



POSITIONING YOUR “TRAIL” TO MAXIMIZE THE ECONOMIC IMPACT

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REGIONAL OFFICE of SUSTAINABLE TOURISM

ROOST

INTENT?

- Are you looking to build a “trail” or challenge?
- Do you have a “trail” you want to improve or leverage?

GOAL?

- Provide an exciting new option for hiking, biking, etc.
- Promote a healthy lifestyle.
- Improve quality of life for residents.
- Put your community on the “map.”
- Create an alternative connection route.
- Link existing assets.
- Increase tourism.
- Economic impact.

A photograph of two mountain bikers on a trail, with a white outline of the United States overlaid on the image. The bikers are in the foreground, looking out over a green landscape. The text "THE ECONOMIC IMPACT" is overlaid on the image in a white box.

THE ECONOMIC IMPACT

“Outdoor recreation is an economic powerhouse in the United States, each year generating \$646 billion in consumer spending and 6.1 million direct jobs.”

- Outdoor Industry Association

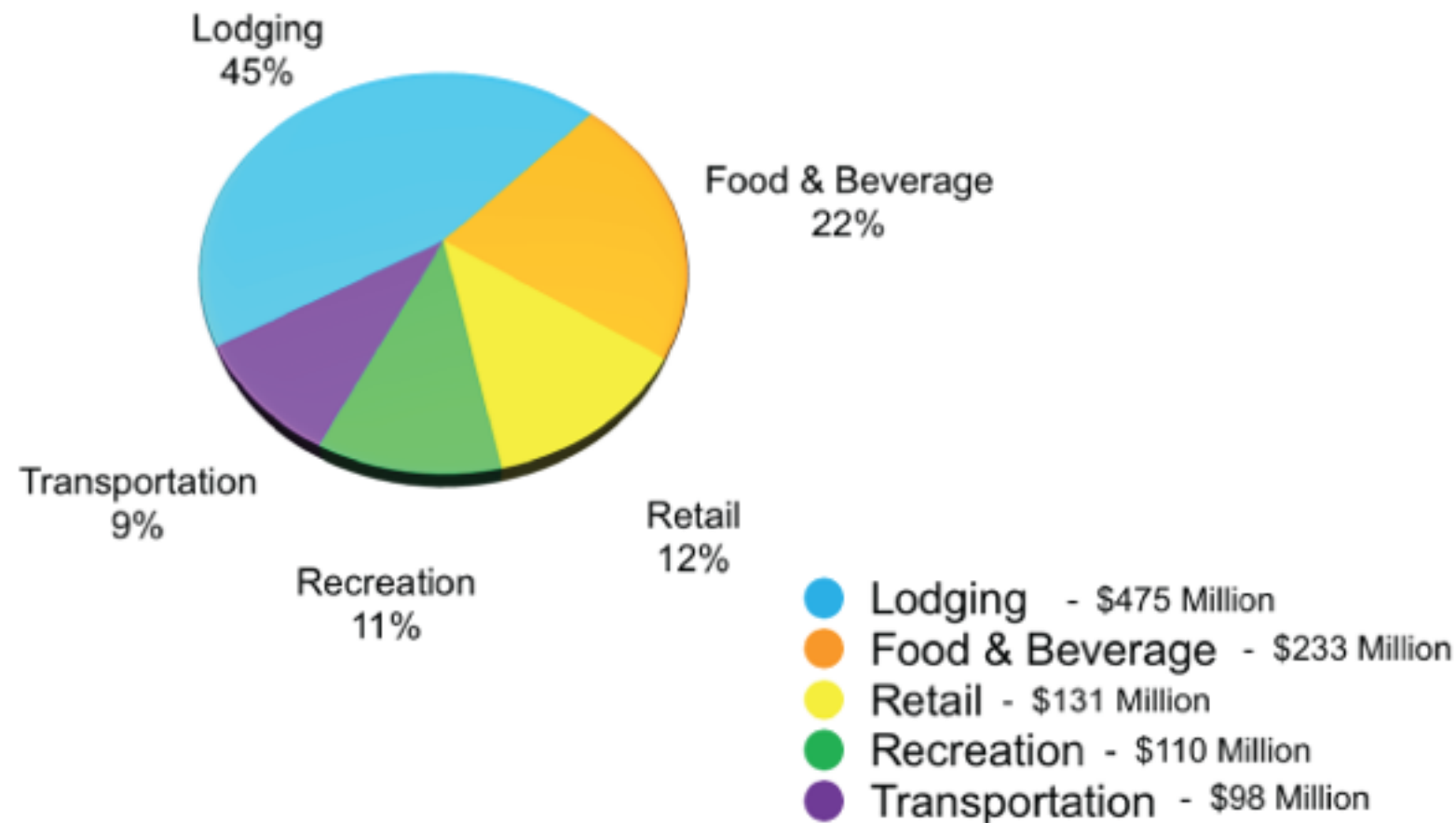
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Total Overnight Spending in Adirondacks— by Sector (2015)



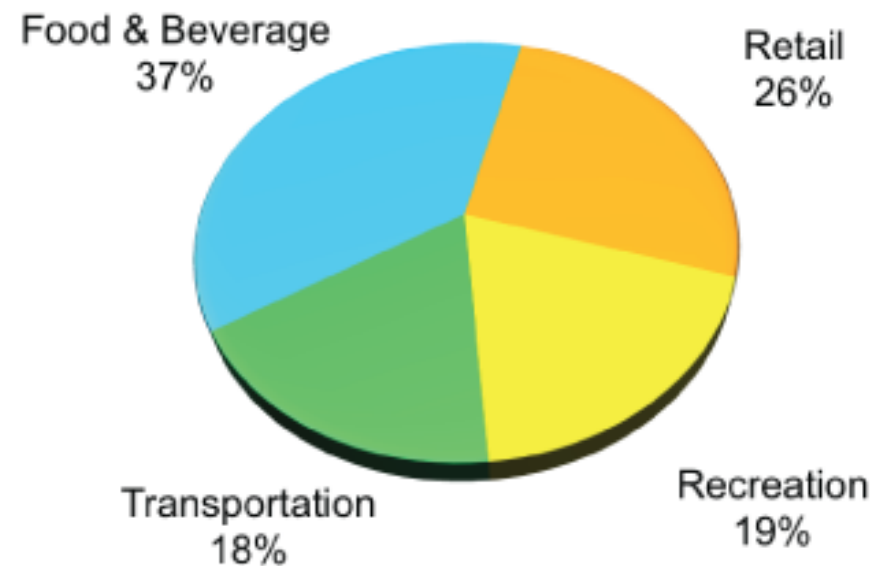
Total Spending = \$1.05 billion



Total Day Spending in Adirondacks — by Sector (2015)



Total Spending = \$526 million



- Food & Beverage - \$197 Million
- Retail - \$138 Million
- Recreation - \$98 Million
- Transportation - \$94 Million

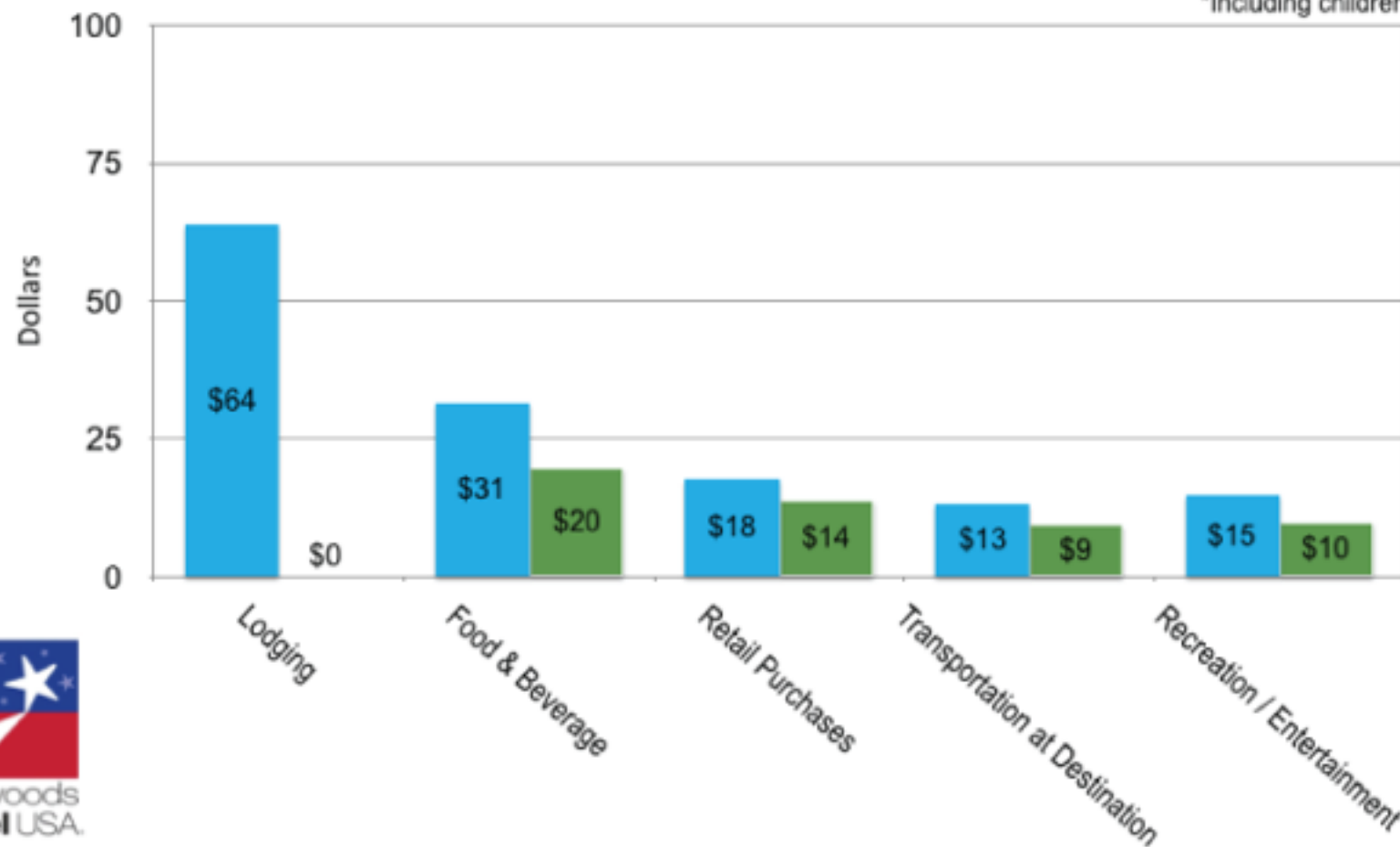
Average Per Person Per Day Expenditures in the Adirondacks— By Sector (2015)



Total Per Person* = \$141 vs. \$53

Overnight
Daytrip

*Including children



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HOW CAN OUR “TRAIL” HAVE AN ECONOMIC IMPACT?

A wise man once told me...

SOME QUESTIONS TO CONSIDER...

- What type of “trail?”
- Who is your targeted user group?
- What is the current perception this user group has of your area?
- What differentiates your “trail” & community?
- How are you linking your “trail” back to your community?
- Are there gaps in services, amenities, and infrastructure needed to support this audience?
- Does your community support & welcome this user group and the impact the “trail” will have.
- How does this concept fold in with other regional “trail” efforts?

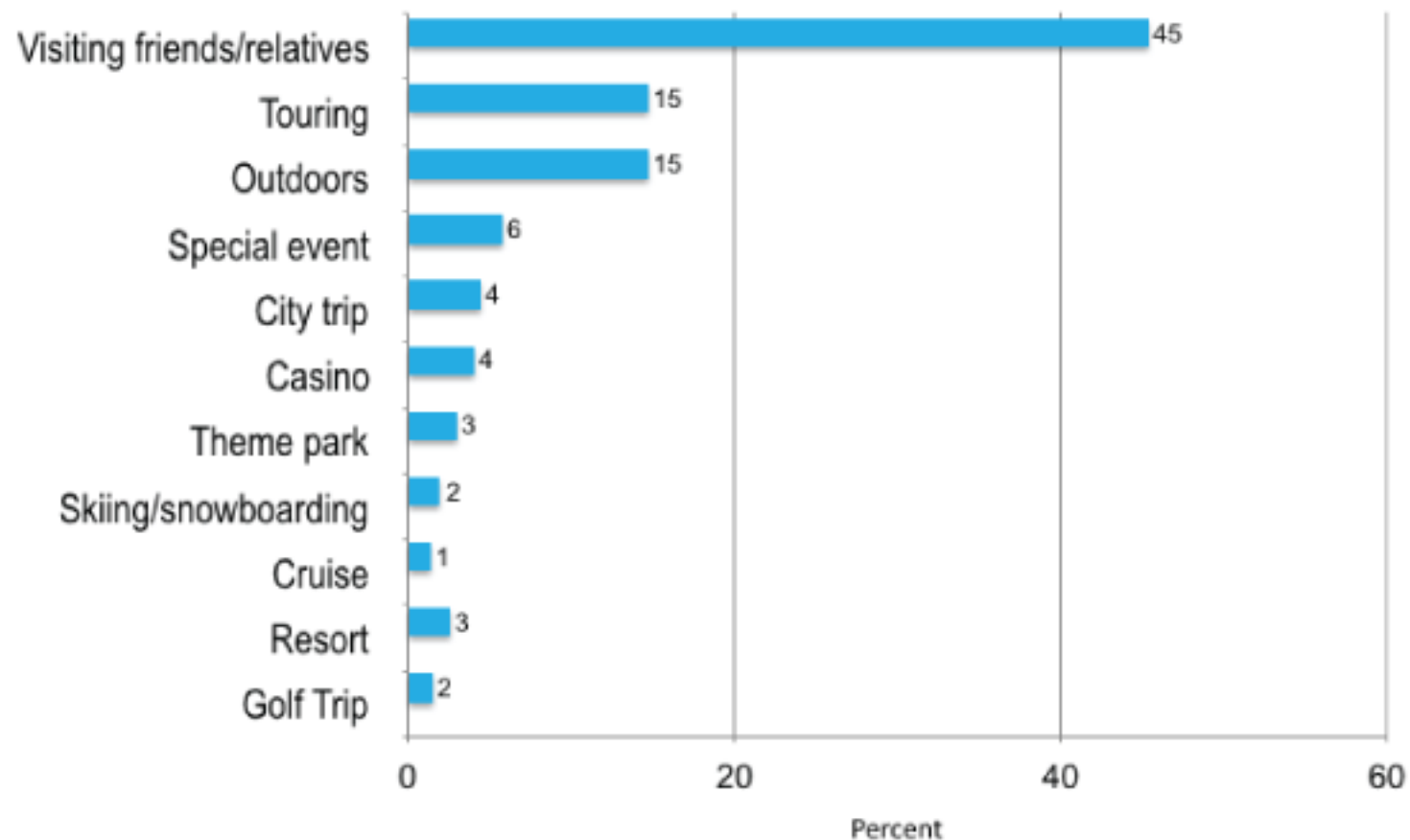


WHAT DRIVES TRAVEL?

Main Purpose of Leisure Trip — Adirondacks Region



Base: Adult Overnight Leisure Trips



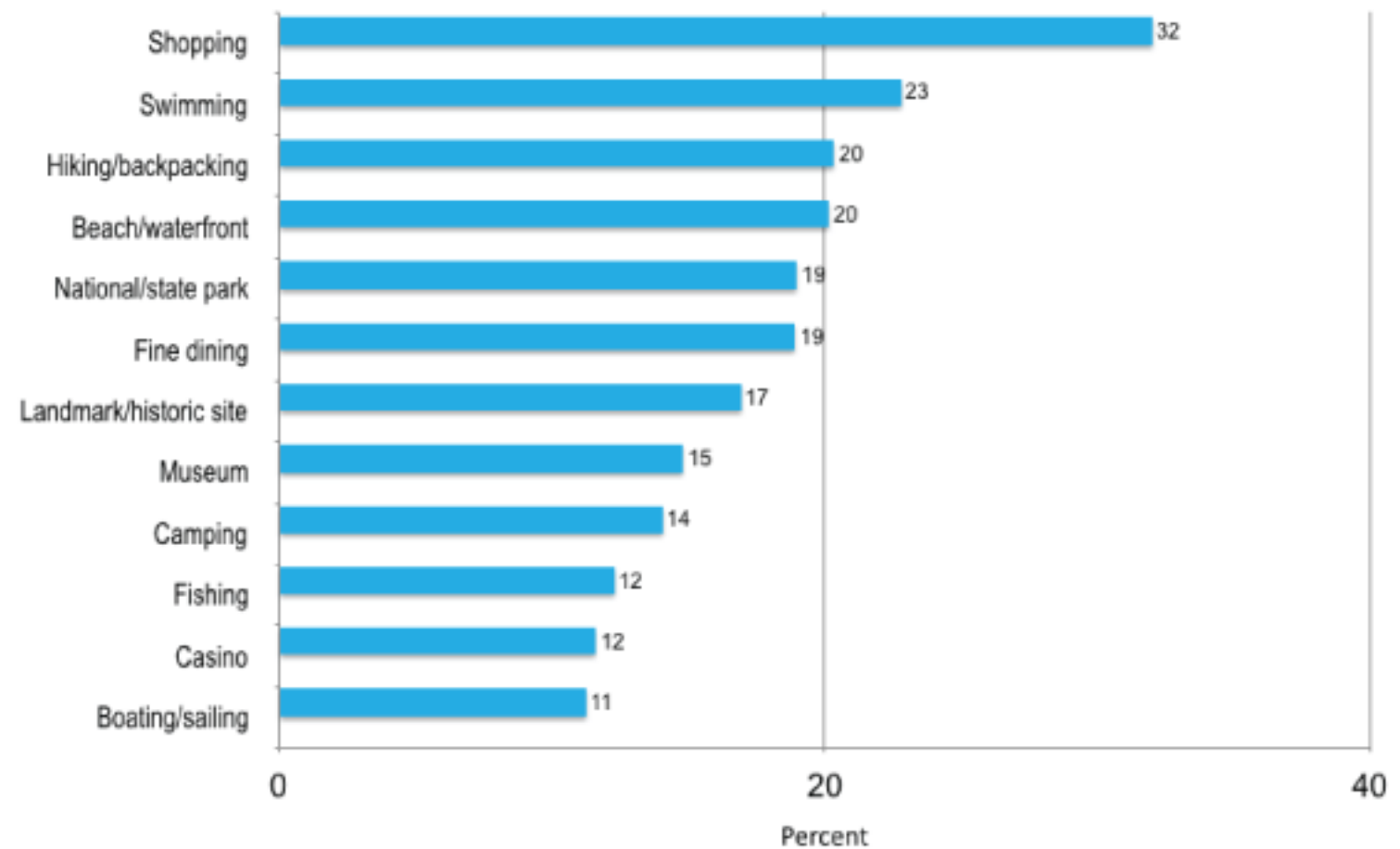
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Activities and Experiences



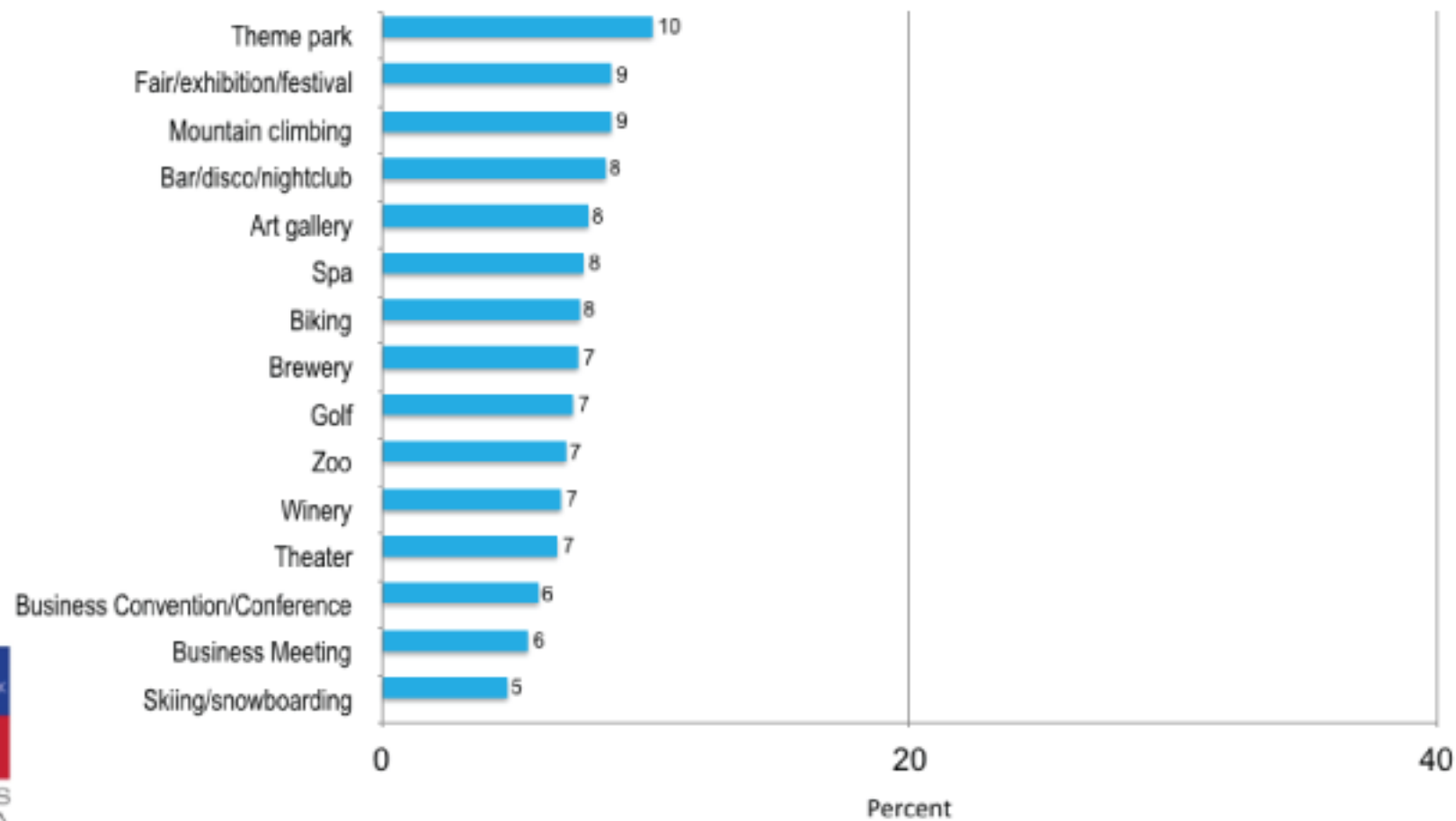
Base: Adult Overnight Trips



Activities and Experiences (Cont'd)



Base: Adult Overnight Trips



THEN THERE ARE THE MILLENNIALS!



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THEN THERE ARE THE MILLENNIALS!

- They have overtaken the Baby Boomers.
- 86% of the children born today have Millennial parents.
- Experiences are more important to them than possessions.
- Their connection to the outdoors is strong, but their connection to “non-sporting” activities is even stronger.
- Their definition of adventure is different.
- They’re looking for “itineraries” for travel inspiration, but that doesn’t necessarily mean they are going to follow them.
- They want “unique” experiences.



THEN THERE ARE THE MILLENNIALS!



The travel / time equation
is important because...

"If you're going for more than
a day or two you need lots of
different activities. What if it
rains? What if you get
bored? You can't just hike."

-Male, Albany

THE WILD CENTER

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MORE CONSIDERATIONS...

- Does your “trail” speak solely to a niche market, or does it reach out to the other 85% of travelers that don’t consider the “outdoors” to be the primary driver of travel?
- Is your “trail” and your community positioned to offer the other experiences that travelers are looking for? Do those experiences match?
- Does your “trail” offer a “unique” experience?
- How are you telling the story?

