10 hours to do an hour trip.(Inside Visitor)



Base: Indicates Something Prevents From Visiting Erie Canalway / New York State Canal System More Often (n=240)
What is it that keeps you from visiting more often?

OUTSIDERS: WHAT KEEPS YOU FROM VISITING MORE?

Where are the activities?
Nothing posted on things to
do??? (Outside Visitor)

Don't know anything about it.(Outside Prospect)

I would like to be able to boat on the canal with family in a
vessel that does not require a motor (because of the noise).
Solar? Electric? I like the peace and quiet of the canal. Also, I
want to be able to bike the whole length without having to share
roads with cars in some sections.(Outside Visitor)

Distance, cold weather.
(Outside Prospect)

Distance, I live in VA but all of my family is in Attica so I'm "around"
the Canal anytime I go visit them. My parents used to picnic by the
locks when I was a kid, great memories. Very happy and excited
about all that is happening with the ECT.(Outside Visitor)

Not wanting to leave my dog
home. (Outside Prospect)

More general info and the lack of ease in
planning a trip. (Outside Visitor)

I don't know much about the area yet but
I'd like to learn more.(Outside Prospect)



Base: Indicates Something Prevents From Visiting Erie Canalway / New York State Canal System

More Often (n=240)

What is it that keeps you from visiting more often?



ACTIVE SEGMENTS

VISITOR VACATION PROFILE – ACTIVE VISITS

- A third of travelers overall chose “Adventure” as their vacation style, in line with those who chose more physical activities. Insiders, Recent Visitors and cyclists were more likely to choose Adventure.
 - Hiking and biking were the most popular active segments – with about two-fifths and a third respectively.
 - Prospects were twice as likely to show interest in paddling (42% vs 22% of Visitors who participated).
 - About 1 in 10 Visitors (12%) and 2 in 10 Prospects (17%) chose cycling.



SIGHTSEER FEEDBACK

I wish the website had an obvious link to an interactive map of the canal system trails and points of interest. There's probably one there somewhere but I haven't found it yet. (Outside Prospect)

Lovely scenery, great short trip with my wife. In particular we enjoyed the new additions that were added to Schoharie Crossing- my wife enjoyed the artwork in the visitor's center and I had a nice conversation with the Educationer on site). The new bridge in Amsterdam was also nice to stop and see. (Outside RV)

There are some nice attractions and communities west and central, but little east and on the Oswego and Champlain. The sad thing is there aren't enough canal attractions (museums, signage, etc.) that engage a visitor with the canal. (Inside, RV)

Finish the bike trail, encourage canal boat rentals, better signage where the trail is not complete. (Outside RV)

Maybe more social media campaigns to let people know about the area. Social media is where I find most of my sites and area. (Outside Prospect)

What accommodations are available and what is the typical length of stay and itinerary, is it on the way to another destination? (Outside Prospect)

I will look further into visiting. Is there a "best time" to visit? (Outside Prospect)



CYCLIST FEEDBACK

When I first did the CEC ride what struck me was that I was able to see so much WITHOUT A CAR. Traveling 400 miles... By the way, back when I did those rides, I hadn't yet retired, and spend about \$3000 each time. [Hotels/Motels/Inns & buying stuff along the way (all shipped home by the sellers)]. (Outside RV)

Wish they would finish connecting the trail.
(Inside RV)

For those of us cycling the ECT unsupported, it would be helpful to list grocery stores and outfitters closest to the trail. Every cyclist I spoke with along the way, we all agree, it is confusing understanding where we can and cannot camp. There needs to be more advertising and consideration for the unsupported end to end cyclist on the ECT. I would love to have camped at Herkimer KOA but it's too far from the trail. More trail camping please (Outside RV)

We did the ERIE CANAL ride - from Buffalo to Albany. It was a great trip. Beautiful scenery, nice people, but a little sad to the poverty and empty towns along the way. (Outside RV)

I enjoy the outdoors, but would take some convincing for the rest of the family.
(Outside Prospect)

I just finishing cycling entire ECT unsupported. Lower score due to lack of Canalway Trail signs in a few areas. Spent hours before trip creating my own GPS track based off the maps in PTNY Cycling the Erie Canal book, would have been very confused in some areas otherwise. Would have paid fee for an already completed one (gpx or tcx).
(Outside RV)



PADDLER FEEDBACK

Need more information on the canal, towns, activities, recreation area, camping needs to be more common knowledge by being easier to find info on. (Inside RV)

As a kayaker I was disappointed in accessibility along the canal. We had a paddle recently that we had to paddle 23 miles without a place to get out. I thought you were working on putting in more canoe/kayak boat launches.(Inside RV)

Having started kayaking the entire Erie in 2008, there has been some effort by some towns/cities/villages to make it more kayak friendly. Rome, for example, has a beautiful park with amazing access. Since kayaks cannot travel as far as motor boats or even bikes, there is still a need for more frequent sites where kayaks can put in or take out, primarily for safety reasons (in the event of sudden the storms, medical attention, etc.)(Outside RV)

I wonder where kayaking and SUPing is allowed. I haven't actually seen them on the parts of the canal I've visited so I'm not sure. One day hope to do a self-tour boat or something. (Inside, RV)

Experiencing a journey that was made 200 years ago when the canal first operated; fantastic friendly people in all the towns on the canal. (Inside RV)



BOATER FEEDBACK

Information for boaters is somewhat more difficult to find, especially outside of New York. I frequently talk to boaters from other areas who need to be informed about the canals. (Inside RV)

I would love to see the Cruising the NYS Canal System reprinted with updated information. (Inside RV)

Free docking and boat friendly service areas. Like Whitehall NY showers and dock. Glenn Falls dock of the Hudson overnight. Bathrooms along the way. Canal publications helping navigation.(Outside RV)

Would like access to Lake Ontario at Rochester/Genesee River, later hours of operation on weekend evenings. (Start later in the morning). Work on the shoreline between Lockport and Tonawanda.(Inside RV)

Some activities by boaters while they are docked are inappropriate. There needs to be more supervision. The water needs to be kept clean. The algae turns people off. You need to make sure the Loopers (Great American Loop) know about the Trail, feel welcome, and have adequate services. They have big boats.(Inside RV)

We spent 3 months on the Canal in our boat. We traveled to so many festivals- music, food truck, beer, October fest, wine tasting. It was the most relaxing fun time. The docks/walls for boaters are so important. Power and water made it so Wonderful. Please don't let anything happen to the small towns. They need the boaters and we need them. We did find places that had good dockage but some things didn't work and the posted number did not know what to do. Bridge tenders and lock masters were awesome. (Outside RV)

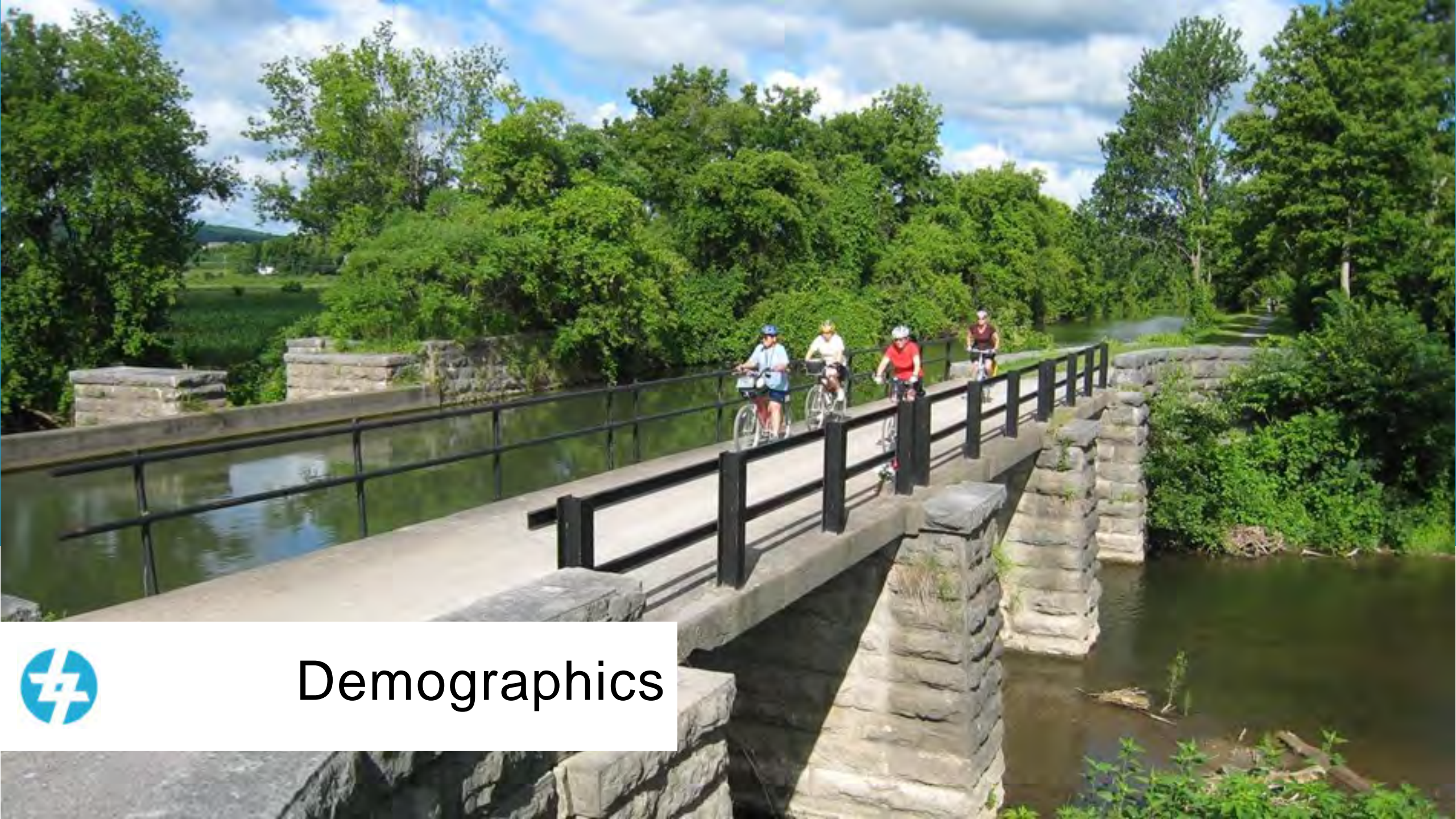


BOATER FEEDBACK (CONT'D)

I think that affordable boat rentals for out of towners to do trips on the canal would be great. These would be for people from around the world who have boating experience and a love of canals and little towns and exploring spending their whole vacation traveling by boat on the canal. Right now you have MidLakes Navigation with high end canal boats. I would like to see more rentals along the canal that have small cabin cruisers, houseboat at more reasonable rates. This would open up the adventure of the canal. You can only go so far in a canoe. People would be enamored with the length and different sites and towns on the Erie. I think it would unify the region and bring tourism to the next level. (Outside RV)

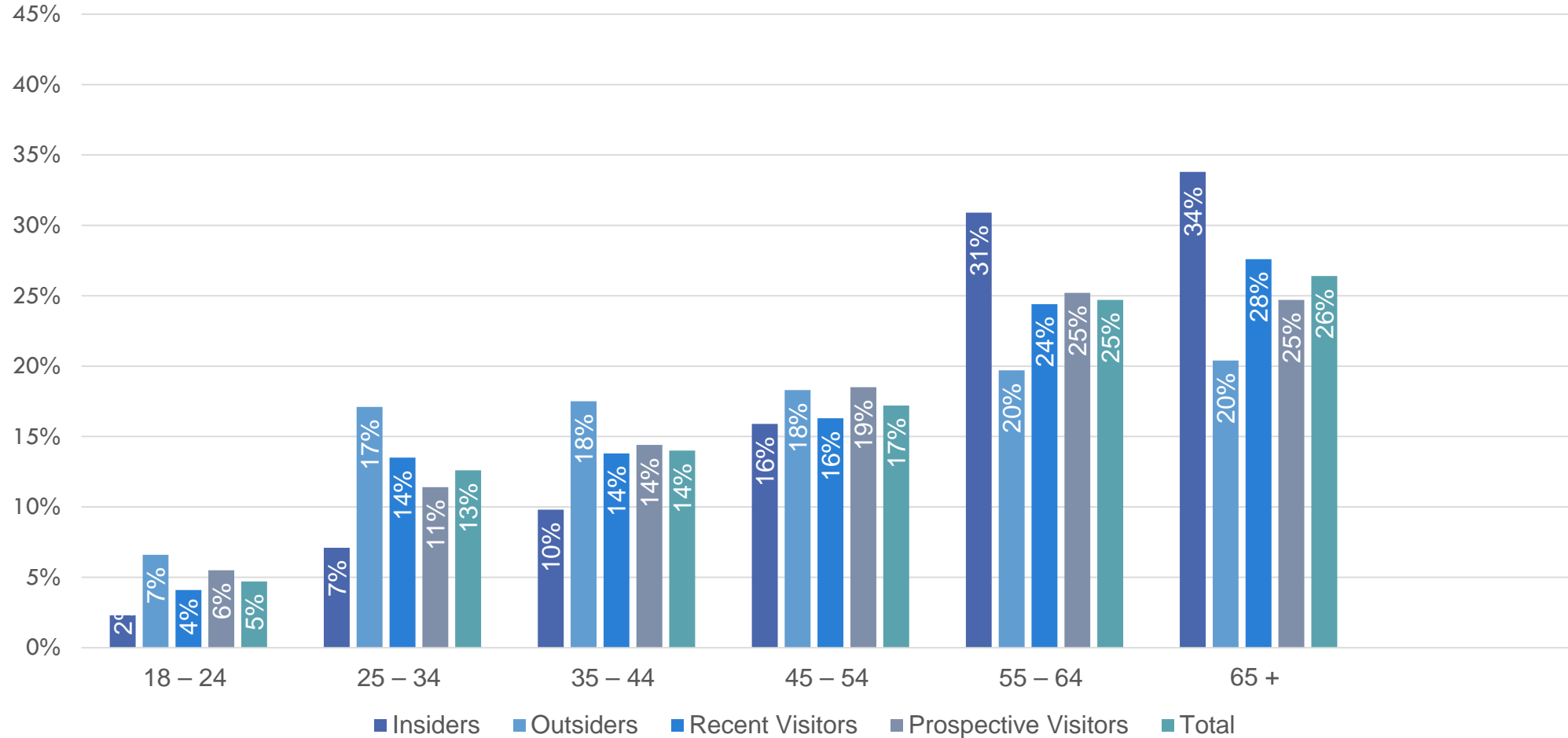
It seems to be underutilized by boaters and should be advertised/promoted nationally and internationally.
(Outside RV)





Demographics

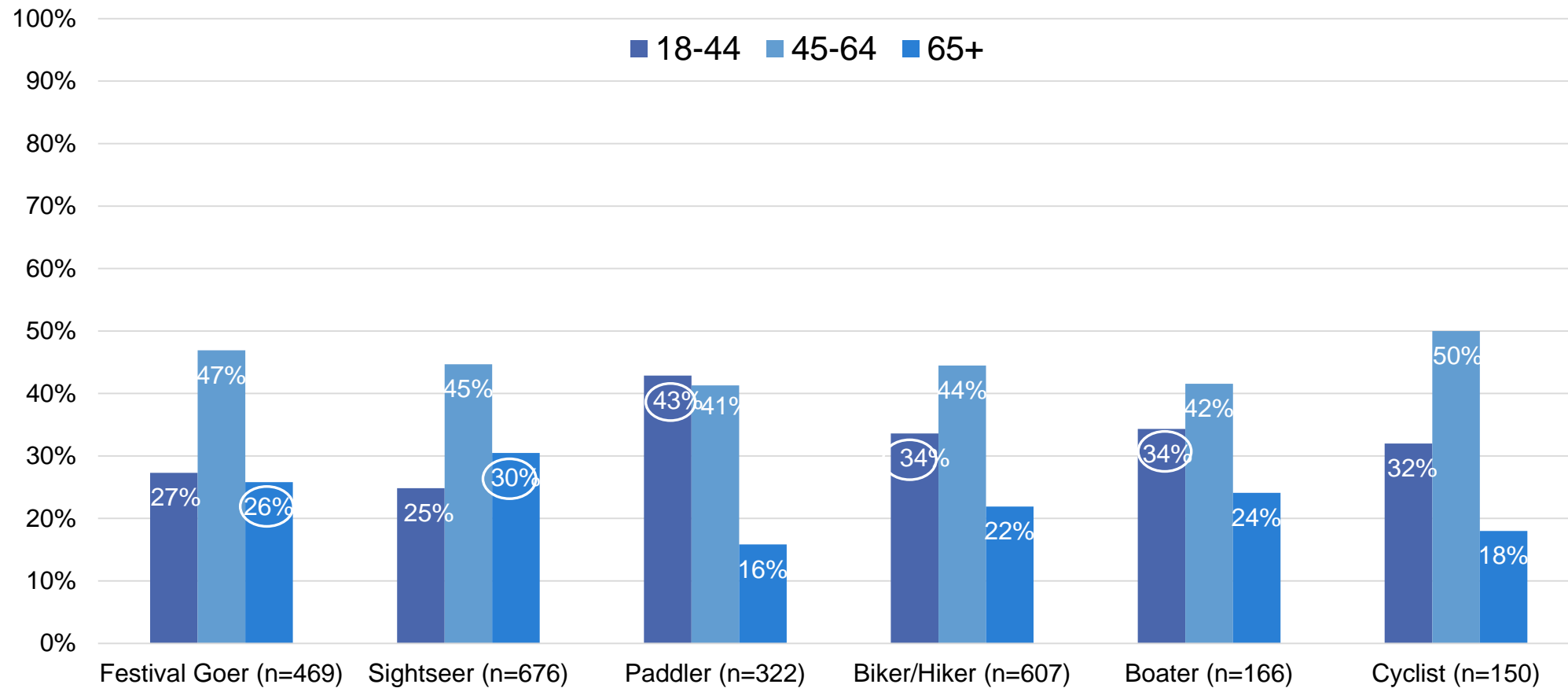
AGE



Base: All Respondents (n=1,068)

This research calls for us to speak with people of all different ages. So, may I ask what is your age?

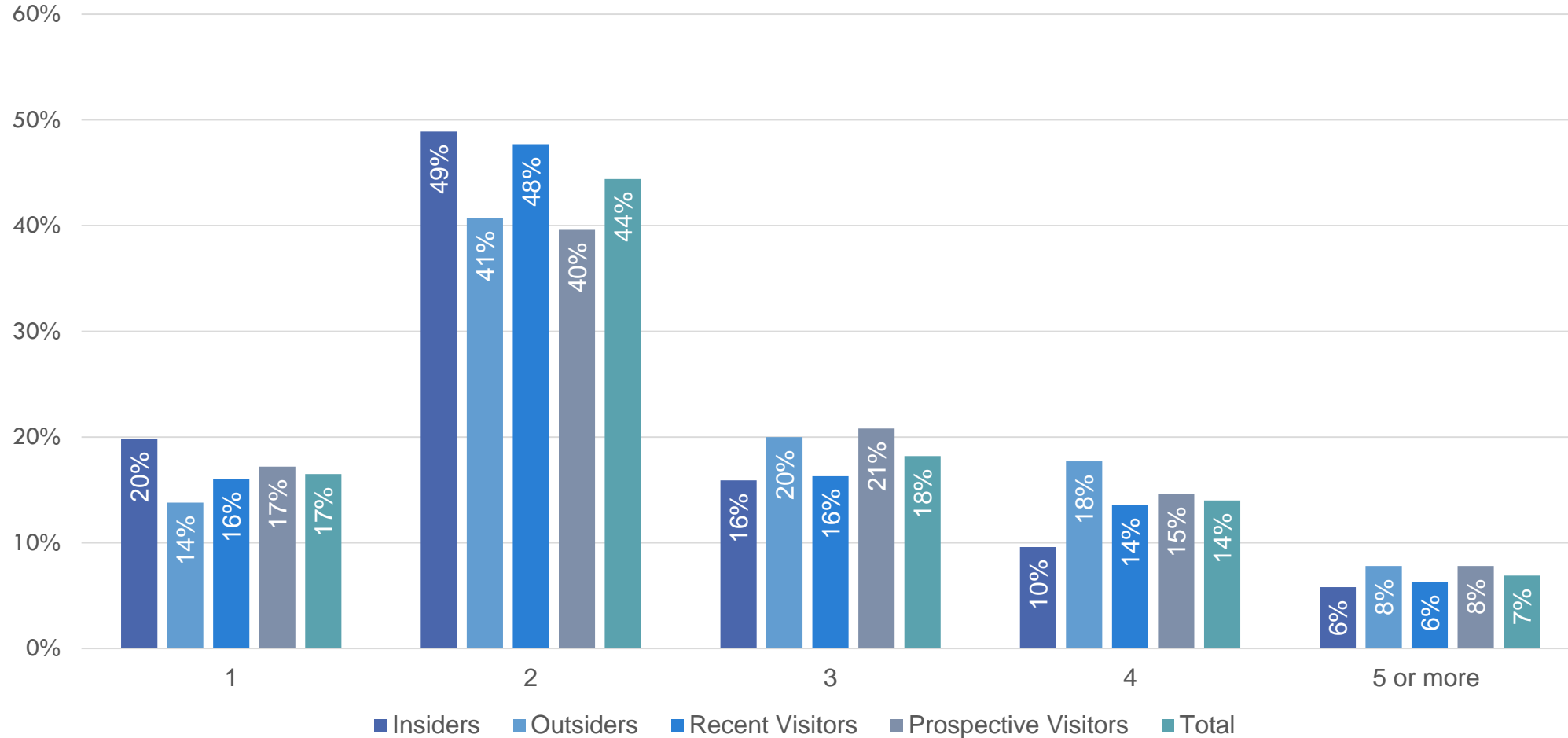
AGE



Base: All Respondents (n=1,068)

This research calls for us to speak with people of all different ages. So, may I ask what is your age?

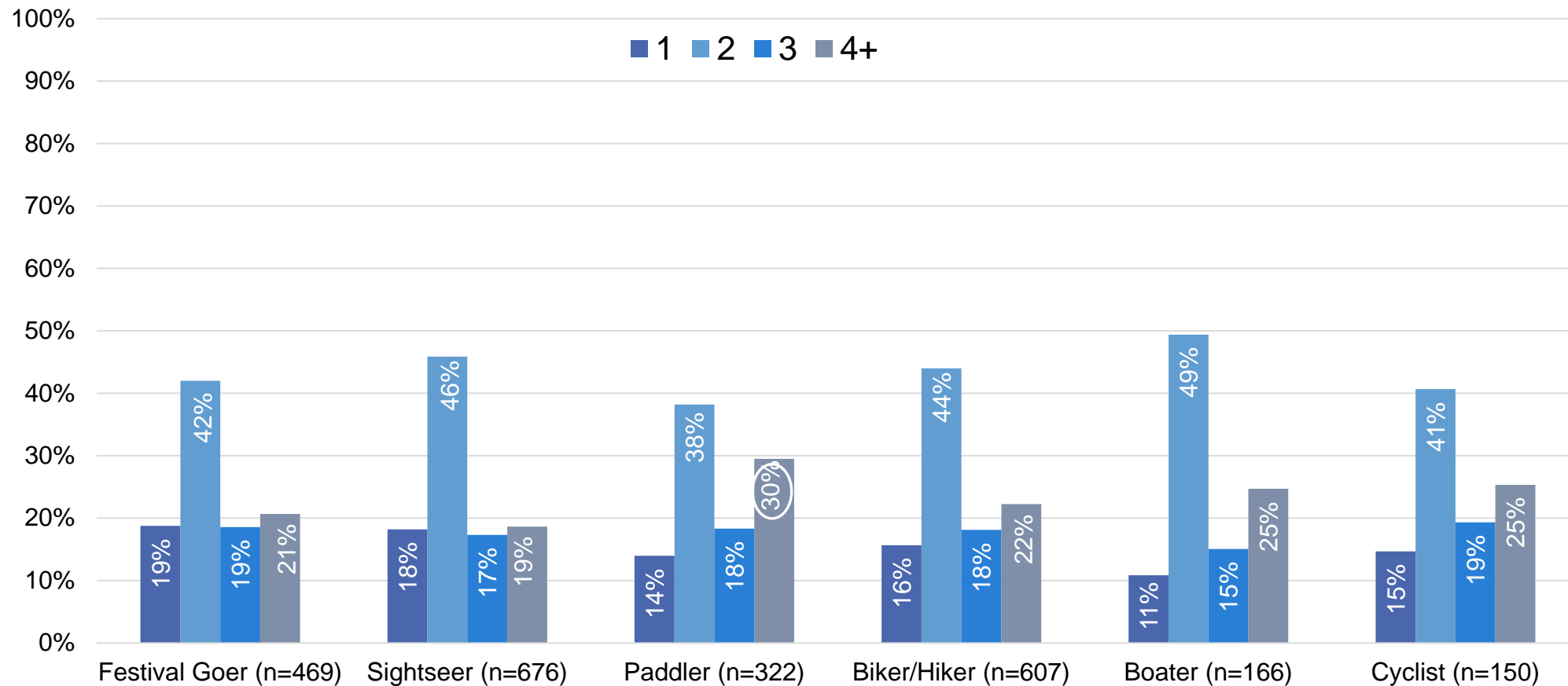
IN HOUSEHOLD



Base: All Respondents (n=1,068)

Counting yourself, how many people live in your household?

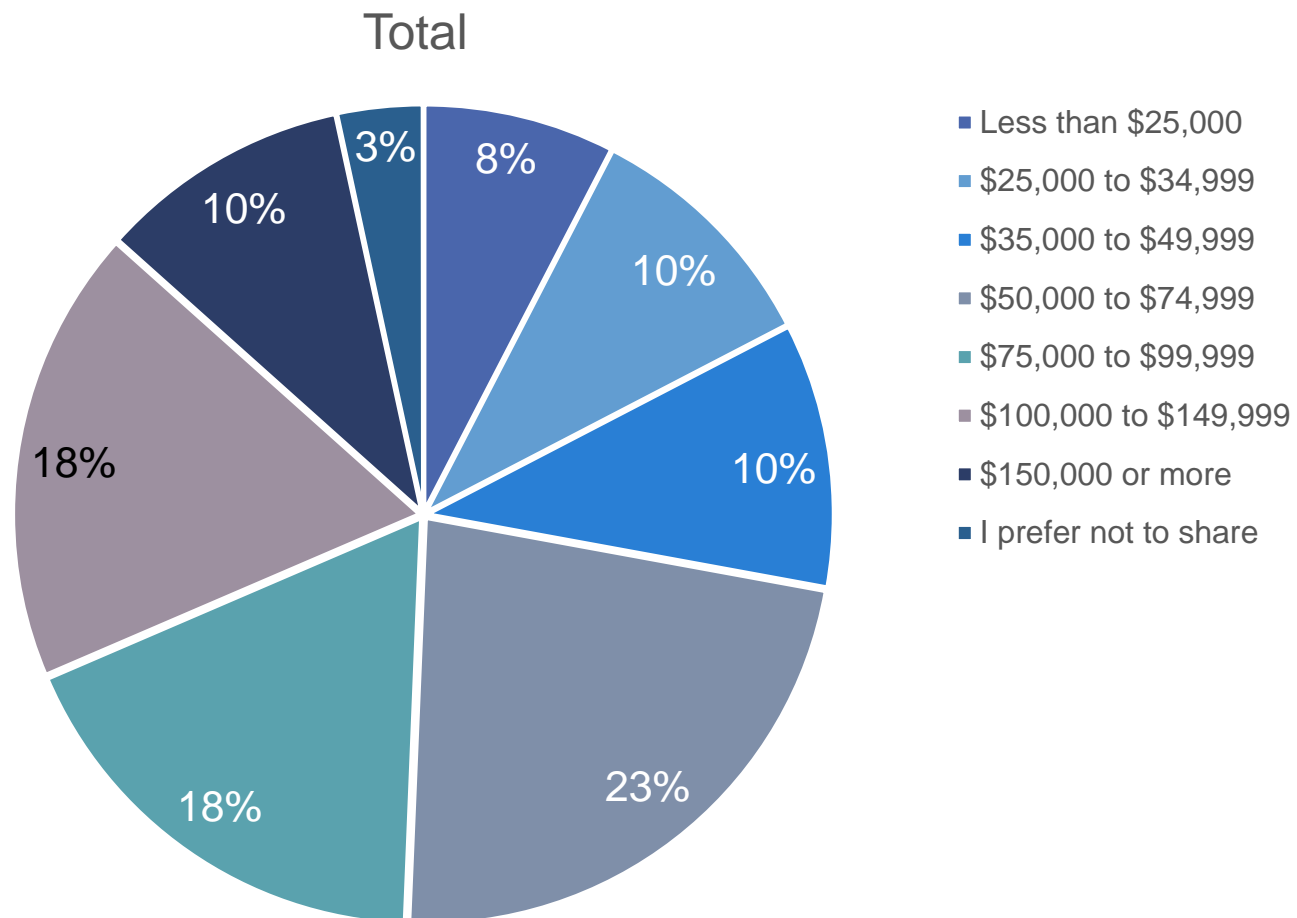
IN HOUSEHOLD



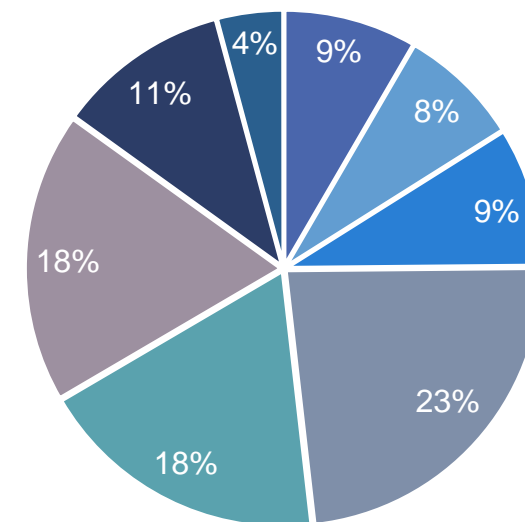
Base: All Respondents (n=1,068)

Counting yourself, how many people live in your household?

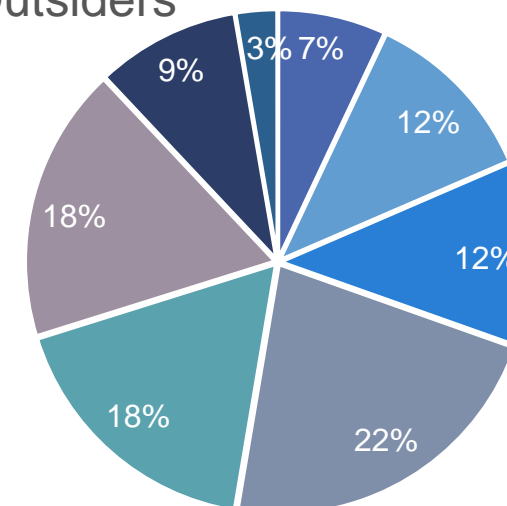
HOUSEHOLD INCOME



Insiders



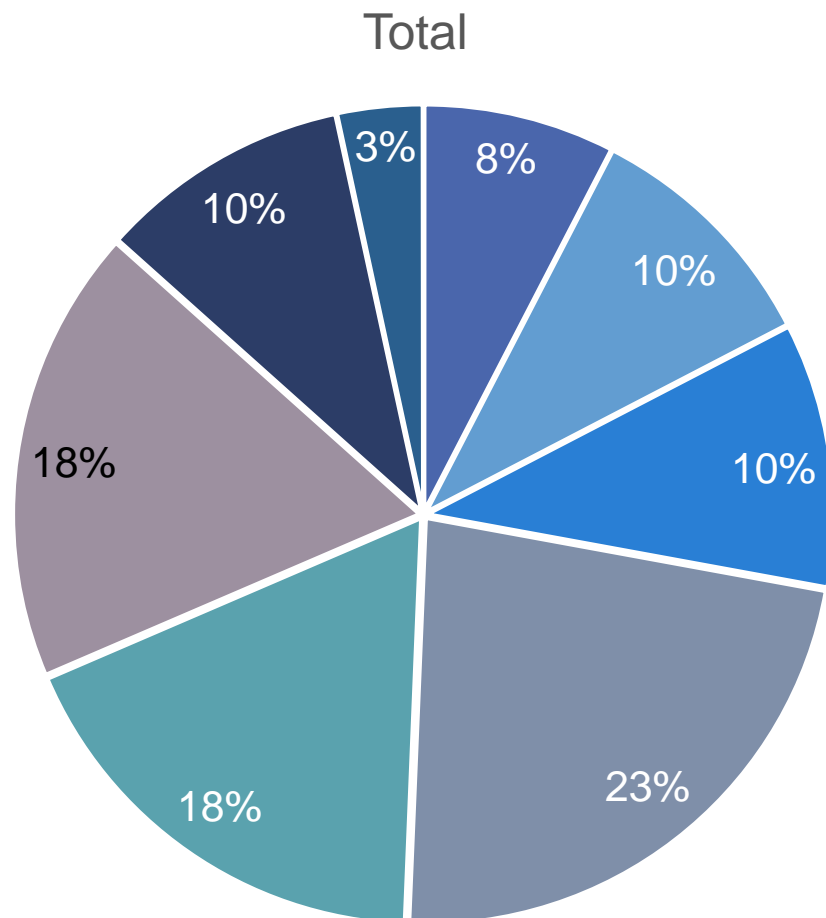
Outsiders



Base: All Respondents (n=1,068)

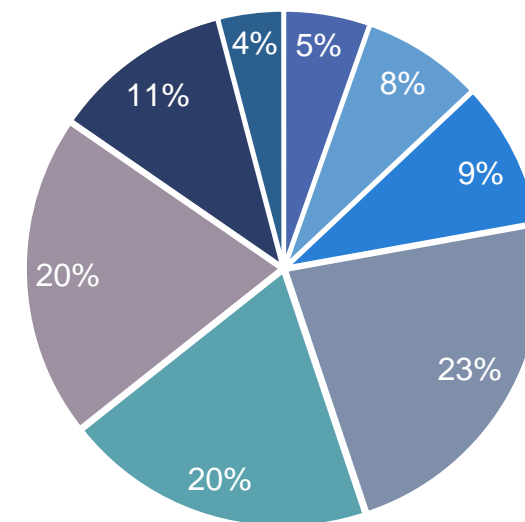
Can you please tell me which category most closely reflects your total household income?

HOUSEHOLD INCOME

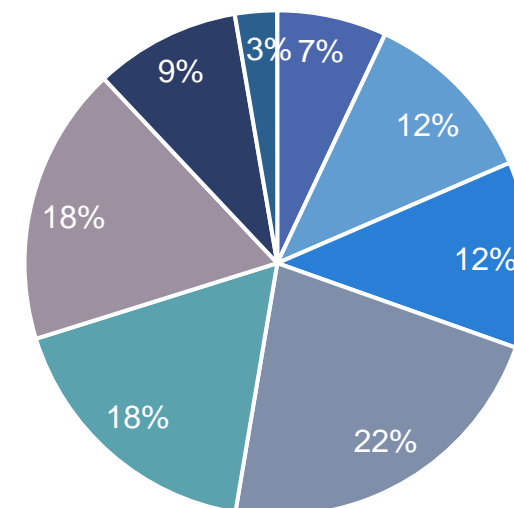


- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- I prefer not to share

Recent Visitors



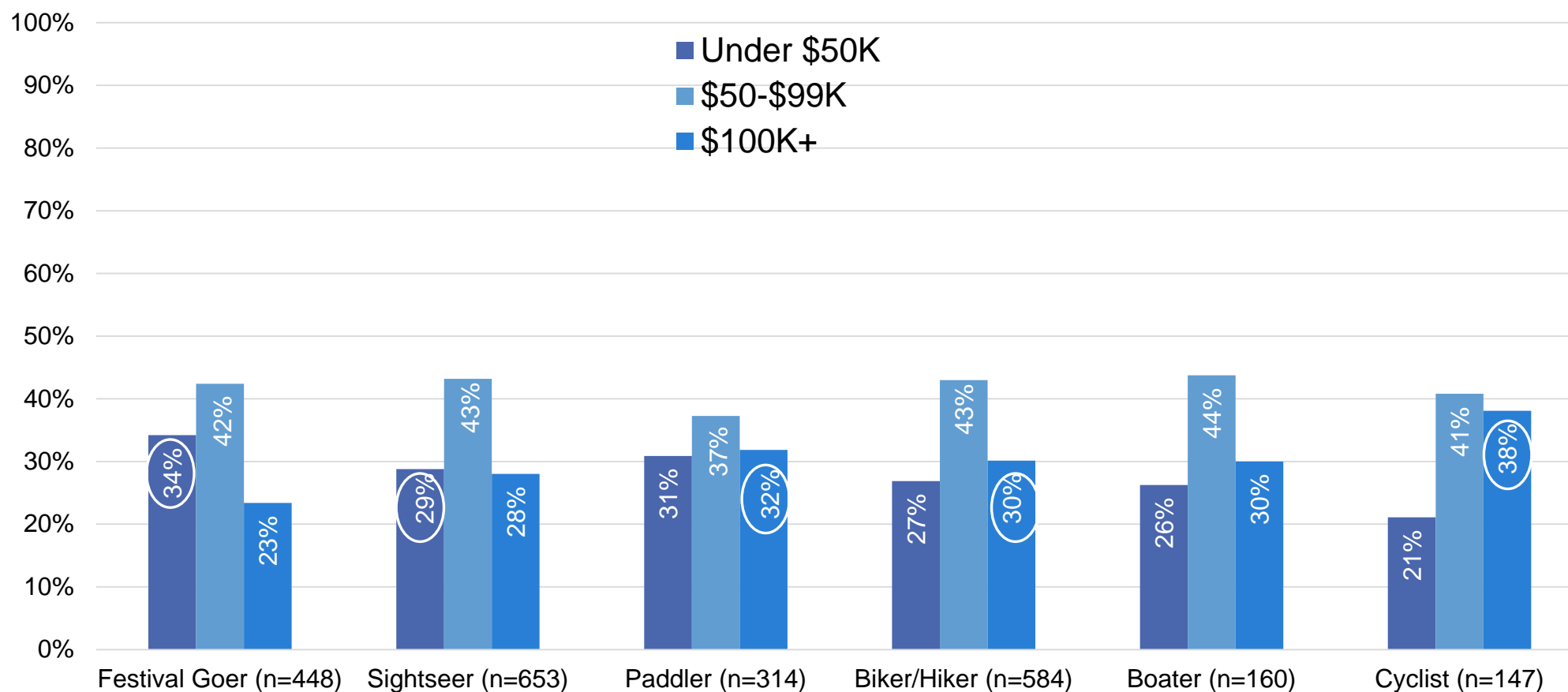
Prospective Visitors



Base: All Respondents (n=1,068)

Can you please tell me which category most closely reflects your total household income?

HOUSEHOLD INCOME



Base: All Respondents Reporting Income (n=1,032)

This research calls for us to speak with people of all different ages. So, may I ask what is your age?



THANK YOU!

