



RESULTS ACHIEVED 2023

OBJECTIVES:

1

Create exciting new incentives and a structured program to drive visitation.

2

Increase visitation to heritage sites, parks, local businesses, and other attractions.

3

Increase multiday trips and maximize economic impact of canals, trails, and recreational events.

4

Enhance wellness and pride of place.

BY THE NUMBERS

1,754

CHALLENGES CREATED

348,308

TOTAL MILES LOGGED

30

US STATES AND CANADA
ARE WHERE PARTICIPANTS
CALL HOME

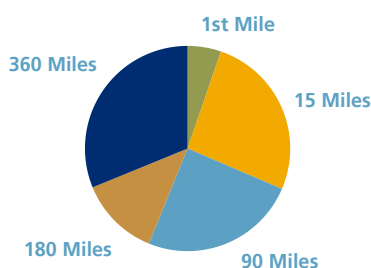
62%

VISITED
MULTIPLE REGIONS

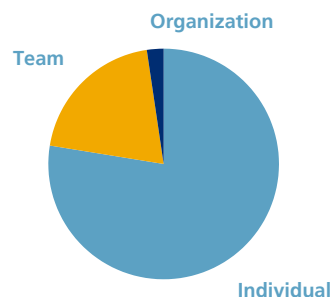
27%

OF FINISHERS
FROM OUTSIDE NYS

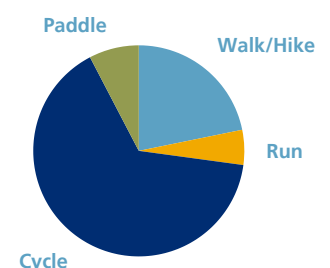
MILES PLEDGED



CHALLENGE TYPE



METHODS USED



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Douglas Boyer with his daughter and 11-year-old grandson. 360 End-to-Enders, Morgantown, WV

BUILDING CONNECTIONS

"You always meet interesting people from anywhere with a story to tell."
– Bob Huntley, 180 Miler, Oneida, NY

Participants hailing from 30 US states and Canada rose to the challenge this year, logging 348,308 total miles, while deepening their connection to the Erie Canalway, local communities, and fellow challengers.

Great recreation, learning canal history, and visiting canal towns and villages are frequently cited highlights of the Challenge. But the highpoint for many in 2023 was the people. Canal town residents, tour guides, volunteers, and fellow cyclists, walkers, and kayakers all made an impression.

"Our favorite memory was the people. We were grateful recipients of potato chips, apples, Chamois Butt'r and other snacks from various people."
– Lynn Lary, 360 End-to-ender, Eugene, OR

Participants also valued quality time with their teammates and fellow travelers.

"I grew up in the Herkimer, NY area and had never realized the extent and beauty of the canalway. I returned from my home in WV to complete the challenge with my daughter and 11-year-old grandson. We completed the challenge as scheduled and met many wonderful people along the way."
– Douglas Boyer, 360 End-to-ender, Morgantown, WV

After five years of helping people trace history and track miles, the Canalway Challenge continues to bring people together for fun, fitness, and adventure along New York's legendary canals.



2023 VISITOR SURVEY

81% RESPONSE RATE

67%

STAYED OVER

13

AVERAGE DAYS TO
COMPLETE

\$424

AVERAGE SPENT

3.5

AVERAGE
OVERNIGHT STAYS

PRIMARY MOTIVATION

Fitness and Fun	42%
Explore the Canalway Corridor	20%
Athletic or Personal Challenge	17%
Trip with Family/Friends	13%
Maintain Health	4%
Other	2%
Part of a Longer Journey	1%

SITES VISITED

Canal Town or City	65%
Canal Structures/Vessels	62%
Restaurant/Bar	57%
Museum/Historic Site	53%
State or National Park	33%
Wildlife/Nature Preserve	28%
Craft Brewery/Winery/Distillery	22%
Event	12%

FIVE YEARS AND COUNTING

1.6 MILLION

MILES WALKED, RUN, CYCLED,
& PADDLED

\$4 MILLION

ESTIMATED ECONOMIC IMPACT

... SINCE 2019



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BEHIND THE NUMBERS



"We loved attending the towpath day at the Erie Canal Park in Camillus, as well as hiking and meeting many new people that were working on the challenge!"

– Kimberly Stanton & Pack 208, 15 Milers, Liverpool, NY



"Loved every mile"

– Katy Franks, 180 Miler, Gasport



"My friends and I had an epic adventure biking across the state! The laughs were non-stop, the scenery was beautiful, and we loved that there were many wonderful new things to see and do the whole way!"

– Nam Cao, 360 End-to-Ender, Scotia, NY



"Best family reunion ever!"

*– Kenneth Foster and Foster
Family Reunion Ride, 360 End-to-Enders, Rochester, NY*



"I had a great time cycling with my husband. We celebrated our 39th anniversary on the trail."

– John and Janet Knapke, 360 End-to-Enders, Columbus, OH





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