



POSITIONING YOUR “TRAIL” TO MAXIMIZE THE ECONOMIC IMPACT

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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 assest.
- Increase tourism.
- Economic impact.

The background image shows two mountain bikers from behind, standing on a rocky trail overlooking a green valley under a clear blue sky. A white outline of the United States is superimposed over the image, with the two bikers positioned within the western and central parts of the map.

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

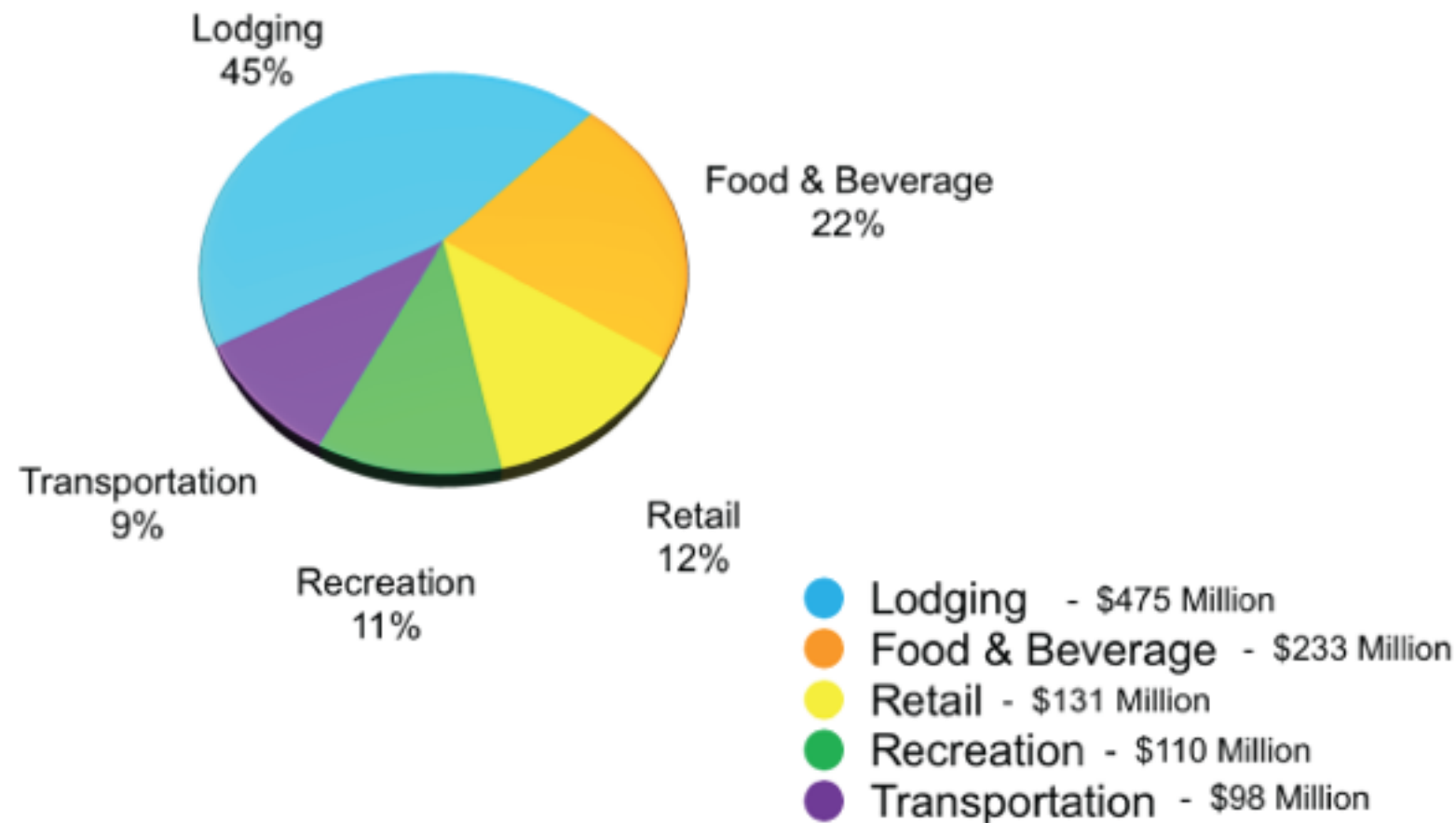
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Total Overnight Spending in Adirondacks— by Sector (2015)



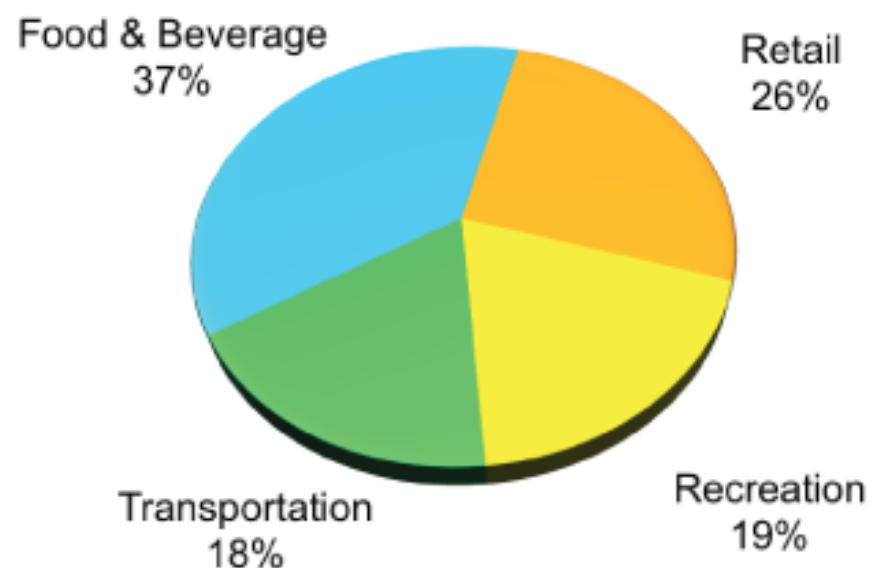
Total Spending = \$1.05 billion



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

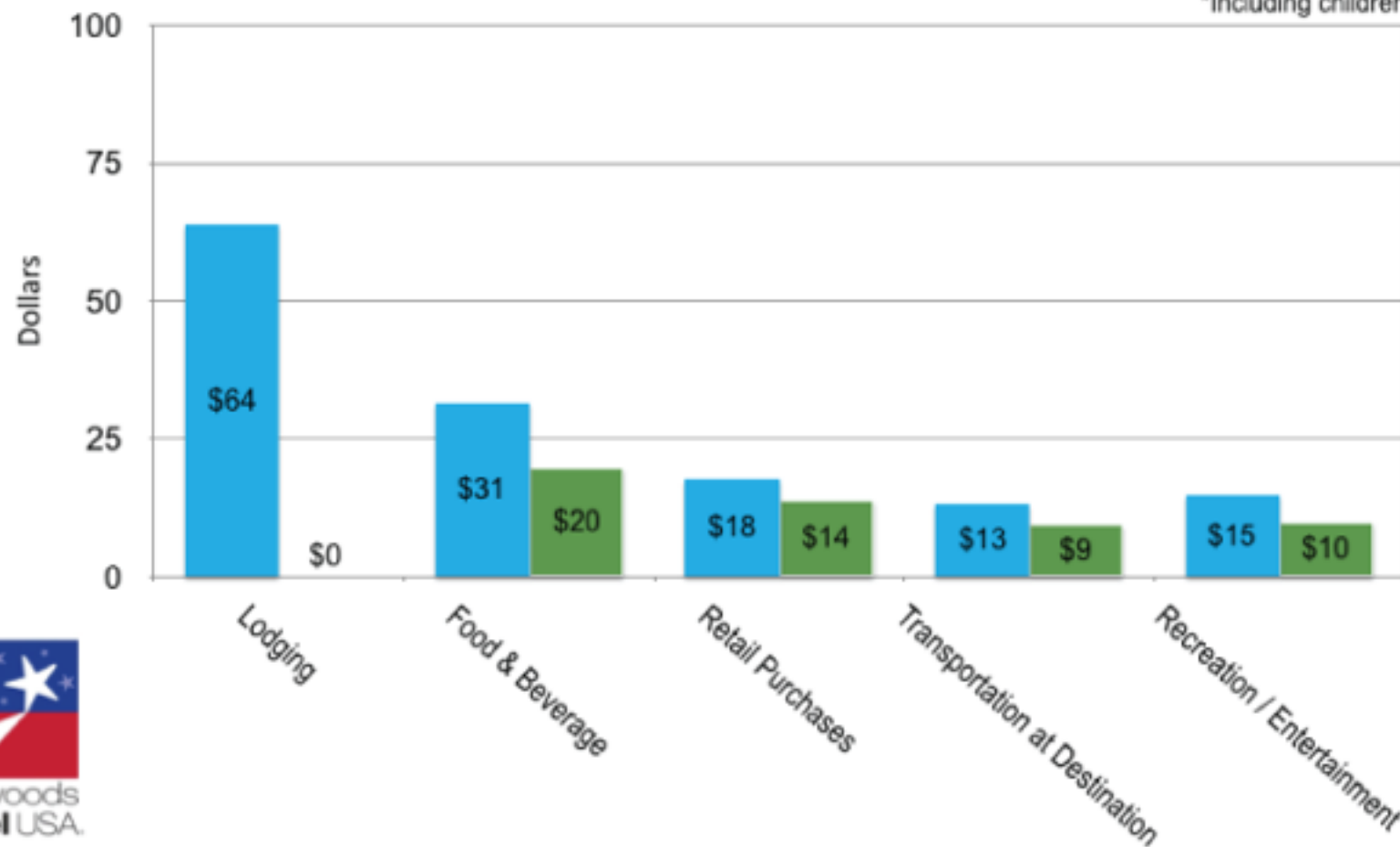
Average Per Person Per Day Expenditures in the Adirondacks— By Sector (2015)



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?

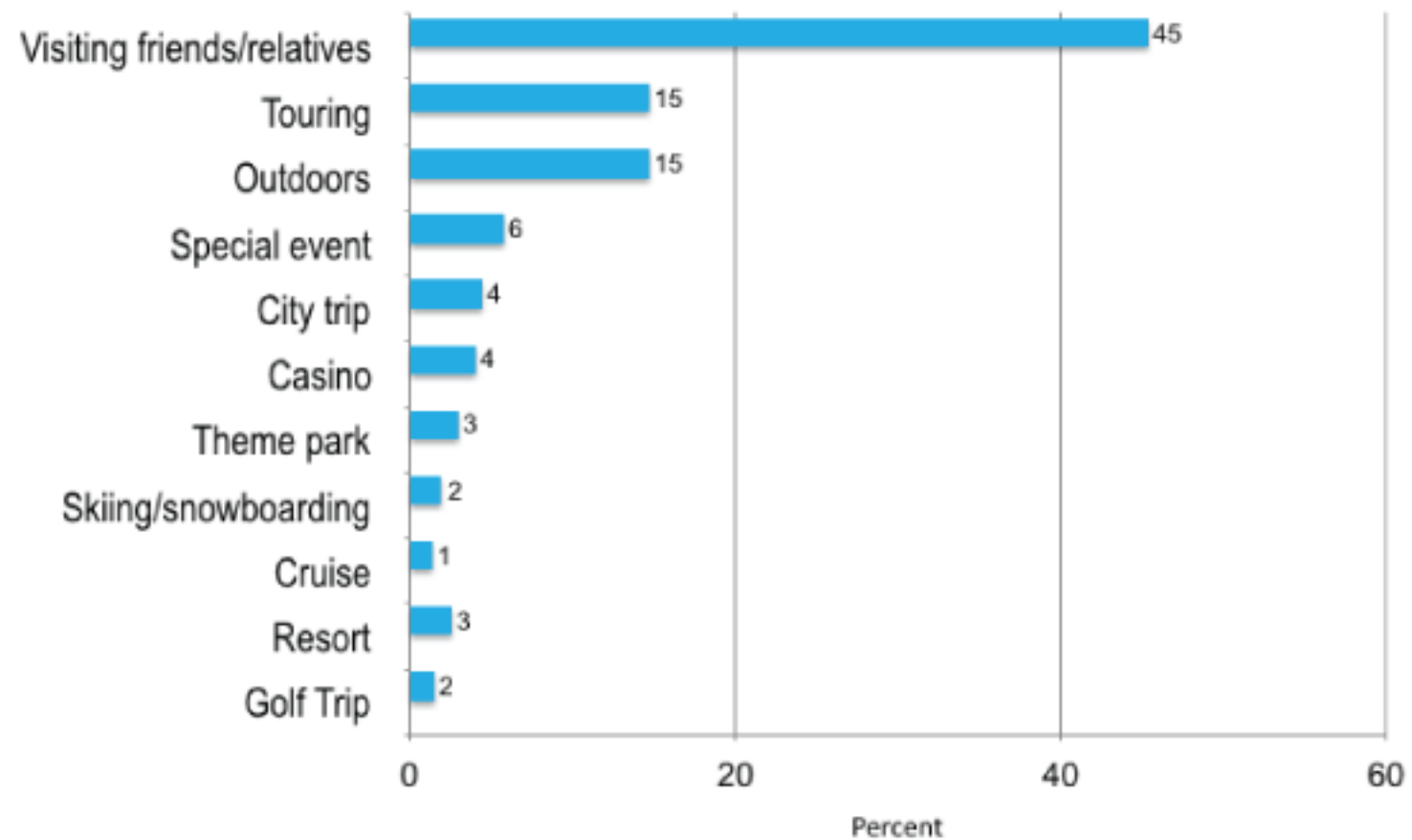


WHAT DRIVES TRAVEL?

Main Purpose of Leisure Trip — Adirondacks Region



Base: Adult Overnight Leisure Trips



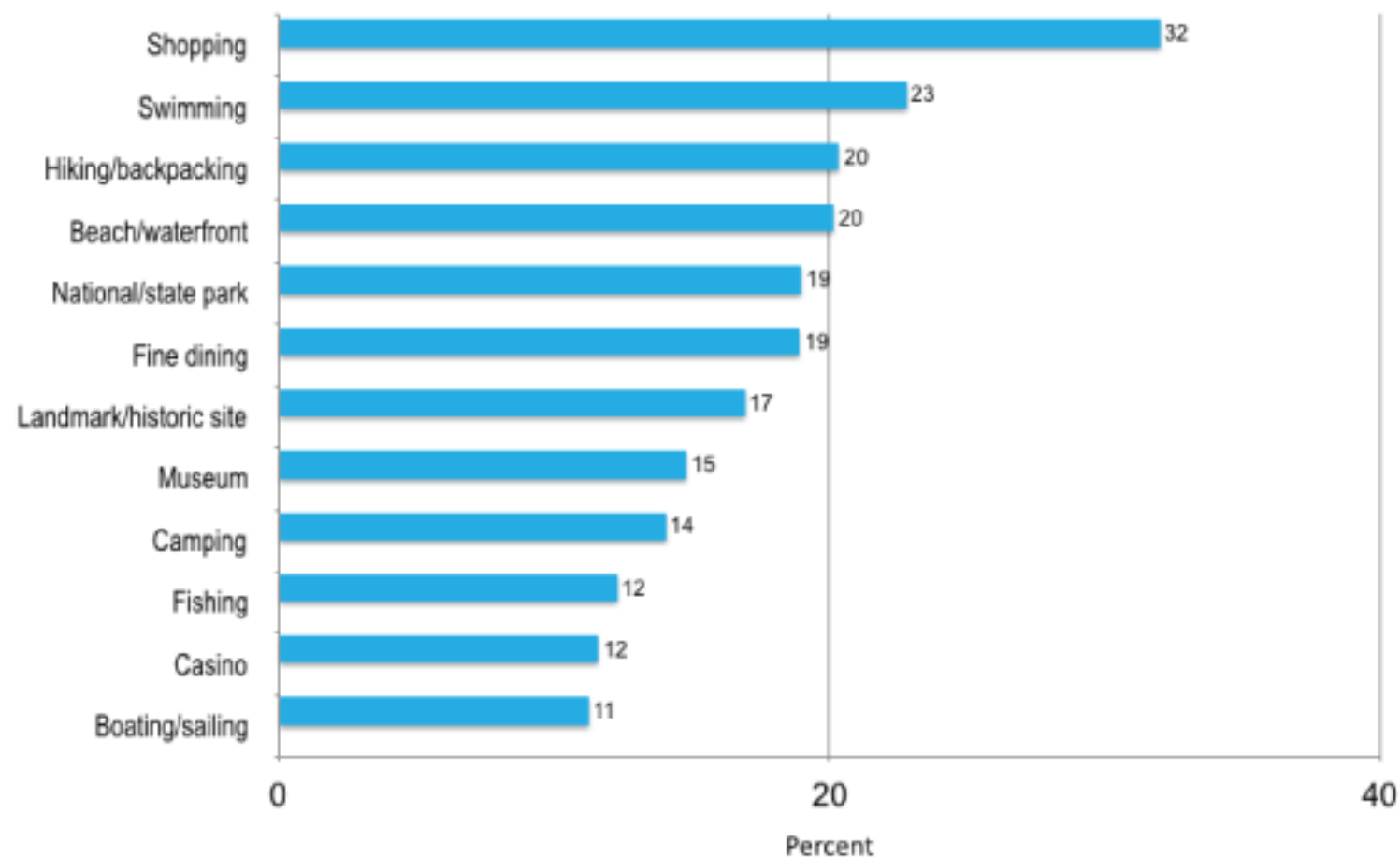
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Activities and Experiences



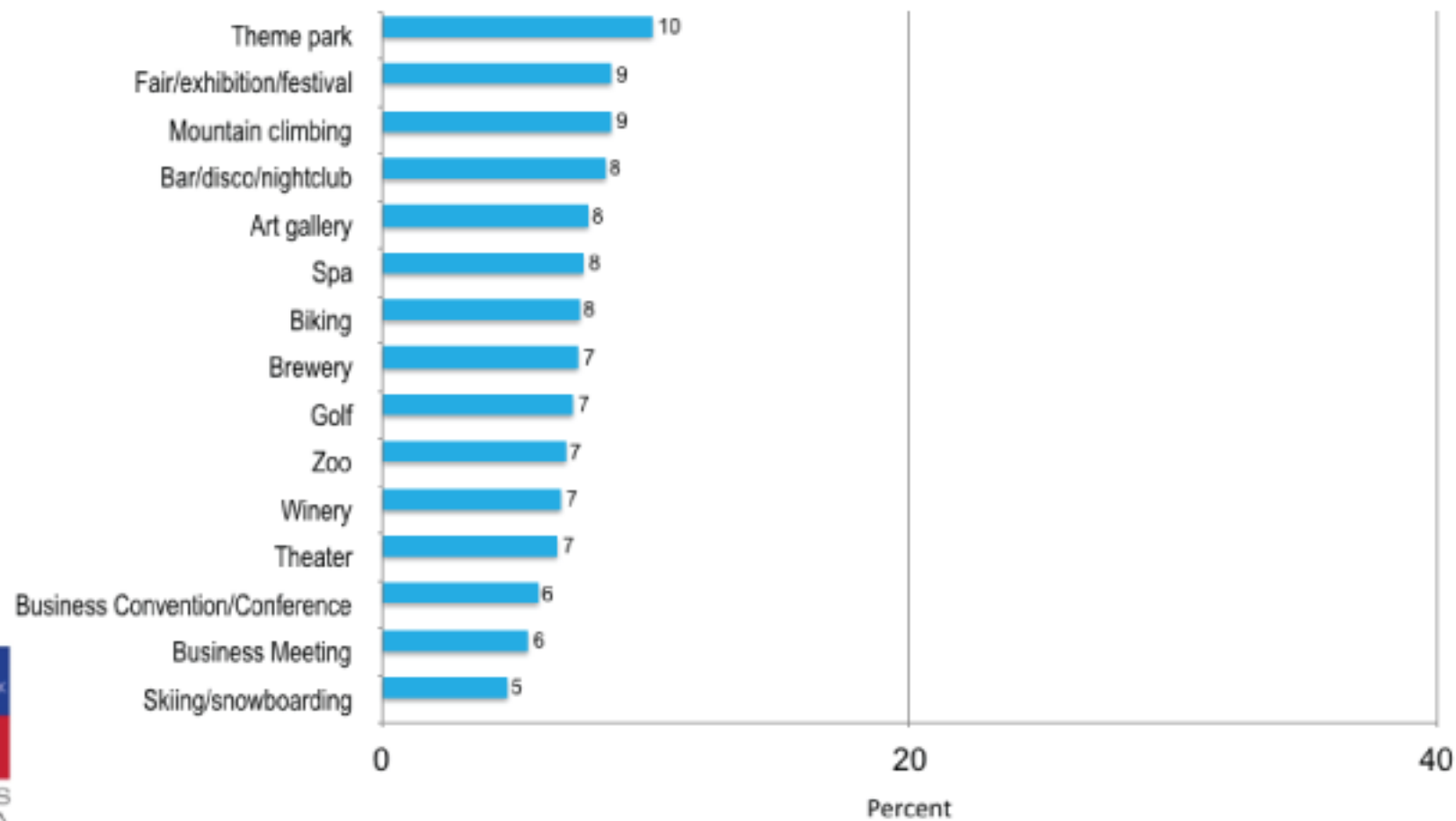
Base: Adult Overnight Trips



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 75% 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?



QUESTIONS?



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