

The Importance of New York State Canals

September 2010

The 23 counties along the canal are vital to New York State tourism



In 2009, these counties generated:

- **\$7.1 billion** in visitor spending
- **23%** of all statewide tourism employment
- **\$464 million** in local taxes



What makes the canals so vibrant?

- **Historic importance** – The canals led to the creation of cities that were once at the center of U.S. commerce
- **Scenic surroundings** – The canals' beauty introduces visitors to a quieter, gentler side of New York
- **"Off the beaten path"** – The canals satisfy the travel needs of international tourists who seek out new experiences and adventures beyond New York City
- **Continual investment** – Ongoing interest in the canals makes the 234 communities along its shores a great place for economic investment
- **Diversity, uniqueness, and passion of canal communities** – Canal communities offer an authentic New York State experience that international visitors find very welcoming

Canals and Waterways – Another reason to love New York



Another reason,



Brand Essence

Adventure continues beyond NYC

Brand Values

Getaway destination that is...

- **Authentic** – “off the beaten path”
- **Accessible** – close by, easy to get to by car or train
- **Affordable** – good value for the money

Product Features

- **Nature and outdoors** – parks, rivers, lakes, coastlines
- **Culinary adventures** – harvests, farm to table, wines & beers
- **Arts & Culture** – heritage, arts and local crafts

Marketing the canal communities online

Iloveny.com Web Site Content

Home » What To Do » See & Do » Seneca Museum of Waterways and Industry

Seneca Museum of Waterways and Industry

ABOUT | What's Nearby: | SEE & DO | EVENTS | EAT | STAY

Seneca Falls, Finger Lakes

Description:
Focuses on the vital role played in regional development.

Location & Contact Info:
89 Fall St
Seneca Falls, Finger Lakes, NY

Directions: NYS Thruway Exit 4
Phone: 315-568-1510
Fax: 315-568-1504
Email: senecamuseum@yahoo.com



Home » Plan Your Trip » Travel Ideas » Canaltown Days – 15 Miles of Fun!

Canaltown Days – 15 Miles of Fun!

ABOUT

If you've never navigated on the Erie Canal, historic *Palmyra's Canaltown Days* (September 18 and 19) will give you the opportunity.

One of the oldest towns in the *Finger Lakes* region, Palmyra was founded in 1789. The opening of the Erie Canal in 1825 made the town an important center of trade along the busy waterway, and it became known as the "Queen of Canaltowns." About 20 miles south of Rochester, Palmyra has preserved an astonishing amount of its original architecture, from the early 1800s to Victorian-era grandeur.

Time Travel on the Erie Canal

Justify every kind of person traveled the bustling Erie Canal in the 1800s. Today, the enchanting 524-mile NYS Canal System attracts nearly every kind of vacationer.

Adventurers are drawn to the history and mystery of this Black Erie-style escape where well-preserved towns and preserved 13200 structures are spread along the miles. Beginning from Akersville, Buffalo, the Erie Canal runs 260 miles through the Finger Lakes, the Canal Lakes and some of the nation's best fishing spots.

Boaters love the unique experience of drifting upon such historical waters. Hundreds of marinas provide services along the way, and several recently completed harbors and waterfront projects offer overnight docking, potable water, pump-out and electricity.

It's like 19th-century fashion as you glide, ranging from traditional English-style nautical looks and modern, hip, preppy and bohemian. Earn for a week's worth of a day. From Lake Champlain to Lake Erie, next to you, you can charter a captain and crew for the day or risk from back to back for just an hour or two.

Landlubbers will find a variety of accommo-dations in rooms, carpenter and villages, as well as Canaltown festival and markets, and more than 200 miles of trails for biking, walking, horseback riding or, harnessing up an old mule named Sal to pull your barge along!

For a copy of the Canal System Cruising Guide, visit nyscanals.gov.

I ♥ NY
loveny.com/outdoors

CHRYSLER-SENeca CANAL FINGER LAKES

Marketing the canals globally

Trade Show Representation

World Travel Market - London



International Pow Wow - USA




Marketing the canals through literature

Statewide Product Guide




Marketing the canals through learning

International Tourism Workshops



2010 Tourism Readiness Workshops

Preparing for the International Market




Iloveny.com

DATES: Monday, August 30, Belknap Center, Geneva
 Tuesday, August 31, Yesterday's Royal, Sybrian Beach
 Wednesday, September 1, Century House, Lockport


TIME: 10:00 am to 1:30 pm

COST: \$20 per person (includes lunch)



These workshops are intended for all organizations, communities and businesses, regardless of previous involvement or knowledge of international tourism.


Sponsors



Agenda Topics:

- Working with local and regional partners
- How international tourism works and how to get involved
- How to represent your destination on an international marketing website...and much more!

RSVP to Lori Dwell: lori_dwell@partner.sps.gov by **AUGUST 23rd**.
 Call for more information 518-237-7000 ext. 220. See registration form for more details.



Supporters

Cayuga County, Montgomery County, Sullivan County Chamber, Otsego County, Seneca County, Syracuse Convention and Visitors Bureau, and Upstate NY Tourism Alliance

Marketing the canals through learning

International Tourism Workshops



Marketing the canals through learning

International Tourism Workshops



Marketing the canals through social networks

Social Media



New York State is #1 Destination Marketing Organization for US and Canada – **36,000** followers



44,000 fans

RT @writerdiehl: Love the canal! RT @VisitRochester found #Erie Canalway guide more than 250 attractions across #NYS
<http://ow.ly/2mTFD> ^CL

RT @VisitRochester: A flotilla on #Erie Canal to arrive in #ROC Sept 19 for World Canal Conference <http://ow.ly/2hlyt> ^CL

RT @SyracuseNY: Welcome all cyclists to #Syracuse today! 500+ cyclists in town 4 Cycling the Erie Canal Bike Tour
<http://bit.ly/b6P2aC>



How to partner with I LOVE NEW YORK

- **Share best practices in marketing and promotion of tourism to canal communities**
- **Exchange information about issues of shared interest**
- **Link places and businesses with common customers**
- **Start an international canal marketing team now, to sustain communication and positive action that increases tourism to our canal communities**



For more information, please contact

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or 212-803-2218

I Love NY: The Importance of New York State Canals

Markly Wilson, Director of International Marketing, New York State Division of Tourism, New York, NY, USA

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Markly Wilson is responsible for generating increased international travel to the State of New York. He was previously President of The Wilson Company, a consultancy specializing in empowering communities to assess, plan, and market their tourism resources. This company generated strategic plans and results-oriented regional tourism promotional programs. Clients with whom strategic plans were developed have ranged from the Lakota Sioux Reservation in South Dakota, to Harlem in New York, the Government of Belize, Clinton and Warren Counties in New York, and a 14 city region of Massachusetts.

He was Director of Marketing for the Caribbean Tourism Organization for three years, after serving as United States Manager for the Tourist Board of Barbados for nine years.

Wilson has managed the New York Watchable Wildlife Program, a collaborative project between federal and state agencies, not for profit organizations and businesses. This group published the first Wildlife Viewing Guide of New York State in 1998.

Markly Wilson, a graduate of St. Claire College in Windsor, Ontario and Adelphi University in Long Island, was on the faculty of New York University for six years where he lectured on Ecotourism.