Funded by Market NY through I LOVE NY, New York State’s Division of Tourism, as a part of the State’s Regional Economic Development Council awards.
• Who is most likely to visit?
• What do visitors think of their experiences?
• How much do they spend?
• What are the best methods of reaching target audiences?
• What role do events play in bringing people to the Corridor?
“The Erie Canal is a tourism crown jewel for New York State…” -- Ross Levi, I LOVE NY

- Online Quantitative 1,068
- 20 Qualitative Interviews
- 479 Insider / 589 Outsider
- 631 Recent / 437 Prospects
Canal Visitors were 3X more likely to travel internationally.
WHERE THEY LIVE

Half of our respondents were from New York, with a strong representation from PA, OH, NJ, MI, and VA.
VACATION STYLE

Sightseeing was by far the most preferred vacation style with over three-quarters choosing it in their top three types.
WHY VISIT? TOP MOTIVATIONS

Insiders and Outsiders have different motivations for visiting.

- **The Canal Itself**
  - Insiders: 70
  - Outsiders: 30

- **Exploring Where I Live**
  - Insiders: 70
  - Outsiders: 10

- **Historic Sites/Museums**
  - Insiders: 60
  - Outsiders: 40

- **Curious About Area**
  - Insiders: 30
  - Outsiders: 40
WHAT DO PROSPECTS WANT TO DO HERE?

79% want to take a canal boat tour

69% want to visit historic sites and museums

- Festivals: 63%
- Canal Communities: 49%
- Beer/wine tasting: 49%
- Shopping at outlet malls: 48%
- Hike the Trail: 44%
- Canoe/kayak: 42%
- Bike the Trail: 33%
What did recent visitors do here?

78% hike or cycle the Canalway Trail

60% visit historic/cultural sites

- Visit canal communities: 53%
- Canal Boat Tour: 35%
- Festivals: 31%
- Beer/wine tasting: 29%
- Canoe/kayak: 22%
- Outlet mall: 16%
LET'S NOT FORGET FOOD!

ICE CREAM

66%
People who travel here from outside the canal corridor spent 2.5 x more than insiders.
Multi-Day Visitors spent 7x more than Day Trippers. Boaters spent the most.

- Day Trippers: $106
- Multi-Day Trip: $764

$865, $563, $542
RATE YOUR TRIP EXPERIENCE

8 OUT OF TEN
MOST VISITORS RATED HIGH
WHAT STOOD OUT?

UNIQUE TOWNS

CANAL SETTING
Recent Visitors with memorable experience (n=376)

Yes, What was it?

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

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

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

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)

Every venue we have visited had some feature or people or local eatery that made an impression. (Insider)
ROOM FOR IMPROVEMENT
Base: Recent Visitors Rating 7 or less (n=167)

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 it's 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)
WHERE DO PEOPLE LOOK FOR TRIP IDEAS AND INFORMATION?

- 83% websites
- 65% friends & relatives
- 55% brochures
**Erie Canalway Map & Guide**

**Dig In! Celebrations Begin for Canal Bicentennial**

You're invited! This year marks the 200th anniversary of canal construction and exciting bicentennial events are on tap. You'll find boat tours, bike rides, festivals, music, and family-friendly activities all year long. Start here to discover what makes the Erie Canalway National Heritage Corridor a unparalleled national treasure. Then head out to join the festivities along New York's historic canals!

**Building Success**

New Yorkers were thinking big when they turned the first shovel of earth to construct the Erie Canal 200 years ago. Fuelled by a bold vision and audacious plans, workers toiled mile after mile, year after year. They dug through fields, forests, rocky gorges, and slopes to connect the Hudson River at Albany with Lake Erie at Buffalo. The Erie Canal was America's largest early public infrastructure project—designed, built, financed, and operated by the State of New York. Although Europeans had been building canals for more than 300 years, the Erie Canal was longer and more complex than any other in the world. It crossed rivers on aqueducts and超越 hills up and down, linking cities and towns. It grew as the country's first wave of people, goods, and ideas. It sparked innovation and invention.

The Erie Canal set the stage for economic development and growth. Towns and cities sprang up along the canal's path. It opened markets for farmers and for Pennsylvania timber, farmers, miners, manufacturers, and New York City to become the nation's busiest port and financial center. The Erie Canal and a network of connecting waterways populated New York from border to border and generated wealth for the state and the nation.

**CONTENTS**

- 500 Miles of Waterway ........... 2
- Take to the Water ................ 2
- Great Lake Erie Excursions .... 3
- Erie Canalway Trail .............. 3
- Erie Canalway Map: A National Treasure .... 4
- Bicentennial Celebration ......... 4
- Timeline of Canal Construction .... 6
- Celebrate 200 Events & Festivals .... 8
- Photo Credit ..................... 9

*Erie Canalway Map & Guide 2017*

Erie Canalway National Heritage Corridor
TOP TAKE AWAYS
Average knowledge was barely above neutral!

Website
Word of Mouth
Social Media
Brochures
Trip Advisor

What can I do here?
Attractive

Mobile Responsive

Up-to-Date

Easy to Navigate

Content Written for Web

Don’t Assume
STAY NETWORKED

3

Local/Regional Sites

Community Advocates

Residents, Youth

Tourism Promoters

Erie Canalway NHC

Parks & Trail NY

Canal Corporation
MAKE IT WORTH THE DRIVE

Connect the dots for visitors

Become a “secret shopper”

Good to Great
GO AFTER HIGH SPENDERS

Boaters
Cyclists
Paddlers
Outsiders
USE EVENTS AS A DRAW

$1.3 BILLION
<table>
<thead>
<tr>
<th>EVENT</th>
<th>MULTI-DAY</th>
<th>ESTIMATED ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canal Fest of the Tonawandas</td>
<td>■</td>
<td>200,000</td>
</tr>
<tr>
<td>Fairport Canal Days Arts Festival</td>
<td>■</td>
<td>200,000</td>
</tr>
<tr>
<td>Oswego Harborfest</td>
<td>■</td>
<td>100,000</td>
</tr>
<tr>
<td>Waterford Tugboat Roundup</td>
<td>■</td>
<td>20,000</td>
</tr>
<tr>
<td>Little Falls Canal Celebration</td>
<td>■</td>
<td>16,500</td>
</tr>
<tr>
<td>Seneca Falls Canal Fest</td>
<td>■</td>
<td>15,000</td>
</tr>
</tbody>
</table>
Our Next Steps…

- Website & Visitor Information
- Water Trail
- Festivals & Events
- Canalway Challenge
thank you!

www.eriecanalway.org
(518) 237-7000